

GERMAN DESIGN AWARD 2021



**GERMAN
DESIGN
AWARD
2021**

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The Organiser makes all the Difference



GERMAN DESIGN COUNCIL - THE INITIATOR

The German Design Council, the expert for brand and design in Germany, bestows the German Design Awards. Commissioned by the highest authority to represent new developments in the German design industry. Established on the initiative of the German Bundestag (the lower house of German parliament) as a foundation in 1953, it supports the industry in all matters consistently aimed at generating an added brand value through design. As a result, the German Design Council is one of the world's leading competence centres for communication and brand management in the field of design. The exclusive network of foundation members includes in addition to designers and design associations, in particular the owners and brand directors of numerous renowned companies.



GERMAN DESIGN AWARD

The German Design Awards are an international pacesetter when it comes to current design practice, as well as staying competitive in a globalised economy. The award bestows accolades solely on those projects that are pioneering in the German and international design sphere. This high standard is assured by an international jury consisting of prominent individuals from the whole gamut of design sectors. Their assessments are of incalculable value, for any designer who impresses this jury is demonstrably an expert when it comes to design innovation and also has the rare ability to closely monitor customer desires and market trends. Winners of the German Design Awards are the cream of the crop. Their achievements will be showcased for an influential audience, and the scope of their networks, their market clout, and their reach in their home markets and abroad will grow – and with it their opportunities to achieve success in their work.

So why not become part of the international design community. Take advantage of the intensive networking that characterises the German Design Awards awards ceremony, and the extensive and invaluable media attention that the Award attracts by virtue of the untold numbers of contacts that it places at winners' disposal – for their communication, and for demonstrating their design expertise in the interest of expanding their presence in international sectors

Your benefits as a winner

By publicising that you have won a prize in the German Design Awards, you are effectively increasing your brand value. Our services provide you with extensive options:

BECOME PART OF A UNIQUE NETWORK



The award winners and jury members form a unique network of design and innovation experts: establish new contacts with interesting personalities.



BENEFIT FROM THE LARGEST REACH:

The German Design Awards achieved an immense reach last year, with almost 30,000 publications in print, online and social media.

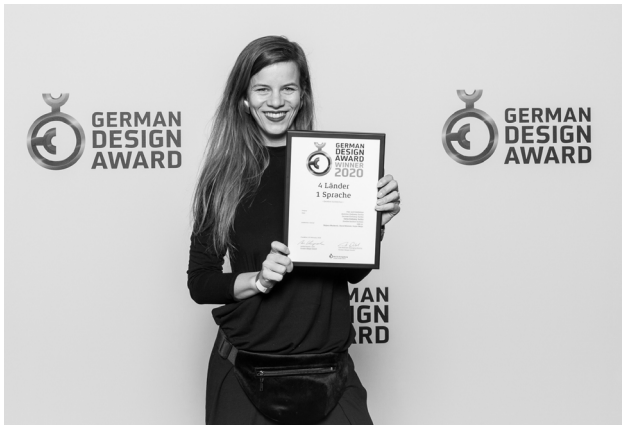


As a prize winner, you will have exclusive access to the awards ceremony in Frankfurt am Main. The awards ceremony will be held as part of the Ambiente trade fair, the largest international consumer goods fair.

CELEBRATE YOUR SUCCESS AT THE AWARDS CEREMONY



YOUR WINNER'S PHOTO IN FRONT OF THE PHOTO WALL



As a winner, you can have professional photos taken with your award, during the awards ceremony. The photos will be available for direct download on the evening of the awards ceremony and can be used for your own press and social media activities.



Gold award winners and Public Choice award winners will also receive a sculpture as a prize. The sculptures will be presented exclusively on stage during the awards ceremony.

A GLAMOROUS HIGHLIGHT IS THE PRIZE SCULPTURE

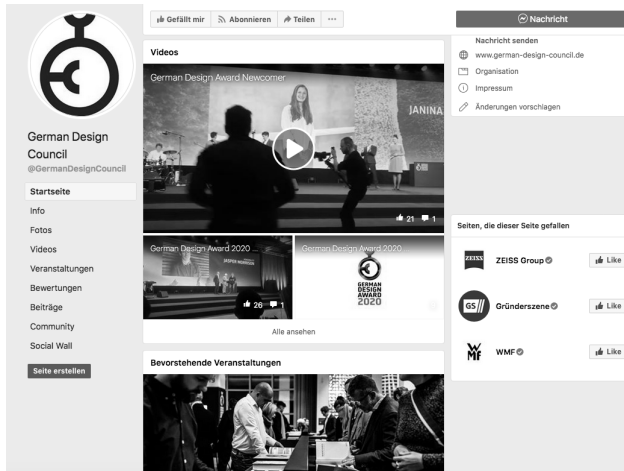


INSPIRATION AND EXCHANGE AT THE EXHIBITIONS



A big prize deserves a dignified showing. Award winners will be presented at two prominently-situated exhibitions in Frankfurt/Main. The »Excellent Product Design« exhibition takes place as part of Ambiente.

INCREASE YOUR VISIBILITY VIA SOCIAL MEDIA



We communicate important milestones of the awards on social media – from jury sessions to awards ceremonies – and present winners on selected networks for even more visibility.



We will provide you with the corresponding winner's label for your communications. Communicate your success by using the label on websites, in digital communications, at trade fairs, in signatures, in print or on product packaging and in advertising.

COMMUNICATE SUCCESS WITH LABELS



COMPREHENSIVE AND REGULAR PRESS WORK



We inform the daily business and trade press about applicants, winners and awards ceremonies, and we advertise in the relevant trade media. In addition, we present selected winners on relevant media as part of targeted media collaborations.

CONTENT FOR YOUR COMMUNICATIONS

JURY STATEMENT

The jury makes a short statement which is available to all award winners. This will be published in the catalogue, in the online gallery and next to the entry at the exhibition and can be used by the award winners in their own communications.

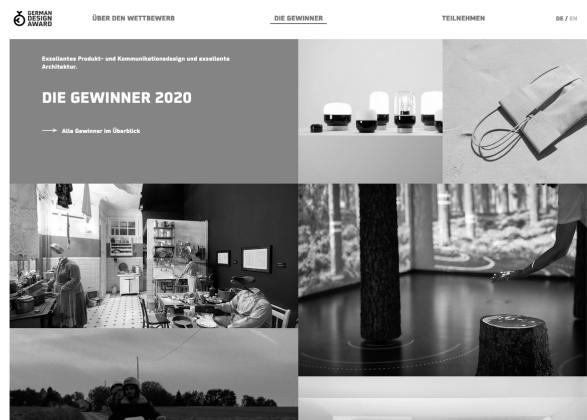


PERMANENT PRESENTATION ON THE

ONLINE GALLERY



Cherrydeck



Each award-winning entry is presented in our online gallery at www.german-design-award.com, including a link to the company's website. Award-winning participants' submissions have a permanent presence here, beyond the awards ceremony.



All award-winning projects are presented, with pictures, in the catalogue of the German Design Awards. Gold projects receive a two-page entry. As an award winner, you will receive a copy of the catalogue according to your discipline. This will be sent to you by post after the awards ceremony.

EXCLUSIVE ENTRY IN THE

CATALOGUE



SIGNIFICANT DISTINCTION THROUGH DOCUMENTS



You will receive two copies of your winning document presented in a high-quality frame. You can accept these documents at the awards ceremony or receive them by post afterwards.



As a winner, you get exclusive access to our Marketing Services. You can use the services to order additional marketing articles for your award, such as plexiglass certificates.

BENEFIT FROM THE OFFER OF OUR MARKETING SERVICES



→ PLEASE NOTE:

In the event of winning an award, service fees apply for the services included in the service package. You will find detailed information on pages 17 to 20 (Excellent Architecture), 25 to 29 (Excellent Communications Design) and 33 to 37 (Excellent Product Design).

Your path to the German Design Awards

The German Design Award is available for companies, agencies, service providers and marketing experts as well as non-commercial and governmental organisations from all sectors worldwide. The expert committees of the German Design Council decide on the admission to the award. With your submission you take the first step on the way to the renowned premium award.

Four Steps to Success.

- 1. REGISTRATION**
- 2. PROVIDING THE PRESENTATION**
- 3. EVALUATION BY THE JURY**
- 4. AWARDS CEREMONY**

We hope your ambition is inspired: Accept the challenge and convince the international jury with your design! In this fact sheet you will find all details regarding the registration, submission, judging, awards ceremony, costs and fees.

Grant programme

The German Design Council offers all small businesses and freelancers the opportunity to submit a grant proposal for exemption from the service fees for winners that may arise. Exemption shall only take effect following close examination of the financial circumstances. The prerequisite is that the company's annual turnover did not exceed more than € 50,000.00 during the past two years. The proposal must be submitted by 10 July 2020 (received by the German Design Council). The application for assistance for exemption can be found on the page mdc.german-designaward.com in the personal account as a PDF document.

Registration for the German Design Awards

Register for the German Design Awards 2020 and convince the jury that your project deserves to receive an award.

NOMINATION

As a nominee you will receive a written notification including login data and you can register your nominated project for participation via our registration portal »My Design Council«. Companies also have the opportunity to register projects for the award directly and on their own initiative. After a review by our expert committees, you will receive a written notification from the German Design Council stating whether your project meets the required criteria and has therefore been approved and nominated for participation in the German Design Awards. You can register in one category as well as in other additional categories. In the event of non-admission, you will also be notified and no fees will be charged.

PARTICIPATION REQUIREMENT

Only projects whose release or market launch dates are no longer than five years ago will be admitted to the German Design Award*. Concepts are also accepted to the award.

REGISTRATION

The registration for the award takes place exclusively via our platform »My Design Council«. If you do not have an account yet, please register. If you have already registered, please use your username and password to log in.

The following information will be requested during the submission process:

- » Project name
- » Project title (in German and English)
- » Description (max. 500 characters, in German and English)
- » Market launch date
- » Contact person
- » Designer/Architect/Developer
- » Manufacturer/Owner/Client
- » Categories and additional categories
- » Presentation type
- » Billing address
- » Optional booking of the Nominee Package
- » Upload of image material (max. 5 images, format: JPG, 300 dpi, DinA5, CMYK, file size: max. 10MB)

Please note that your text and picture material will also be used for the publications.

After the successful registration you will receive a confirmation of your registration and an invoice for the registration fees.

* Except for the category »Design Classics and Re-editions«.



Closing date: 10. July 2020

Evaluation by the jury

An independent international jury of experts selects the winners of the German Design Awards. It is composed of representatives from industry, institutions of higher education and design.

THE JURY

If you would like to know more about our jury members, please visit our website www.german-design-award.com.

AWARDS

For each category, the jury selects gold award winners and an adequate number of winners. In addition to this, Special Mention awards are presented for particularly successful partial aspects or solutions.

EVALUATION CRITERIA AND JUDGING

The projects and services should be distinguished by the following special features:

Ergonomics › functionality and operability › practical value › overall concept › design quality › degree of innovation › durability › brand value and branding › market maturity › sustainability › ecological quality › product aesthetics › product graphics and semantics › safety and accessibility › symbolic and emotional content › technical quality › technical function › manufacturing techniques and quality.

The preceding list does not constitute an order of importance for the jury's evaluation criteria. The jury is free to choose the weighting of the individual criteria. All entries that have been submitted in due form and time will be presented to the jury for adjudication.

RESULTS

The participating companies will receive a written notification regarding the results of the results adjudication. All judges' decisions are final.



Deadlines & Dates



ANNOUNCEMENT:

09 April 2020

EARLY BIRD UNTIL:

29 May 2020

CLOSING DATE & DEADLINE FOR GRANT APPLICATIONS:

10 July 2020

JURY SESSION:

30 & 31 July 2020

NOTIFICATION OF THE JURY RESULTS:

August 2020

PUBLICATION OF THE ONLINE GALLERY:

October 2020

AWARDS CEREMONY & EXHIBITION OPENING:
as part of the international consumer goods fair Ambiente 2021

19 February 2021

Three award disciplines

The German Design Awards 2021 is divided into three award disciplines

 **Excellent Architecture**

 **Excellent
Communications Design**

 **Excellent
Product Design**

You can register your project in one category and in additional categories - with all benefits that come with it. On the following pages you will find all categories of the three disciplines and the additional costs.



**GERMAN
DESIGN
AWARD
2021**

Excellent Architecture

On the following pages you will find all categories of the award discipline »Excellent Architecture«, as well as the associated costs in case of participation and awards.

Excellent Architecture Categories

Registrations in the award discipline »Excellent Architecture« are possible in the following categories:

ARCHITECTURE

Architecture of buildings of all kinds (residential houses, public buildings, industrial and corporate buildings, sacred buildings, museums, hotels etc.), temporary architecture, other

CONCEPTIONAL ARCHITECTURE

Construction concepts, architectural concepts, building projects under construction, landscape architecture, other

INTERIOR ARCHITECTURE

Interior design, hotels, spa and wellness, restaurants, bars, cafés, lounges, libraries, medical practices, offices, other

RETAIL ARCHITECTURE

Brand spaces, shops, concept and flagship stores, showrooms, department stores, shopping centers, other

FAIR AND EXHIBITION

Exhibitions, temporary architecture, trade fair architecture, trade fair stands and appearances, scenography, installations, other

SIGNAGE AND WAYFINDING

Guidance systems for indoor and outdoor: cities, public institutions, office buildings and business premises, shopping centres, residential houses, other

URBAN SPACE AND INFRASTRUCTURE

Urban planning and design, landscape architecture, urban parks, public spaces, playgrounds, infrastructure and transportation facilities, bridges, other

LIGHTING DESIGN

Building lighting, lighting concepts, illumination of interior fittings, other

SERVICE DESIGN

For the first time non-visible performance processes are considered with the category »Service Design«, which are visualised and experienced by a special design creativity "to touch".

The projects are evaluated under the following criteria:

Uniqueness of the service › Story (form and content) › Representation and presentation inside and out › Activities / Channels › Customer proximity › Architecture and design, orientation

Following the release in the »Service Design category«, the participant will receive a guideline for the preparation of a presentation for the jury session, which must be uploaded together with image and video material within the specified deadline.



START-UP

Innovative and future-oriented projects with growth potential

For the first time, start-ups and their projects will be evaluated and awarded in a separate category under the aspects of innovation, growth and scalability.

Award-winners in the category will receive their own label "German Design Award - Start-up 2021" as well as other benefits that support them in their press work, network building and acquisition.

Start-ups that are not older than 4 years are permitted to participate. The date of foundation is valid until February 2017 at the earliest.

The above-mentioned aspects should be clearly indicated in the submission. Original projects, digital projects, prototypes or presentation charts can be submitted.

Additional category Universal Design*

In addition to the categories listed, all projects can be submitted to the award in a superordinate »Universal Design« category. All projects are addressed, which are characterised by the following points:

- ☞ **Barrier-free usability**
As many people as possible should be able to use the product, no matter what skills they have.
- ☞ **Flexible usage**
Consideration of individual preferences of the users (for example of right and left-handers).
- ☞ **Intuitive operation**
A product should be easy and intuitive to operate according to the abilities of the user (e.g., ability to speak, comprehension or age).
- ☞ **Risk minimisation in the application**
- ☞ **Demand**
The effort required for operation or handling should be adequate.
- ☞ **Use and access**
Ingredients should be designed so that they are equally usable by every user.

Additional category Eco Design*

In addition to the categories listed, all projects can be submitted to the award in a superordinate »Eco Design« category. All projects are addressed, which are characterised by the following points:

- ☞ **Production and Manufacturing**
The manufacture of the product should be innovative and save resources.
- ☞ **Longevity**
The product should be designed for use over a long period of time.
- ☞ **Raw materials**
The choice of raw materials should be environmentally friendly and conserve resources.
- ☞ **Transport routes**
Transport routes should be kept as minimal as possible, paying attention to the regional manufacturing.
- ☞ **Recycling/Upcycling**
The product's design should show consideration for re-use or re-purposing.
- ☞ **Usage concepts**
The product should be intuitive and easy to use and furthermore generate an innovative use concept.

* In case of an award, additional service fees apply.

Your participation



REGISTRATION FEES

» Registration for the award per project	€ 230.00
» Registration by 29 May 2020	€ 180.00
» Registration after 10 July 2020	€ 370.00



ORGANISATIONAL FEE FOR HANDLING PROJECTS FOR THE JURY SESSION:

» Preparation of digital data	€ 150.00
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*Due to the current situation, the jury meeting will take place in digital form only, in order to protect and guarantee the health of all persons involved. For this reason we cannot consider submissions in physical form. The judging will be handled with the material you provide in digital form.

All prices are per submitted entry, plus the legally applicable value-added tax. The payment of the registration fees are paid by credit card. For participants from Germany payment by invoice is also possible.

Benefits for Nominees



OPTIONAL NOMINEE PACKAGE

The Nominee Package offers you a first-class opportunity to generate media attention. Promote your nomination actively in order to communicate your brand competence effectively.



SERVICES AND BENEFITS

The Nominee Package lets you use the official nominee label for your communication and the application of the nominated project. You can also order various products from our Marketing Services offer, such as acrylic glass certificates and cuboids. You will also receive two personalised nominee documents.

All prices are per submitted entry, plus the legally applicable value-added tax.

€ 1,660.00

→ In case of an award, the fees on the following pages will apply depending on the award.



Service fees

Excellent Architecture

Special Mention



SERVICES AND BENEFITS

Label	Use of the Special Mention label for your communication measures.
Gallery	Presentation of the entry with short text, photo, contact details and backlink in the online gallery (three-years term).
Award	Receipt of two personalised winners' documents.
Exhibition	Digital presentation of the winning entry in the German Design Awards – Excellent Architecture exhibition.
Catalogue	One-sided presentation in the catalogue. One copy per entrant.***
Awards ceremony	Exclusive access to our Winners' Lounge, receipt of your personal winners' documents and possibility for a professional winner photo.*
Public relations	The German Design Council provides basic public relation activities for everything pertaining to the German Design Awards.
Social Media	Basic social media communication around the German Design Awards.



€ 2,680.00 **

* Participation is only possible after binding registration and considering the available ticket contingent.

** All information is per award and excludes VAT.

*** Even if a submitter is represented several times in the catalogue.



Service fees

Excellent Architecture Winner



SERVICES AND BENEFITS

Label	Use of the Special Mention label for your communication measures.
Gallery	Presentation of the entry with short text, photo, contact details and backlink in the online gallery (three-years term).
Award	Receipt of two personalised winners' documents.
Exhibition	Digital presentation of the winning entry in the German Design Awards – Excellent Architecture exhibition.
Catalogue	One-sided presentation in the catalogue. One copy per entrant.***
Awards ceremony	Exclusive access to our Winners' Lounge, receipt of your personal winners' documents and possibility for a professional winner photo.*
Public relations	The German Design Council provides basic public relation activities for everything pertaining to the German Design Awards.
Social Media	Basic social media communication around the German Design Awards and presentation of the winners on selected channels.



€ 2,980.00 **

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Service fees

Excellent Architecture

Gold



SERVICES AND BENEFITS

Label	Use of the Special Mention label for your communication measures.
Gallery	Presentation of the entry with short text, photo, contact details and backlink in the online gallery (three-years term).
Award	Receipt of two personalised winners' documents.
Exhibition	Digital presentation of the winning entry in the German Design Awards – Excellent Architecture exhibition.
Catalogue	Two-sided presentation in the catalogue. One copy per entrant.***
Awards ceremony	Exclusive access to our Winners' Lounge, possibility to receive your personal winners' document and prize sculpture on stage and for a professional winner photo.**
Public relations	The German Design Council provides exclusive public relation activities for everything pertaining to the German Design Awards. Focused placement of your Gold Award in selected media as well as in advertorial sections within the context of our media cooperations.
Social Media	The German Design Council provides exclusive social media communication and content marketing for everything pertaining to the German Design Awards. Digital presentation of the winning project from the awards ceremony for you to use on your own content channels.



€ 3,380.00 **

* Participation is only possible after binding registration and considering the available ticket contingent.

** All information is per award and excludes VAT, plus an organisational fee for the presentation of the Gold-winning project in the exhibition: Size S: included in the package / Size M: € 200.00 / Size L: € 600.00 / Size XL: € 1,200.00.

*** Even if a submitter is represented several times in the catalogue.



GERMAN DESIGN AWARD 2021

Excellent Communications Design

On the following pages you will find all categories of the award discipline »Excellent Communications Design«, as well as the associated costs in case of participation and awards.

Excellent Communications Design Categories

Registrations in the award discipline »Excellent Communications Design« are possible in the following categories:

AUDIOVISUAL

Music videos, image and advertising videos, commercials, trailers, virals, television design (broadcast stations, programmes etc.), sound design, animation, other

INTERACTIVE USER EXPERIENCE

Interactive media, software applications, game and Interface design, connectivity, augmented reality, other

ONLINE PUBLICATIONS

Digital magazines, ebooks, newsletters, digital annual reports, other

WEB

Websites and microsites, blogs, online shops, other

APPS

Education, books, utilities, health, fitness, music, news, navigation, travel, social networking, sports, entertainment, shopping, other

INTEGRATED CAMPAIGNS AND ADVERTISING

Online advertising (advertisements, banners, internet television, screensavers etc.), campaigns, cross media and outdoor media, print advertising, mailings, dialogue media, concepts, other

PACKAGING

Product packaging and outer packaging, food and beverage packaging, tags, bottle labels, cans, bags, CD/DVD/ disc covers, other

CORPORATE IDENTITY

Corporate identity, corporate design, corporate films, corporate events, corporate publishing, corporate manuals, corporate books, corporate fashion, corporate architecture, brand slogans and symbols, logos, signets, key visuals, other

BRAND IDENTITY

Brand identity, brand design, brand films, brand events, brand publishing, brand manuals, brand fashion, brand architecture, brand signet, other.

DESIGN CLASSICS AND RE-EDITIONS

Classics, Re-Editions und Re-Designs

GAME DESIGN

PC- and console-games, Game-Apps

POSTERS, CARDS AND PHOTOGRAPHY

Posters and placards of all kinds, postcards, artistic photography, advertising and fashion photography, photojournalism, event photography, industrial and architectural photography, other

TYPOGRAPHY

Fonts, font families, other

EVENT

Events, awards ceremonies, congresses, press events, seminars, incentives, product launches, road shows, concerts, other

BOOKS AND CALENDARS

Books (literature, nonfiction and photobooks, children's books etc.), digital books, corporate books, art books, calendars (wall and pocket calendars etc.), digital calendars, other

Excellent Communications Design Categories

EDITORIAL

Newspapers, journals and magazines, financial statements and annual reports, catalogues and product catalogues, brochures, manuals, other

OFFICIAL DOCUMENTS

Stamps, private and official documents, identification cards, customer club cards, memberships, bank notes, debit and credit cards, other

SIGNAGE AND WAYFINDING

Pictograms, icon systems, guidance systems for indoor and outdoor: cities, public institutions, office buildings and business premises, shopping centres, residential houses, other

SERVICE DESIGN

For the first time non-visible performance processes are considered with the category »Service Design«, which are visualised and experienced by a special design creativity "to touch".

The projects are evaluated under the following criteria:

Uniqueness of the service › Story (form and content) › Representation and presentation inside and out › Activities/ Channels › Customer proximity › Architecture and design, orientation

Following the release in the »Service Design« category, the participant will receive a guideline for the preparation of a presentation for the jury session, which must be uploaded together with image and video material within the specified deadline.

NEW!

START-UP

Innovative and future-oriented projects with growth potential

For the first time, start-ups and their projects will be evaluated and awarded in a separate category under the aspects of innovation, growth and scalability.

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- ☞ **Risk minimisation in the application**
- ☞ **Demand**
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* In case of an award, additional service fees apply.

Your participation



REGISTRATION FEES

» Registration for the award per project	€ 230.00
» Registration by 29 May 2020 (Early bird)	€ 180.00
» Registration after 10 July 2020	€ 370.00



ORGANISATIONAL FEE FOR HANDLING PROJECTS FOR THE JURY SESSION:

» Preparation of digital data	€ 150.00
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*Due to the current situation, the jury meeting will take place in digital form only, in order to protect and guarantee the health of all persons involved. For this reason we cannot consider submissions in physical form. The judging will be handled with the material you provide in digital form.

All prices are per submitted entry, plus the legally applicable value-added tax. The payment of the registration fees are paid by credit card. For participants from Germany payment by invoice is also possible.

Benefits for Nominees



OPTIONAL NOMINEE PACKAGE

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SERVICES AND BENEFITS

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All prices are per submitted entry, plus the legally applicable value-added tax.

€ 1,660.00

→ In case of an award, the fees on the following pages will apply depending on the award.



Service fees

Excellent Communications Design Special Mention



SERVICES AND BENEFITS

Label	Use of the Special Mention label for your communication measures.
Gallery	Presentation of the entry with short text, photo, contact details and backlink in the online gallery (three-years term).
Award	Receipt of two personalised winners' documents.
Exhibition	Digital presentation of the winning entry in the German Design Awards – Excellent Communications Design exhibition.
Catalogue	One-sided presentation in the catalogue. One copy per entrant.***
Awards ceremony	Exclusive access to our Winners' Lounge, receipt of your personal winners' documents and possibility for a professional winner photo.*
Public relations	The German Design Council provides basic public relation activities for everything pertaining to the German Design Awards.
Social Media	Basic social media communication around the German Design Awards.



€ 2,280.00 **

* Participation is only possible after binding registration and considering the available ticket contingent.

** All information is per award and excludes VAT.

*** Even if a submitter is represented several times in the catalogue.

Service fees

Excellent Communications Design Winner



SERVICES AND BENEFITS

Label	Use of the Special Mention label for your communication measures.
Gallery	Presentation of the entry with short text, photo, contact details and backlink in the online gallery (three-years term).
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Social Media	Basic social media communication around the German Design Awards and presentation of the winners on selected channels.



€ 2,580.00 **

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Service fees

Excellent Communications Design Gold



SERVICES AND BENEFITS

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€ 2,980.00 **

* Participation is only possible after binding registration and considering the available ticket contingent.

** All information is per award and excludes VAT, plus an organisational fee for the presentation of the Gold-winning project in the exhibition: Size S: included in the package / Size M: € 200.00 / Size L: € 600.00 / Size XL: € 1,200.00.

*** Even if a submitter is represented several times in the catalogue.



GERMAN DESIGN AWARD 2021

Excellent Product Design

On the following pages you will find all categories of the award discipline »Excellent Product Design«, as well as the associated costs in case of participation and awards.

Excellent Product Design Categories

Registrations in the award discipline »Excellent Product Design« are possible in the following categories:

BATH AND WELLNESS

Bathroom and sanitary ware, bathroom fittings, sanitary technology, bathroom furniture and fixtures, bathroom accessories, saunas, solariums, whirlpools, body care products, other

KITCHEN

Kitchens, kitchen furniture, kitchen fittings, electrical appliances, accessories, cooking equipment, ovenware, other

TABLETOP

Dishes, cutlery, accessories, decorations, other

HOUSEHOLD

Household appliances, large electric appliances, household items, air and water filtering units, humidifiers, waste systems, other

DESIGN CLASSICS AND RE-EDITIONS

Design Classics, Re-editions and Redesigns

FURNITURE

Living, sleeping and seating furniture, children's and special furniture, other

LIFESTYLE AND FASHION

Fashion, bags, suitcases, travel gear, head coverings, glasses and sunglasses, other

HOME TEXTILES AND HOME ACCESSORIES

Home textiles, upholstery fabrics and leathers, decorative fabrics, wallpapers, wall and home decorations, home accessories, other

GARDENING AND OUTDOOR LIVING

Garden furniture, gardening tools and products as well as equipment, garden accessories, sunscreens, furnishings for conservatories, grills and barbecues, other

LUXURY GOODS

Luxury accessories, jewellery, watches, other

SPORTS, OUTDOOR ACTIVITIES AND LEISURE

Sports equipment and products, sportswear, tents, backpacks, binoculars, flashlights and forehead flashlights, night vision devices, outdoor clothing, outdoor and trekking equipment, games, hobby and craft supplies, recreation equipment and products, fitness equipment and products, musical instruments, products for animals, other

BABY AND CHILD CARE

Products for babies and children, baby and child care products, baby and children's toys, play equipment, baby carriages, schoolbags and accessories, other

COMPUTER AND COMMUNICATION

Computers, notebooks, tablets, network and conference technology, storage media, NAS, server systems, printers, copiers, scanners, smartphones, telephones and telephone systems, charging stations, recording and playback equipment, peripheral devices and accessories for Computers and communication devices, cameras and equipment, other

ENTERTAINMENT

Consumer electronics, microphones, headphones, loudspeakers, audio equipment, amplifiers, televisions, recording and playback equipment, beamers, sound systems, event technology, stagecraft, sound engineering, lasers and effects, multiroom systems, docking stations, video game consoles, e-readers, cameras and equipment, other

HUMAN-MACHINE-INTERFACE

Interface design and controls as an integral part of a product, other

MATERIAL AND SURFACES

Materials and raw materials, material innovations, surfaces, innovative textiles (technical and ornamental), other

Excellent Product Design Categories

BUILDING AND ELEMENTS

Building equipment, windows, doors, stairs, banisters and handrails, house and building automation, house and door labelling, security and access systems, surveillance cameras and systems, smoke detection systems, walls/ floors/ceilings, acoustic solutions, door and window fittings, switches and switch systems, mailboxes, garages, gates, escalators, lifts, controls for products in this category, other

ENERGY

Energy technology, heating systems, radiators, ovens of all kinds, air conditioning systems, ventilation systems, solar energy installations, furnaces and boilers, other

INDUSTRY

Machines and facilities, components, control technology, materials handling technology, robotics, safety technology, timing systems, logistics systems, machines, semi-finished products, work and protective clothing, industrial packaging, other

WORKSHOP AND TOOLS

Tools, workshop equipment, measurement and testing technology, special products, other

MEDICAL, REHABILITATION AND HEALTH CARE

Medical equipment, medical technology, medical and orthopaedic assistive devices, optics and optical equipment, laboratory technology, practice and hospital furnishings, laboratory furniture, assisted technology and assisted living, other

LIGHTING

Residential and workplace lighting, recessed and exterior lighting, lighting systems, lamps, special lighting, street lighting, lighting technology, other

OFFICE FURNITURE

Office furniture and office furniture systems, conference furniture, partitions, acoustic elements, furniture and space solutions for special rooms, other

STATIONERY

Writing and plotting instruments, office accessories and equipment, filing and classification systems, presentation systems, papers, hobby and craft supplies, other

RETAIL

Sales and product display systems, cash register systems, terminals, displays, return systems, other

CONCEPTIONAL TRANSPORTATION

Passenger and commercial vehicles, motor homes, caravans, trailers, agricultural vehicles, aeroplanes and aircraft, helicopters, water and hybrid vehicles, railed vehicles, motorcycles and rollers, vehicles for local public transportation, special vehicles, other

AVIATION, MARITIME AND RAILWAY

Aeroplanes and aircraft, helicopters, water and hybrid vehicles, railed vehicles, vehicles for local public transportation, vehicle components, vehicle interiors and furnishings, navigation systems, other

AUTOMOTIVE PARTS AND ACCESSORIES

Automotive equipment, vehicle components, vehicle interiors and furnishings, navigation systems, other

MOTORCYCLES

Motorcycles and rollers, automotive equipment, vehicle components, vehicle interiors and furnishings, navigation systems, other

PASSENGER VEHICLES

Passenger and commercial vehicles, motor homes, caravans, trailers, agricultural vehicles, special vehicles, automotive equipment, vehicle components, vehicle interiors and furnishings, navigation systems, other

PUBLIC DESIGN

Urban and street furniture, kiosks, advertising columns, displays and advertising media, shelters, stops and stations, park furniture, waste and lighting systems, other



Excellent Product Design Categories



UTILITY VEHICLES

Agricultural vehicles, special vehicles, automotive equipment (luggage racks etc.), vehicle components, vehicle interiors and furnishings, navigation systems, other



BICYCLES AND E-BIKES

Mountain bikes, racing bikes, crossbikes, urban and E-Bikes, pedelecs, children's bikes, trekking bikes, special bikes, other



SERVICE DESIGN

For the first time non-visible performance processes are considered with the category »Service Design«, which are visualised and experienced by a special design creativity "to touch".

The projects are evaluated under the following criteria:

Uniqueness of the service › Story (form and content) › Representation and presentation inside and out › Activities / Channels › Customer proximity › Architecture and design, orientation

Following the release in the »Service Design« category, the participant will receive a guideline for the preparation of a presentation for the jury session, which must be uploaded together with image and video material within the specified deadline.



START-UP

Innovative and future-oriented projects with growth potential

For the first time, start-ups and their projects will be evaluated and awarded in a separate category under the aspects of innovation, growth and scalability.

Award-winners in the category will receive their own label "German Design Award - Start-up 2021" as well as other benefits that support them in their press work, network building and acquisition.

Start-ups that are not older than 4 years are permitted to participate. The date of foundation is valid until February 2017 at the earliest.

The above-mentioned aspects should be clearly indicated in the submission. Original projects, digital projects, prototypes or presentation charts can be submitted.

Additional category

Universal Design*

In addition to the categories listed, all projects can be submitted to the award in a superordinate »Universal Design« category. All projects are addressed, which are characterised by the following points:

- ☞ **Barrier-free usability**
As many people as possible should be able to use the product, no matter what skills they have.
- ☞ **Flexible usage**
Consideration of individual preferences of the users (for example of right and left-handers).
- ☞ **Intuitive operation**
A product should be easy and intuitive to operate according to the abilities of the user (e.g., ability to speak, comprehension or age).
- ☞ **Risk minimisation in the application**
- ☞ **Demand**
The effort required for operation or handling should be adequate.
- ☞ **Use and access**
Ingredients should be designed so that they are equally usable by every user.

Additional category

Eco Design*



In addition to the categories listed, all projects can be submitted to the award in a superordinate »Eco Design« category. All projects are addressed, which are characterised by the following points:

- ☞ **Production and Manufacturing**
The manufacture of the product should be innovative and save resources.
- ☞ **Longevity**
The product should be designed for use over a long period of time.
- ☞ **Raw materials**
The choice of raw materials should be environmentally friendly and conserve resources.
- ☞ **Transport routes**
Transport routes should be kept as minimal as possible, paying attention to the regional manufacturing.
- ☞ **Recycling/Upcycling**
The product's design should show consideration for re-use or re-purposing.
- ☞ **Usage concepts**
The product should be intuitive and easy to use and furthermore generate an innovative use concept.

* In case of an award, additional service fees apply.

Your participation



REGISTRATION FEES

» Registration for the award per project	€ 290.00
» Registration by 29 May 2020	€ 240.00
» Registration after 10. Juli 2020	€ 430.00



ORGANISATIONAL FEE FOR HANDLING PROJECTS FOR THE JURY SESSION:

» Preparation of digital data	€ 150.00
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All prices are per submitted entry, plus the legally applicable value-added tax. The payment of the registration fees are paid by credit card. For participants from Germany payment by invoice is also possible.

Benefits for Nominees



OPTIONAL NOMINEE PACKAGE

The Nominee Package offers you a first-class opportunity to generate media attention. Promote your nomination actively in order to communicate your brand competence effectively.



SERVICES AND BENEFITS

The Nominee Package lets you use the official nominee label for your communication and the application of the nominated project. You can also order various products from our Marketing Services offer, such as acrylic glass certificates and cuboids. You will also receive two personalised nominee documents.

All prices are per submitted entry, plus the legally applicable value-added tax.

€ 1,990.00

→ In case of an award, the fees on the following pages will apply depending on the award.



Service fees

Excellent Product Design Special Mention



SERVICES AND BENEFITS

Label	Use of the Special Mention label for your communication measures.
Gallery	Presentation of the entry with short text, photo, contact details and backlink in the online gallery (three-years term).
Award	Receipt of two personalised winners' documents.
Exhibition	Digital presentation of the winning entry in the German Design Awards – Excellent Product Design exhibition.
Catalogue	One-sided presentation in the catalogue. One copy per entrant.***
Awards ceremony	Exclusive access to our Winners' Lounge, receipt of your personal winners' documents and possibility for a professional winner photo.*
Public relations	The German Design Council provides basic public relation activities for everything pertaining to the German Design Awards.
Social Media	Basic social media communication around the German Design Awards.



€ 3,350.00 **

* Participation is only possible after binding registration and considering the available ticket contingent.

** All information is per award and excludes VAT.

*** Even if a submitter is represented several times in the catalogue.



Service fees

Excellent Product Design Winner



SERVICES AND BENEFITS

Label	Use of the Special Mention label for your communication measures.
Gallery	Presentation of the entry with short text, photo, contact details and backlink in the online gallery (three-years term).
Award	Receipt of two personalised winners' documents.
Exhibition	Digital presentation of the winning entry in the German Design Awards – Excellent Product Design exhibition.
Catalogue	One-sided presentation in the catalogue. One copy per entrant.***
Awards ceremony	Exclusive access to our Winners' Lounge, receipt of your personal winners' documents and possibility for a professional winner photo.*
Public relations	The German Design Council provides basic public relation activities for everything pertaining to the German Design Awards.
Social Media	Basic social media communication around the German Design Awards and presentation of the winners on selected channels.



€ 3,850.00 **

* Participation is only possible after binding registration and considering the available ticket contingent.

** All information is per award and excludes VAT.

*** Even if a submitter is represented several times in the catalogue.



Service fees

Excellent Product Design

Gold



SERVICES AND BENEFITS

Label	Use of the Special Mention label for your communication measures.
Gallery	Presentation of the entry with short text, photo, contact details and backlink in the online gallery (three-years term).
Award	Receipt of two personalised winners' documents.
Exhibition	Digital presentation of the winning entry in the German Design Awards – Excellent Product Design exhibition.
Catalogue	Two-sided presentation in the catalogue. One copy per entrant.***
Awards ceremony	Exclusive access to our Winners' Lounge, possibility to receive your personal winners' document and prize sculpture on stage and for a professional winner photo.**
Public relations	The German Design Council provides exclusive public relation activities for everything pertaining to the German Design Awards. Focused placement of your Gold Award in selected media as well as in advertorial sections within the context of our media cooperations.
Social Media	The German Design Council provides exclusive social media communication and content marketing for everything pertaining to the German Design Awards. Digital presentation of the winning project from the awards ceremony for you to use on your own content channels.



€ 4,650.00 **

* Participation is only possible after binding registration and considering the available ticket contingent.

** All information is per award and excludes VAT, plus an organisational fee for the presentation of the Gold-winning project in the exhibition: Size S: included in the package / Size M: € 200.00 / Size L: € 600.00 / Size XL: € 1,200.00.

*** Even if a submitter is represented several times in the catalogue.

Delivery



Please note the following information and deadline for delivery of the projects to the jury session:

Delivery

- » Digital submission: via Uploadlink*

17 July 2020

Notes

- » All files must be compressed into one zip file, max 50 MB
- » Images: 4-5 images per submission, JPEG, 300 dpi, Din A4, CMYK
- » Video: max 120 seconds, mp4 format
- » PDF: max 10 pages
- » no Powerpoint
- » All files must be clearly marked with the project ID

*Due to the current situation, the jury meeting will take place in digital form only, in order to protect and guarantee the health of all persons involved.

For this reason we cannot consider submissions in physical form.

The judging will be handled with the material you provide in digital form.

→ **After the submission has been released, you will receive a detailed document from us about the delivery.**

Deadlines & Dates



ANNOUNCEMENT:

09 April 2020

EARLY BIRD UNTIL:

29 May 2020

CLOSING DATE & DEADLINE FOR GRANT APPLICATIONS:

10 July 2020

JURY SESSION:

30 & 31 July 2020

NOTIFICATION OF THE JURY RESULTS:

August 2020

PUBLICATION OF THE ONLINE GALLERY:

October 2020

AWARDS CEREMONY & EXHIBITION OPENING:
as part of the international consumer goods fair Ambiente 2021

19 February 2021

GERMAN DESIGN AWARD 2021

Team German Design Awards

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