

ALL EYES ON

THE DIGITAL FORMAT PRESENTING THE GERMAN DESIGN AWARDS 2021



PROGRAMME

12 FEBRUARY - 12 MARCH 2021

8 February

9 February

10 February

11 February

12 February

10 a.m.

Welcome to »All Eyes On«

15 February

10 a.m.

All Eyes On Gold -

»Excellent Architecture«

16 February

2 p.m.

Round-Table -

»Focusing on
Digitalisation«

17 February

18 February

10 a.m.

Experts' Favourites -

with Barbara Friedrich

19 February

22 February

10 a.m.

All Eyes On Gold -

»Excellent Communications Design«

23 February

2 p.m.

Round-Table -

»Focusing on Brand«

24 February

25 February

10 a.m.

Experts' Favourites -

with Botho Bär

26 February

1 March

10 a.m.

Newcomer Finalist -

Lukas Schmidt

2 March

10 a.m.

Newcomer Finalist -

Max Witzstrock

3 March

10 a.m.

Newcomer Finalist -

Verena Zirngibl

4 March

10 a.m.

Newcomer Finalist -

David Wojcik

5 March

10 a.m.

Newcomer Finalist -

Julian Peschel

2 p.m.

Round-Table -

»Focusing on
Innovation«

2 p.m.

Experts' Favourites -

with Philipp Mainzer

2 p.m.

All Eyes On the

Newcomer of the Year
2021

8 March

10 a.m.

All Eyes On Gold -

»Excellent Product
Design« Part 1

9 March

2 p.m.

Round-Table -

»Focusing on
Sustainability«

10 March

10 a.m.

All Eyes On the

»Personality of the Year
2021« - Paola Antonelli

11 March

10 a.m.

Experts' Favourites -

with Simon Horn

12 March

10 a.m.

Closing and »Making-of«

2 p.m.

All Eyes On Gold -

»Excellent Product
Design« Part 2

12 February 2021 – 10 a.m.

Welcome to »All Eyes On«

We launch the digital format of the German Design Awards 2021 and present the winner of the »Public Choice Award 2021«.

15 February 2021 – 10 a.m.

All Eyes On Gold – »Excellent Architecture«

We present this year's gold winners in the award discipline »Excellent Architecture« and the jury's statements.



16 February 2021 – 2 p.m.

Round-Table – »Focusing on Digitalisation«

In a dialogue with Monica Dalla Riva and Lukas Cottrell, Lutz Dietzold talks about holistic strategies in the digital transformation.



Monica Dalla Riva

Vice President Customer Experience and Design, Deutsche Telekom AG

She has dedicated her entire career to innovation, working for some of the most innovative B2B and B2C companies: 3M, Samsung Electronics, Whirlpool Corporation, and now Deutsche Telekom.

As a designer, Monica Dalla Riva has created award-winning products, digital experiences, customer and design strategies that always put the customer first.

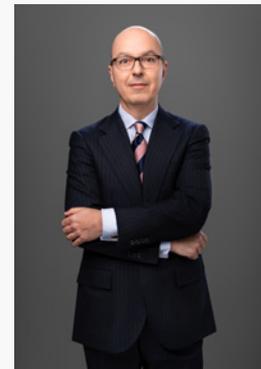


Lukas Cottrell

Managing Partner, Peter Schmidt Group

Lukas Cottrell is Managing Partner at the Peter Schmidt Group - the largest German design agency, and looks back on more than 20 years of professional experience as a strategist and designer.

He has worked with many international blue-chip clients in the areas of brand strategy, design management and digital transformation.



Lutz Dietzold

CEO German Design Council

After holding positions in design communication and as managing director of the Hessian Design Center, Lutz Dietzold (*1966) joined the German Design Council as managing director in 2002.

In 2011, he became a member of the advisory council of the Mia Seeger Foundation and a member of the German Design Museum Foundation, subsequently taking on the role of chairman in 2020.

He is also a member of numerous committees and juries and sits on the project advisory board of the German Federal Ecodesign Award.

18 February 2021 – 10 a.m.

Experts' Favourites – with Barbara Friedrich, design journalist

Design journalist and former editor-in-chief of Architektur&Wohnen magazine Barbara Friedrich presents her favourite projects among the winners of 2021.



Barbara Friedrich

Former editor-in-chief and publisher of Architektur&Wohnen magazine, now freelance design journalist

After leading positions at the magazines Ambiente, Elle Deco and Architektur&Wohnen, Barbara Friedrich now works independently in the design scene as an author, moderator and juror.

She was the initiator and co-author of the Euro Design Guide and is a member of the German Design Council as well as the DDC German Designer Club and the aed Stuttgart.

22 February 2021 – 10 a.m.

All Eyes On Gold – »Excellent Communications Design«

We present this year's gold winners in the award discipline »Excellent Communications Design« and the jury statements.



23 February 2021 – 2 p.m.

Round-Table – »Focusing on Brand«

Dr. Saskia Diehl and Matthias Oetting discuss current aspects and trends in brand management with Lutz Dietzold.



Dr. Saskia Diehl

**Managing Director and co-owner
GMK Markenberatung**

Dr. Saskia Diehl is a lecturer in consumer behavior & neuromarketing.

At GMK Markenberatung, Diehl supports international clients in the efficient management of their brands and brand portfolios - from brand strategy and implementation to sustainable brand controlling.

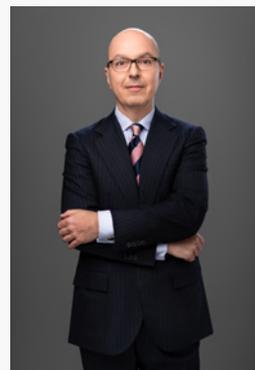


Matthias Oetting

Director Marketing OASE GmbH

Matthias Oetting is a well-established brand strategist with cross-sector experience from the healthcare and technology industries.

Today, he is Marketing Director at the premium manufacturer of water and fountain technologies OASE, where he is responsible for the global brand relaunch.



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25 February 2021 – 10 a.m.

Experts' Favourites – with Botho Bär, Director German Design Awards

The director of the German Design Awards presents his favourite among the winning projects from 2021.



Botho Bär

Director German Design Awards

Botho Bär has been working at the German Design Council for more than seven years and has worked as project manager on various projects, such as the Iconic Awards: Innovative Interior, the young designers competition ein&zwanzig, the participation in the London Design Biennale and the Milan Design Triennale in 2016. He has been director of the German Design Awards for 3 years.

1 March 2021 – 10 a.m.

Newcomer Finalist – Lukas Schmidt

Newcomer finalist Lukas Schmidt is a designer and tutor in typography. We present him and his work.



Lukas Schmidt, born in 1992, studied communication design at Darmstadt University of Applied Sciences after completing his school leaving examinations. He graduated with a »Diplom« (master's equivalent) in 2019. Even during his studies, he worked in the arts scene as a freelance designer on behalf of various renowned agencies in Frankfurt, Munich and Darmstadt.

He also began teaching as a typography tutor during his studies, and today he continues this as a lecturer at Darmstadt University of Applied Sciences.

Giving content aspatial experience is also the personal focus of his thesis »Creativity is Not a Talent«, which was awarded a prize by Art Düsseldorf and German Designer Club e. V.

2 March 2021 – 10 a.m.

Newcomer Finalist – Max Witzstrock

We introduce newcomer finalist Max Witzstrock.
His work pursues a holistic design concept with the goal of the greatest possible user comfort.



Max Witzstrock was born in Munich in 1992. After finishing school, Max Witzstrock studied industrial design at HTW University of Applied Sciences Berlin and graduated with a Bachelor of Arts degree in 2019.

During this time he also spent a semester at Otago Polytechnics, (NZL). Max Witzstrock pursues a consistently user-centric approach in all of his projects, aiming to make them as simple and intuitive as possible.

He always sees the design process as part of a larger context as well. For him, a product to be designed never stands on its own but has to be thought of as part of a system.

Max Witzstrock is currently working as an industrial designer at the design studio Neomind in Munich.

2 March 2021 – 2 p.m.

Round-Table – »Focusing on Innovation«

In conversation with Oona Horx-Strathern and Prof. Nikolaus Hafermaas, Lutz Dietzold discusses the »Innovation« in the context of architecture and urban development.



Oona Horx-Strathern

**Futurologist, author and speaker,
CEO Zukunftsinstitut Horx GmbH**

Oona Horx-Strathern works as a trend consultant for companies in the residential sector, in the construction sector or in interior design, but also in urban planning and the real estate industry.

She is on the road at congresses throughout Europe and has been a speaker at various trade fairs and festivals.

In addition to publications in various media, she publishes the annual HOME REPORT of the Zukunftsinstitut - about the future of building and living.



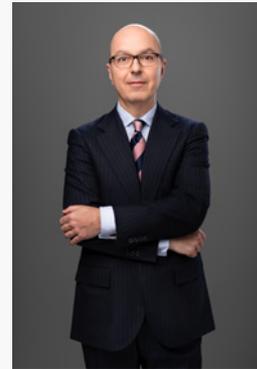
Prof. Nikolaus Hafermaas

Managing Partner, Creation | Graft Brandlab

Prof. Nikolaus Hafermaas is an internationally acclaimed designer, artist and educational pioneer.

With the Berlin innovation agency Graft Brandlab, he and his team are shaping the relationship between groundbreaking technology and being human.

As dean at the renowned Art Center College of Design in Pasadena, California, he revolutionised the field of visual communication.



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3 March 2021 – 10 a.m.

Newcomer Finalist – Verena Zirngibl

Newcomer finalist Verena Zirngibl is a graphic designer and author of the award-winning project »Willkür & Drangsal« (»Arbitrariness & Tribulation«). We introduce the finalist and her work.



Verena Zirngibl was born in Regensburg in 1996 and completed her school leaving exams there in 2015.

After school, she decided to start a bachelor's degree at the Faculty of Design at FHWS University of Applied Sciences, Würzburg. She then started a master's degree at HAW University of Applied Sciences, Hamburg.

For her project »Willkür & Drangsal«, she had five two-hour conversations with a friend, Luise Thoma, transcribed them and translated them into graphics and illustration. The piece earned her ADC's »Grand Prix« and »Goldener Nagel« awards for best term paper of the year.

4 March 2021 – 10 a.m.

Newcomer Finalist – David Wojcik

Newcomer finalist David Wojcik is an entrepreneur and designer. We present his work, which includes a solution for lower blood consumption during surgery.



David Wojcik, born in Augsburg in 1989, studied product design at the University of Schwäbisch Gmünd. He graduated with a bachelor's degree in 2016.

During his studies he was one of the founders of BOXBOTE LOGISTICS GMBH, a company with 52 employees, where he managed the design department. In 2017 he co-founded the INNOIT Agency, where he took on the role of creative director.

Another company will follow in 2020: KROOT, which he is also co-founding. »Bloop«, a medical product that is as simple as it is inexpensive, catches blood emerging from wounds during operations so that it is not lost but instead processed to be available for the patient at a later time.

4 March 2021 – 2 p.m.

Experts' Favourites – with Philipp Mainzer, Architect, e15

Architect and product designer Philipp Mainzer presents his favourite among the winning projects in 2021.



Philipp Mainzer

creative director and managing director PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN and e15

International design awards regularly honor Philipp Mainzer's designs, which are part of permanent exhibitions in museums. With e15, he established a unique brand with a progressive and enduring philosophy. Today, Philipp Mainzer is creative director and managing director of e15 and his architectural office PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN.

5 March 2021 – 10 a.m.

Newcomer Finalist – Julian Peschel

Newcomer finalist Julian Peschel is an information designer and researcher. We present his work in the critical analysis of data and satellite images.



Julian Peschel, born in 1993, is an information designer with a strong passion for research and narrative visuality. His work is primarily based on data available online, with a focus on satellite imagery. It takes a critical look at political and economic conditions and structures.

After school, he first studied information and communication design at Rhine-Waal University of Applied Sciences and subsequently information design at Design Academy Eindhoven, (NL).

In the 2020 summer term, Julian Peschel led a seminar on the subject of computer visualisation and design at Hamm-Lippstadt University of Applied Sciences and a seminar on information and communication design in Kamp-Lintfort.

5 March 2021 – 2 p.m.

All Eyes On - »Newcomer of the Year 2021«

We present the winner of the »Newcomer Award 2021«.



8 March 2021 – 10 a.m.

All Eyes On Gold – »Excellent Product Design« Part 1

We introduce this year's gold winners in the award discipline »Excellent Product Design« and present the jury's statements.



8 March 2021 – 2 p.m.

All Eyes On Gold – »Excellent Product Design« Part 2

We introduce this year's gold winners in the award discipline »Excellent Product Design« and present the jury's statements.



9 March 2021 – 2 p.m.

Round-Table – »Focusing on Sustainability«

Lutz Dietzold in conversation with Mimi Sewalski, Ineke Hans and Dr. Sascha Peters about the status quo, goals and strategies of sustainable production.



Mimi Sewalski

Author and Managing Director at Avocadostore

Mimi Sewalski is a sociologist, author and CEO of Avocadostore, Germany's largest online marketplace for eco fashion & green lifestyle.

Before Avocadostore, she worked for several years in high-tech startups in Tel Aviv, in the advertising industry and in the hospitality industry.

In June 2020, her book „Nachhaltig leben JETZT“ was published by Knesebeck Verlag.



Ineke Hans

Founder of Studio InekeHans and London Salons and Professor of Design & Social Context at UdK Berlin

Ineke Hans designs furniture, products and spaces with content, explores design strategies and works for leading clients on product typologies to fit new social contexts. Since graduating at RCA London, she inserts recycled plastics and efficient materials use in her work. Not as a sustainable strategy, but based on common sense. In 2015, she set up London Salons, which explores the future of furniture design and the changing position of the designer. Since 2017, she has been Professor of Design & Social Context at the UdK Berlin.

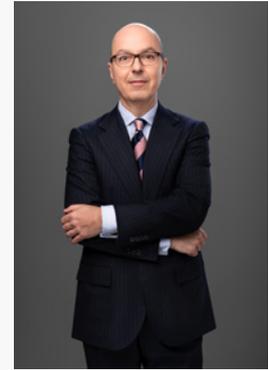


Hon.-Prof. Dr. Sascha Peters

Managing Owner of the Future Agency Haute Innovation Berlin
Honorary Professor of Materials Science at the HAWK in Hildesheim

Dr. Sascha Peters is one of the most renowned materials and technology experts in Europe.

Sascha Peters is a member of the advisory board of the funding initiative „Zwanzig20 - Partnerschaft für Innovation“ on behalf of the German Federal Ministry of Education and Research and was appointed honorary professor at HAWK in Hildesheim.



Lutz Dietzold

CEO German Design Council

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10 March 2021 – 10 a.m.

All Eyes On the »Personality of the Year 2021« – Paola Antonelli

Paola Antonelli, Chief Curator of the Museum of Modern Art (MoMA) in New York, is our »Personality of the Year«. In her interview with Lutz Dietzold (CEO German Design Council), the trained architect talks about highlights of her curatorial work as well as the international design discourse.



Paola Antonelli was born in 1963 in Sardinia and studied architecture at the Polytechnic in Milan.

Before becoming a curator at the Museum of Modern Art (MoMA) in New York in 1994, she taught design theory and history at the University of California in L.A.

In 2007, she became senior curator for the areas of design and architecture at MoMA.

As senior curator at MoMA, she caused a sensation virtually from the very beginning, which staged everyday products as if they were exhibits in a museum and drew attention to the need for sustainable design.

11 March 2021 – 10 a.m.

Experts' Favourites – with Simon Horn, Entrepreneur

Frankfurt-based entrepreneur and chef Simon Horn presents his favourite project among the 2021 winners.



Simon Horn

Corporate Affairs, Kitchen Management, Shareholder

After completing an education as a chef, Simon Horn opened his first bar at the age of 18, followed by the Blumen restaurant, and finally founded the Margarete 9 years ago.

12 March 2021 – 10 a.m.

Closing and »Making-of«

»All Eyes On« comes to an end and the German Design Award team says goodbye with a look behind the scenes and the making-of of our digital series.