

FACT SHEET



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Connecting Global Excellence

The German Design Awards bring excellence to the stage. And brings people together. From circular design to AI: this is where you can see how design is driving innovation and taking responsibility worldwide.

This award is more than just a competition. It is a stage, platform and network at the same time. It stands for design quality and community. It creates visibility for projects that present solutions today for the challenges of tomorrow and is a point of contact for all those who think strategically about design.

The focus is on an interdisciplinary, international jury. It evaluates with expertise and vision. Those who win here demonstrate design competence at the highest level and position themselves clearly in relation to the market, society and the future.

Focus: Transformation Driver Design

Design drives change. Whether sustainability, digitalization or demographic upheaval - design not only reacts, it provides impetus. From product development, architecture and communication to user experience: the German Design Awards make visible where design creates the future. The focus is on solutions that combine economic success with social impact.



Our Commitment to Sustainability

Whether in the office or at our events: Sustainability is part of our attitude. We rely on green electricity, recycled paper, climate-conscious partners and the shortest possible supply chains.

And we think ahead: after the jury meeting, many products are reused - a real contribution to the circular economy. In this way, the award also becomes a statement for resource conservation. Take part! For example, you can submit B-goods if you don't need your original back. Or travel CO₂-poor - we are happy to help with the planning.

Circular Design – A Statement for the Future

Circular design is no longer an extra, but a must. Those who think in terms of the circular economy are driving the transformation forward. And set an example. That's why there is now the new additional category "Circular Design". For projects that live the circular economy, we honor durable, recyclable projects that show how responsibility and good design go hand in hand.

Nomination and Submission

How does your project get to the German Design Awards? It's simple: via nomination or direct submission. The German Design Council continuously monitors international trends and developments and specifically invites outstanding projects that impress with their innovative strength and design quality to take part. You will then receive a personal invitation from us, including access data for the registration portal "**My Design Council**".

Would you like to apply independently of a nomination? No problem. Submit your project yourself. After review by our expert panel, you will find out directly whether your project meets the requirements. The following also applies here: Registration is limited to one category. If your project is not accepted, there are no costs.

Good to know: In the event of an award, service fees apply - for a comprehensive service package and full visibility on our stage for excellence. More on this from **page 22**.

Participation Requirements

Do you want to be part of the German Design Awards? Then submit your project - provided it has been published or launched in the last five years. Exceptions apply to the categories "Design Classics and Re-editions" and "Startup". Concepts are also welcome.

The jury takes a close look - especially at innovation and sustainability. Show what makes your project special when you submit it. After all, sustainable design has long been a key topic - and those who are transparent here score double points.

Are you certified? Do you have a sustainability report? Have you developed a product or building passport? What circular strategies have you implemented? The more clearly you present these aspects, the more informed the jury's assessment will be - and you will show that you take responsibility and stand out from the competition.

Benefits for Winners



Become Part of a Strong Network

With your award, you become part of a community of international design and innovation experts. At the Award Show, you'll connect with new people – those who, like you, design with foresight, courage, and relevance.

Our talk program focuses on key trend topics from the award-winning projects and gives you the stage to share your experiences, challenges, and learnings. Peer-to-peer, conversations arise on equal terms – across disciplines, industries, and cultures. And this is where the strength of the German Design Award lies: in the lasting exchange.



Celebrate your Success – at the Award Show

As a Gold winner, you get the big stage: Your moment, your project, your appearance – in front of an international audience from design, business, and media.

Or you bring your innovation into one of our trend talks. This isn't just about design; it's about ideas that move things forward.

At the German Design Awards, there are many forms of visibility – and each one is an opportunity to bring your project further into the world.



Get Inspired by Design Trends

An award like this is more than just a title – it's a visible sign of excellence. As a Gold winner, you'll be part of the exhibition at the Award Show.

Here, you'll encounter the most exciting developments shaping the international design scene – and become part of it.



Come to the Global Design Capital

February 2026 makes Frankfurt the center of the international design scene. With 25 years of Ambiente, the launch of World Design Capital Frankfurt Rhein-Main, and the German Design Awards, a concentration of design expertise meets global attention.

By applying for the German Design Awards, you become part of this unique moment – and use the stage where the design world will come together in 2026.

Benefits for Winners



Communicate your Success – with the Label

Show what your design stands for. With the official German Design Awards label, you can convince customers, partners, and your network of your design quality. You can use it flexibly – on your website, in presentations, on products, or in press work.

Our white paper „Communicating Awards“ gives you additional tips on how to strategically use the label and showcase it effectively. This way, your award becomes a real communications advantage.



Awarded with Value – with your Document

Your success deserves a strong appearance. At the Award Show, you will have the opportunity to be professionally photographed with your document – a moment that lasts.

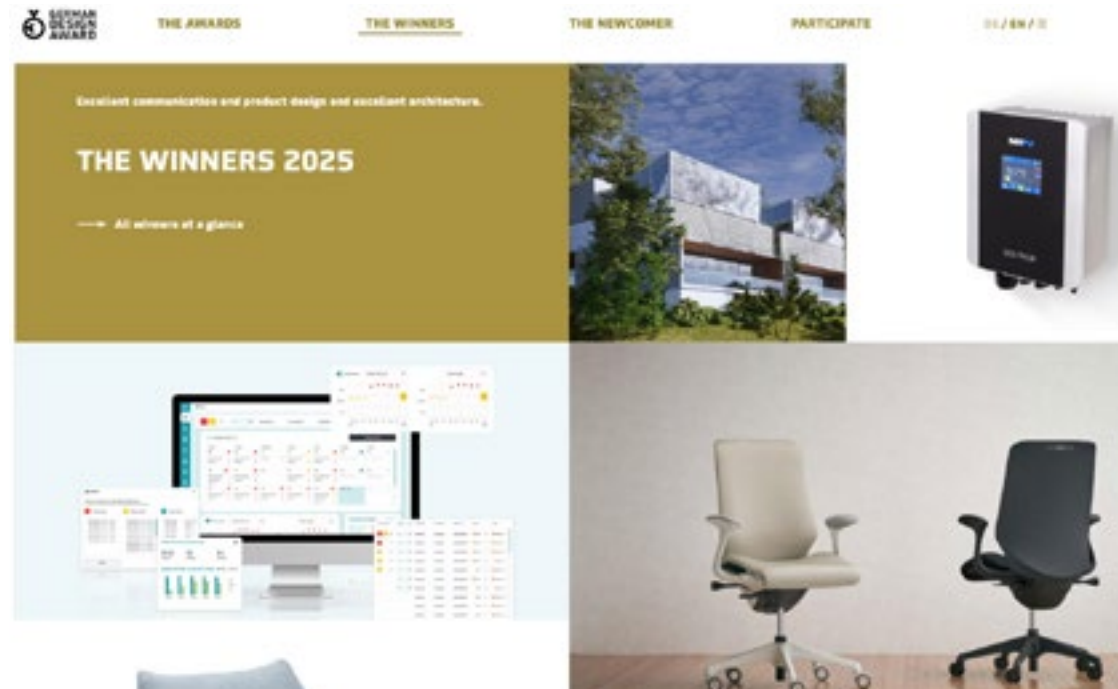
You will receive two high-quality framed copies that showcase your design achievement – whether in your showroom, at your booth, or in your company headquarters. A symbol of excellence that leaves a lasting impression.



The Award Sculpture – your Sign for Design Competence

As a Gold winner, you’ll receive an award sculpture – a visible symbol for outstanding design.

Whether at your booth or in your company headquarters, the sculpture sends a strong message and shows, at first glance, what your design stands for.



Permanent Presentation in the Online Gallery

Your award-winning project will be permanently presented in our online gallery at www.german-design-award.com – with a short text, photo, credits, and a link to your company website.

This way, your work stays visible – far beyond the Award Show. For customers, partners, and all those who are interested in excellent design.

Benefits for Winners



Use our Marketing Services for your Appearance

As a winner, you get exclusive access to our Marketing Services. This allows you to expand your award visibility with additional communication tools that make your project even more prominent.

Whether cubes, print products, or digital formats: You decide how to showcase your success.



Jury Statement & Press Kit – your Statement for the Award

With your award, you'll receive an official statement from the jury – published directly alongside your project in the online gallery.

Additionally, we provide helpful text blocks in both German and English for your press work and communication. This allows you to tell your success story in a well-founded and professional way.



Make your Project Stand Out – with your Clip

As a winner, you will receive a professional short clip of your project or product.

You can use it strategically for your communications – on your website, in presentations, or on social media. This way, you can show, at a glance, what your award stands for.



Benefit from our reach – and tell your story

Your award at the German Design Awards is more than just a title – it's a great starting point for your communications.

Use our social media channels and formats to bring your project into the spotlight. As a winner, you are part of our storytelling – and can share your success story with our international community. This way, you create reach that works – far beyond the moment itself.

Deadlines & Dates



Call for Entries	29 April 2025
Early Bird Deadline	13 June 2025
Deadline Grant Program	29 August 2025
Deadline for Registration	5 September 2025
Jury Meeting	25 + 26 September 2025
Notification of Jury Results	October 2025
Online Oallery Publication	October 2025
Awad Show & Exhibition	6 February 2026

Online Registration

Your registration for the German Design Award 2026 takes place via our portal „**My Design Council**“. If you don’t have an account yet, simply register with your email address.

After submitting your registration, you’ll receive a confirmation and an invoice for the registration fee via email.

Please Note:

In case of an award, additional service fees will apply – these cover the full benefits package for visibility on our stage for excellence.
All details can be found on **page 22**.

What you Need for your Registration

For your online registration, plan around 25 minutes. You’ll be asked for all the necessary information that will be used for the jury evaluation and, if awarded, for publication. This includes:

- Project name
- Project specification (German / English)
- Description text (German / English, max. 650 characters)
- Website
- Date and location 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)

Good to know: All content you submit – texts, images, and project data – will be used in the same form for the jury session and, if awarded, for the on-line gallery, publications, or press work. Be sure to provide accurate and high-quality information.

Registration Fees

Early bird registration until 13 June 2025	€ 390.00*
Regular registration	€ 490.00*
Registration after 5 September 2025	€ 590.00*

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

Registration Deadline 5 September 2025

Optional Nominee Package

Early Visibility. Strategically Positioned

Nominated? Now is the moment to make your project visible.
With the optional Nominee Package, you present your design competence early and show that your project is on the radar of the international design scene.

Here is what's Included:

- **Official nominee label** for use across all channels
- **Personalized document** as a PDF for internal and external communication
- **Press modules** in German and English for your media work
- **Whitepaper for nominees** with tips on strategically using your nomination
- **NEW: Social media frames** for various platforms

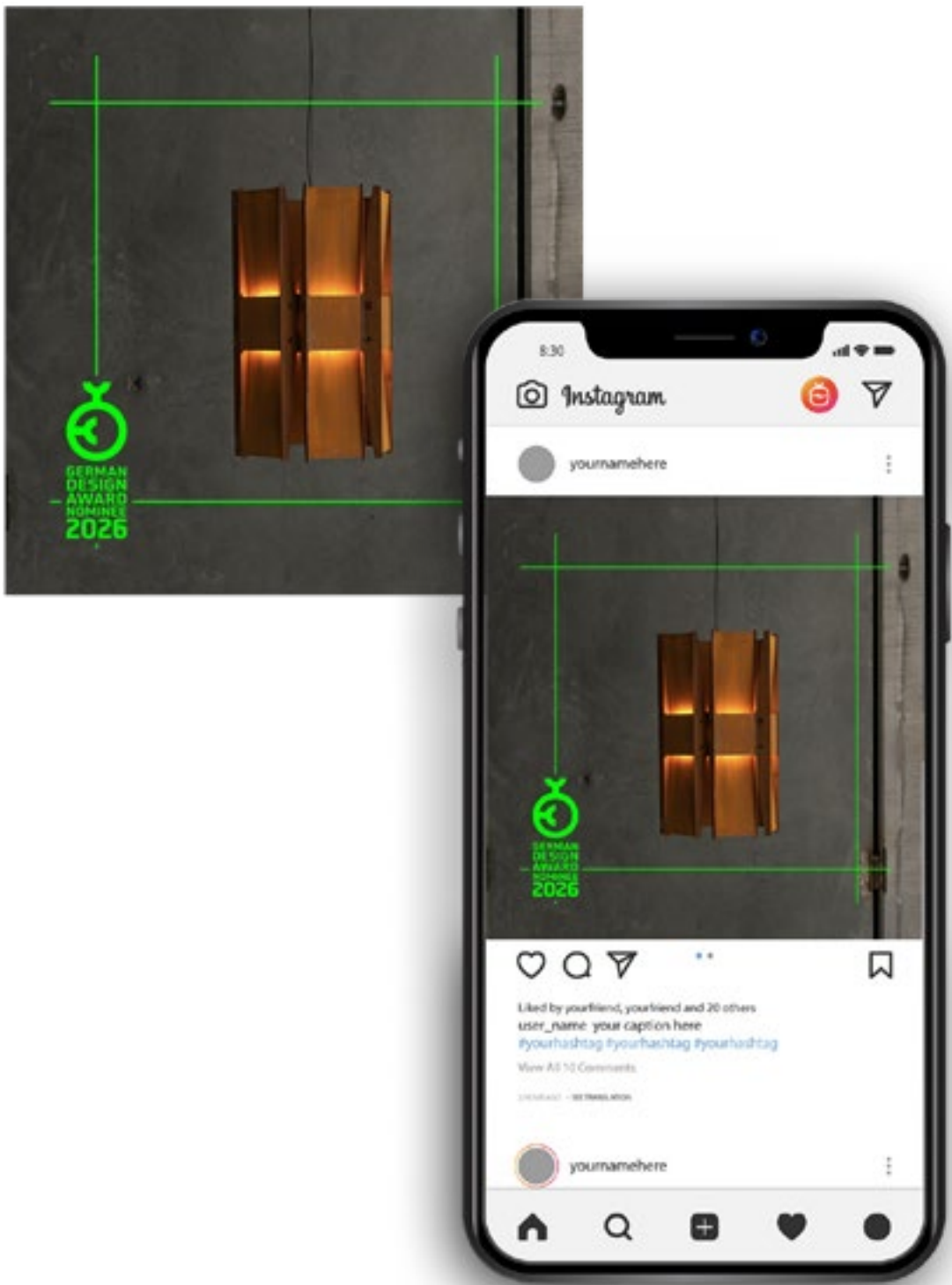
Your project has potential – the Nominee Package will bring it into the public eye.

Fees for the Optional Nominee Package

Optional Nominee Package	€1.950,00*
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* All prices are per project and do not include the applicable value-added tax.

Bookable directly when registering or subsequently until the end of October 2025 via our **online form**.



Disciplines

Three Disciplines. One Stage. Endless Opportunities.

The German Design Awards are divided into three main disciplines – each strong on its own, together showing how diverse and impactful design is today. Whether architecture, communication design, or product design – in all areas, quality, innovation, and the concrete contribution to societal and economic progress matter.

What they all have in common: All disciplines show how design is changing our world. The German Design Awards make this diversity visible – as an international stage for excellence and impact.



Excellent Architecture

You design spaces where people feel comfortable, move, and orient themselves – whether it's a house, a city district, a hotel, or a landscape. Here, it's not just about form, but also about your attitude toward the built environment. With your project, you show how architecture today takes responsibility – functionally, aesthetically, and socially.

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Excellent Communications Design

You develop brands, media, or interfaces that touch people – visually, linguistically, conceptually. Whether analog or digital: If your design tells a story, communicates, and builds relationships, then this is the stage for you. This stage is for projects that understand design as a communication tool – and actively shape the dialogue with the world.

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Excellent Product Design

You design products that not only look good but also improve everyday life – from furniture design to mobility, from wearables to technology. If you recognize real needs and solve them smartly and sustainably, this discipline offers you the right stage. It's about design that convinces – in usage, in the market, and in thinking.

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Additional Categories

Circular Design

Resources are limited. Your responsibility is not. Circular Design is no longer an option, it's an attitude – and is now made visible with its own additional category in the German Design Award. Here, we award projects that think material, function, and lifecycle in a circular way. If you design today the way production must happen tomorrow, you show innovation and foresight.

Does your project fit into this category?

Is it modular, repairable, recyclable, or designed for a second life in the circular economy? Does it show how design works as part of a system? Then this stage is made for you.

How the evaluation works:

After your registration, you'll receive an additional questionnaire. Here you can provide proof, such as labels, certifications, or product passports – giving the jury the opportunity to assess your project properly.

What you gain:

Circular Design projects are highlighted at the Award Show as examples of future-oriented and responsible design. You not only gain visibility, but you also reach the international design community that is actively looking for such solutions.

Service Design

The best service is often invisible – but always felt. Service Design takes design a step further: not as a product or space, but as a holistic experience. You design processes, interfaces, and interactions so that they are meaningful, understandable, and accessible to people – while also helping organizations act more clearly, efficiently, and humanely. With the new category, Service Design, the German Design Award brings this forward-thinking discipline to the stage. We award projects that convince with intelligent structure, empathetic thinking, and consistent user orientation.

What it's about:

Service Design is interdisciplinary – at the intersection of design, business, technology, and society. It's process-oriented – from idea to execution. It's user-centered – with real value. And it's systemic – because service today is more than a touchpoint: it's a connected experience.

Is your project a fit?

Perhaps you've redesigned a patient experience in healthcare. Or a service process in education that allows real participation. Perhaps you've developed a digital platform that convinces people with clarity and relevance – or an internal company process that reorders complex structures. If your project shows how services become better, fairer, or more sustainable through good design, then it belongs here – on the stage of the German Design Awards.



Please Note:

If your project is additionally awarded in one of the subcategories like Circular Design or Service Design, a separate service fee will apply for the additional benefits package. You'll find more details on [page 22](#).

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 – Public

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

Architecture – Residential

Conceptual designs for residential buildings, master plans, architectural concepts, construction projects under construction, 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 – Public

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

Interior Architecture – Residential

Interior design, private and residential buildings, 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.

Startup

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

AI in Communications Design

Concepts, imagery, sounds, moving images, texts, etc.

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 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.

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, screensavers, 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 microsites, blogs, onlineshops, etc.

Categories

Product Design

AI in Product Design Processes

AI-supported or AI-generated concepts, prototypes, processes, 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, 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.

Startup

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

How to Convince the Jury

In the registration process, you choose how you want to present your project to the jury. In many categories, you can choose to submit an original product or a digital submission. In some categories, digital submission is mandatory.

Important for your Chances of Success:

The jury needs to assess many projects in a short amount of time. The clearer you convey your idea and its uniqueness, the better it will be noticed – especially for digital submissions.

For example, if you’ve implemented a particularly sustainable design process, think about how to make that visible at first glance – even without a personal explanation or physical product.

For your guidance, we’ve put together best-practice examples that show what a convincing submission looks like. This way, you can prepare your materials optimally and increase your chances of winning.

Download Best Practices

Password for download: GDA2026!

PDF Presentations and Video Clips

To present your project or product optimally to the jury, you can submit a PDF presentation and/or a short video clip.

Since our jury is internationally composed, all content must be in English to ensure your project is understood and assessed correctly.

Here is what’s Important for your Upload:

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

Please name all files with your project ID (e.g. GDA2026-XXXXX) and upload them via the link in your registration confirmation.

Upload until:
12 September 2025

Websites

In the “Web” category, the jury will review your website across different devices – desktop, tablet, and smartphone. To ensure all content is correctly evaluated, your website must also be available in English.

You can easily provide the URL during registration. If you encounter any issues or need to make changes later, feel free to contact us directly at: gda@gdc.de.

The website URL is provided directly during your registration. Ensure that all content is accessible and complete at the time of the jury evaluation.

Entering the URL:
Directly with the registration

Apps

To evaluate your app, the jury tests it on various devices. Please provide a working download link for your app – ideally already during registration.

If your app is password-protected or paid, please provide a demo version. Send access codes or unlock codes via email directly to gda@gdc.de so we can ensure that your app is fully installed and accessible for the jury session.

The download link for your app must be submitted with your registration. If you experience technical issues, feel free to contact the German Design Award team.

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

Delivery for the Jury Meeting Original Exhibit

Whether your submission can be delivered or must be assembled yourself depends on the size of your exhibit. You can easily provide the measurements and weight during the online registration.

After your registration, you will receive a confirmation with all the important information – customized to your submission. This way, you’ll know exactly how the delivery and pickup for the jury session will be organized.

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
8 – 16 September 2025
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
22 & 23 September 2025
9:00 a.m. to 4:00 p.m.

Vehicles:
Delivery directly to the jury session location
24 September 2025
9:00 a.m. to 4:00 p.m.

Logistics Partner (Sizes S & M)

Sempex Deutschland GmbH
German Design Awards 2026
Project ID: GDA2026-XXXXX (always specify!)
Wurzelstraße 2
60327 Frankfurt/Main
Germany

Pick Up

Pick up original items sizes S & M
at our logistics partner
6 - 10 October 2025
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
29 & 30 September 2025
9:00 a.m. to 4:00 p.m.

Vehicles:
Pick up directly at the location of the jury meeting
26 September 2025
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 2026
Project ID: GDA2026-XXXXX (always specify!)
Goethestrasse 5
63067 Offenbach/Main
Germany

Please Note:

We do not have our own storage facilities. Therefore, it’s important that you specify what should happen to your exhibit after the jury session during your registration.

If your project is not picked up on time, we will store it for a maximum of 10 working days at a cost. After that, we will either dispose of it or – if possible – donate it. Please make a decision early regarding the fate of your product.

Disposal / Donation

You can specify during registration whether you want to donate your exhibit afterward – for example, to a social thrift store. Alternatively, you can choose proper disposal, such as for smaller samples or print products.
This helps make the jury session more sustainable. We’re happy to assist you throughout the entire process.

Shipping from China:

If you are shipping from China, please contact our team in Shanghai beforehand at info@gdc-sh.cn. They will assist you with all the relevant information.

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.

All members of the German Design Awards 2026 jury can be found at our website:
www.german-design-award.com



„Circular Design is about keeping products and materials in the use for as long as possible. But it’s also an imperative that we rethink how we design and use products.“

Julie Hjort

Director of sustainable transformation,
Danish Design Centre

Jury member 2025 for Excellent Product 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 2025 for Circular Design



„The diversity of jurors from different countries and design fields has been key to success, offering varied perspectives and fostering rich discussions on what defines good design.“

Juliet Kavishe

Vice President, International Council of Design
Executive Board Member, Pan African Design Institute

Jury member 2025 for Excellent Product Design

Jury Meeting

Evaluation Criteria

The entries 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.

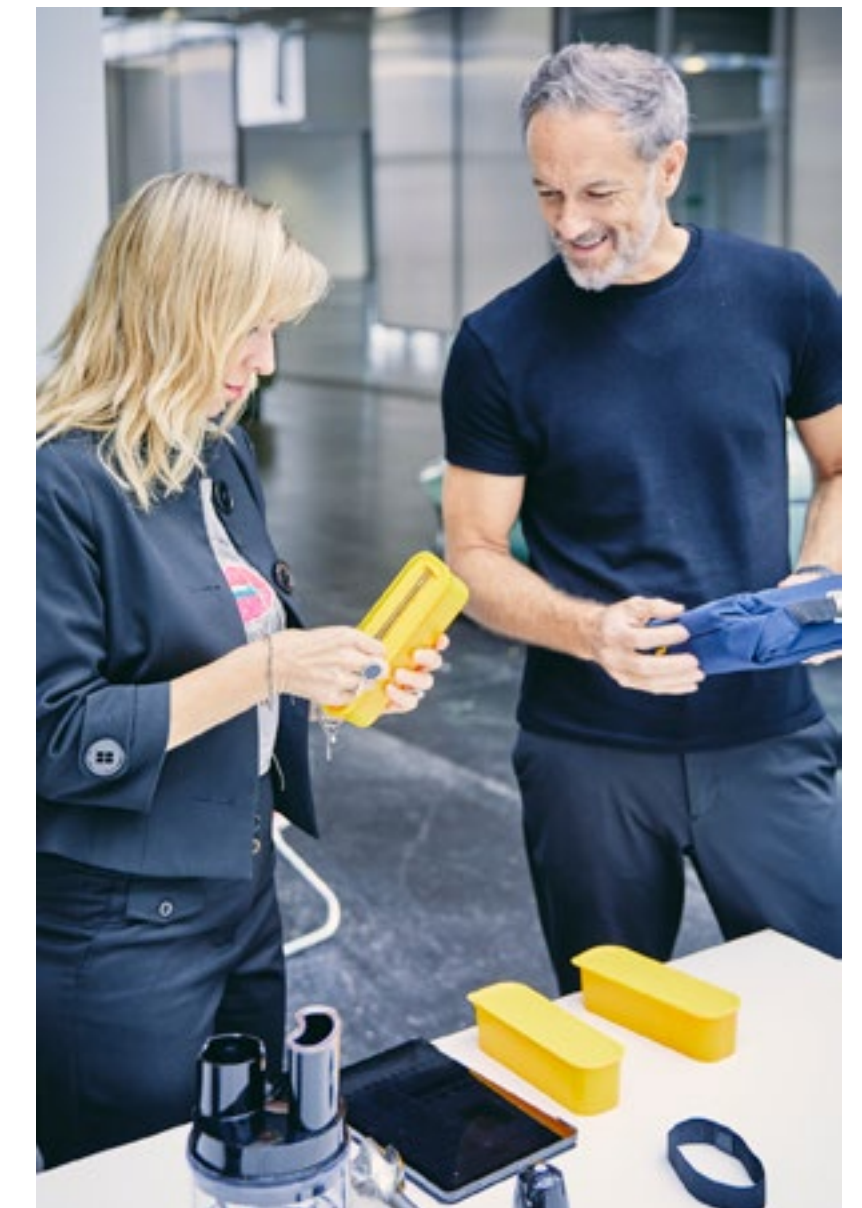
Distinctions

The jury can award 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 2025 [here](#).



Award Show

Your Stage for Visibility and Exchange

An award is only as strong as the moment it is celebrated. The German Design Award's Award Show brings international designers, brands, media, and decision-makers together. It provides space for what design drives.

At the Panorama Hall of Messe Frankfurt, around 1,600 guests gather every year. A stage for the awarded, but also for ideas that move.

What you can expect:

- Official recognition of the Gold winners
- Exhibition of the award-winning projects to experience and discuss
- Talks and panels with perspectives from practice, research, and business
- Networking with substance on an international level and eye to eye
- Interesting perspectives and impulses from the Newcomer of the Year as well as exciting insights from industry experts with the Personality of the Year

You will be part of a day when not only awards are given, but also discussions, networking, and celebrations take place. An event that you don't just visit but help shape.

Watch the video of the Award Show 2025 [here](#).



If you win, you will receive a comprehensive service package to communicate your success and make the most of the award’s added value.
By registering for the award, you agree to any service fees that may apply.

		Optionally: Nominee Package	Winner Package	Gold Package
Label	Unlimited use of the label for your communication efforts.	✓	✓	✓
Documents	You will receive two personalized documents.	✓	✓	✓
Communication Tools	You’ll get a white paper and text blocks for your press and social media communication.	✓	✓	✓
Online Gallery	Your project or product will be presented with a short text, photo, credits, and a link in our online gallery.		✓	✓
Marketing Services	You will have access to our extended Marketing Services.		✓	✓
Award Show	You will be invited to the Award Show** in February 2026.		✓	✓
Press Photos	At the Award Show, you can have professional photos taken in front of the photo wall.		✓	✓
Jury Statement	You will receive an official short statement from the jury about your award.		✓	✓
Individual Clip	You will receive a short clip about your project or product – for free use on social media.		✓	✓
Exhibition	Your project or product will be displayed in the German Design Awards exhibition at the Award Show.			✓
Social Media Ad	We will create a targeted ad for your project or product on Meta, including a link.			✓
Award Sculpture	As a Gold winner, you will receive a high-quality award sculpture with the „Gold“ label.			✓
Presentation on Stage	Your award will be officially presented to you on stage at the Award Show.			✓
Excellent Architecture		€1,950.00*	€ 3,300.00*	€ 4,300.00*
Excellent Communications Design		€1,950.00*	€ 2,900.00*	€ 3,900.00*
Excellent Product Design		€1,950.00*	€ 4,200.00*	€ 5,200.00*

* * 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.

Grant Program

Good Ideas Need Fair Chances

Not every excellent project comes from a large company. That's why the German Design Council specifically supports small businesses and freelancers with a transparent funding program that fully waives the service fees if awarded.

What we want:

Good ideas should be visible – regardless of budget. Your contribution to the design landscape matters.

Who can participate?

Do you work as a freelancer or run a small business with a turnover of no more than €100,000 in the years 2023 and 2024 Then you can apply for funding.

How it works:

- Submit your application via our **online form** by **August 29, 2025**.
- After review, you will receive confirmation that the fees are waived if awarded.

You want to contribute – we'll create space for you. The funding program is our contribution to an open, diverse design culture.



burggrafburggraf with Gold award for „MIRUM® Edition“
Supported by our funding program at the German Design Awards 2024



studio senseday with Gold award for „Disputiful – Corporate Identity“
Supported by our funding program at the German Design Awards 2025

Contact Information & Contact Persons



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

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The German Design Awards work with a growing number of representatives in various countries – they are your direct contact points and support you with questions about sub-missions and participation.

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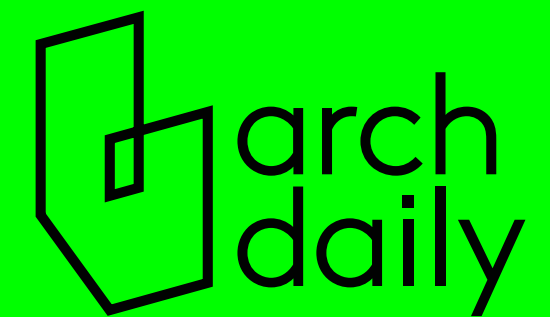
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