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German Design Awards

The German Design Award sets international standards for the most innovative design developments and competitiveness on the global market. It exclusively awards 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 judgement is invaluable - those who convince this jury demonstrate competence in design innovation and a sharp focus on the demands of their customers and the market. Today more than ever, meeting these demands means meeting the growing standards for a sustainable design process and resource- and environmentally-friendly production. In short, those who win here are among the best and have recognised the requirements of sustainable production. The award not only makes success visible, but also opens up a valuable network, international reach and great market opportunities.

Become part of the international design community. Use your participation in the award for your profitable exchange and networking with renowned personalities and companies. Benefit from the marketing tools of the award for your communication, the proof of your design competence and the international expansion of your business fields.

SUSTAINABLE DESIGN IN FOCUS

Design plays a crucial role on the way to a sustainable society. Up to 80% of a product’s environmental impact is decided in its design. The German Design Award has set itself the goal of promoting sustainable transformation from the perspective of design, because outstanding examples provide orientation for others.

PARTICIPATION REQUIREMENTS

Only submissions that were published or launched on the market no longer than five years ago* are eligible for the German Design Awards. Concepts are also eligible for the award.

RESPONSIBILITY

The German Design Council has committed itself to an ecologically sustainable way of working. On the one hand, this means that we make our internal work processes more environmentally friendly and energy-saving. We also work with sustainability initiatives such as the “New European Bauhaus”, and training providers who offer training for the staff 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 Award. For example, we do not use printouts as much as possible, we have developed guidelines for environmentally friendly travel, we work with local logisticians and service providers for short transport routes and we have adapted the catering at events. We have also developed ways in which you, as a participating company, can support us for more sustainability:

If you send us original products for the jury session, send B-goods if possible, which you no longer need after the jury session. We will then donate the products, if possible, to social department stores after the jury session to support social projects. If you would like to collect your product after the jury session, we would be happy to receive reusable packaging. Also, please point out any sustainable features of your projects when submitting them, as they might be of interest to the jury.

We are also happy to support you in travelling to our award events in a CO2-friendly way. We will send you more information in advance of the events.

*Except for the category “Design Classics and Re-editions” and “Start-ups”.

NOMINATION / SUBMISSION

As a nominee, you will receive a written notification with inclusive access data. You may then bindingly register your nominated project for participation via our registration portal »MyDesignCouncil«. Companies also have the opportunity to submit projects directly and on their own initiative. After a review of the submission by our expert panels, you will then receive written notification as to whether your project meets the required criteria and has thus been approved and nominated for participation in the German Design Awards 2023. The entry can be made in a single category. In the event of non-admission, you will also receive a notification and no costs will be incurred.

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Your Benefits as a Winner

By showcasing a distinction at the German Design Awards, you effectively increase your brand value. With our services, we provide you with extensive possibilities: By publishing a distinction at the German Design Awards, you effectively increase your brand value. With our services, we provide you with extensive tools:

Become part of a unique network

The award winners and jury members form a unique network of design and innovation experts: Make new contacts with interesting personalities

Benefit from our large reach

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

The prize sculpture: a noble highlight

»Gold« and »Public Choice« award winners receive an award sculpture – a real highlight, e.g. for your company foyer.

Make your success visible: Award-Clip

»Gold« and »Winner« awardees receive a clip of their project which they can use for communication on their company website or social media.
Content for your communication: Jury statement & Press release

The jury provides all »Gold« award winners with a short statement. This will be published in the online gallery as well as at the exhibition and can be used by the award winners in their own communication. In addition, they will receive a personalised press release in German and English.

Increase your visibility on social media

We communicate important milestones of the awards in social media – from the jury meeting to the award ceremony – and present winners in selected networks for even more visibility.

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.

Permanent presentation in the online gallery

Each award entry will be published in our online gallery at www.german-design-award.com, including a link to your company website. Award participants are permanently present here with their submission – beyond the award ceremony.
Inspiration and exchange at the Exhibitions

A great award deserves a worthy presentation. The »Gold« award winners are presented at an exhibition in Frankfurt/Main.

Celebrate the success at the Award Show

As an award winner, you will receive exclusive access to the award ceremony in Frankfurt/Main.

Valuable awards with the documents

You will receive two copies of your winner's document in a high-quality frame. These will be sent to you by mail afterwards.

Take advantage of our Marketing Services

As a winner, you will receive exclusive access to our marketing services. Here you can order additional marketing items for your award, such as acrylic glass certificates.
# Deadlines & Dates

Here you will find the most important dates and deadlines for the German Design Awards 2023. Make a note of all the important dates so that you don't miss any deadlines.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>START ANNOUNCEMENT PHASE</strong></td>
<td>11. May 2022</td>
</tr>
<tr>
<td><strong>EARLY-BIRD-REGISTRATION</strong></td>
<td>10. July 2022</td>
</tr>
<tr>
<td><strong>REGISTRATION DEADLINE</strong></td>
<td>16. September 2022</td>
</tr>
<tr>
<td><strong>DEADLINE GRANT PROGRAMME</strong></td>
<td>2. September 2022</td>
</tr>
<tr>
<td><strong>JURY MEETING</strong></td>
<td>20. October 2022</td>
</tr>
<tr>
<td><strong>JURY RESULTS</strong></td>
<td>October 2022</td>
</tr>
<tr>
<td><strong>PUBLICATION OF WINNERS</strong></td>
<td>December 2022</td>
</tr>
<tr>
<td><strong>AWARD-SHOW &amp; EXHIBITION</strong></td>
<td>February 2023</td>
</tr>
</tbody>
</table>
Online registration

The registration for the awards takes place exclusively via our registration portal «My Design Council». If you do not have an account yet, please register.

The following information is required when preparing the submission:

» Project name
» Project specification (German and English)
» Description text (max. 500 characters, German and English)
» Date of market launch
» Contact
» Designer / Architect / Developer
» Producer / Building owner / Client
» Categories
» Presentation type
» Billing address
» Optional booking of the Nominee Package
» Upload of image material

After a successful registration you will receive a confirmation of registration and an invoice for the registration fees.

In the event of an award, mandatory service fees will apply to the benefits included in the benefits package.

Detailed information on this can be found on pages 11 to 14.

Registration deadline: 16. September 2022

Grant programme

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

The application must be submitted via the online form by 2 September 2022 (receipt by the German Design Council).

The exemption is granted after an examination of the economic circumstances. The prerequisite is that the annual turnover in each of the last two years did not exceed € 50,000.00.

Application deadline: 2. September 2022
Jury meeting

The German Design Award is decided by an independent international jury of experts. It is made up of representatives from industry, universities and design. You can find more information about our jury members on our website www.german-design-award.com

AWARDS

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

EVALUATION CRITERIA

The products and services are to be distinguished by particularly emphasised characteristics with regard to 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. All entries submitted in due form and time will be presented to the jury for 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 & PICK UP

Here you will find an overview of the delivery types for the jury meeting: Delivery types

You can make arrangements for the delivery and collection of your product or project for the jury session during registration. You will receive further important information after approval.

Please note the following information and deadlines:

Delivery

» Digitale submissions: by Upload 23. September 2022

» Delivery to our logistics partner 12. – 30. September 2022

» Self assembly directly to the jury session 17. & 18. October 2022

» Vehicles: Delivery directly to the jury session 19. October 2022

Pick Up

» At our logistics partner 31. October – 11. November 2022

» Self-dismantling directly after the jury session 24. & 25. October 2022

» Vehicles: collection directly after the jury meeting 21. October 2022

Disposal / Donation

For a more sustainable approach to delivery routes, you can choose that we donate your product after the jury session (depending on the type of product) to a social department stores’ or we dispose of it directly (e.g. in the case of small material samples or printed products). We would be delighted if you would support us in our efforts to make the events more sustainable.

Please note

If the product/project is not collected by the deadline, it will be stored for 10 working days at a charge and then disposed of or donated at the expense of the submitter. Collection is no longer possible after 25 November 2022.
# Benefits & Services

## Gold

<table>
<thead>
<tr>
<th><strong>LABEL</strong></th>
<th>Unlimited use of the »Gold« label for your communication measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ONLINE-GALLERY</strong></td>
<td>Presentation of the submission with short text, photo, the video clip of the winning product and backlink in the online gallery</td>
</tr>
<tr>
<td><strong>DOCUMENTS</strong></td>
<td>Receive two personalised award documents</td>
</tr>
<tr>
<td><strong>AWARD-SCULPTURE</strong></td>
<td>Receiving an Award Sculpture</td>
</tr>
<tr>
<td><strong>PRESSWORK</strong></td>
<td>Personalised press release for the communication of your success (German and English)</td>
</tr>
<tr>
<td></td>
<td>Text modules for use in communication measures</td>
</tr>
<tr>
<td></td>
<td>Whitepaper and individual template for your own press release</td>
</tr>
<tr>
<td></td>
<td>Detailed jury statement for use in Communication measures</td>
</tr>
<tr>
<td><strong>SOCIAL MEDIA</strong></td>
<td>Video clip of the award-winning product for use on own channels</td>
</tr>
<tr>
<td></td>
<td>Target group-specific advertisement on LinkedIn, Facebook and Instagram with linking and increased playout</td>
</tr>
<tr>
<td></td>
<td>Multichannel press work around the award</td>
</tr>
<tr>
<td></td>
<td>Post on all channels about the &quot;Gold&quot; gallery of the corresponding award discipline</td>
</tr>
<tr>
<td><strong>EXHIBITION</strong></td>
<td>Presentation of the entry in the German Design Award exhibition</td>
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<tr>
<td><strong>AWARD-SHOW</strong></td>
<td>Award Show Invitation to participate in the Award Show. Receipt of your personal document and opportunity for a professional winner photo*</td>
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*Participation is only possible after binding registration and under consideration of the available ticket contingent.*
# Benefits & Services

## Winner

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<tr>
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<th>Description</th>
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<tbody>
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<tr>
<td><strong>SOCIAL MEDIA</strong></td>
<td>Video clip of the award-winning product for Use on own channels Target group-specific ad on Facebook and Instagram with linking and increased playout Multichannel press work around the award</td>
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# Benefits & Services

## Special Mention

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Fees & Costs

Registration fees

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<tr>
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<th>EXCELLENT COMMUNICATIONS DESIGN</th>
<th>EXCELLENT PRODUCT DESIGN</th>
</tr>
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<tbody>
<tr>
<td>Award registration per project</td>
<td>€ 380,00</td>
<td>€ 380,00</td>
<td>€ 440,00</td>
</tr>
<tr>
<td>Registrations until 10. July 2022 (Early-Bird)</td>
<td>€ 330,00</td>
<td>€ 330,00</td>
<td>€ 390,00</td>
</tr>
<tr>
<td>Registrations after 16. September 2022</td>
<td>€ 520,00</td>
<td>€ 520,00</td>
<td>€ 580,00</td>
</tr>
<tr>
<td>Optional Nominee Package</td>
<td>€ 1.660,00</td>
<td>€ 1.660,00</td>
<td>€ 1.990,00</td>
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Optional Nominee Package
With the Nominee Package you can actively promote your nomination to effectively communicate your design competence. The Nominee Package entitles you to use the official Nominee Label for your communication and presentation of the nominated project. You will also receive two personalised nominee certificates.

Service fees

PLEASE NOTE! In the event of an award, you will receive various services and benefits from us, depending on the award, which are associated with additional, mandatory costs. The benefits and services are described in detail on the following pages. We are happy to offer you further services on request.

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<th>EXCELLENT COMMUNICATIONS DESIGN</th>
<th>EXCELLENT PRODUCT DESIGN</th>
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<tr>
<td>Service fees for the award »Special Mention«</td>
<td>€ 2.750,00</td>
<td>€ 2.350,00</td>
<td>€ 3.450,00</td>
</tr>
<tr>
<td>Service fees for the award »Winner«</td>
<td>€ 3.050,00</td>
<td>€ 2.650,00</td>
<td>€ 3.950,00</td>
</tr>
<tr>
<td>Service fees for the award »Gold«</td>
<td>€ 3.500,00*</td>
<td>€ 3.100,00*</td>
<td>€ 4.800,00*</td>
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All details apply per submitted project plus the legally valid value added tax. With the approval of your project for the German Design Award 2023 you agree to all costs and fees mentioned.

* plus an organisation 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 Award Disciplines

Participation in the German Design Awards 2023 is possible in three award 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 and the associated costs.

**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.

» from page 15

**Excellent Communications Design**

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

» from page 16

**Excellent Product Design**

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

» from page 17
Award-Categories

Excellent Architecture

Submissions are possible in the following categories:

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

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

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

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

**FAIR AND EXHIBITION**
Exhibitions, temporary architecture, trade fair architecture, trade fair stands and appearances, scenography, installations, etc.

**SIGNAGE AND WAYFINDING**
Guidance systems for indoor and outdoor: cities, public facilities, office and commercial buildings, shopping centres, residential buildings, etc.

**URBAN SPACE AND INFRASTRUCTURE**
Urban planning and design, landscape architecture, urban parks, public squares, playgrounds, infrastructure and traffic structures, bridges, etc.

**LIGHTING DESIGN**
Building lighting, lighting concepts, illumination of interior fittings, etc.

**START-UP**
Innovative and future-oriented projects with growth potential

**ECO DESIGN**
Projects that are guided by the principles of sustainability

**UNIVERSAL DESIGN**
Projects that are usable by as many people as possible without further adaptation or specialisation
Awards Categories

Excellent Communications Design

Submissions are possible in the following categories:

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

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

**Online Publications**
Digital magazines, eBooks, newsletters, digital annual reports etc.

**Web**
Web- und Microsites, Blogs, Onlineshops etc.

**Apps**

**Integrated Campaigns and Advertising**
Online advertising (ads, banners, internet TV, screensavers, etc.), campaigns, cross and outdoor media, print advertising, mailings, dialogue media, concepts etc.

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

**Corporate Identity**
Corporate identity, -design, -films, -events, -publishing, -manuals, -books, -fashion, -architecture, word and figurative marks, logos, signets, key visuals etc.

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

**Design Classics and Re-Editions**
Logo re-designs, packaging and other visual designs considered iconic.

**Game Design**
PC and console games, game apps 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.

**Typography**
Fonts, font families etc.

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

**Books and Calendars**
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.

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

**Official Documents**
Stamps, private and official documents, identity cards, loyalty cards, memberships, banknotes, cheque and credit cards, 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.

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**Eco Design**
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**Universal Design**
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Award-Categories

Excellent Product Design

Submissions are possible in the following categories:

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

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

**TABLETOP**
Crockery, cutlery, accessories, decoration etc.

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

**DESIGN CLASSICS AND RE-EDITIIONS**
Re-designs of logos, packaging and other visual designs considered iconic.

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

**LIFESTYLE AND FASHION**
Fashion, bags, suitcases, travel items, headwear, glasses and sunglasses etc.

**HOME TEXTILES AND HOME ACCESSORIES**
Home textiles, upholstery fabrics and leather, decorative fabrics, wallpapers, wall and home decoration, home accessories etc.

**GARDENING AND OUTDOOR LIVING**
Garden furniture, garden tools and products as well as accessories, garden accessories, sun protection, equipment for conservatories, barbecues etc.

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

**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.

**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.

**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.

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

**MATERIAL AND SURFACES**
Materials and materials, material innovations, surfaces, innovative textiles, 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.
ENERGY
Energy technology, heating systems, radiators, furnaces of all kinds, air conditioning systems, ventilation systems, solar systems, thermal baths and boilers, 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.

WORKSHOP AND TOOLS
Tools, workshop equipment, measuring and testing technology, special products, 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.

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

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

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

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

CONCEPTIONAL 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.

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 etc.

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

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

BICYCLES AND E-BIKES
Mountain bikes, road bikes, cross bikes, urban and e-bikes, pedelecs, children's bikes, trekking bikes, special bikes, etc.

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Contact information

If you have any questions about the German Design Award, please do not hesitate to contact us.

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The German Design Council is working with a growing number of representatives in different countries in order to strengthen exchange and networking on the spot. Please feel free to contact our contact persons in your country.

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