

## German Design Award 2021

### **The premium prize of the German Design Council**

The German Design Award is the international premium prize of the German Design Council. Its goal is to discover, showcase and recognise unique design trends. As such, high-calibre submissions from the fields of product and communication design – all of which play a pioneering role within the international design landscape in their own way – are honoured every year. The German Design Award, which was initiated in 2012, is one of the world's most renowned design awards and enjoys a prestigious reputation that extends well beyond specialist circles.

### **Nomination**

The award sets the highest standards in terms of selecting its winners: in a unique nomination process, companies whose products and communication design services demonstrably exhibit design excellence are invited to enter. Moreover, companies have the opportunity to submit projects directly and on their own initiative; these will then be reviewed by the German Design Council to verify whether they meet the required participation criteria.

### **Categories for a broad spectrum of design**

In order to appropriately reflect the diversity of our design culture, the German Design Award is split into the categories of Excellent Product Design, Excellent Communications Design and – for the first time this year – Excellent Architecture. These encompass all areas of daily life. In each of the award categories, the distinctions »Gold«, »Winner« and »Special Mention« are presented.

### **Gold**

The jury names one or more »Gold« winners in each category, depending on the quality of the submissions. The distinction »Gold« stands for excellence in international design and is only given to the crème de la crème.

### **Winner**

In each category, an appropriate number of design submissions will be awarded the distinction of »Winner«. These will be selected by a separate expert jury in each category of the German Design Award.

### **Special Mention**

The distinction »Special Mention« recognises works whose design features particularly successful aspects or solutions – and honours the commitment of companies and designers.

### **The award giver**

The German Design Council has been operating since 1953 as one of the world's leading centres of expertise in communication and knowledge transfer within design, branding and innovation. It is part of the worldwide design community and has always contributed to the establishment of global

exchange and networking thanks to its international offering, promotion of new talent and memberships. With events, conventions, awards, jury meetings and expert committees, the Council connects its members and numerous other international design and branding experts, fosters discourse and provides important stimulation for the global economy. More than 340 businesses are currently members of its foundation.

The German Design Award sets the highest standards in terms of selecting its winners: in the nomination process, expert committees of the German Design Council only invite those products and communication design services for participation in the award who demonstrably stand out from the competition on account of their design excellence.

All distinctions are awarded during a two-day jury meeting.

Since its debut in 2012, the German Design Award has grown considerably – from approx. 1,500 submissions in its first year to some 5,000 submissions in each of the past few years. As such, the huge international impact of the German Design Award is underscored by the number of participants. Most recently, the share of international submissions stood at 50%. In total, participants from 60 countries have taken part in the award.

In the three award disciplines, Excellent Product Design, Excellent Communications Design and Excellent Architecture, a total of 76 products/projects have been awarded »Gold«.

### **Jury**

Nine nationalities are represented on the jury for the German Design Award 2021. It comprises design experts from the areas of business, academia and science, as well as figures from the design industry. All jury members are eminent figures in their fields.

The jury members for the German Design Award 2021

- Carole Baijings; Scholten & Baijings
- Professor Anke Bernotat; Folkwang University of the Arts/Bernotat&Co
- Susanne Brandherm; brandherm + krumrey interior architecture
- Professor Mark Braun; Studio Mark Braun/HBKsaar
- Nina Bruun; Nina Bruun Creative Consultancy
- Lukas Cottrell; Peter Schmidt Group GmbH
- Arturo Dell'Acqua Bellavitis; Politecnico di Milano/Triennale di Milano
- Marco Dessí; Studio Marco Dessí
- Jens Grefen; Interbrand GmbH
- Felix Heck; Samsung Design Europe
- Armin Illion; illion. Markensocietaet
- Michael Kruza; Deutsche Telekom AG
- Professor Andrea Lipp-Allrutz; Transportation Interior Design, Reutlingen University, School of



#### Textiles and Design

- Sabine Loeser-Schöps; LS Interiors
- Virginia Lung; One Plus Partnership
- Christine Matz; Tatic Designstudio
- Katrin Menne; Head of Branding, Merck KGaA
- Nicolette Naumann; Ambiente/Tendance, Messe Frankfurt GmbH
- Silvia Olp; Phoenix Design GmbH & Co. KG
- Reinhard Pascher; Pascher+Heinz GmbH
- Moritz Putzier; STUDIO MORITZ PUTZIER
- Professor Hartmut Raiser; RAISERLOPES Architekten + Innenarchitekten/Darmstadt University of Applied Sciences
- Professor Mike Richter; iconmobile GmbH/Darmstadt University of Applied Sciences
- Georg Ruhrmann; EDAG Engineering GmbH
- Björn Sorge; ProSiebenSat.1 Digital GmbH
- Professor Erik Spiekermann; Edenspiekermann AG/p98a
- Volker Stengele; stengele+cie.
- Päivi Tahkokallio; Tahkokallio Design+/BEDA
- Professor Philipp Thesen; Darmstadt University of Applied Sciences
- Michael Thomson; Design Connect
- Professor Matthias Wagner K; Museum Angewandte Kunst
- Professor Markus Weisbeck; Graphic Designer and Art Director, Surface
- Jutta Werner; nomad\_juttawerner GmbH
- Hanne Willmann; Studio Hanne Willmann
- Jianjun Xie; Dongdao Creative Branding Group
- Ryutaro Yoshida; Time & Style
- Christian Zanzotti; ZANZOTTI INDUSTRIAL DESIGN
- Professor Wu Siegfried Zhiqiang; Tongji University