GERMAN DESIGN AWARD 2020

THE GERMAN DESIGN COUNCIL'S INTERNATIONAL PREMIER PRIZE

Rat für Formgebung
German Design Council
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The organiser makes all the difference

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 Deutsche 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 trade associations and institutions, in particular the owners and brand directors of numerous renowned companies.

The honour of nomination

Only for excellent design achievements - after a detailed examination of the German Design Council - is a nomination for the German Design Awards pronounced. With your submission you are taking the first step on the way to the prestigious premium award. Anyone who receives a nomination stands out from the crowd and can compete with the best in the competition. As a Nominee, you will have a prime opportunity to attract media attention and communicate your design expertise.

We hope your ambition has been aroused: accept the challenge and convince the international expert jury with your design!

Register to participate at register.german-design-award.com
The award, which makes success visible

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 award 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.

Be part of the German Design Awards!
Your path to the German Design Awards

For participation in the German Design Awards, only submissions whose publication or market launch dates back no longer than five years * are permitted. Concepts are also allowed to compete. It is possible to submit a project in up to three categories to the competition. The jury will select one Gold Award winner and a reasonable number of Winner awards for each category. In addition, Special Mention awards will be bestowed for exceptional design quality.

1 REGISTRATION FOR THE CONTEST

The German Design Council is continually nominating companies that have attracted attention for their outstanding design achievements. As a Nominee, you will receive a written notification including access data and can register your nominated project via our registration portal »My Design Council«. The registration can take place in up to three categories and one additional category. In addition, companies have the opportunity to directly and independently register projects for the competition. Following a review by our expert panels, you will be informed in writing by the German Design Council if your project fulfills the required criteria and if it has been approved and nominated for participation in the German Design Awards. In case of non-admission, you will also receive a notification and you will not be charged. All information about fees and services can be found on pages 11 to 15.

2 DELIVERY OF SUBMISSION

After successful registration, please provide us with your project so that it can be viewed and evaluated by the jury. Details on the content and scope of your presentation can be found on page 15 and in your personal account of »My Design Council«.

*This excludes the category »Design Classics and Re-editions«.
3 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. The participating companies will receive written notification regarding the results of the adjudication. All judges’ decisions are final.

4 AWARDS CEREMONY

A great price deserves a worthy appearance. Therefore, the German Design Awards will be presented by the German Design Council at Ambiente 2020, the world’s largest consumer goods fair. With over 1,600 participants from politics, business, design and press, the award is one of the most important design events of the year and an ideal opportunity to make important contacts and maintain networks. In order to promote this exchange, all winners receive exclusive access to our Winners’ Lounge.

Closing date: 10 July 2019
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 members for the German Design Awards 2020 – Excellent Communications Design are:

**Lukas Cottrell**
Peter Schmidt Group GmbH, Frankfurt am Main (GER)

**Prof. Dr. Erik Spiekermann**
Edenspiekermann AG, Berlin (GER)

**Armin Illion**
illion. markensocietaet., Selters im Taunus (GER)

**Prof. Philipp Thesen**
Hochschule Darmstadt, Darmstadt (GER)

**Katrin Menne**
Merck, Darmstadt (GER)

**Michael Thomson**
DESIGN CONNECT, London (UK)

**Nicolette Naumann**
Messe Frankfurt GmbH, Frankfurt am Main (GER)

**Prof. Matthias Wagner K**
Museum Angewandte Kunst, Frankfurt (GER)

**Dr. Michael Peters**
Peters’ Projects GmbH, Wehrheim (GER)

**Prof. Markus Weisbeck**
Bauhaus Universität Weimar, Surface Gesellschaft für Gestaltung, Frankfurt am Main (GER)

**Ralf Schwoebel**
orga.zone AG, Frankfurt am Main (GER)

**Jianjua Xie**
Dongdao Creative Branding Group, Beijing (CHN)
Excellent Communications Design Categories*

Registrations for the German Design Awards 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

*It is possible to submit one individual project for up to three categories.
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

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.

Excellent Communications Design Additional category Universal Design*

In addition to the categories listed, all products and projects can be submitted to the competition in a superordinate »Universal Design« category. All products and 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.

* In the case of an award, additional service fees will apply.
A great presence

On the 08 February 2019, the winners of the German Design Awards 2019 were honoured as part of the Ambiente 2019.

»In Japan, Germany is considered the center of the design world in terms of the importance of art and rationality. The German Design Awards are one of the most prestigious awards in Japan.«

Yukihiro Aizawa
AIZAWA OFFICE Inc.

Winner 2019
» It is a great experience to come to Frankfurt, to a central office of the banking world. The event is great and we can meet customers here at Ambiente. «

Christian Wendrock-Prechtl
comdirect Bank AG

Gold 2019

» The Newcomer Award is a great opportunity for my future and encourages me to continue working as I have done so far. «

Luzia Hein

Newcomer 2019
Your participation

REGISTRATION FEES

» Registration for the contest per project € 230.00

» Registration by 24 May 2019 € 180.00

ORGANISATIONAL FEE FOR HANDLING PROJECTS FOR THE JURY SESSION:

» Preparation of digital data € 150.00

» Size S (length/width/height each up to 1 m and max. 20 kg) € 100.00

» Size M (length/width/height each up to 2 m and max. 100 kg) € 160.00

» Size L (length/width/height each up to 3 m and max. 200 kg) € 240.00

» Size XL (length/width/height) each above 3 m and above 200 kg) € 490.00

All prices are per submitted entry, plus the legally applicable value-added tax. The registration of the project in the second or third categorie is free of charge. When submitting the submission multiple times fall for the second and/or third category additional organisational fees. An additional late fee amounting to € 140.00 will be charged for entries registered after 10 July 2019.

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.

€ 1,660.00
The benefits for award winners

SERVICES FOR YOUR COMMUNICATION

Label
Make the most of your award’s potential! You are free to use your winner’s label for your communication activities and the promotion of your project.

Gallery
More reach for your design: All winners will be presented with text and images in our online gallery. In addition, we link to your corporate website, which increases your visibility and traffic.

Award
We make your success tangible: All winners receive two personalised documents. You also get access to exclusive marketing articles that you can order through our Marketing Services.

Exhibition
Accompanying the awards ceremony, all winners will be presented in the German Design Award - Excellent Communications Design exhibition.

Catalogue
The winners will be presented in detail in our high-quality catalogues. There is the possibility to upgrade the presentation. In addition, each contributor receives a copy of the catalogue.

Awards ceremony
The awards ceremony on the occasion of the Ambiente 2020 offers the winners the opportunity for communication and exchange. It is considered an international, cross-industry networking event in a class of its own.

Press relations
Together with experienced press partners, the German Design Council develops tailor-made media co-operations and provides the design and daily media with information about the competition.

Social Media
We communicate on the social media channels of the German Design Council about news of the German Design Awards, from the »Nominee of the Week« to the jury session to the awards ceremony and much more.
## Service fees

**Excellent Communications Design Design**

**Special Mention**

<table>
<thead>
<tr>
<th>SERVICES AND BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Label</strong></td>
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<tr>
<td><strong>Gallery</strong></td>
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<tr>
<td><strong>Award</strong></td>
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<td><strong>Exhibition</strong></td>
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<td><strong>Catalogue</strong></td>
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<td><strong>Awards ceremony</strong></td>
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<td><strong>Public relations</strong></td>
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<td><strong>Social Media</strong></td>
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€ 2,280.00 **

* Participation is only possible after binding registration and considering the available ticket contingent.
** All information is per award and excludes VAT.
## Service fees

**Excellent Communications Design Winner**

<table>
<thead>
<tr>
<th>Label</th>
<th>Use of the Winner label for your communication measures.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gallery</td>
<td>Presentation of the entry with short text, photo and contact details in the gallery (three-years term).</td>
</tr>
<tr>
<td>Award</td>
<td>Receipt of two personalised winners' documents.</td>
</tr>
<tr>
<td>Exhibition</td>
<td>Digital presentation of the winning entry in the German Design Award – Excellent Communications Design exhibition.</td>
</tr>
<tr>
<td>Catalogue</td>
<td>One-sided presentation in the catalogue. One copy per entrant.</td>
</tr>
<tr>
<td>Awards ceremony</td>
<td>Exclusive access to our Winners' Lounge, receipt of your personal winners' documents and possibility for a professional winner photo.*</td>
</tr>
<tr>
<td>Public relations</td>
<td>The German Design Council provides comprehensive public relation activities for everything pertaining to the German Design Awards.</td>
</tr>
<tr>
<td>Social Media</td>
<td>The German Design Council provides comprehensive social media communication and content marketing for everything pertaining to the German Design Awards.</td>
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€ 2,580.00 **

* Participation is only possible after binding registration and considering the available ticket contingent.
** All information is per award and excludes VAT.
German Design Awards 2020

Service fees

Excellent Communications Design
Gold

**SERVICES AND BENEFITS**

<table>
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<tr>
<th>Label</th>
<th>Use of the Gold label for your communication measures.</th>
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<tr>
<td>Gallery</td>
<td>Presentation of the entry with short text, photo and contact details in the gallery (three-years term).</td>
</tr>
<tr>
<td>Award</td>
<td>Receipt of two personalised winners' documents.</td>
</tr>
<tr>
<td>Exhibition</td>
<td>Physical presentation of the winning entry in the German Design Award – Excellent Communications Design exhibition.</td>
</tr>
<tr>
<td>Catalogue</td>
<td>Two-sided presentation in the catalogue. One copy per entrant.</td>
</tr>
<tr>
<td>Awards ceremony</td>
<td>Exclusive access to our Winners' Lounge, possibility to receive your personal winners' document and prize sculpture on stage and for a professional winner photo.*</td>
</tr>
<tr>
<td>Public relations</td>
<td>The German Design Council provides exclusive public relation activities for everything pertaining to the German Design Awards.</td>
</tr>
<tr>
<td>Social Media</td>
<td>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.</td>
</tr>
</tbody>
</table>

**€ 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
**The perfect submission**

**FORMAT, PATHS AND CONTENT**

Submissions for the German Design Awards can be presented to the jury in the original, digitally or as presentation charts in DIN A2 format, depending on the category. Digital data can be uploaded via a link after approval of the submission. The original products should be accompanied by a manual. All presentation texts must be written in English. Wall or ceiling mounting of products is not possible for structural reasons. All submissions must be delivered in a transport-safe and reusable packaging and clearly marked with the Project-ID received. For better identification, you will receive a shipping label.

The costs for the transport and the insurance of the registered products are the responsibility of the participants. Products of size S can be sent to the applicant at the request of the jury session subject to charges (€80 per shipment plus VAT).

A detailed guide to the contents of your submission can be found in your personal account of »My Design Council«. Please take into account the requirements listed here, as they ensure neutral, accurate comparability and help to optimally present your submission.

We are pleased to assist you in submitting your presentation charts with our bookable Printing Service. You can choose this as part of your online registration for the contest. The print-ready data (PDF) can be uploaded after successful online release by 17 July 2019 at the latest.

The printable data has to satisfy the following relevant requirements:

- 1 printable pdf-files (4 pages per project) / at least 75 dpi
- fonts converted into paths
- pdf-files with trim box and + 3mm bleed, possibly crop marks

The costs for the optional Printing Service (€ 230 plus VAT per project) will be invoiced per entry in addition to the registration fee. The service includes the printing and production of the presentation charts as well as the delivery to the jury session. Participants will receive an invoice for these fees. The return of your entry after the jury meeting is not included in the fee.

**Grant programme**

The German Design Council offers all small businesses, freelancers and start-ups 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 03 July 2019 (received by the German Design Council). The application for assistance for exemption can be found on the page [mdc.german-design-award.com](http://mdc.german-design-award.com) in the personal account as a PDF document.
Data & Contact

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www.german-design-award.com

Deadline grant programme
03 July 2019

Closing date
10 July 2019

Delivery
- Digital submission: until 17 July 2019
  Size S and M: 08 to 19 July 2019, Monday to
  Friday from 9:00 a.m. to 4:00 p.m., Sempex
  Deutschland GmbH, Frankfurt am Main
- Size L and XL: 29 and 30 July 2019, 9:00 a.m.
  to 4 p.m., Frankfurt Fairgrounds, Hall 4.0
- Vehicles: 31 July 2019, 9:00 a.m. to 4 p.m.,
  Frankfurt Fairgrounds, Hall 4.0

Pickup
- Size S and M: 12 to 23 August 2019, Monday to
  Friday from 9:00 a.m. to 4:00 p.m., Sempex
  Deutschland GmbH, Frankfurt am Main
- Size L and XL: 05 and 06 August 2019, 9:00 a.m.
  to 4:00 p.m., Frankfurt Fairgrounds, Hall 4.0
- Vehicles: 02 August 2019, 4:00 p.m. to
  6:00 p.m., Frankfurt Fairgrounds, Hall 4.0

Jury session
01 and 02 August 2019

Notification of jury’s decision
August 2019

Publication of the gallery
November 2019

Awards ceremony, catalogue and exhibition:
February 2020, in the context of the interna-
tional consumer goods fair Ambiente 2020