



**GERMAN  
DESIGN  
AWARD  
2024**



**Rat für Formgebung**  
German Design Council

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# German Design Awards

## German Design Awards

The German Design Awards sets international standards for innovative design developments and competitiveness on the global market. It exclusively honors projects that are groundbreaking in the German and international design landscape. An international jury of leading experts from all design disciplines is responsible for this. Their judgment is invaluable - those who convince this jury demonstrate competence in design innovation and a sharp focus on the demands of customers and the market. In short, those who win here are among the best and have recognized the demands placed on products, services and services. The award not only makes your success visible, but also opens up a valuable network, international reach and additional market opportunities.

## Focus: Social impact of design

Today more than ever, meeting current demands means focusing on society and the impact of products and services on it - through multi-perspective approaches, sustainable design processes, and resource- and environmentally-friendly production. In view of the diverse transformation tasks today, social impact is inherent in all economic activity: global challenges such as climate change, demographic change and digitalization require a holistic understanding of design that brings people, the environment and the economy into harmony. The German Design Awards aims to promote this sustainable transformation through design, because outstanding examples provide orientation for others.

## Nomination / Submission

As a nominee, you will receive a written notification and can bindingly register your nominated project/product for participation via our registration portal **»My Design Council«**. In addition, companies have the opportunity to register projects directly and on their own initiative: After a review of the submission by our expert panels, you will be informed in writing whether your project meets the required criteria and it has thus been nominated for participation in the German Design Awards 2024. You can register in one category. In case of non-admission, you will also receive a notification and no costs will be incurred.

## Participation requirements

Only submissions published or launched no more than five years ago are eligible for the German Design Awards (with the exception of the categories »Design Classics and Re-editions« and »Start-ups«). Concepts are also eligible for the award. Of particular interest to the jury are innovative and sustainable specifications, point out these criteria already when submitting: As the urgency for sustainable production has now been recognized by the entire economy, transparency about sustainability strategies is becoming increasingly important. Make it visible to the expert jury in your submission where you stand with your company in terms of sustainability. Are you certified? Do you publish a sustainability report? Do you maintain a product or building passport? How have you reflected circular approaches in your product? Help the jury arrive at the best possible assessment on this point and thus differentiate yourself from others.

## Responsibility

As the initiator of the German Design Awards, the German Design Council has committed itself to an ecologically sustainable way of working. On the one hand, this means that we are making our internal processes more environmentally friendly and energy-saving. In addition, we are an official partner of the »New European Bauhaus«, and work with certified training providers who offer training courses for employees of the German Design Council and its member companies. As we would like to become even more involved in the future, we have also made various adjustments for more sustainability at the German Design Awards. For example, we are eliminating printouts as far as possible, have developed guidelines for environmentally friendly travel, are working with local logistics and service providers for short transport routes, and have adapted the catering at events. We have also developed ways in which you, as a participating company, can support us for greater sustainability:

If you send us original products for the jury session, send B-goods if possible, which you no longer needed after the jury session. We will donate the products, if possible, to social department stores for further use after the jury session.

We are also happy to support you in traveling to our award events in a low-CO2 manner. We will send you more information in advance of the events.

# Your benefits as a winner

By publishing a distinction at the German Design Awards, you increase your brand value in an effective way. With our services we provide you with extensive possibilities:

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## Become part of a unique network

The award winners and jury members of the German Design Awards form a unique network of design and innovation experts: Make new contacts with interesting personalities at the Award Show.



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## Celebrate the success at the award show

A great award deserves a worthy appearance. As an award winner, you will receive exclusive access to the Award Show in Frankfurt am Main.



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## Inspiration and exchange at the exhibition

We create space for inspiration and discourse: The Gold award winners are presented in an exhibition with an accompanying talk program in Frankfurt am Main.



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## 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.



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## Valuable awards with the documents

During the award show, you will have the opportunity to be professionally photographed with your document. You will receive two copies of your award document in a high-quality frame. You can take them with you directly or have them sent to you by mail afterwards.



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## The award trophy: a noble highlight

»Gold« and »Public Choice« award winners receive an award trophy - a real highlight for your company foyer, for example.



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## Permanent presentation in the online gallery

Each award-winning entry is presented in our online gallery at [www.german-design-award.com](http://www.german-design-award.com), including a link to your company website. Award-winning participants are permanently present here - beyond the award show.



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## Take advantage of our Marketing Services

As a winner, you will receive exclusive access to our marketing services. This allows you to order additional marketing items for your award, such as cuboids (right).



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## Jury statement & Press release

The jury will provide a short jury statement to all »Gold« and »Winner« awards. This will be published in the online gallery and at the exhibition next to the entry. In addition, all winners will receive text modules in German and English for own press releases.



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## Make your success visible with the award clip

Winners of the »Gold« and »Winner« awards receive a short clip of their project/product, which they can use for communication on their company website or social media.



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## Benefit from from our large reach

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



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## Increase your visibility on social media

We communicate important milestones of the award in social media - from jury meetings to award shows and present winners in selected networks for even more visibility.



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## TV partner offer

Primetime on US television and worldwide streaming: Showcase yourself and your project. As a winner in the German Design Awards, you will be eligible to have your work featured on the next season of Europe ByDesign, set to air on CBS in the US on primetime as well as on worldwide streaming. The European award partner of the documentary series is the German Design Award. We will be happy to put you in direct contact with the producers.

**BY DESIGN**™



# Deadlines & Dates

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<b>Call for entries</b>	<b>25 April 2023</b>
<b>Early bird deadline</b>	<b>23 June 2023</b>
<b>Deadline grant programme</b>	<b>25 August 2023</b>
<b>Deadline for registration of original items</b>	<b>1 September 2023</b>
<b>Deadline for registration of digital entries</b>	<b>7 September 2023</b>
<b>Jury meeting</b>	<b>28 + 29 September 2023</b>
<b>Notification of jury results</b>	<b>October 2023</b>
<b>Online gallery publication</b>	<b>December 2023</b>
<b>Award show &amp; Opening of the exhibition</b>	<b>January 2024</b>

# Online registration

Registration for the German Design Awards 2024 is exclusively via our registration portal »**My Design Council**«. If you do not yet have an account, please register with your e-mail address.

After successful registration you will receive a confirmation of your registration as well as an invoice for the registration fees.

Please note: In the event of an award, mandatory service fees will apply for the benefits included in the service package.

Detailed information on this from **page 16**.

The following information will be requested during registration:

- Project name
- Project specification (German / English)
- Description text (German / English, max. 500 characters)
- Website
- Date of launch
- Details on designer / architect / agency
- Details on manufacturer / client / customer
- Discipline and category
- Type of submission for the jury meeting (original item or digital entry)
- Delivery to the jury session (submission by mail or upload)
- Billing address
- Optional booking of the Nominee Package
- Image material (max. 5 images)

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## Nominee Package

With your registration for the German Design Awards 2024 you have the option to book the Nominee Package.

With the Nominee Package you can actively promote your nomination to effectively communicate your design competence already now.

Booking the package entitles you to use the official Nominee label for your communication and presentation of the nominated project. In addition, you will receive two personalized nominee certificates by mail as well as text modules for your own press releases.

Detailed information on **pages 17, 18 and 22**.



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## Registration deadline:

**1 September 2023 (for original items)**

**7 September 2023 (for digital entries)**

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# The disciplines

Participation in the German Design Awards 2024 is possible in three 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.

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## Excellent Architecture

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

**Page 11**



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## Excellent Communications Design

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

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## Excellent Product Design

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

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# The categories

## Excellent Architecture

### Architecture

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

### Conceptual Architecture

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

### Eco Design

Projects that are guided by the principles of sustainability

### Fair and Exhibition

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

### Interior Architecture

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

### Lighting Design

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

### Retail Architecture

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

### Signage and Wayfinding

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

### Universal Design

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

### Urban Space and Infrastructure

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

# The categories

## Excellent Communications Design

### **Apps**

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

### **Audiovisual**

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

### **Books and Calenders**

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.

### **Brand Identity**

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

### **Corporate Identity**

Corporate Identity, -Design, -Films, -Events, -Publishing, -Manuals, -Books, -Fashion, -Architecture, Wort- und Bildmarken, Logos, Signets, Key Visuals etc.

### **Design Classics and Re-Editions**

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

### **Eco Design**

Projects that are guided by the principles of sustainability

### **Editorial**

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

### **Event**

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

### **Game Design**

PC and console games, game apps etc.

### **Integrated Campaigns, Advertising**

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

### **Interactive User Experience**

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

### **Official Documents**

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

### **Online Publications**

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

### **Packaging**

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

### **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

### **Typography**

Fonts, font families etc.

### **Universal Design**

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

### **Web**

Web- und Microsites, Blogs, Onlineshops etc.

# The categories

## Excellent Product Design

### **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, e-mobility 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.

### **Bath and Wellness**

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

### **Bicycles and E-Bikes**

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

### **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.

### **Conceptual 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.

### **Design Classics and Re-editions**

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

### **Eco Design**

Projects that are guided by the principles of sustainability

### **Energy**

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

### **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.

### **Furniture**

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

### **Gardening and Outdoor Living**

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

### **Home Textiles & Home Accessories**

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

### **Household**

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

## **Human-Machine-Interface**

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

## **Kitchen**

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

## **Lifestyle and Fashion**

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

## **Lighting**

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

## **Luxury Goods**

Luxury accessories, jewellery, watches etc.

## **Material and Surfaces**

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

## **Motorcycles**

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

## **Office Furniture**

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

## **Retail**

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

## **Sports, Outdoor Activities & 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.

## **Start-Up**

Innovative and future-oriented projects with growth potential

## **Stationery**

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

## **Tabletop**

Crockery, cutlery, accessories, decoration etc.

## **Universal Design**

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

## **Utility Vehicles**

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

## **Workshop and Tools**

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

# Jury meeting

## Jury

The awarding of the German Design Awards is decided by an independent international jury of experts. It is staffed by representatives from industry, universities and design. Further information on our jury members can be found on our website:

[www.german-design-award.com](http://www.german-design-award.com)

## Distinctions

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

## Evaluation criteria

The products and services should be distinguished by particularly emphasized characteristics in the following aspects:

1. Overall concept
2. Design quality
3. Functional solution
4. Contextual quality
5. Sustainability

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.

## Results

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



# Delivery of the entry

Delivery and pickup for the jury session depends on whether you want to send in an original product, or provide your project as a digital submission. You can specify your choice and, if applicable, the size of the exhibit during online registration. With the registration confirmation you will once again receive all important information regarding delivery and collection tailored to your selection.

## What is the size of my exhibit for the jury meeting?

Size **S** = length/width/height of the exhibit each up to **1m** and up to **20kg**  
Size **M** = length/width/height of the exhibit each up to **2m** and up to **100kg**  
Size **L** = length/width/height of the exhibit each up to **3m** and up to **200kg**  
Size **XL** = length/width/height of the exhibit each over **3m** and over **200kg**

## Delivery

Digital entries via upload  
**7 September 2023**

Delivery of original items sizes S & M  
to our logistics partner  
**11 - 20 September 2023**  
Monday to Friday, 9:00 a.m. to 4:00 p.m.

Self assembly of original items sizes L & XL  
directly to the location of the jury meeting  
**25 & 26 September 2023**  
9:00 a.m. to 4:00 p.m.

Vehicles: delivery directly to the jury session location  
**27 September 2023**  
9:00 a.m. to 4:00 p.m.

## Logistics partner

**Sempex Deutschland GmbH**  
German Design Award 2024  
Project ID: GDA2024-XXXXX (Please specify!)  
Wurzelstraße 2  
60327 Frankfurt/Main  
Germany

## Location of the jury meeting

**Messegelände Frankfurt am Main**  
Halle 4.0 (Anfahrt über Tor 1)  
German Design Award 2024  
Project ID: GDA2024-XXXXX (Please specify!)  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt/Main  
Germany

## Pick up

Digital entries  
**(no pickup/disposal necessary)**

Pick up original items sizes S & M  
at our logistics partner  
**4 - 11 October 2023**  
Monday to Friday, 9:00 a.m. to 4:00 p.m.

Self dismantling original items sizes L & XL  
directly at the location of the jury meeting  
**2 & 4 October 2023**  
9:00 a.m. to 4:00 p.m.

Vehicles: pick up directly at the location of the jury meeting  
**29 September 2023**  
4:00 p.m. to 6:00 p.m.

## Disposal / Donation

To make delivery routes more sustainable, you can choose whether we donate your exhibit to a social department store after the jury session or whether we dispose of it directly (e.g. for small material samples or print products). We would be delighted if you would support us in our efforts to make the jury session more sustainable.

## Please note:

If your exhibit is not picked up by the deadline, it will be placed in storage for 10 business days at your expense and then disposed or donated.

# Overview

## Benefits & Services

The Nominee Package can be booked as an option from the time of your participation and provides you with services for your own advance communication. In the event of an award, you will receive a comprehensive package of services to help you communicate your success to a wide audience. Here you will find an overview of all services for each award level. The fees for the service packages can be found on [page 22](#).

	<b>Optionally bookable: Nominee Package</b>	<b>Special Mention</b>	<b>Winner</b>	<b>Gold</b>
<b>Label</b>	✓	✓	✓	✓
<b>Documents</b>	✓	✓	✓	✓
<b>Communication tools</b>	✓	✓	✓	✓
<b>Online gallery</b>		✓	✓	✓
<b>Marketing Services</b>		✓	✓	✓
<b>Press work</b>		✓	✓	✓
<b>Award show</b>		✓	✓	✓
<b>Press photos</b>		✓	✓	✓
<b>Exhibition</b>		✓	✓	✓
<b>Individual clips</b>			✓	✓
<b>Jury statement</b>			✓	✓
<b>Social media ad</b>				✓
<b>Award trophy</b>				✓
<b>Handover on stage</b>				✓

# Benefits & Services



## Nominee Package

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<b>Label</b>	Unlimited use of the »Nominee 2024« label for your communication measures
<b>Documents</b>	You will receive two personalized documents
<b>Communication tools</b>	We provide you with a whitepaper and text modules for your own press releases

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GERMAN  
DESIGN  
AWARD  
SPECIAL  
2024

# Benefits & Services

## Special Mention

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<b>Label</b>	Unlimited use of the »Special Mention« label for your communication measures
<b>Documents</b>	You will receive two personalized documents in a high quality frame
<b>Communication tools</b>	We provide you with a whitepaper and text modules for your own press releases
<b>Online gallery</b>	Your project/product will be presented in our online gallery with short text, photo, credits and link
<b>Marketing Services</b>	You will get access to our Marketing Services
<b>Press work</b>	You benefit from our press measures around the German Design Awards
<b>Award show</b>	You will receive an invitation to the award show* in January 2024 where you can network with personalities from design and architecture
<b>Press photos</b>	During the award show you can have professional photos taken in front of the photo wall, which you will receive afterwards for your own press activities
<b>Exhibition</b>	Digital presentation of your product/project in the German Design Awards exhibition in Frankfurt/Main

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

# Benefits & Services



## Winner

<b>Label</b>	Unlimited use of the »Winner« label for your communication measures
<b>Documents</b>	You will receive two personalized documents in a high quality frame
<b>Communication tools</b>	We provide you with a whitepaper and text modules for your own press releases
<b>Online gallery</b>	Your project/product will be presented in our online gallery with short text, photo, credits and link
<b>Marketing Services</b>	You will get access to our Marketing Services
<b>Press work</b>	You benefit from our press measures around the German Design Awards
<b>Award show</b>	You will receive an invitation to the award show* in January 2024 where you can network with personalities from design and architecture
<b>Press photos</b>	During the award show you can have professional photos taken in front of the photo wall, which you will receive afterwards for your own press activities
<b>Exhibition</b>	Digital presentation of your product/project in the German Design Awards exhibition in Frankfurt/Main
<b>Individual clips</b>	We will provide a short clip on your project/product that you can use for your own social media activities
<b>Jury statement</b>	We will prepare a short statement of the jury about your award for your own use

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



# Benefits & Services

## Gold

<b>Label</b>	Unlimited use of the »Gold« label for your communication measures
<b>Documents</b>	You will receive two personalized documents in a high quality frame
<b>Communication tools</b>	We provide you with a whitepaper and text modules for your own press releases
<b>Online gallery</b>	Your project/product will be presented in our online gallery with short text, photo, credits and link
<b>Marketing Services</b>	You will get access to our Marketing Services with exclusive items
<b>Press work</b>	In addition to our press measures relating to the German Design Awards, we can also provide you with an individual press release upon request
<b>Award show</b>	You will receive an invitation to the award show* in January 2024 where you can network with personalities from design and architecture
<b>Press photos</b>	During the award show you can have professional photos taken in front of the photo wall, which you will receive afterwards for your own press activities
<b>Exhibition</b>	Original presentation of your product/project in the German Design Awards exhibition in Frankfurt/Main
<b>Individual clips</b>	We will provide a short clip on your project/product that you can use for your own social media activities
<b>Jury statement</b>	We will prepare a short statement of the jury about your award for your own use
<b>Social media ad</b>	We will set up a target group-specific ad for your project/product on Facebook/Instagram with hyperlink
<b>Award trophy</b>	You will receive a high quality award trophy with »Gold« label
<b>Handover on stage</b>	Your will receive your prize on stage as part of the show

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

# Fees & Costs

## Registration fees

	<b>Excellent Architecture</b>	<b>Excellent Communications Design</b>	<b>Excellent Product Design</b>
Registration until 23 June 2023	<b>€ 390.00</b>	<b>€ 390.00</b>	<b>€ 390.00</b>
Registration after 23 June 2023	<b>€ 440.00</b>	<b>€ 440.00</b>	<b>€ 440.00</b>
Registration after 1 September 2023	<b>€ 580.00</b>	<b>€ 580.00</b>	<b>€ 580.00</b>
Optional <b>»Nominee Package«</b>	<b>€ 1,950.00</b>	<b>€ 1,950.00</b>	<b>€ 1,950.00</b>

All prices are per project and do not include the applicable value-added tax.

## Service fees

In the event of an award, you will receive a comprehensive service package to enable you to communicate your success to a wide audience. By registering for the award, you agree to any service fees that may apply.

	<b>Excellent Architecture</b>	<b>Excellent Communications Design</b>	<b>Excellent Product Design</b>
Fees for the service package <b>»Special Mention«</b>	<b>€ 2,750.00</b>	<b>€ 2,350.00</b>	<b>€ 3,450.00</b>
Fees for the service package <b>»Winner«</b>	<b>€ 3,050.00</b>	<b>€ 2,650.00</b>	<b>€ 3,950.00</b>
Fees for the service package <b>»Gold«</b>	<b>€ 3,500.00*</b>	<b>€ 3,100.00*</b>	<b>€ 4,800.00*</b>

All prices are per project and do not include the applicable value-added tax.

\* plus an organization 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

## Grant programme

The German Design Council offers all small businesses and freelancers the opportunity to be waived from the service fees by applying for funding.

The exemption is granted after an examination of the economic circumstances. The requirement is that the annual turnover in each of the last two years did not exceed € 50,000.00. The application must be submitted via the **online form** by **25 August 2023** (receipt by the German Design Council).

# Contact information

If you have any questions about the German Design Awards, please feel free to contact us.

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The German Design Awards cooperates with a growing number of representatives in various countries to countries in order to strengthen the exchange and network on site. Please feel free to contact our contact persons in your country

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