



German Design Award 2018 – Jil Sander Receives Personality Award

Frankfurt am Main, 25 October 2017

Jil Sander, one of the most influential fashion designers of our time, is slated to receive the 2018 German Design Award’s ‘Personality’ prize. The jury’s statement: ‘Jil Sander is one of the few designers who have managed to always stay ahead of the times. In her work, art and design are inseparable. Her approach to design is radical and resolute; her collections are minimalist, clean and timelessly modern – set apart from all trends. It is perhaps for this reason that she has become an icon that manages to stick around through each and every contemporary shift in design.’

Sander showcased her first women’s collection in 1973. Since then, her designs have consistently stood for a pared-down style with rectilinear trims made of high-quality materials, as well as for fashion which lends confidence and power to the wearer. She has also made her mark on architecture and shop design, ushering in new ways of thinking and pushing her interior designs to new dimensions, right down to the lighting.

‘Jil Sander stands not only for iconic fashion, but for everything that makes outstanding design what it is: precise craftsmanship, identity, power of innovation, and the ability to transform’, said German Design Council CEO Andrej Kupetz, commenting on the award. ‘User centricity was already alive and well in her clothing at a time when the leading voices in design were still dreaming about it. For over 45 years, and while representing a range of labels, Sander has managed to confront a form of design centred wholly around the individual.’

The German Design Council supports the first international exhibition of the designer’s work, which is set to open on 3 November 2017 at the Museum Angewandte Kunst in Frankfurt am Main.

A record number of entries

The number of participants in the Product and Communications Design category exceeded 5,000 this year. Products and projects were submitted from 56 countries, with international submissions growing to 48% of all entries. The international jury, consisting of representatives of economy, science and design, worked hard to produce a selection of especially outstanding designs. In the competition’s 49 categories, a total of 45 gold prizes were awarded.

All winners of the 2018 German Design Award are showcased in our online gallery at: www.german-design-award.com/en/the-winners.html

The Newcomer Award

Which of the five finalists will be named winner of the Newcomer category? The exciting results will be announced during the award ceremony on 9 February 2018 on the opening day of the Ambiente trade show in Frankfurt.

German Design Award

The German Design Award is the German Design Council's premium international prize and is one of the world's most renowned design competitions. 'Since our founding in 1953, our primary task has been to observe, analyse and evaluate what is happening in design on an international level,' explains Andrej Kupetz, CEO of the German Design Council. 'The winners each year not only exemplify the economic and cultural value of outstanding design, but they also provide direction and are representative of current themes and trends,' adds Kupetz.

The German Design Council

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer in the area of design. Currently, more than 280 companies belong to its foundation. The German Design Council was founded on the initiative of the German Bundestag to support and enhance the design expertise of German industry. It pursues a wide range of activities with a single goal: to increase brand value on a sustained basis via the strategic use of design in communication.

Contact

Janine Wunder, Vice President Communications and Marketing

Phone +49 (0) 69 74 74 86 0

Fax +49 (0) 69 74 74 86 19

E-mail: presse@german-design-council.de

www.german-design-council.de