Content

1 GERMAN DESIGN AWARDS

3 YOUR PATH TO THE GERMAN DESIGN AWARDS

5 THE JURY

7 EXCELLENT PRODUCT DESIGN - CATEGORIES

12 YOUR PARTICIPATION

13 THE BENEFITS FOR AWARD WINNERS

14 SERVICE FEES EXCELLENT PRODUCT DESIGN

17 DELIVERY & GRANT PROGRAMME

18 OVERVIEW
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 12 to 16.

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 17 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 Award 2020 – Excellent Product Design are:

Prof. Mark Braun
Hochschule der Bildenden Künste Saar, Studio Mark Braun, Berlin (GER)

Sabine Loeser-Schoeps
LS Interiors, Frankfurt am Main (GER)

Nina Bruun
Nina Bruun Creative Consultancy, Copenhagen (DNK)

Christine Matz
Tatic Designstudio Srl, Milan (IT)

Dina Gallo
TRUMPF GmbH + Co. KG, Ditzingen (GER)

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

Johann Dück
JOMOO Kitchen & Bath, Munich (GER)

Silvia Olp
Phoenix Design GmbH & Co. KG, Stuttgart (GER)

Felix Heck
Samsung Design Europe, London (UK)

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

Prof. Andrea Lipp-Allrutz
Hochschule Reutlingen, Reutlingen (GER)

Prof. Hartmut A. Raiser
Hochschule Darmstadt, RAISERLOPES Architekten//Innenarchitekten, Stuttgart (GER)
The Jury

**Gemma Riberti**  
WGSN Lifestyle & Interiors,  
London (UK)

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

**Moni Wolf**  
Microsoft Corporation,  
Redmond (USA)

**Hanne Willmann**  
Studio Hanne Willmann,  
Berlin (GER)

**Ryutaro Yoshida**  
Time & Style,  
Tokyo (JPN)

**Georg Ruhrmann**  
EDAG Engineering GmbH,  
Fulda (GER)

**Christian Zanzotti**  
ZANZOTTI INDUSTRIAL DESIGN,  
Munich (GER)
Excellent Product Design Categories*

Registrations for the German Design Awards are possible in the following categories:

**BATH AND WELLNESS**
Bathroom and sanitary ware, bathroom fittings, sanitary technology, bathroom furniture and fixtures, bathroom accessories, saunas, solariums, whirlpools, body care products, other

**KITCHEN**
Kitchens, kitchen furniture, kitchen fittings, electrical appliances, accessories, cooking equipment, ovenware, other

**TABLETOP**
Dishes, cutlery, accessories, decorations, other

**HOUSEHOLD**
Household appliances, large electric appliances, household items, air and water filtering units, humidifiers, waste systems, other

**DESIGN CLASSICS AND RE-EDITIONS**
Design Classics, Re-editions and Redesigns

**FURNITURE**
Living, sleeping and seating furniture, children's and special furniture, other

**LIFESTYLE AND FASHION**
Fashion, bags, suitcases, travel gear, head coverings, glasses and sunglasses, other

**HOME TEXTILES AND HOME ACCESSORIES**
Home textiles, upholstery fabrics and leathers, decorative fabrics, wallpapers, wall and home decorations, home accessories, other

**GARDENING AND OUTDOOR LIVING**
Garden furniture, gardening tools and products as well as equipment, garden accessories, sunscreens, furnishings for conservatories, grills and barbecues, other

**LUXURY GOODS**
Luxury accessories, jewellery, watches, other

**SPORTS, OUTDOOR ACTIVITIES AND LEISURE**
Sports equipment and products, sportswear, tents, backpacks, binoculars, flashlights and forehead flashlights, night vision devices, outdoor clothing, outdoor and trekking equipment, games, hobby and craft supplies, recreation equipment and products, fitness equipment and products, musical instruments, products for animals, other

**BABY AND CHILD CARE**
Products for babies and children, baby and child care products, baby and children's toys, play equipment, baby carriages, schoolbags and accessories, other

**COMPUTER AND COMMUNICATION**
Computers, notebooks, tablets, network and conference technology, storage media, NAS, server systems, printers, copiers, scanners, smartphones, telephones and telephone systems, charging stations, recording and playback equipment, peripheral devices and accessories for Computers and communication devices, cameras and equipment, other

**ENTERTAINMENT**
Consumer electronics, microphones, headphones, loudspeakers, audio equipment, amplifiers, televisions, recording and playback equipment, beamers, sound systems, event technology, stagecraft, sound engineering, lasers and effects, multiroom systems, docking stations, video game consoles, e-readers, cameras and equipment, other

**HUMAN-MACHINE-INTERFACE**
Interface design and controls as an integral part of a product, other

**MATERIAL AND SURFACES**
Materials and raw materials, material innovations, surfaces, innovative textiles (technical and ornamental), other

*It is possible to submit one individual project for up to three categories.*
German Design Awards 2020

**BUILDING AND ELEMENTS**
Building equipment, windows, doors, stairs, banisters and handrails, house and building automation, house and door labelling, security and access systems, surveillance cameras and systems, smoke detection systems, walls/floors/ceilings, acoustic solutions, door and window fittings, switches and switch systems, mailboxes, garages, gates, escalators, lifts, controls for products in this category, other

**ENERGY**
Energy technology, heating systems, radiators, ovens of all kinds, air conditioning systems, ventilation systems, solar energy installations, furnaces and boilers, other

**INDUSTRY**
Machines and facilities, components, control technology, materials handling technology, robotics, safety technology, timing systems, logistics systems, machines, semi-finished products, work and protective clothing, industrial packaging, other

**WORKSHOP AND TOOLS**
Tools, workshop equipment, measurement and testing technology, special products, other

**MEDICAL, REHABILITATION AND HEALTH CARE**
Medical equipment, medical technology, medical and orthopaedic assistive devices, optics and optical equipment, laboratory technology, practice and hospital furnishings, laboratory furniture, assisted technology and assisted living, other

**LIGHTING**
Residential and workplace lighting, recessed and exterior lighting, lighting systems, lamps, special lighting, street lighting, lighting technology, other

**OFFICE FURNITURE**
Office furniture and office furniture systems, conference furniture, partitions, acoustic elements, furniture and space solutions for special rooms, other

**STATIONERY**
Writing and plotting instruments, office accessories and equipment, filing and classification systems, presentation systems, papers, hobby and craft supplies, other

**RETAIL**
Sales and product display systems, cash register systems, terminals, displays, return systems, other

**CONCEPTIONAL TRANSPORTATION**
Passenger and commercial vehicles, motor homes, caravans, trailers, agricultural vehicles, aeroplanes and aircraft, helicopters, water and hybrid vehicles, railed vehicles, motorcycles and rollers, vehicles for local public transportation, special vehicles, other

**AVIATION, MARITIME AND RAILWAY**
Aeroplanes and aircraft, helicopters, water and hybrid vehicles, railed vehicles, vehicles for local public transportation, vehicle components, vehicle interiors and furnishings, navigation systems, other

**AUTOMOTIVE PARTS AND ACCESSORIES**
Automotive equipment, vehicle components, vehicle interiors and furnishings, navigation systems, other

**MOTORCYCLES**
Motorcycles and rollers, automotive equipment, vehicle components, vehicle interiors and furnishings, navigation systems, other

**PASSENGER VEHICLES**
Passenger and commercial vehicles, motor homes, caravans, trailers, agricultural vehicles, special vehicles, automotive equipment, vehicle components, vehicle interiors and furnishings, navigation systems, other

**PUBLIC DESIGN**
Urban and street furniture, kiosks, advertising columns, displays and advertising media, shelters, stops and stations, park furniture, waste and lighting systems, other

**UTILITY VEHICLES**
Agricultural vehicles, special vehicles, automotive equipment (luggage racks etc.), vehicle components, vehicle interiors and furnishings, navigation systems, other

**BICYCLES AND E-BIKES**
Mountain bikes, racing bikes, crossbikes, urban and E-Bikes, pedelecs, children’s bikes, trekking bikes, special bikes, other
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 Product 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.

» The award is an important recognition for us. The Gold Award helps us to show the customer the quality of our product. They recognize the German Design Awards as a seal of quality. «

César Mendoza
NITO S.R.L.

Gold 2019
» We are especially proud of the Public Choice Award. These additional award shows us that the judgment of the jury also of a different perspective is appreciated. «

Celina Bicker
Pelipal GmbH

Public Choice 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 € 290.00
» Registration by 24 May 2019 € 240.00

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.

€ 1,990.00
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 Product Design exhibition on the occasion of Ambiente 2020.

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.

Award 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 Product Design**  
**Special Mention**

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

**€ 3.350,00 **

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

Excellent Product Design Winner

SERVICES AND BENEFITS

Label
Use of the Winner label for your communication measures.

Gallery
Presentation of the entry with short text, photo and contact details in the gallery (three-years term).

Award
Receipt of two personalised winners' documents.

Exhibition
Digital presentation of the winning entry in the German Design Award – Excellent Product Design exhibition.

Catalogue
One-sided presentation in the catalogue. One copy per entrant.

Awards ceremony
Exclusive access to our Winners' Lounge, receipt of your personal documents and possibility for a professional winner photo.*

Public relations
The German Design Council provides comprehensive public relation activities for everything pertaining to the German Design Awards.

Social Media
The German Design Council provides comprehensive social media communication and content marketing for everything pertaining to the German Design Awards.

€ 3.850,00 **

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

**Excellent Product Design Gold**

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

€ 4.650,00 **

* 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-file (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 in the personal account as a PDF document.
Data & Contact

Rat für Formgebung Service GmbH
Messeeturm
Friedrich-Ebert-Anlage 49
D-60327 Frankfurt am Main

Director
Botho Bär

T +49 69 24 74 48 688
F +49 69 24 74 48 700

designpreis@german-design-council.de
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
GERMAN DESIGN AWARD 2020
WWW.GERMAN-DESIGN-AWARD.COM