

SEOUL DESIGN AWARD 2026

for sustainable life

Call for Entry



Host & Organization



Cooperation



Overview

Since being designated a City of Design by the UNESCO Creative Cities Network and selected as the World Design Capital in 2010, the Seoul Metropolitan Government (SMG) has successfully hosted numerous major design events. Beyond that, it has actively **leveraged design to address social issues and contribute to the implementation of the UN Sustainable Development Goals (SDGs)**.

In line with these efforts, the SMG and Seoul Design Foundation has been hosting the **Seoul Design Award, an international award now in its seventh edition**, since 2019. It recognizes designers who use creativity to tackle everyday challenges and foster harmonious, sustainable relationships between people, society, and the environment.

With submissions from 98 countries to date, the Seoul Design Award brings together designers aiming to drive social change through design. A panel of design leaders from more than 20 countries serves as juries, providing valuable feedback. **Recognized by international design experts, the Seoul Design Award is the world's only public design award dedicated to sustainable daily life.**

We look forward to welcoming many participants to Seoul Design Award 2026, which celebrates and supports designers with creative solutions for a better daily life.

Award Name	Seoul Design Award 2026
Purpose	To promote the values of design by showcasing outstanding projects that creatively address everyday challenges
Theme	Designs for sustainable daily life that aim for harmony between people, society and the environment
Eligibility	Individual designers, or groups and enterprises with designers from around the world
Design Areas	All designs within the past 5 years (Product, visual, digital/AI, spatial/system, service/experiential/social, etc.)

Area 1 Main Award

(Projects or products that are produced, launched, and available for users)





Area 2 Young Designer Award

(Design concept mockups, prototypes, plans, etc.)

Area 3 ESG Design Impact Award

(Corporate projects in sustainable design)

Focus Areas

Health & Peace	Projects ensuring the health and well-being of all people and promoting sustainable peace	
Equal Opportunities (Universal Design)	Projects creating equal opportunities for all, such as Universal Design	
Energy & Environment (Upcycling, Recycling)	Projects for ecosystem conservation and sustainable resource management, such as upcycling	
Cities & Communities	Community-oriented projects utilizing sustainable infrastructure and innovative technologies	

Cost None

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Award Details (60 winners+, 150,000,000KRW prize money in total) ※ The prize money includes taxes

Area 1 Main Award

40 winners

Grand Prize *(Selected from the Top10) 1 winner 50,000,000 KRW

*The Grand Prize winner will be selected from the Top 10, based on votes from judges and citizens.

Best of the Best (Top10) 9 winners 10,000,000 KRW (each)

Finalist 30 winners -

designboom Special Prize 3 winners -

Area 2 Young Designer Award

20 winners

Best of the Best 2 winners 5,000,000 KRW (each)

Finalist 18 winners -

Area 3 ESG Design Impact Award *candidates are nominated by the jury 0 winner

Winner Benefits

Benefits for All Winners

- E-Certificate
- Permanent use of the award logo
- Global expert feedback
- Invitation to the award ceremony and networking party
- Promotion through the global "Press Day" event
- Global promotion through newsletter, social media, etc.
- Archiving on the award website
- Introduction in the Archiving Book

Additional benefits for 12 Best of the Best Winners

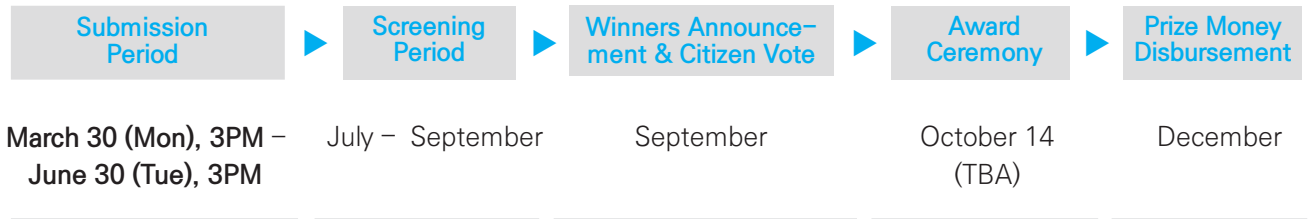
- Total prize money of 150 million KRW
- 3-night hotel accommodation
- Partial support for round-trip airfare

Additional Benefits for 3 designboom Special Prize Winners

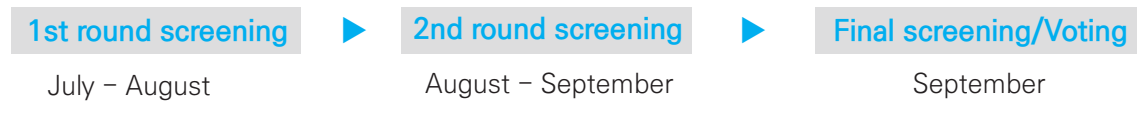
- Winner features on designboom

*All winners who attend the ceremony in person will receive a special trophy.

Key Dates for 2026 (Korea Standard Time)



Screening Method (Korea Standard Time)



- ※ Additional documentation and interviews may be requested during the screening process
- ※ The final winners will be announced after all verification processes is completed
- ※ Top 10 teams will deliver presentations via a live online broadcast, followed by public voting and the jury's final evaluation.
- ※ The Grand Prize winner among the top 10 teams will be announced at the Award Ceremony in October

Screening Criteria

Everyday Problems	Does the project address challenges for sustainable daily life, aiming to foster harmony among people, society, and the environment?	Applicable to both Area 1 & 2
Creative Solution	Does the design offer a creative approach to solving the problem?	
Social Impact	Does the design's solution ripple into society?	
Vision for the Future	Does it present a forward-looking vision that can be scaled globally?	
*Feasibility of Design Concept	Does the concept propose a feasible method of realization based on the expected user experience?	*Applicable to Area 2 only

Submission Method

Submission link will be made available on the Seoul Design Award website
(All documents must be written in English)

Notes

- Detailed submission guidelines are provided in the FAQ section on the website. (The FAQs will be continuously updated as necessary)
- All responsibility for submitted documents remains with the applicant(s); documents received by the Secretariat will not be returned.
- Entries will be disqualified and awards may be revoked in the following circumstances:
 - The content of the submitted documents differs from the facts or are found to be false.
 - The submission violates intellectual property rights, including copyrights and the design rights of a third party. This can include plagiarism, illegal copying, or failing to cite sources.
- Copyright for the materials submitted at the time of entry belongs to the applicant(s); the host (Seoul Metropolitan Government), organizer(Seoul Design Foundation) and Media Channels may use the submitted work for publicity purposes (exhibitions, events, publications, etc.).
- Even if the project was carried out in the name of an official organization, the individual/organization that actually executed the project is subject to the screening process.
- All schedules for screening, awarding, and announcements are subject to change based on the circumstances of the organizer.
- Submitted materials and related information may be shared with designboom for the screening and selection process of the 'designboom Special Prize'.

Inquiries

Seoul Design Award Secretariat (Mon – Fri, 10:00 – 17:00 KST)

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