



 **GERMAN
DESIGN
AWARD
2025**

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Focus: Transformation driver design

The German Design Awards set international standards for innovative design developments. It is a trend radar for design, brands and technological breakthroughs. Whether digitalization, AI or circular design - the German Design Awards platform reveals the contribution that design can make to the sustainable transformation of the economy. In this way, the German Design Awards not only make design successes visible, but also highlight the transformative power of design for sustainable, fair progress.

At the heart of the holistic evaluation process is the international jury, which is made up of leading experts from all disciplines of design. Their judgment is invaluable - those who convince this jury demonstrate expertise in design innovation and a sharp focus on the demands of customers and the market.

Today more than ever, meeting current demands means focusing on the impact of products and services on our planet and our society - through sustainable design processes and resource- and environmentally friendly production. In view of the diverse transformation tasks, social impact is inherent in all economic activity today: 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 have set themselves the goal of promoting this sustainable transformation through design, as outstanding examples provide orientation for others.

Sustainability at the German Design Awards - Small steps, big impact

An event like the German Design Awards is not 100% sustainable per se, but neither you nor we want to do without it. That's why we at the German Design Council are working step by step to make the format more sustainable. We take a close look at every process and make adjustments where we see potential to keep our ecological footprint and yours as small as possible. In this way, we learn something new every year and become better. For you, for us, for the planet.



Sustainability

At the German Design Council Foundation, we are working step by step to make our office operations and our events more sustainable. For example, we have drawn up guidelines for environmentally friendly travel, we print on recycled paper - if at all - and our office uses green electricity. We work with local logistics companies and service providers for short transportation routes and when selecting service providers, we make sure that they are also committed to sustainable objectives.

Support us as a participating company in our sustainability efforts:

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

We are also happy to support you in traveling to our award events with low CO2 emissions. We will send you more detailed information in the run-up to the events.

The supreme discipline of the German Design Awards

But we think: That's not enough! We also want our customers to become our accomplices. After all, the reason that brings people from all over the world together at the German Design Awards is one of THE solution drivers for sustainability: holistically understood design.

That's why we want to use the German Design Awards to promote and highlight innovations and design solutions that are exemplary for circular design.

Circular design aims to design products and services in such a way that they function within the circular economy model. In contrast to the linear economy model, where products are disposed of at the end of their life, circular design promotes the idea of reuse, longevity, repair and recycling. Design plays a crucial role in this.

Nomination and submission

The German Design Council continuously monitors the innovation and design activities on the market and nominates projects that stand out due to their particular level of innovation and design. If you have been nominated by the German Design Council, you will receive a written notification with your personal access data and can register your nominated project for binding participation via our registration portal "**My Design Council**".

Companies also have the opportunity to register projects directly and on their own initiative: After a review of the submission by our expert committees, you will be informed in writing whether your project meets the required criteria and whether it has therefore been approved for participation in the German Design Awards 2025. You can register in one category. In the event of non-admission, you will also receive a notification and you will not incur any costs.

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 23**.

Participation requirements

Only submissions that were published or launched on the market no more than five years ago are eligible to enter the German Design Awards. The categories "Design Classics and Re-editions" and "Start-up" are excluded from this. Concepts are also eligible for the award.

Innovative and sustainable specifications are of particular interest to the jury, so please indicate these criteria when submitting your entry: As the entire economy has now recognized the urgency for sustainable production, transparency about sustainability strategies is becoming increasingly important. When submitting your entry, make it clear to the expert jury where your company stands in terms of sustainability. Are you certified? Do you publish a sustainability report? Do you have a product or building passport? How have you reflected circular approaches in your product? Help the jury to reach the most accurate assessment possible on this point and differentiate yourself from the competition.

Benefits for winners



With 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.



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.



Celebrate your success at the award show

As a Gold winner, you will experience the special moment on stage: All eyes on the winner! Or your innovation has the potential to be discussed in one of our Trend Talks as part of the Award Show. There are various stages on the German Design Awards stage!



Get inspired by design trends

Our talk program picks out trending topics from the award-winning projects and invites our winners to talk about their experiences and learnings. In this way, different sectors and winners have their say on a peer-to-peer basis, not least the audience.

Benefits for winners



Communicate success with the labels

Convince your customers and partners of the quality of your design - with our versatile label. You can use it freely on your website, your products or in your communication and thus reflect your professionalism to the outside world. In our white paper „Communicating awards“ you will also find further information on how to present the label correctly.



Valuably awarded with the documents

At the Award Show, you will have the opportunity to have a professional photo taken with your document. You will receive two copies of your award document. A high-quality confirmation of their excellent design performance and an eye-catcher for the trade fair stand or company headquarters.



The award trophy: a long-lasting symbol of your design competence

Gold award winners receive an award sculpture - a visual highlight for their trade fair stands or company headquarters.



Permanent presentation in the online gallery

Each award-winning entry is presented in our online gallery at www.german-design-award.com, including a link to your company website and, if desired, to other parties involved. Award-winning participants are permanently present here - beyond the award show.

Benefits for winners



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).



Jury statement & Press kit

The jury will provide all winners with a short statement. This will be published in the online gallery next to the entry. In addition, all award winners will receive helpful text modules in German and English for their own press releases.



Make your success visible with the award clip

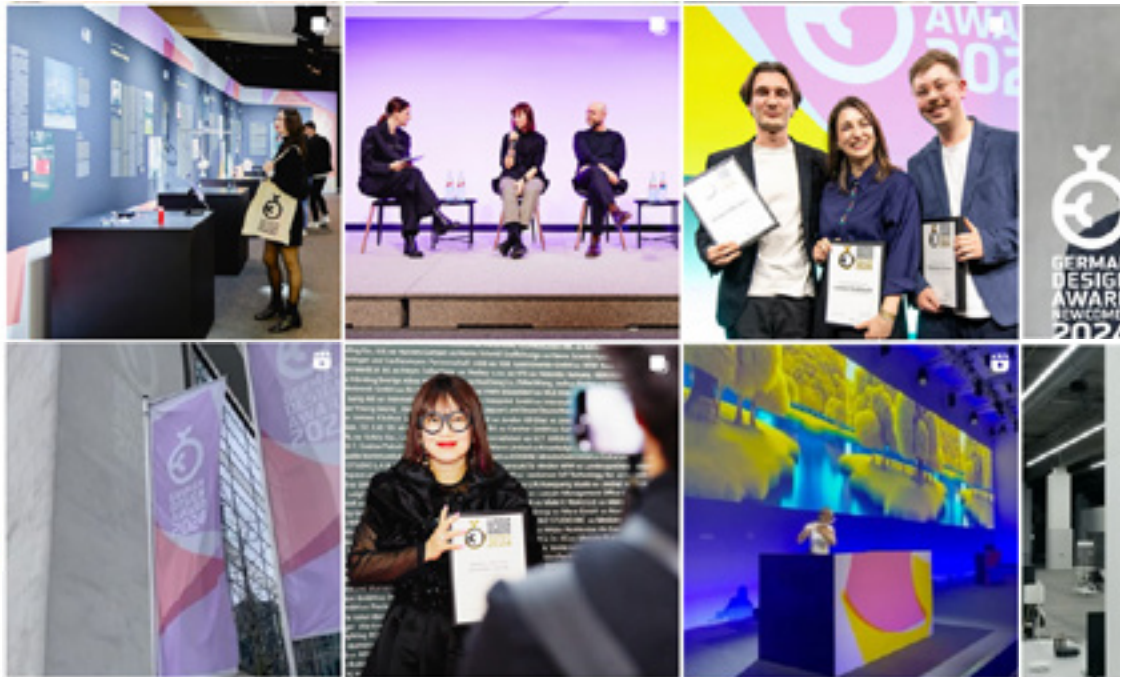
As a winner, you will receive a short clip of your project/product, which you can use for communication on your company website or social media.



Benefit from our large reach

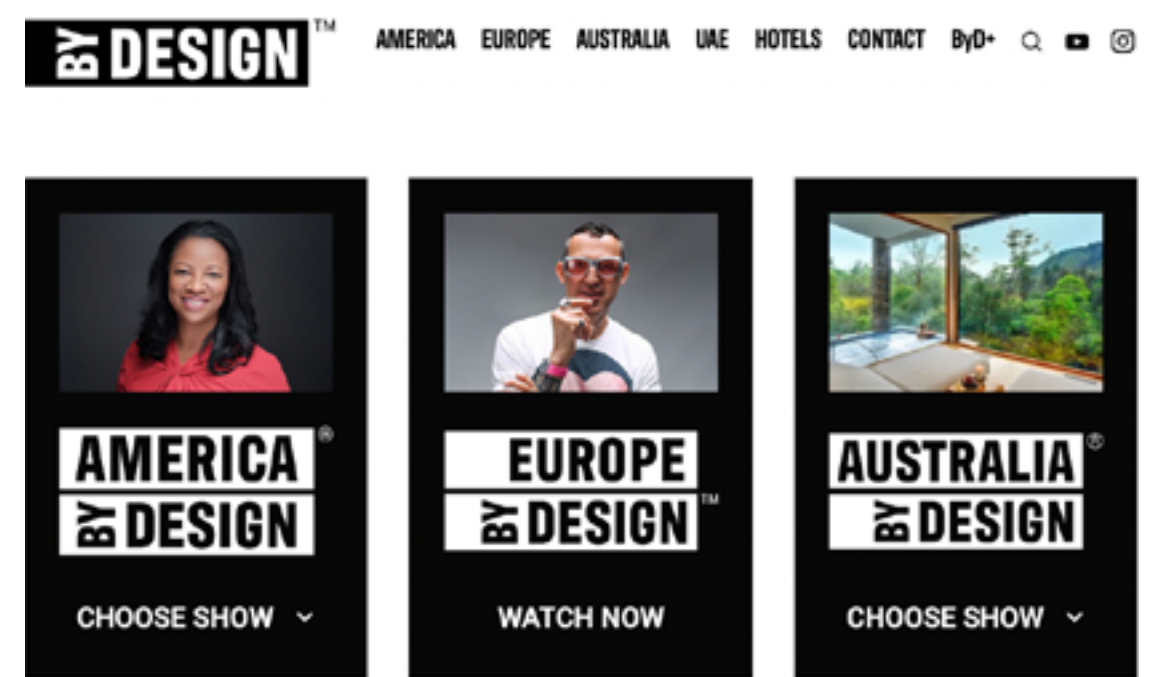
Winning a German Design Awards is proven to be a promising communication opportunity to get your key media talking about you.

Benefits for winners



Increase your visibility on social media

Use our social media activities to draw attention to your project. As a winner, you are part of the German Design Awards storytelling and can share your success story with the community.



Our TV partner offer for the US market

Is the US one of your markets or do you believe that it is a future market for you? Then our TV cooperation partner ByDesign is the right market access for you. 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.

Deadlines & Dates



Call for entries	23 April 2024
Early bird deadline	21 June 2024
Deadline grant program	30 August 2024
Deadline for registration	6 September 2024
Jury meeting	26 + 27 September 2024
Notification of jury results	October 2024
Online gallery publication	February 2025
Awad show & Exhibition	February 2025

Online registration

Online registration

Registration for the German Design Awards 2025 can be done 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 23**.

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)

You will need an average of 25 minutes for an online registration.

Please note that the information and the image/text material from your registration will be used both for the jury meeting and for publication in the event of an award.

Registration fees

Early bird registration until 21 June 2024	€ 390.00*
Regular registration	€ 440.00*
Registration after 6 September 2024	€ 580.00*

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

Registration deadline 6 September 2024

Optional Nominee Package

Being admitted as a nominee for the German Design Awards is already a first communication occasion that allows you to actively promote your nomination and effectively communicate your design expertise right now.

When you register, you have the option of booking the Nominee Package directly or subsequently via our **online form** by the middle of October 2024.

Components of the Nominee Package

Label

With booking, you are entitled to unlimited use of the official „Nominee“ label for your communication and promotion of the nominated project..

Certificates

You will receive two personalized „Nominee“ certificates by mail (without frame).

Communication tools

Use the nominee texts modules for your own press releases, which you will receive at their free disposal.



Fees for the optional Nominee Package

Optional Nominee Package

€1.950,00*

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



Disciplines

Participation in the German Design Awards 2025 is possible in three disciplines. You can register your project in a discipline and a category assigned to this discipline.



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.

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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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New: Additional category „Circular Design“



If your project is exemplary in terms of circular strategies, you also have the option of registering the project in the additional category „Circular Design“. Here we highlight particularly innovative solutions that implement the current objectives of the circular economy.

Circular design is critical to addressing the challenges associated with resource scarcity, pollution and climate change and building a more sustainable and resilient economy. By designing products from the outset to be durable, easy to repair and easy to recycle, circular design helps to minimize resource consumption, reduce waste and reduce environmental impact.

Evaluation

The evaluation in the additional category is based on a special questionnaire that will be sent to you after registration. It is also possible to provide certificates, labels, etc. for this purpose.

The additional prize will be presented on stage as part of the Award Show and will receive a particularly high level of attention.



Categories

Excellent Architecture

AI in Architecture and Metaverse Space Design

Digital and virtual dimension of architecture, IoT smart building systems, AI-supported planning tools, VR/AR space design, metaverse space design, fictitious architectures, etc.

Architecture

Conceptual urban and building designs, master plans, architectural concepts, construction projects under construction, landscape architecture, etc.

Conceptual Architecture

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

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

Inclusive design solutions from all areas of life such as barrier-free construction, inclusive digitalization, gender- and diversity-sensitive design, etc.

Urban Space and Infrastructure

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

Categories

Excellent Communications Design

Apps

Education, books, utilities, health, fitness, music, news, navigation, travel, socialnetworking, games, sports, entertainment, shopping, etc.

Audiovisual

Music videos, image and advertising films, spots, trailers, virals, TV design (e.g. stations, programmes), 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, word and figurative brands, logos, signets, key visuals, etc.

Design Classics and Re-Editions

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

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, e-books, 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

Inclusive design solutions from all areas of life such as barrier-free construction, inclusive digitalization, gender- and diversity-sensitive design, etc.

Web

Web- und microsities, blogs, onlineshops, etc.

Categories

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

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 and 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.

Categories

Product Design

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 and 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

Inclusive design solutions from all areas of life such as barrier-free construction, inclusive digitalization, gender- and diversity-sensitive design, etc.

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.

Delivery for the jury meeting

Digital material

Selection

During the registration process, you can choose what you would like to submit to the jury for evaluation. In some categories, you can choose between original products or a digital submission. Other categories require you to provide the jury material digitally.

How to attract the jury's attention

Our jurors have to record and evaluate a whole series of projects in a short space of time. This means that the faster a project is presented in its own special way, the more chance it has of winning an award. Have you used a particularly sustainable design process? To what extent is this recognizable to a third party at first glance, especially if you only submit your project digitally?

To give you an idea of how a submission can make the jury's work easier and thus increase your chances of winning, we have put together a series of examples that you can find here:

Download Best Practice

Password for download: GDA2025!

PDF presentations and video clips

To evaluate your product/project, you can prepare a PDF presentation and/or a short video clip. As our jury is predominantly international, your PDF and video must be in English.

Permitted formats & size:

- PDF file, max. 10 pages,
- mp4 file, max. 180 seconds
- Upload for max. 2 files
- total max. 50 MB

Please name all files with the corresponding project ID (GDA2025-XXXXX) and upload them via the link in the registration confirmation.

Upload until:
13 September 2024

Websites

In the „Web“ category, the jury looks at the websites on different end devices.

An English version of the website must be available.

During the registration process, you will have the opportunity to enter the URL to the website.

If this is not possible, please contact the German Design Awards team at gda@gdc.de.

Entering the URL:
Directly with the registration

Apps

The jury uses various end devices to assess apps. Therefore, please provide us with a download link to the app.

For apps with restricted access or apps that are subject to a fee, please provide us with a demo version.

Passwords or logins should be sent to the German Design Awards Team by e-mail so that they can install and activate everything for the jury meeting.

During the registration process, you will have the opportunity to enter the link to download the app.

If this is not possible, please contact the German Design Awards team at gda@gdc.de.

Entering the link to the app/download link:
Directly with the registration

Delivery for the jury meeting

Original exhibit

Delivery and collection for the jury meeting depends on the size of the exhibit you wish to make available for the jury meeting. You can enter the dimensions and weight of your entry during the online registration process. With the registration confirmation you will receive all the important information on 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 up to **3m** and over **200kg**

Delivery

Delivery of original items sizes S & M
to our logistics partner
9 – 18 September 2024
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
23 & 24 September 2024
9:00 a.m. to 4:00 p.m.

Vehicles:

Delivery directly to the jury session location
25 September 2024
9:00 a.m. to 4:00 p.m.

Logistics partner (sizes S & M)

Sempex Deutschland GmbH
German Design Awards 2025
Project ID: GDA2025-XXXXX (always specify!)
Wurzelstraße 2
60327 Frankfurt/Main
Germany

Pick up

Pick up original items sizes S & M
at our logistics partner
7 - 11 October 2024
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
30 September & 1 October 2024
9:00 a.m. to 4:00 p.m.

Vehicles:

Pick up directly at the location of the jury meeting
27 September 2024
4:00 p.m. to 6:00 p.m.

Location of the jury meeting (sizes L & XL)

Fairgrounds Messe Offenbach
Loading zone 2 via hall A2
German Design Awards 2025
Project ID: GDA2025-XXXXX (always specify!)
Goethestrasse 5
63067 Offenbach/Main
Germany

Please note:

We do not have our own space for storing exhibits. If your exhibit is not collected on time for any reason, we will initially store it for 10 working days at your expense.

After the 10-day period has expired, we will be forced to dispose of it for a fee or donate it. So please make arrangements for the collection or whereabouts of your product when you submit it. We will be happy to assist you with the rest of the process.

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.

Shipping from China:

Please contact the German Design Awards Team in Shanghai for details: info@gdc-sh.cn

Jury meeting

Jury members

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



„When we look at interfaces, the user not only has to be guided perfectly through the interface, also things simply have to be transparent and ethically justifiable - and this issue is raised today even more because of AI.“

Patricia Reiners

Innovation & UX Designer

Jury member 2024 for Excellent Communications Design



„We believe that the benefits of adopting circular economy principles will significantly outweigh the benefits of designing linearly.“

Martin Pauli

Global Leader Circular Economy Services, Arup Group

Jury member 2024 for Excellent Product Design



„We all need to work together in terms of solving this crisis. Everybody who works in the built environment with products, or bringing out new things to the world has a responsibility.“

Oanh Nguyen Henriksen

Partner at Dorte Mandrup A/S

Jury member 2024 for Excellent Architecture

Jury meeting

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.

Distinctions

The jury awards several „Winner“ awards per category. The best submission in each category receives the prestigious „Gold“ award.

Results

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



Watch the video on the jury meeting 2024 [here](#).



Award Show

Award Show & Design talks

The award show of the German Design Awards takes place at Kap Europa, Messe Frankfurt's congress center. The high-caliber event attracts around 1,600 international guests every year, including the winners as well as invited guests from the design scene, press, culture and business, who use the opportunity to exchange ideas.

The organizer, the German Design Council, thus turns the event into a unique networking meeting for the design community. As part of the award show, where the „Gold“ award winners will be ceremoniously honored on stage, guests will be offered an extensive programme: In addition to the exhibition of the award-winning projects, there will be panel discussions that promote exchange and discourse on current design topics and focus on the value of design in solving global transformation tasks. The highlight of the award show each year is the announcement of the „Newcomer of the Year“. Deutsche Telekom has sponsored the 15,000 euro prize and the equally endowed prizes for the finalists for many years.

Invitation

All winners of the German Design Awards 2025 will receive an invitation to the award ceremony in December 2024. All details on the procedure and the programme items will be made available in good time.

Watch the video of the Award Show 2024 here.



Servicepackages & Fees



In the case 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 be incurred.

		Optionally: Nominee Package	Winner Package	Gold Package
Label	Unlimited use of the label for your communication measures	✓	✓	✓
Documents	You will receive two personalized documents	✓	✓	✓
Communication tools	We provide you with a whitepaper and text modules for your own press releases	✓	✓	✓
Online gallery	Your project/product will be presented in our online gallery with short text, photo, credits and link		✓	✓
Marketing Services	You will get access to our Marketing Services		✓	✓
Award Show	You will receive an invitation to the award show** in February 2025		✓	✓
Press photos	At the award show you can have professional photos taken in front of the photo wall		✓	✓
Exhibition	Digital presentation of your product/project in the German Design Awards exhibition in Frankfurt/Main		✓	✓
Social media clips	We will provide a short clip on your project/product that you can use for your own social media activities		✓	✓
Jury statement	We will prepare a short statement of the jury about your award for your own use		✓	✓
Social media ad	We will set up a target group-specific ad for your project/product on Meta with linking			✓
Award trophy	You will receive a high quality award trophy with „Gold“ label			✓
Handover on stage	Your will receive your prize on stage as part of the show			✓
	Excellent Architecture	€1,950.00*	€ 3,250.00*	€ 4,050.00*
	Excellent Communications Design	€1,950.00*	€ 2,850.00*	€ 3,650.00*
	Excellent Product Design	€1,950.00*	€ 4,150.00*	€ 4,950.00*

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

** Participation only possible after timely registration and subject to available ticket contingent.

Funding

The German Design Council offers all small businesses and freelancers the opportunity to be exempted from service fees by applying for funding. The exemption is granted after an examination of the financial circumstances.

Requirements

Requirement is that the annual turnover in each of the last two years (2022 and 2023) did not exceed EUR 50,000.00.

Application

The application must be submitted by 25 August 2024 using the **online form** (receipt by the German Design Council).



Contact information & Contact persons



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

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The German Design Awards cooperate 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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