

German Design Awards 2024

Schedule and supporting programme



When?

on 26 January 2024
1 - 7 p.m.

Where?

Kap Europa
Kongresshaus der Messe Frankfurt
Osloer-Straße 5
60327 Frankfurt am Main
Germany



Level 0

from 1 p.m.
Admission and accreditation

1 - 3 p.m.
Registration of the Newcomer finalists & “Gold” award winners at the “Stage Briefing” counter by 3 p.m. at the latest

Level 1

1 - 7 p.m.
Collection of the award documents “Special Mention” and “Winner” (“Gold” award winners receive their document on stage)

1 - 3:30 p.m.
Press photos

1 - 3:30 p.m.
Members' lounge

6 - 7 p.m.
Press photos of all “Gold” award winners and Newcomers

6 - 7 p.m.
Get Together

Level 2

1 - 7 p.m.
Interactive exhibition of the award-winning products and projects of the German Design Award 2024, as well as the Newcomer of the Year

1:30 - 3:30 p.m.
GDA Talks: From Design To Success!
(More informationen on [page 3](#))

6 - 7 p.m.
Get Together



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Level 4 - Hall Horizont

3:30 p.m.

Admission to the Award Show in the Horizont Hall on Level 4

4 - 6 p.m.

Award Show with honouring of the “Gold” award winners and the “Newcomer of the Year”



Musical accompaniment by MELANIN

Welcome by Saskia Naumann

Greetings by Prof. Mike Richter and Nicole Srock.Stanley

President of the German Design Council and Vice president of the German Design Council

Greetings by Detlef Braun

Managing Director Messe Frankfurt Exhibition GmbH

Handover of Awards by Lutz Dietzold

CEO Rat für Formgebung / German Design Council



Award Show part 1

Announcement and honouring of the “Gold” winners in the disciplines Excellent Architecture, Excellent Communications Design and Excellent Product Design

Award Show part 2

Announcement and honouring of the “Gold” winners in the disciplines Excellent Architecture, Excellent Communications Design and Excellent Product Design

Newcomer

Presentation of the five finalists and announcement of the Newcomer of the Year 2024

Group photo of all “Gold” award winners and Newcomer finalists on stage



German Design Awards 2024

GDA Talks: From Design To Success!



Level 2	Talk 1	Talk 2	Talk 3
1:30 - 3:30 p.m.	1:30 - 2:00 p.m.	2:15 - 2:45 p.m.	3:00 - 3:30 p.m.
Moderation: Valerie Präkelt	<p>Focus on: Business Impact of Design How can design become a lever for economic success?</p> <p>Ralf Holleis Director Industrial Design, CYBEX</p> <p>Oliver Kraemer Head of Design, Solitaire (BSH Home Appliances Group)</p> <p>Fabian Rothe Creative Director, Uniplan</p>	<p>Focus on: Digital Business Potentials and Design Innovations How to transform digital inventions into innovative designs?</p> <p>Federico Ferretti Head of Milan Experience Design Center (Haier Europe Design Center), Haier Europe</p> <p>HS Yang Head of Infotainment UX Department, Hyundai Motor Group</p> <p>Johann Dück Design Director, JOMOO Group</p>	<p>Focus on: Circular Economy & Sustainable Product Development How can we push circularity and sustainability through design?</p> <p>Nils Cala Member of the Board, Enders</p> <p>Dominic Sturm Industrial Design Lead, Co-Founder, FOND</p>