

## German Design Awards 2019: Peter Schmidt named Personality of the Year

Frankfurt am Main, 28 November 2018

The graphic designer and brand designer Peter Schmidt has been honoured as "Personality of the Year" in the German Design Awards 2019. The jury statement included the following comment: "Although not many consumers will know him by name, there is hardly anyone who won't be familiar with the countless logos, packaging and products he has worked on: from Apollinaris, Arzberg and 4711 to Laura Biagiotti, Jil Sander and Joop – over the years Peter Schmidt has lent his hand to major brands, which still bear his signature. He has also designed many magazines, including Harper's Bazaar. And the perfume bottle he designed for Jil Sander has even been featured from time to time in the New York Museum of Modern Art."

Schmidt was born in Bayreuth in 1937. After completing his studies in Kassel, he moved to Hamburg, where together with Waltraut Bethge he founded the Peter Schmidt Studios. He headed the agency for 30 years, establishing the Peter Schmidt Group, which now belongs to the BBDO Group. Peter Schmidt currently works with his partners Daniel Belliero, Marcel Zandée and Carsten Corleis, under the trade name THE STUDIOS – PETER SCHMIDT DANIEL BELLIERO MARCEL ZANDÉE CARSTEN CORLEIS, serving an international clientele.

His work encompasses everything from packaging to corporate design, from perfume flacons to brand consulting, book design, stage design and architecture.

Schmidt's most famous works are surely the Jil Sander logo and the minimalistic flacon for her first perfume. But with his innumerable other logo and packaging designs, he shaped the look of German consumer culture in the 21st century.

"Peter Schmidt enables brands to dance like a choreographer, transforming them into icons. He knows how to give them an incomparable identity that reflects the spirit of the times, yet is timeless," said Andrej Kupetz, Executive Director of the German Design Council, commenting on the award. "As one of Germany's most successful brand designers, Peter Schmidt set the course for decades, incisively influencing an entire generation of designers."

You'll find more information about Peter Schmidt's selection as "Personality of the Year" [here](#).

You'll find the current lists of winners and image material for download at <http://bit.ly/GDA2019>

### **A record number of entries**

In the categories of product and communication design, the German Design Awards 2019 once again noted positive growth: more than 5,400 projects were entered in the competition this year. Product and project submissions were received from 63 countries, with the share of international entries reaching 54 per cent. Accordingly, the international jury, consisting of representatives from the fields of industry, science and design, worked diligently to select the most impressive entries. In the end, they awarded Gold prizes to a total of 50 winners in the 55 categories.

The German Design Council is presenting all the winners of the German Design Awards 2019 in its online gallery at: [www.german-design-award.com/die-gewinner.html](http://www.german-design-award.com/die-gewinner.html)

### **Awards ceremony at the Ambiente trade show in Frankfurt**

The winners of the German Design Awards 2019 will be honoured at a festive awards ceremony in Frankfurt am Main on 8 February 2019, the opening day of the Ambiente trade show. Press credentials will be gladly accepted at [presse@german-design-council.de](mailto:presse@german-design-council.de).

### **Newcomer Award**

Excitement remains high as to which of the six finalists will win the "Newcomer Award": The winner will be announced during the awards ceremony on the opening day of the Ambiente trade show on 8 February 2017.

### **The German Design Awards**

The German Design Awards constitute the German Design Council's premium international prizes and one of the world's most renowned design competitions. "Since our founding in 1953, our primary task has been to observe, analyse and evaluate what is happening in design internationally," explained Andrej Kupetz, CEO of the German Design Council. "The winners each year not only exemplify the economic and cultural value of outstanding design, but they also provide direction and are representative of current themes and trends," Kupetz continued.

### **The German Design Council**

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer in the area of design. Currently, more than 300 companies belong to its foundation. The German Design Council was founded in 1953 on the initiative of the German Bundestag to support and enhance the design expertise of German industry. It pursues a wide range of activities with a single goal: to increase brand value on a sustained basis via the strategic use of design in communication.

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