German Design Award 2017 – communication modules for participants

Text modules for the German Design Award – general

The premium prize of the German Design Council
The German Design Award is the top international prize of the German Design Council. Its goal: to discover, present and honour unique design trends. Therefore, every year, top-quality entries from product and communication design are rewarded, all of which are in their own way ground-breaking in the international design landscape. Launched in 2012, the German Design Award is one of the most well-respected design competitions in the world and is held in high regard well beyond professional circles.

Nomination
The competition sets the highest standards when it comes to selecting the prize-winners: thanks to the unique nomination process, products and communication design services are only invited to participate if they stand out demonstrably thanks to their design quality.

Categories for a broad design spectrum
To adequately reflect the diversity of our product and communication culture, the German Design Award is divided into the segments Excellent Product Design and Excellent Communication Design. These cover all aspects of daily life. The awards Gold, Winner and Special Mention are conferred in each of the competition categories.

Gold
The Gold award stands for international design excellence. This particular title is only awarded to the best of the best in each category of the German Design Award.

Winner
An adequate number of distinctions in each category will receive the Winner award. In each category of the German Design Award, the Winners are selected by a separate jury of experts.

Special Mention
The distinction Special Mention is awarded to works whose design features particularly successful sub-aspects or solutions – an award that honours the commitment of companies and designers.

The sponsor
The German Design Award is conferred by the German Design Council, Germany’s leading brand and design authority. Its mission is to present the latest developments on the German design scene. Established in 1953 as a foundation on the initiative of the German Bundestag, it supports the economy
in consistently achieving brand value through design. This makes the German Design Council one of the world’s leading competence centres for communication and brand management in the field of design. In addition to business associations and institutions, the exclusive network of foundation members includes, in particular, the owners and brand managers of many well-known companies.
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The German Design Award sets the highest standards when it comes to selecting the prize-winners: in the nomination process, panels of experts from the German Design Council invite only those products and communication design services to participate in the competition that demonstrably set themselves apart from their competitors thanks to their design quality.

All awards are determined during a two-day jury session.

Since its premiere in 2012, the German Design Award has grown rapidly: At the time, approximately 1,500 entries were presented to the jury. This year there were more than 4,000 entries, 49% of them in the area Excellent Product Design and 38% in the area Excellent Communications Design.

758 entries come from abroad.

A total of 45 products/projects from both categories were presented with the Gold award.

The jury

The jury of the German Design Award 2017 is made up of design experts from various disciplines. They come from the world of business, education and science as well as the design industry and are recognised leading authorities in their respective fields.

The jury members of the German Design Award 2017 are:

- Johannes Barckmann; Head of DESIGNSTUDIO, EDAG Engineering GmbH
- Prof. Anke Bernotat; Folkwang University of the Arts / founder Bernotat&Co Design Studio
- Prof. Lars Uwe Bleher; Member of the management board of Atelier Markgraph GmbH / Professor for New Media and Design, Darmstadt University of Applied Sciences
- Susanne Brandherm; Brandherm + krumrey interior architecture
- Prof. Mark Braun; Studio Mark Braun / Hochschule der Bildenden Künste Saar
- Mårten Claesson; architect and designer / founder and partner, Claesson Koivisto Rune Architects
- Lukas Cottrell; General Manager, Peter Schmidt Group GmbH
- Cees de Bont; Swire Professor for Industrial and Product Design / Dean of the School of Design at Hong Kong Polytechnic University (PolyU)
- Kitty de Jong; Senior Business Consultant / Board Member Bureau of European Design Association (BEDA); Association of Dutch Designers (BNO)
- Arturo Dell’Acqua Bellavitis; Politecnico di Milano/Triennale di Milano
- Prof. Peter Eckart; owner of unit-design GmbH, Frankfurt / Professor of Design at Offenbach University of Art and Design
• Barbara Friedrich; Editor in Chief, A&W Architektur&Wohnen
• Dina Gallo; Head of Design Management of TRUMPF GmbH + Co.KG
• Renan Gökyay; Board member of Nurus and leading Nurus Design Lab
• Prof. Oliver Grabes; Head of Design, Braun GmbH / Professor for Industrial Design, Bergische Universität Wuppertal
• Tobias Haug; Head of Design & Co-Innovation Center, EMEA at SAP
• Sebastian Herkner; studio Sebastian Herkner
• Nicole Huffer; Corporate Vice President Marketing Communications, SimonsVoss Technologies GmbH
• Armin Illion; illion. markensocietaet.
• Ruwen Kaminski; Head of Corporate Design, Festo AG & Co. KG
• Jun. Prof. Dr. Ing. Jens Krzywinski; Head of Centre for Technical Design, TU Dresden
• Jürgen Lewandowski; author and freelance journalist
• Prof. Andrea Lipp; Vice-dean, Transportation Interior Design, Reutlingen University, School of Textiles & Design
• Elke Malek; Head of Design, Hadi Teherani AG
• Bart Meeuwsen; Architect & Subject Matter Expert for User Experience Design at Microsoft Services
• Nicolette Naumann; Vice President Ambiente/Tendence, Messe Frankfurt GmbH
• Dr. Angelika Nollert; Director, Die Neue Sammlung – The International Design Museum Munich
• Silvia Olp; Head of Communications, Phoenix Design GmbH & Co. KG
• Reinhard Pascher; Creative director and founder of Pascher+Heinz
• Dr. Michael Peters; Managing Partner, Business consultancy Peters’ Projects Gmb
• Antti Pitkänen; Experienced Design Leader / Entrepreneur / Co-founder of Seos Design & Agile Work
• Lars Quadejacob; Deutsches Technikmuseum Berlin
• Prof. Hartmut Raiser; RAISERLOPES Architekten//Innenarchitekten / Professor for Interior Design, Hochschule Darmstadt – University of Applied Sciences
• Frank A. Reinhardt; far.consulting
• Gemma Riberti; Senior Editor WGSN Lifestyle & Interiors
• Prof. Mike Richter; co-founder iconmobile GmbH / Hochschule Darmstadt – University of Applied Sciences
• Martin Roth
• Andreas Rotzler; Chief Creative Officer Interbrand AG
• Prof. Karin Schmidt-Ruland; Burg Giebichenstein Kunsthochschule Halle – University of Art and Design
• Hartmut Schürg; Chief Brand & Design Officer, RECARO Holding GmbH
• Erik Spiekermann; Edenspiekermann AG
• Giovanna Talocci; Industrial and interior designer at TALOCCI DESIGN
• Aleks Tatic; Tatic Designstudio
• Philipp Thesen; Head of Design, Deutsche Telekom AG
• Michael Thomson; founder and Director of Design Connect
• Prof. Eku Wand; founder and President Director, PT tewa international / Professor for Media Design/Multimedia, Braunschweig University of Art
• Moni Wolf; Design Director, Microsoft Devices Group
• Jianjun Xie; President & Creative Advisor, Dongdao Creative Branding Group