



**GERMAN
DESIGN
AWARD
2022**



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10 Years German Design Awards »How Designers Think«

10 YEARS OF AWARD-WINNING DESIGN

This year, the German Design Award celebrates its tenth anniversary. With the award, the German Design Council has been making top achievements by designers and companies visible to everyone for a decade now. At the same time, it provides its participants with a unique network for the transfer of knowledge and the leveraging of synergies.

We are taking our anniversary as an opportunity to place the German Design Awards under a focus theme for the first time, aimed at all participants and interested parties: Inspired by the work of the visionary designer and design theorist Horst Rittel, we are placing this year's awards under the motto "How designers think": How can solutions be found for those challenges for which Rittel coined the term "Wicked Problems" together with Melvin Webber in the 1960s; problems that are unclear, contradictory, volatile or even unsolvable – or only appear to be?

The world in which designers live and work is permanently changing and requires outstanding answers to ever new questions. At the same time, the German Design Awards are constantly evolving: like the people advancing the world of design, the awards that make design visible are always pushing forward new answers to the challenges of our time. Since its inception, the German Design Awards have steadily opened up new thematic fields in product design, communications design and architecture, from digitalisation to AI to sustainability. And new ones will be added in the future.

The German Design Awards honours pioneering designers and their work. In its anniversary year, the entire programme of the awards therefore revolves around the question of how designers think. For example, we will explore the topic playfully with short film clips about the design process.

Additionally, we will present and celebrate the highlights of the first decade: the top achievements among the winning projects from various sectors, our design Newcomers and Finalists whose careers we have accompanied, but also the outstanding personalities from the world of design whose extraordinary impact we have honoured with the »Personality of the Year« award.

We look forward to discovering your outstanding and visionary projects and presenting them on our international stage. Show the world how you think design at the German Design Awards 2022!

The Initiator Makes the Difference



GERMAN DESIGN COUNCIL

The German Design Awards are presented by the German Design Council, the German competence centre for design, brand and innovation. Its mission from the highest level: to represent the German design sector and to promote and make visible high-quality design. Established as a foundation in 1953 on the initiative of the German Bundestag, it supports business in consistently achieving brand added value through design. In addition to trade associations and institutions, the exclusive network of members of the German Design Council Foundation includes especially the owners and brand managers of well-known companies.



GERMAN DESIGN AWARDS

The German Design Awards set international standards for the most innovative design developments and competitiveness on the global market. It exclusively awards projects that are groundbreaking in the German and international design landscape. An international jury of leading experts from all design disciplines guarantees this excellence. Their judgement is invaluable – those who convince this jury demonstrate competence in design innovation and a sharp focus on the demands of their own customers and the market at large. In short: whoever wins here belongs to the best. The awards not only make success visible, but also open up a valuable network, international reach and great market opportunities.

Become a part of the international design community. Use your participation in the awards for your advantageous exchange and networking with renowned personalities and companies. Benefit from the marketing tools of the awards for your communication, the showcasing of your design competence and the international expansion of your business activities.

New European Bauhaus



OFFICIAL PARTNER

The New European Bauhaus was initiated in September 2020 by the President of the European Commission, Ursula von der Leyen. Focusing on »sustainability, aesthetics and inclusiveness«, the New European Bauhaus combines art, culture, social inclusion, science and technology in an interdisciplinary way with the aim of making Europe climate neutral.

The German Design Council is a partner of the initiative and, together with other partner organisations of the New European Bauhaus, is researching how we can shape our lifestyles in the future, successfully implement the European Green Deal by 2050 and achieve the goal of climate neutrality for Europe.

As part of the German Design Awards, the jury will forward all projects considered for inclusion in the »New European Bauhaus« with a recommendation to the initiative's board.

You can find more information at https://europa.eu/new-european-bauhaus/index_de

Your Benefits as a Winner

By showcasing a distinction at the German Design Awards, you effectively increase your brand value. With our services, we provide you with extensive possibilities: By publishing a distinction at the German Design Awards, you effectively increase your brand value. With our services, we provide you with extensive tools:

BECOME PART OF A UNIQUE NETWORK



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



BENEFIT FROM OUR GREAT REACH

Last year, the German Design Awards achieved an immense reach with almost 30,000 views and in print, online and social media.



A NOBLE HIGHLIGHT IS THE AWARD SCULPTURE

»Gold« and »Public Choice« award winners receive an award sculpture – a real highlight, e.g. for your company foyer.



**CONTENT FOR YOUR COMMUNICATION:
JURY STATEMENT & PRESS RELEASE**

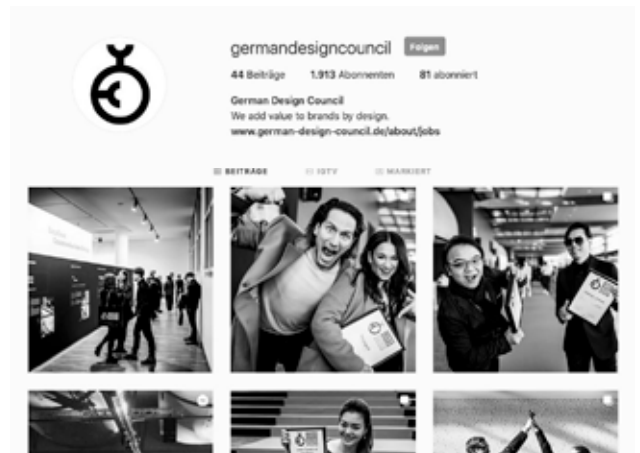
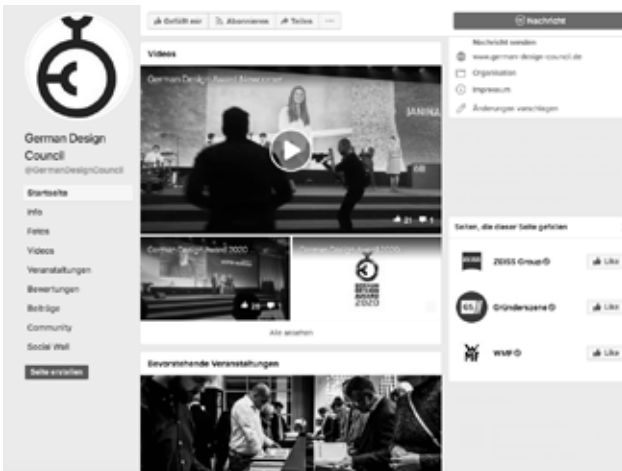
The jury provides all »Gold« award winners with a short statement. This will be published in the on-line gallery as well as at the exhibition and can be used by the award winners in their own communication. In addition, they will receive a personalised press release in German and English.



**MAKE YOUR SUCCESS VISIBLE:
AWARD CLIP**

»Gold« and »Winner« awardees receive a clip of their project which they can use for communication on their company website or social media.

**INCREASE YOUR VISIBILITY ON
SOCIAL MEDIA**



We communicate important milestones of the awards in social media – from the jury meeting to the award ceremony – and present winners in selected networks for even more visibility.



COMMUNICATING SUCCESS WITH THE LABELS

We provide you with the appropriate label for your communication. Show your success with the use of the label – on websites, in digital communication, at trade fairs, in signatures, in print, on product packaging or in advertising measures.



PERMANENT PRESENTATION IN THE ONLINE GALLERY



Each award entry will be published in our online gallery at www.german-design-award.com, including a link to your company website. Award participants are permanently present here with their submission – beyond the award ceremony.

INSPIRATION AND EXCHANGE AT THE EXHIBITIONS



A great award deserves a worthy presentation. The »Gold« award winners are presented at an exhibition in Frankfurt/Main.



As an award winner, you will receive exclusive access to the award ceremony in Frankfurt/Main.

**CELEBRATE YOUR SUCCESS AT THE
AWARD CEREMONY**



**VALUABLE AWARDED WITH THE
DOCUMENTS**



You will receive two copies of your winner's document in a high-quality frame. These will be sent to you by mail afterwards.



As a winner, you will receive exclusive access to our marketing services. Here you can order additional marketing items for your award, such as acrylic glass certificates.

**MAKE USE OF THE OFFER OF OUR
MARKETING SERVICES**



Participation in the German Design Awards

The German Design Awards are open to companies, agencies, service providers and marketers as well as non-commercial and governmental organisations from all sectors worldwide. The committees of the German Design Council decide on admission to the awards. With your submission, you take the first step on the way to the renowned premium award.

Five steps to your success.

- 1. REGISTER FOR THE GERMAN DESIGN AWARDS**
- 2. SUBMIT YOUR PROJECT FOR THE JURY MEETING**
- 3. JURY MEETING**
- 4. RECEIVE WINNING NOTIFICATION**
- 5. START OF YOUR COMMUNICATION MEASURES**

We hope your ambition is sparked: Take up the challenge and impress the international jury of experts with your design! In this fact sheet you will find all the details on registration, entry, judging, award ceremony and the costs and fees involved.

Grant programme

The German Design Council offers all small businesses and freelancers the opportunity to be exempted from the service fees for winners by applying for funding. The exemption is granted after an examination of the economic circumstances. The prerequisite is that the annual turnover in each of the last two years did not exceed € 50,000.00. The application must be submitted by 15 September 2021 (receipt by the German Design Council). This application for funding is available as a PDF in your personal account on the mdc.german-design-council.de website under the forms.

Your Registration for the German Design Awards

Register for the German Design Award 2022 and show the jury that your achievement deserves to be honoured.

NOMINATION / SUBMISSION

As a nominee, you will receive a written notification with inclusive access data. You may then bindingly register your nominated project for participation via our registration portal »My Design Council«. Companies also have the opportunity to submit projects directly and on their own initiative. After a review of the submission by our expert panels, you will then receive written notification as to whether your project meets the required criteria and has thus been approved and nominated for participation in the German Design Awards 2022. The entry can be made in a single category. In the event of non-admission, you will also receive a notification and no costs will be incurred.

PARTICIPATION REQUIREMENTS

Only submissions that were published or launched on the market no longer than five years ago* are eligible for the German Design Awards. Concepts are also eligible for the award.

REGISTRATION

The registration for the awards takes place exclusively via our registration portal »My Design Council«. If you do not have an account yet, please register.

The following information is required when preparing the submission:

- » Project name
- » Project specification (German and English)
- » Description text (max. 500 characters, German and English)
- » Date of market launch
- » Contact
- » Designer / Architect / Developer
- » Producer / Building owner / Client
- » 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. 10 MB)

Please note that your text and image material will be used for the jury meeting and publications.

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

Registration deadline: 15 September 2021

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

Evaluation by the Jury

An independent international jury of experts decides on the awarding of the German Design Awards. It consists of representatives from industry, universities and design.

THE JURY

You can find more information about our jury on our website www.german-design-award.com.

AWARDS

The jury will select »Gold« award winners per category and an appropriate number of »Winner« award recipients. In addition, »Special Mention« awards are given for successful partial aspects or solutions.

EVALUATION CRITERIA

The products and services are to be distinguished by particularly emphasised characteristics with regard to the following aspects:

Ergonomics » Functionality and usability » Utility value » Overall concept » Design quality » Level of innovation » Durability » Brand equity and branding » Market readiness » Sustainability » Ecological quality » Product aesthetics » Product graphics and semantics » Safety and accessibility » Symbolic and emotional content » Technical quality » Technical function » Manufacturing technology and quality

The above order does not represent a criteria or evaluation ranking for the jury. The jury is free to weight the individual criteria in its evaluation. All entries submitted in due form and time will be presented to the jury for evaluation.

RESULTS

The participating companies will receive a written notification of the results of the judging. Any recourse to courts of law is excluded.



Deadlines & Dates



REGISTRATION START:

04 May 2021

EARLY BIRD REGISTRATION UNTIL:

18 June 2021

DEADLINE FOR REGISTRATION AND GRANT PROGRAMME APPLICATION:

15 September 2021

JURY MEETING:

30 September & 01 October 2021

NOTIFICATION OF THE RESULTS:

October 2021

PUBLICATION OF THE ONLINE GALLERY:

27 October 2021

AWARD SHOW & EXHIBITION OPENING:

February 2022

The Award Disciplines

Participation in the German Design Awards 2022 is possible in three award disciplines. You can enter your project in one category each – with all the associated benefits. On the following pages you will find all categories of the three disciplines and the associated costs.



Excellent Architecture

You design living environments in which people enjoy spending time - residential buildings, public buildings, shops, hotels, landscape architecture, urban planning and much more.



Excellent Communications Design

You enable communication that reaches people - through audiovisual media, print products, websites, software, campaigns and much more.



Excellent Product Design

You design products that meet the highest customer demands - furnishings, technical devices, vehicles, clothing and much more.



**GERMAN
DESIGN
AWARD
2022**

**Excellent
Architecture**



Excellent Architecture

Categories

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

ARCHITECTURE

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

CONCEPTIONAL ARCHITECTURE

Building concepts, architectural concepts, building projects under construction, landscape architecture etc.

INTERIOR ARCHITECTURE

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

RETAIL ARCHITECTURE

Brand rooms, shops, concept and flagship shops, showrooms, department stores, shopping centres etc.

FAIR AND EXHIBITION

Exhibitions, temporary architecture, trade fair architecture, trade fair stands and appearances, scenography, installations, etc.

SIGNAGE AND WAYFINDING

Guidance systems for indoor and outdoor: cities, public facilities, office and commercial buildings, shopping centres, residential buildings, etc.

URBAN SPACE AND INFRASTRUCTURE

Urban planning and design, landscape architecture, urban parks, public squares, playgrounds, infrastructure and traffic structures, bridges, etc.

LIGHTING DESIGN

Building lighting, lighting concepts, illumination of interior fittings, etc.

START-UP

Innovative and future-oriented projects with growth potential

ECO DESIGN

Projects that are guided by the principles of sustainability

UNIVERSAL DESIGN

Projects that are usable by as many people as possible without further adaptation or specialisation

Your Participation



REGISTRATION FEES

» Award registration per project	€ 380.00
» Registrations until 18 June 2021 (Early Bird)	€ 330.00
» Registrations after 15 September 2021	€ 520.00



OPTIONAL NOMINEE PACKAGE

€ 1,660.00

With the Nominee Package you can actively promote your nomination to effectively communicate your design competence. The Nominee Package entitles you to use the official Nominee Label for your communication and presentation of the nominated project. You will also receive two personalised nominee documents.

Costs in the event of an Award

In the event of an award, you will receive various services and benefits from us, depending on the award, which are associated with additional, mandatory costs. The benefits and services are described in detail on the following pages. We are happy to offer you further services on request.

Service fees for the award » Special Mention «	€ 2,680.00
Service fees for the award » Winner «	€ 2,980.00
Service fees for the award » Gold «	€ 3,380.00*

All details apply per submitted project plus the legally valid value added tax. Payment of the participation fees is by credit card. For participants from Germany, payment by invoice is also possible. By approving your project for the German Design Awards 2022, you agree to all the costs and fees mentioned.

** plus an organisation 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*

Benefits & Services

Excellent Architecture

»Gold«



Label	Use the »Gold« label for your communication measures.
Online Gallery	Presentation of the submission with a short text, photo, the video clip of the awarded product and backlink in our online gallery.
Documents	Receive two personalised documents.
Award Sculpture	Receive an Award Sculpture.
Public relations / Social Media	Personalised press release for the communication of your success. Social media communication on selected channels. Post on all channels linking to the »Gold« gallery of the corresponding award discipline. Detailed video clip of the winning product for use on your own channels. Individual social media ad on Facebook and Instagram.
Exhibition	Presentation of your entry in the German Design Awards exhibition.
Award Show	Invitation to participate in the Award Show. Receipt of your personal document and the opportunity for a professional photo.*

**Participation is only possible after binding registration and under consideration of the available ticket contingent.*

Benefits & Services

Excellent Architecture

»Winner«



Label	Use the »Winner« label for your communication measures.
Online Gallery	Presentation of the submission with a short text, photo and backlink in our online gallery.
Documents	Receive two personalised documents.
Public relations/ Social Media	Template of a press release for the communication of your success. Social media communication around the German Design Awards on selected channels. Text modules for use in your communication measures. Video clip with statement by the jury on the winning product for use on your own channels.
Exhibition	Presentation of your entry in the German Design Awards exhibition.
Award Show	Invitation to participate in the Award Show. Receipt of your personal document and the opportunity for a professional photo.*

**Participation is only possible after binding registration and under consideration of the available ticket contingent.*

Benefits & Services

Excellent Architecture

»Special Mention«



Label	Use the »Special Mention« label for your communication measures.
Online Gallery	Presentation of your submission with short text, photo and backlink in our online gallery.
Documents	Receipt of two personalised documents.
Public relations/ Social Media	Social media communication around the German Design Awards and Presentation of the winners on selected channels. Text modules for use in your communication measures. Video clip of the winning product for use on your own channels.
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**GERMAN
DESIGN
AWARD
2022**

**Excellent
Communications
Design**



Excellent Communications Design

Categories

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

AUDIOVISUAL

Music videos, image and advertising films, spots, trailers, virals, TV design (e.g. stations, programmes, etc.), sound design, animations, etc.

INTERACTIVE USER EXPERIENCE

Interactive media, software applications, game and interface design, connectivity, augmented reality etc.

ONLINE PUBLICATIONS

Digital magazines, eBooks, newsletters, digital annual reports etc.

WEB

Web- und Microsites, Blogs, Onlineshops etc.

APPS

Education, Books, Utilities, Health, Fitness, Music, News, Navigation, Travel, Social Networking, Games, Sports, Entertainment, Shopping etc.

INTEGRATED CAMPAIGNS AND ADVERTISING

Online advertising (ads, banners, internet TV, screensavers, etc.), campaigns, cross and outdoor media, print advertising, mailings, dialogue media, concepts etc.

PACKAGING

Product packaging and repackaging, food and beverage packaging, labels, bottle labels, cans, bags, record covers, etc.

CORPORATE IDENTITY

Corporate identity, -design, -films, -events, -publishing, -manuals, -books, -fashion, -architecture, word and figurative marks, logos, signets, key visuals etc.

BRAND IDENTITY

Brand Identity, -design, -films, -events, -publishing, -manuals, -fashion, -architecture, -signet etc.

DESIGN CLASSICS AND RE-EDITIONS

Logo re-designs, packaging and other visual designs considered iconic.

GAME DESIGN

PC and console games, game apps etc.

POSTERS, CARDS AND PHOTOGRAPHY

Posters and billboards of all kinds, postcards, artistic photography, advertising and fashion photography, photojournalism, event photography, industrial and architectural photography, etc.



Excellent Communications Design

Categories

TYPOGRAPHY

Fonts, font families etc.

EVENT

Events, award ceremonies, congresses, press events, seminars, incentives, product launches, road shows, concerts etc.

BOOKS AND CALENDARS

Books (literature, non-fiction and photo books, children's books, etc.), digital books, corporate books, artists' books, calendars (wall and pocket calendars, etc.), digital calendars, etc.

EDITORIAL

Newspapers, journals and magazines, annual and business reports, catalogues and product catalogues, brochures, manuals etc.

OFFICIAL DOCUMENTS

Stamps, private and official documents, identity cards, loyalty cards, memberships, banknotes, cheque and credit cards, etc.

SIGNAGE AND WAYFINDING

Pictograms, icon systems, guidance systems for indoor and outdoor: cities, public facilities, office and commercial buildings, shopping centres, residential buildings etc.

START-UP

Innovative and future-oriented projects with growth potential

ECO DESIGN

Projects that are guided by the principles of sustainability

UNIVERSAL DESIGN

Projects that are usable by as many people as possible without further adaptation or specialisation

Your Participation



REGISTRATION FEES

» Award registration per project	€ 380.00
» Registrations until 18 June 2021 (Early Bird)	€ 330.00
» Registrations after 15 September 2021	€ 520.00



OPTIONAL NOMINEE PACKAGE

€ 1,660.00

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Costs in the event of an Award

In the event of an award, you will receive various services and benefits from us, depending on the award, which are associated with additional, mandatory costs. The benefits and services are described in detail on the following pages. We are happy to offer you further services on request.

Service fees for the award » Special Mention «	€ 2,280.00
Service fees for the award » Winner «	€ 2,580.00
Service fees for the award » Gold «	€ 2,980.00*

All details apply per submitted project plus the legally valid value added tax. Payment of the participation fees is by credit card. For participants from Germany, payment by invoice is also possible. By approving your project for the German Design Awards 2022, you agree to all the costs and fees mentioned.

** plus an organisation 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*

Benefits & Services

Excellent Communications Design »Gold«



Label	Use the »Gold« label for your communication measures.
Online Gallery	Presentation of the submission with a short text, photo, the video clip of the awarded product and backlink in our online gallery.
Documents	Receive two personalised documents.
Award Sculpture	Receive an Award Sculpture.
Public relations / Social Media	Personalised press release for the communication of your success. Social media communication on selected channels. Post on all channels linking to the »Gold« gallery of the corresponding award discipline. Detailed video clip of the winning product for use on your own channels. Individual social media ad on Facebook and Instagram.
Exhibition	Presentation of your entry in the German Design Awards exhibition.
Award Show	Invitation to participate in the Award Show. Receipt of your personal document and the opportunity for a professional photo.*

**Participation is only possible after binding registration and under consideration of the available ticket contingent.*

Benefits & Services

Excellent Communications Design »Winner«



Label	Use the »Winner« label for your communication measures.
Online Gallery	Presentation of the submission with a short text, photo and backlink in our online gallery.
Documents	Receive two personalised documents.
Public relations/ Social Media	Template of a press release for the communication of your success. Social media communication around the German Design Awards on selected channels. Text modules for use in your communication measures. Video clip with statement by the jury on the winning product for use on your own channels.
Exhibition	Presentation of your entry in the German Design Awards exhibition.
Award Show	Invitation to participate in the Award Show. Receipt of your personal document and the opportunity for a professional photo.*

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Benefits & Services

Excellent Communications Design

»Special Mention«



Label	Use the »Special Mention« label for your communication measures.
Online Gallery	Presentation of your submission with short text, photo and backlink in our online gallery.
Documents	Receipt of two personalised documents.
Public relations/ Social Media	Social media communication around the German Design Awards and Presentation of the winners on selected channels. Text modules for use in your communication measures. Video clip of the winning product for use on your own channels.
Exhibition	Presentation of your entry in the German Design Awards exhibition.
Award Show	Invitation to participate in the Award Show. Receipt of your personal document and opportunity for a professional photo.

**Participation is only possible after binding registration and under consideration of the available ticket contingent.*



**GERMAN
DESIGN
AWARD
2022**

**Excellent
Product
Design**



**GERMAN
DESIGN
AWARD
2022**

Excellent Product Design

Categories

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

BATH AND WELLNESS

Bathroom and sanitary ceramics, bathroom fittings, sanitary technology, bathroom furniture and fittings, bathroom accessories, saunas, solariums, whirlpools, body care products etc.

KITCHEN

Kitchens, kitchen furniture, kitchen fittings, electrical appliances, accessories, tableware and crockery, baking accessories etc.

TABLETOP

Crockery, cutlery, accessories, decoration etc.

HOUSEHOLD

Household appliances, large electrical appliances, Household goods, air and water filtering devices, humidifiers, waste systems, etc.

DESIGN CLASSICS AND RE-EDITIONS

Re-designs of logos, packaging and other visual designs considered iconic.

FURNITURE

Living room, bedroom and seating furniture, children's and special furniture etc.

LIFESTYLE AND FASHION

Fashion, bags, suitcases, travel items, headwear, glasses and sunglasses etc.

HOME TEXTILES AND HOME ACCESSORIES

Home textiles, upholstery fabrics and leather, decorative fabrics, wallpapers, wall and home decoration, home accessories etc.

GARDENING AND OUTDOOR LIVING

Garden furniture, garden tools and products as well as accessories, garden accessories, sun protection, equipment for conservatories, barbecues etc.

LUXURY GOODS

Luxury accessories, jewellery, watches etc.

SPORTS, OUTDOOR ACTIVITIES AND LEISURE

Sports equipment and products, sports clothing, tents, backpacks, binoculars, flashlights and headlamps, night vision devices, outdoor clothing, outdoor and trekking accessories, games, hobby and craft supplies, leisure equipment and products, fitness equipment and products, musical instruments, products for animals, etc.

BABY AND CHILD CARE

Products for babies and children, baby and child care products, baby and child toys, play equipment, prams, school bags and accessories etc.

COMPUTER AND COMMUNICATION

Computers, notebooks, tablets, storage media, printers, copiers, scanners, smartphones, telephones and telephone systems, charging stations, peripherals and accessories for computer and communication devices, cameras and accessories, etc.



Excellent Product Design

Categories

ENTERTAINMENT

Consumer electronics, microphones, headphones, loudspeakers, audio equipment, amplifiers, televisions, recording and playback equipment, beamers, sound systems, event technology, stage technology, sound technology, lasers and effects, multi-room systems, docking stations, game consoles, e-readers, cameras and accessories etc.

HUMAN-MACHINE-INTERFACE

Interface design and controls as an integral part of a product etc.

MATERIAL AND SURFACES

Materials and materials, material innovations, surfaces, innovative textiles, etc.

BUILDING AND ELEMENTS

Building equipment, home and building automation, house and door signage, security and access systems, surveillance cameras and systems, smoke detection systems, wall/floor/ceiling, acoustic solutions, fittings, switches, letterboxes, garages, gates, escalators, lifts, operating elements etc.

ENERGY

Energy technology, heating systems, radiators, furnaces of all kinds, air conditioning systems, ventilation systems, solar systems, thermal baths and boilers, etc.

INDUSTRY

Machinery and equipment, components, control technology, conveyor technology, robotics, safety technology, time systems, logistics systems, automatic machines, semi-finished products, work and safety clothing, industrial packaging, etc.

WORKSHOP AND TOOLS

Tools, workshop equipment, measuring and testing technology, special products, etc.

MEDICAL, REHABILITATION AND HEALTH CARE

Medical equipment, medical technology, medical and orthopaedic aids, optics and optical equipment, laboratory technology, practice and hospital equipment, laboratory furniture, assisted technology and assisted living, etc.

LIGHTING

Residential and task luminaires, recessed and outdoor luminaires, lighting systems, light sources, special luminaires, street lighting, lighting technology, etc.

OFFICE FURNITURE

Office furniture and office furniture systems, conference furniture, room dividers, acoustic elements, furniture and room solutions for special rooms, etc.

STATIONERY

Writing and drawing utensils, office accessories and equipment, filing and organisation systems, presentation systems, papers, hobby and craft supplies, etc.

RETAIL

Sales and goods presentation systems, cash register systems, terminals, displays, return systems etc.



Excellent Product Design

Categories

CONCEPTIONAL TRANSPORTATION

Passenger and commercial vehicles, motor homes, caravans, trailers, agricultural vehicles, aircraft and equipment, helicopters, water and hybrid vehicles, rail vehicles, motorbikes and scooters, public transport vehicles, special vehicles, etc.

AVIATION, MARITIME AND RAILWAY

Aircraft and aircraft equipment, helicopters, water and hybrid vehicles, rail vehicles, public transport vehicles, vehicle components, vehicle interiors and equipment, etc.

AUTOMOTIVE PARTS AND ACCESSORIES

Vehicle accessories, vehicle components, vehicle interior fittings and equipment, navigation systems etc.

MOTORCYCLES

Motorbikes and scooters, vehicle accessories, vehicle components, vehicle interior fittings and equipment, navigation systems, etc.

PASSENGER VEHICLES

Passenger and commercial vehicles, motor homes, caravans, trailers, agricultural vehicles, special vehicles, vehicle accessories, vehicle components, vehicle interior fittings and equipment, navigation systems, etc.

PUBLIC DESIGN

Street furniture, kiosks, advertising pillars, displays and advertising media, shelters, bus stops, parking furniture, waste and lighting systems, etc.

UTILITY VEHICLES

Agricultural vehicles, special vehicles, vehicle accessories (luggage racks, etc.), vehicle components, vehicle interior fittings and equipment, navigation systems, etc.

BICYCLES AND E-BIKES

Mountain bikes, road bikes, cross bikes, urban and e-bikes, pedelecs, children's bikes, trekking bikes, special bikes, etc.

START-UP

Innovative and future-oriented projects with growth potential

ECO DESIGN

Projects that are guided by the principles of sustainability

UNIVERSAL DESIGN

Projects that are usable by as many people as possible without further adaptation or specialisation

Your Participation



REGISTRATION FEES

» Award registration per project	€ 440.00
» Registrations until 18 June 2021 (Early Bird)	€ 390.00
» Registrations after 15 September 2021	€ 580.00



OPTIONAL NOMINEE PACKAGE

€ 1,990.00

With the Nominee Package you can actively promote your nomination to effectively communicate your design competence. The Nominee Package entitles you to use the official Nominee Label for your communication and presentation of the nominated project. You will also receive two personalised nominee documents.

Costs in the event of an Award

In the event of an award, you will receive various services and benefits from us, depending on the award, which are associated with additional, mandatory costs. The benefits and services are described in detail on the following pages. We are happy to offer you further services on request.

Service fees for the award » Special Mention «	€ 3,350.00
Service fees for the award » Winner «	€ 3,850.00
Service fees for the award » Gold «	€ 4,650.00*

All details apply per submitted project plus the legally valid value added tax. Payment of the participation fees is by credit card. For participants from Germany, payment by invoice is also possible. By approving your project for the German Design Awards 2022, you agree to all the costs and fees mentioned.

** plus an organisation 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*

Benefits & Services

Excellent Product Design

»Gold«



Label	Use the »Gold« label for your communication measures.
Online Gallery	Presentation of the submission with a short text, photo, the video clip of the awarded product and backlink in our online gallery.
Documents	Receive two personalised documents.
Award Sculpture	Receive an Award Sculpture.
Public relations / Social Media	Personalised press release for the communication of your success. Social media communication on selected channels. Post on all channels linking to the »Gold« gallery of the corresponding award discipline. Detailed video clip of the winning product for use on your own channels. Individual social media ad on Facebook and Instagram.
Exhibition	Presentation of your entry in the German Design Awards exhibition.
Award Show	Invitation to participate in the Award Show. Receipt of your personal document and the opportunity for a professional photo.*

**Participation is only possible after binding registration and under consideration of the available ticket contingent.*

Benefits & Services

Excellent Product Design

»Winner«



Label	Use the »Winner« label for your communication measures.
Online Gallery	Presentation of the submission with a short text, photo and backlink in our online gallery.
Documents	Receive two personalised documents.
Public relations/ Social Media	Template of a press release for the communication of your success. Social media communication around the German Design Awards on selected channels. Text modules for use in your communication measures. Video clip with statement by the jury on the winning product for use on your own channels.
Exhibition	Presentation of your entry in the German Design Awards exhibition.
Award Show	Invitation to participate in the Award Show. Receipt of your personal document and the opportunity for a professional photo.*

**Participation is only possible after binding registration and under consideration of the available ticket contingent.*

Benefits & Services

Excellent Product Design

»Special Mention«



Label	Use the »Special Mention« label for your communication measures.
Online Gallery	Presentation of your submission with short text, photo and backlink in our online gallery.
Documents	Receipt of two personalised documents.
Public relations/ Social Media	Social media communication around the German Design Awards and Presentation of the winners on selected channels. Text modules for use in your communication measures. Video clip of the winning product for use on your own channels.
Exhibition	Presentation of your entry in the German Design Awards exhibition.
Award Show	Invitation to participate in the Award Show. Receipt of your personal document and opportunity for a professional photo.

**Participation is only possible after binding registration and under consideration of the available ticket contingent.*

Delivery & Pick-up

Please note the following instructions and deadlines for delivery & collection of submissions to and from the jury session:

Delivery*

- | | |
|---|-----------------------------------|
| » Digital submissions: via upload link | 17 September 2021 |
| » Size S and M: to our logistics partner | 05 July – 17 Sept. 2021 |
| » Size L and XL: Delivery directly to the exhibition hall | 27 & 28 September 2021 |
| » Vehicles: Delivery directly to the exhibition hall | 29 September 2021 |

Pick-up*

- | | |
|---|---------------------------------|
| » Size S and M: at our logistics partner | 11 – 22 October 2021 |
| » Size L and XL: collection directly at the exhibition hall | 04 & 05 October 2021 |
| » Vehicles: Pick-up directly at the exhibition hall | 01 October 2021 |

Disposal

If the product/project is not collected by the deadline, it will be stored for ten working days at a charge and then disposed of at the expense of the submitter. Collection is no longer possible after 22 October 2021.

* The method of delivery and collection will be as selected when the submission is approved.

→ After approval of the submission, we will send you a detailed document for delivery and pick-up.

Deadlines & Dates



REGISTRATION START:

04 May 2021

EARLY BIRD REGISTRATION UNTIL:

18 June 2021

DEADLINE FOR REGISTRATION AND GRANT PROGRAMME APPLICATION:

15 September 2021

JURY MEETING:

30 September & 01 October 2021

NOTIFICATION OF THE RESULTS:

October 2021

PUBLICATION OF THE ONLINE GALLERY:

27 October 2021

AWARD SHOW & EXHIBITION OPENING:

February 2022

Contact Information

If you have any questions about the German Design Awards, please do not hesitate to contact us.

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The German Design Council is working with a growing number of representatives in different countries in order to strengthen exchange and networking on the ground in a targeted manner.

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GERMAN DESIGN AWARD 2022

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