**2021 HONOR Talents Global Design Awards Back to Showcase Designers' Vision of "Beauty in All That You See"**

The 2021 HONOR Talents Global Design Awards has officially premiered, with a goal to connect inspiring designers with world-class design masters. The contest not only celebrates innovation, ingenuity, and design excellence with generous rewards, but also provides opportunities for exchange and learning from industry experts. Rewards even include a recruitment PASS, issued to all award winners, that grant direct access to a final job interview at HONOR, as well as promotion of the winning design.



[2021 HONOR Talents Global Design Awards] Key Visual

The inaugural HONOR Talents Global Design Awards in 2020 received thousands of remarkable concepts from talented individuals across more than 40 countries and regions. Selected winning entries have even been incorporated into customized wallpapers for the Honor 50 series, and are available to the public on HONOR's official platform.



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| Winning designs of 2020 HONOR Talents Global Design Awards | |

This year’s HONOR Talents Global Design Awards includes added submission channels and categories as well as more attractive awards. The contest is open to all global talents who are passionate about discovering new design expressions.

At the recent Honor 50 series launch, HONOR Device CEO George Zhao extended a warm invitation to young designers around the world, “HONOR calls for young creatives around the world to join the HONOR Talents Global Design Awards and unleash their potential. We can’t wait to see the output this platform will inspire, and look forward to celebrating the unique and innovative creations from young designers."



**A World-Class Line-up of Design Masters**

Entries of the contest will be reviewed and judged by an influential jury panel of

experienced professionals. This year, we continue our tradition of inviting top design masters to help judge and select the best works. We are honored to have Professor Wang Xiaohui, renowned artist with strong influence, both domestically and internationally, to join our judging panel. She was named by Hong Kong's Phoenix Weekly as one of the “Top Fifty Most Influential Chinese Worldwide”. Wang was also the only Chinese person in 35 years to receive an ATHENA Leadership Award, which is handed out to outstanding female figures in the world. She has contributed tremendously in the field of architecture, photography, sculpture, design, new media, writing, film, lighting art, among others..



Professor Wang XiaoHui

Also joining the judging panel are two design masters including Professor Xiao Yong,

Chief designer of the 2008 Olympic medals, and Professor Yuan Youmin of the China

Academy of Art who produced the emblem of the Hangzhou G20 Summit.

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| Yuan Youmin  Professor of China Academy of Art | Xiao Yong  Professor of Central Academy of Fine Arts |

Participants will also have the opportunity to meet and exchange ideas with the judging panel as well as top executives from HONOR.

**Design Masters Call the Shots**

The 2021 HONOR Talents Global Design Contest themed “All You See Is

Beautiful” will encourage designers to capture design inspiration from their daily

lives. Han Wen, the co-founder and creative director of Secret Fan, will continue to grace the event as a guest designer this year.

Guest designers will create special artworks to inspire others, so as to encourage even more global entries.

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Han Wen’s design work for 2021 HONOR Talents Global Design Awards

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Han Wen’s design work for 2021 HONOR Talents Global Design Awards

**Celebrate Designs for Life**

There will be four major categories including mobile phone series theme, screen wallpaper, wearables and open design. The winning artwork will be announced aglobally and will appear on HONOR’s products and related merchandise. All winners will receive a certificate endorsed by industry experts and HONOR. The contest offers a total of 17 awards with a total prize pot of over RMB 700,000 . It also includes an exclusive recruitment PASS that allows direct access to a final job interview at HONOR. Furthermore, awarded artworks will be promoted across more than 100 media outlets, and included in HONOR’s marketing efforts, thereby amplifying the audience reach of the design.

The 2021 HONOR Talents Global Design Awards sets out to break boundaries, to create a platform that captures innovative inspiration, so as to

transform every beautiful moment in life into practical artwork. Sign up now and showcase

your creation. The next HONOR design might be yours. For more details, please visit：

<https://www.hihonor.com/honor-talents/en/>

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**About HONOR**

HONOR is a leading global provider of smart devices. It is dedicated to becoming a global iconic technology brand and creating a new intelligent world for everyone through its powerful products and services. With an unwavering focus on R&D, it is committed to developing technology that empowers people around the globe to go beyond, giving them the freedom to achieve and do more. Offering a range of high-quality smartphones, tablets, laptops and wearables to suit every budget, HONOR’s portfolio of innovative, premium and reliable products enable people to become a better version of themselves.

For more information, please visit HONOR online at [www.hihonor.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.hihonor.com_&d=DwMFAg&c=qwStF0e4-YFyvjCeML3ehA&r=AUH-JyATnse0bR8BChWzsAd9IRCKBzvs7s57gVnDgnI&m=IRjlVeb32JtGELuQWAoddl2TYBd34hmTyr8BkmSrIjM&s=qxscmlebC4uAPZ49wzy542y3xiyRdWHKcYr5ISs_qDE&e=) or email [newsroom@hihonor.com](mailto:newsroom@hihonor.com)

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<http://www.youtube.com/c/HonorOfficial>