

# WE TAKE YOU TO MILAN

## COMPETITION

The German Design Council is an internationally recognised design institution. It acts as a centre of excellence, communication forum and interface between the economy and designers.

With *ein&zwanzig*, the German Design Council presents a new international next-generation competition for design students and graduates. Innovative drafts and trend-setting works from the fields of **interior design** and **lifestyle** will be selected by a high-calibre jury from drawn from industry and design.

The twenty-one prize-winning works will be exhibited in Milan during the Salone del Mobile 2020 to an international audience. Participation in the competition is free. The focus will be on the sustainable promotion of young designers and those beginning their professional careers. As well as financial assistance for transport and travel costs, the German Design Council will support the winners with a comprehensive marketing package. Not only the number of talented young individuals being promoted, but especially the opportunity to create long-term networks and explore career perspectives make this competition an attractive one. Dezeen is the media partner for the competition.

## PARTICIPATION

The international *ein&zwanzig* competition is aimed at design students and up-and-coming designers, and is free. Anybody who is currently enrolled at a university or who graduated no more than 3 years prior to registration (January 1st, 2016) can take part. Individuals and groups (max. 3 people) may register. All participants must satisfy the specified conditions.

The products must be prototypes that are neither available on the market or about to enter the market. Products from the areas of furniture, home accessories, lighting, flooring, wallpaper, textiles and lifestyle may be entered and should not be more than 1 year old. If a product is honoured with an award, a 1:1 model/prototype must be provided for the exhibition.

## REGISTRATION FOR THE COMPETITION

Registration for *ein&zwanzig* must be done online at [www.ein-und-zwanzig.com](http://www.ein-und-zwanzig.com). Registration closes on **January 24th, 2020**.

Upon successful registration, participants will receive a confirmation of participation by e-mail.

## HOW TO SUBMIT YOUR ENTRY

To submit your entry, upload a maximum of 5 high-resolution images (CMYK, JPG, 300 dpi) in the MyDesignCouncil system. The product should be optimally recognisable in all images.

## SELECTION PROCESS

The jury will create a shortlist from all entries, and the shortlisted works will be presented in an online gallery after the jury meeting. In the second phase, twenty products from the shortlist will be honoured as *Winner* and one as the *Best of Best*, and displayed in Milan during the Salone del Mobile 2020. The selection will be made in accordance with the provisions of the General Act on Equal Treatment (Allgemeines Gleichbehandlungsgesetz (AGG)) which is applicable in Germany.

## ASSESSMENT CRITERIA

Submissions should have convincing qualities from the following perspectives: overall design, autonomy of the design, originality, conceptual and visionary quality, functionality, quality of use, design and presentation quality.

The jury is free to determine the weighting of the individual criteria in its evaluation.

## EXHIBITION

All products honoured as *Winner* and *Best of Best* will be displayed in Milan during the Salone del Mobile 2020 from April 21st-26th, 2020. From February 21st, 2020, a 1:1 model of the product must be provided for collection. The prize-winning product may not be exhibited simultaneously at other locations. The designers must be on site from April 19th-23th, 2020 to present their products and answer questions. Personnel from the German Design Council will assist with the assembly/set-up of the products. Disassembly/removal of the products must be organised by the designer. Should it not be possible for the designer to be present in person for the dismantling, he is obliged to organize the dismantling of the exhibit by a third party, and to inform the organizer accordingly.

## AWARDS & BENEFITS

The *Shortlist*, *Winner* and *Best of Best* awards include the use of the label, presentation in the online gallery, an entry in the publication and inclusion in the extensive press relations and other communication activities of the German Design Council.

In addition, works which gain the *Winner* and *Best of Best* awards will receive a certificate and be displayed in the exhibition in Milan. Works winning the *Best of Best* awards will also receive a trophy which will be presented during the opening ceremony of the exhibition.



Apply now!  
Closing date: 24 January 2020



#### **COSTS**

Participation in the competition is free of charge. The German Design Council will pay the cost of transport to and from Milan and will also provide reasonable financial and organisational support for travelling and accommodation expenses. The amount of financial support will be based on the distance from the place of residence to Milan. The cost of insurance for transport to and from Milan and the cost of insuring the product itself during the exhibition (April 21th-26th, 2020) will also be covered by the German Design Council.

#### **RIGHTS**

The copyright to the works submitted remain with the relevant participant at all times. For the purposes of the competition the participants will grant the German Design Council the unrestricted usage rights for any publications and for any press and promotional activities which may be undertaken. All winners will be published in the competition publication. The visual appearance of the entry will be created by the German Design Council in accordance with the winners' image and text specifications. Participants have no entitlement to any influence or control with regard to the design of the catalogue entry. Each participant is responsible for all matters in respect of the law relating to use, registered design, copyright or patent. The German Design Council is released from any potential third party claims. The participant acknowledges these conditions when entering into a binding commitment for the product to participate in the competition.

#### **LIABILITY**

The products for the exhibition in Milan must be provided in a secure form of reusable transport packaging made of wood or similar solid material which can be used both for the journey to and from Milan. In the event of failure to comply with this requirement, the German Design Council will accept no liability for any damage which may occur as a result of transportation to and/or from Milan. The German Design Council undertakes to inform the participant immediately of any transport damage which can be seen when the products arrive. In the event of transport damage for which the participant is not responsible, the liability of the German Design Council is limited to a sum not exceeding EUR 1,500.00. For the duration of the exhibition the German Design Council has arranged exhibition insurance cover against destruction, theft and/or damage. The liability of the German Design Council is restricted to a maximum sum of EUR 1,500.00.

#### **IMPORTANT DATES**

Application deadline: January 24th, 2020  
Jury meeting: February, 2020  
Exhibition: April 21th-26th, 2020

#### **CONTACT ADDRESS FOR ENQUIRIES**

German Design Council  
Team ein&zwanzig  
Tel. +49.(0)69.24 74 48 65 7  
E-mail [hello@ein-und-zwanzig.com](mailto:hello@ein-und-zwanzig.com)

#### **THE GERMAN DESIGN COUNCIL**

The German Design Council is an independent and international institution that supports companies in communicating design skill efficiently and at the same time aims to strengthen the understanding of design for the general public. Established in 1953 as a foundation by order of the German Bundestag, the German Design Council supports good design with its competitions, exhibitions, conferences, seminars and publications. The specific promotion of young talent is a significant part of the German Design Council's strategy for the promotion of good design. The aim is to give outstanding young designers an easier start to their careers with financial support.

[www.german-design-council.de](http://www.german-design-council.de)

State: September 2019



**Rat für Formgebung**  
German Design Council