

Asian Design Challenge

General Guidelines

All entrants must strictly adhere to the following requirements. Non-compliant entries may be disqualified.

Host

The Asian Design Challenge is hosted by Asian Design Challenge Executive Committee (the Host) supported by TOOLS INTERNATIONAL Corporation.

Theme

“Wheels of Innovation”

There are many problems in our society... But we believe in the power of design! You are challenged to tackle social problems in your country through mobility design. Use thorough research and analysis to inspire your design. We are looking forward to seeing your creative thinking as a mobility designer.

Eligibility

Entry Fee:

There is no entry fee.

Entry:

All entries must be submitted by an individual student only. Team submissions or collaborative projects are not accepted.

Age Requirement:

Entrants must be twenty-five (25) years old or younger as of July 1, 2026.

Enrollment Status:

Entrants must be currently enrolled (part-time or full-time) in an undergraduate, graduate, or recognized vocational/professional training program at the time of submission.

Geographic Requirement:

All entrants must be enrolled in a qualifying educational institution physically located within one of the following four countries or regions:

- India
- Japan
- Malaysia
- Thailand

Original Work and Ethical Standards

- All submitted designs must be the Entrant's original work, created solely by the Entrant for this Competition.
- The Entry must not have been previously published, exhibited, or submitted to any other competition.
- The Entrant must state the use of any AI tools employed during the creation of their entry.
- The Entry must not contain material that violates or infringes upon another's rights, including but not limited to, privacy, publicity or intellectual property rights, or that constitutes copyright infringement.
- The Entry must not contain unlawful, defamatory, offensive, discriminatory, or otherwise inappropriate material, as determined by the Host in its sole discretion.

How to Submit

Step 1: Choose Your Social Problem**Step 2: Download Presentation Kit****Step 3: Develop Your Concept**

Design a mobility solution for a social problem in your country.

Prepare:

1. Up to 10-slide concept presentation (PDF)
2. A1 poster (PDF)

Step 4: Name Your File Clearly

Titles:

- Presentation: SchoolName_YourName_slides
- A1 poster: SchoolName_YourName_poster

Step 5: Upload & Submit

Upload via the design challenge submission portal (link to be shared).

Please see submission format and ensure correct file size, naming, and content before submitting.

Judging

Judging Process:

The competition will be conducted in two distinct rounds:

1. **Round 1: Online submission review**

All submitted entries will undergo an online review.

2. **Round 2: Live presentation in Bangkok**

Shortlisted participants will be responsible for travel arrangements to Bangkok for the final round. Participants traveling from outside Thailand will be eligible for partial financial assistance.

Judging Criteria:

Entries will be judged based on the following criteria.

1. Problem consciousness
2. Precision of analysis
3. Creativity
4. Elaboration of idea
5. Presentation (Round 2 only)