

Designpreis Deutschland 2010

INVITATION TO THE DESIGN AWARD OF THE FEDERAL REPUBLIC OF GERMANY 2010

The Competition

for the Prize of Prizes



Rat für Formgebung
German Design Council



Federal Ministry
of Economics
and Technology



The Prize

of Prizes

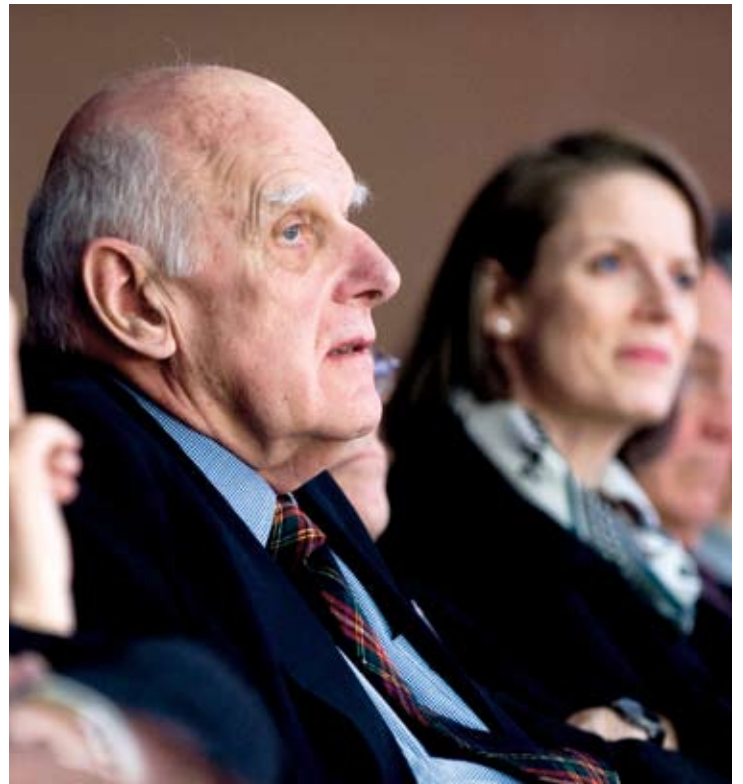
THE DESIGN AWARD OF THE FEDERAL REPUBLIC OF GERMANY is the country's highest distinction in the field of design. It is known as the »Prize of Prizes«. The reason: no other design award sets such strict criteria on entries. Thus, a company can only enter the competition for the Design Award if its product has already been awarded a national or international design prize. Another precondition for entry is that companies must have been nominated by the Ministries and Senators of the Federal States and by the German Design Council on behalf of the Federal Ministry of Economics and Technology.



German Design Council Rat für Formgebung

THE DESIGN AWARD is sponsored by the Federal Ministry of Economics and Technology and was given for exceptional international achievements in the field of product design as the »Federal Prize for Good Form« for the first time in 1969. Since 2006, it has been presented annually under the name »Design Award of the Federal Republic of Germany« for outstanding achievements in the field of product and communication design, as well as to a celebrity from the world of design.

The German Design Council »Rat für Formgebung« is in charge of the organization and presentation of the »Design Award of the Federal Republic of Germany«. The Council was formed in 1953, by resolution of the German Parliament, to meet the increasing demand from business for information on the theme of design. Today, the German Design Council is one of the world's leading competence centres for communications and know-how transfer in the field of design. The Council helps economy use design to successfully position themselves on the market, through competitions, exhibitions and various consultancy services.



Presenting the very best of product and communication design

FOR 40 YEARS the design award illustrates international top achievements of the design. The long-term success of recent prize-winners and the high consumer relevance of the award have led to a number of registrations in 2009, namely 1,240 products from product and communication design segments. To take due account of the increasing number of entries from the field of communication design, from 2010, the Design Award will be given up to 25 times for examples of outstanding communication design and up to 25 times for examples of outstanding product design. Per category, a maximum of twenty entries can be selected for the Design Award in Silver and a maximum of five for the Design Award in Gold. This reflects the high standards set by the jury for an award. The independent jury of renowned international experts will be appointed by the Federal Ministry of Economics and Technology.

In the future, the »Design Award of the Federal Republic of Germany« will include a special award for an outstanding young designer in addition to the award for a celebrity from the world of design.



The competition

for the best

WITH YOUR HONOURING in a famous design competition you have already proved your design competence. As a »Design Award of the Federal Republic of Germany« participant, you will be now competing against the best and are entitled to use the Nominee label. Support the positioning of your products in the market with the label »Nominated for the Design Award of the Federal Republic of Germany 2010« and use this unique differentiation sign. Enter the competition for the Prize of Prizes!

Invitation

The Design Award of the Federal Republic of Germany is announced by the Federal Ministry of Economics and Technology as the official design award of the Federal Republic of Germany. The German Design Council is responsible for organizing and presenting the Prize. The Design Award of the Federal Republic of Germany is given in recognition of top achievements in the fields of product design (series products from all sectors) and communication design (analogue and digital media, as well as 3D and live communication).

Procedure

The competition is only open to entries that have been nominated for the Design Award of the Federal Republic of Germany by Ministries or Senators for Trade and Industrie of the German states and by the German Design Council on behalf of the Federal Ministry of Economics and Technology. The number of nominations is unrestricted. Only products from the fields of product design (series products from all sectors) and communication design (analogue and digital media, as well as 3D and live communication), which have emerged from a state competition, from a selection procedure (jury system) or an international competition, will be accepted for the competition for the Design Award of the Federal Republic of Germany. In this connection, only those products or achievements will be admitted that were available on the market at the time of nomination and that were launched no longer than five years previously.

Registration

The German Design Council will inform the companies in writing about their nomination that they have the chance to take part in the competition. Upon nomination each company will receive an individual login and password, plus a Product ID for each nominated product. Registration for the Design Award is made by entering the individual login and password at »www.designpreis.de« online. The terms and conditions of entry to the Design Award of the Federal Republic of Germany 2010 can be downloaded as PDF file from the Internet at »www.designpreis.de«.

Jury

An independent jury of experts selects the winners of the Design Award of the Federal Republic of Germany. The jury is made up of representatives from industry, the universities, the design world and the media. The jury is appointed by the Federal Ministry of Economics and Technology.

Jury members

- » Mirko Borsche, Buero Mirko Borsche
- » Achim Bölstler, Head Designer of WMF Württembergische Metallwarenfabrik AG
- » Johannes Erler, Member of the Management Board of Factor Design AG
- » Dr. Jochen Hahne, Managing Director of Wilkhahn Wilkening + Hahne GmbH + Co. KG
- » Roland Heiler, Managing Director of Porsche Design GmbH
- » Robert Klanten, Creative Manager of Die Gestalten Verlag GmbH + Co. KG
- » Philipp Mainzer, Managing Director of e15 Design and Distributions GmbH
- » Prof. Jochen Pläcking, Managing Director of kleinundpläcking group GmbH
- » Nicole Srock-Stanley, Managing Director of dan pearlman markenarchitektur GmbH
- » Moni Wolf, UX Director of Device Strategy & Commercialization Microsoft Mobile Communication Business BC

Judging criteria

The products and services should stand out due to their particularly outstanding features from the following standpoints:

- » Ergonomics
- » Functionality and user friendliness
- » Utility value
- » Overall concept
- » Design quality
- » Innovativeness
- » Longevity
- » Brand value and branding
- » Ecological compatibility and quality
- » Product aesthetics
- » Product graphics and semantics
- » Safety and accessibility
- » Symbolic and emotional content
- » Technical quality, technical function, production techniques and quality

The above order does not imply any rank order for the jury's judging criteria. The jury is free to choose the weighting of the individual criteria. All entries that have been submitted in due form and time will be presented to the jury for judging. Participating companies will receive a written notice of the results of the judging. The judges' decision is final.

Closing date for registration: 31 July 2009

Services and costs

Label

Once registered, companies are entitled to make unrestricted use of the official Nominee label for communicating and advertising the product.

Catalogue

The catalogue of the Design Award of the Federal Republic of Germany will be published in February 2010 and be available in the book trade and via international sales channels. All prize-winning products will be included with a text and photograph on four pages. Additionally, all nominated companies are invited to present their entry on an additional page with a brief bilingual text and photograph, plus contact details, for the price of € 680.00 (including translation). The catalogue will be designed by the German Design Council on the basis of the participant's photographs and copies.

Website

The award-winning entries will also be published in an online catalogue with a photograph and copy at »www.designpreis.de«. Additionally, nominated companies are invited to present their entry in the online exhibition with a brief bilingual text and photograph, plus their contact details, for the price of € 80.00 (including translation). This presentation can be renewed annually.

Award ceremony and exhibition

The Federal Ministry of Economics and Technology will present the Design Award of the Federal Republic of Germany at a public ceremony in February 2010. With over 1.000 participants from politics, business and the press, the presentation ceremony for the Design Award of the Federal Republic of Germany is one of the most important design events of the year.

The awards ceremony will be accompanied by a Design Award exhibition with all winning entries at Ambiente – International Frankfurt Fair 2010. With over 135,000 visitors, Ambiente is one of the world's biggest consumer-goods fairs. Subsequently, the exhibition will be shown to the general public in a variety of towns and cities.

PR work for the competition

The Design Award of the Federal Republic of Germany will be accompanied and supported by extensive press and PR activities. The German Design Council has excellent contacts to print and online media in Germany and abroad. For the winners of the Design Award of the Federal Republic of Germany, we will develop customized joint ventures with the media in cooperation with representatives of the press.

Costs

The cost structure of the Design Award of the Federal Republic of Germany 2010 is split into two parts: product and communication design.

Entries in the product design category

Registration fee for the competition			
per entry			€ 180.00
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Additional organization fee for product	S	€	50.00
handling in connection with the meeting	M	€	100.00
of the jury, per entry*	L	€	150.00
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* The organization fee for product handling during the meeting of the jury is based on the size of the product entered. This lump-sum fee will also be charged if the company itself assembles the product.

Size S: products up to 1 m³ and up to 50 kg
Size M: products up to 2 m³ and up to 100 kg
Size L: products over 2 m³ and over 100 kg

Entries in the communication design category

Registration fee for the competition
per entry € 180.00

Additional organization fee for processing
and preparing digital projects € 50.00

The participants will be sent an invoice for all these fees. All prices are per entry, plus value added tax at the current rate. Only entries for which all the fees due have been paid will be admitted to the judging.

Entries received between 31 July and 12 August 2009 will be charged a registration fee of € 240.00.

Services for the winners

The Federal Ministry of Economics and Technology will present the winners of the Design Award of the Federal Republic of Germany with a certificate and a sculpted award at a special ceremony. The award-winning entries will be presented to the press and public in the exhibition for the Design Award of the Federal Republic of Germany. Additionally, winners are entitled to use the label »Design Award of the Federal Republic of Germany« without restriction for their communication activities and will be integrated into wide-ranging press and PR activities.

All winners will be portrayed in detail with text and a photograph on four pages in the catalogue of the Design Award of the Federal Republic of Germany. A single charge will be made for the presentation in the catalogue of the Design Award of the Federal Republic of Germany and for inclusion on the internet site:

Catalogue entry, 4-pages
at € 680.00 per page € 2,720.00

Online exhibition € 80.00

Insurance

The organizer will accept no liability for the assembly of products delivered in a dismantled state. The same shall apply to the dismantling subsequently needed for return transport. There shall be no liability for loss or damage of the item, unless it is the result of a deliberate act of the German Design Council, its lawful representatives or employees; the liability of the German Design Council in respect of gross negligence is limited to a maximum of € 3,000.00. It is the responsibility of participants to take out all necessary insurance for their submitted items.

Product design competition entries

Original products, models or, in exceptional cases, large format photographs and documentary materials may all be submitted for the competition. All products and their packaging must be marked with their Product ID. The participant must pay all costs of delivery and collection. Products must be securely packed using reusable packing materials. If this is not the case, the German Design Council accepts no responsibility for any damages incurred in transit when items are being returned. The German Design Council undertakes to inform the participant immediately if any damage due to transport is visible on receipt of the products or other items.

Original products

A leaflet describing the product in detail should be enclosed with the original product. Products cannot be assembled on walls or ceilings for structural reasons. Please deliver your products with batteries or illuminants if necessary. Should you send your products from outside Germany, please arrange for all necessary customs formalities to be completed at your cost and declare your consignment as an exhibit for temporary import into the Federal Republic of Germany. The shipping documents must contain the internationally accepted abbreviation »ddp« (delivered duty paid). A proforma invoice with the value of the goods must also be included with the shipment.

Delivery of original products: The products must be delivered to the Cargo Centre of Frankfurt Fair between 9.00 a.m. and 4.00 p.m., Monday to Friday, from 3 to 14 August 2009.

Collection of original products: All products must be collected in Frankfurt Fair and Exhibition Centre between 9.00 a.m. and 4.00 p.m., Monday to Friday, from 31 August to 11 September 2009. All entries must be collected by entrants within this time. Entries not collected by entrants within this time will be sent back at the cost of the entrants concerned via a forwarding agent (DHL) instructed by the German Design Council or disposed of at their cost. On request, products in size S can be sent back to entrants in the EU immediately after the meeting of the jury. The German Design Council charges € 40.00 per entry for this.

Address for deliveries:

Rat für Formgebung | German Design Council
Design Award/Product ID: (please state in all cases)
DHL Cargo Centre
Anja Mewes
Ludwig-Erhard-Anlage 1 | D-60327 Frankfurt am Main

Please note that products cannot be accepted before 3 August 2009.

Assembly by entrants

The German Design Council will assume responsibility for handling smaller products (Size S). In the case of larger products (from Size M), entrants must arrange for the products to be unpacked and packed in Frankfurt and, if necessary, for them to be assembled/dismantled. Product assembly by entrants must be carried out in Room Inspiration of Hall 10.2 at Frankfurt Fair and Exhibition Centre between 9.00 a.m. and 4.00 p.m. on Friday, 14 August, or on Monday to Tuesday, 17 to 18 August 2009. Entrants must provide any aids required, e.g., fork-lift truck, ramps, etc., themselves. In the case of oversized and very heavy products, please contact the German Design Council before delivery is made.

Collection of self-assembled entries: All entries must be collected from Room Inspiration of Hall 10.2 at Frankfurt Fair and Exhibition Centre between 9.00 a.m. and 4.00 p.m. on Monday, 24 August, to Tuesday, 25 August 2009. All entries must be collected by entrants within this time. Entries not collected by entrants within this time will be stored at their cost (€ 40,00 per day and product).

Vehicles

Vehicles must be delivered to Frankfurt Fair and Exhibition Centre between 9.00 a.m. and 4.00 p.m. on Tuesday, 18 August 2009. Any special information about vehicle delivery will be sent after completion of the registration formalities. Vehicles must be collected between 2.00 a.m. and 5.00 p.m. on Friday, 21 August 2009.

Communication design competition entries

All products and their packaging must be marked with their Product ID. The participant must pay all costs of transporting. Products must be securely packed using reusable packing materials. If this is not the case, the German Design Council accepts no responsibility for any damages incurred in transit when items are being returned. The German Design Council undertakes to inform the participant immediately if any damage due to transport is visible on receipt of the products or other items. It is not planned to return the entries and, if required, this must be agreed individually with the organizer. On request, entries can be sent back to entrants in the EU immediately after the meeting of the jury. The German Design Council charges € 40.00 per entry for this.

Original products

Brochures, catalogues or books can be sent as original copies. Please mark your entries clearly with the received Product ID.

Two-dimensional entries

Two-dimensional works or two-dimensional presentations of entries may be submitted on max. four A2 charts (each work must be marked with the appropriate Product ID).

Please note that no competition entries can be accepted before 10 August 2009.

Digital work

File formats: GIF, JPEG, TIFF, PDF, MPEG 4, Quick Time, AVI or MOV. In the case of websites, please give the URL when registering online.

Digital works must be sent, together with the registration/ copy of the online registration on a CD marked clearly with the Product ID to the German Design Council until 31 July 2009.

Address for deliveries:

Rat für Formgebung | German Design Council
Design Award/Product ID: (please state in all cases)
Ludwig-Erhard-Anlage 1 | D-60327 Frankfurt am Main

Overview

Registration deadline

» 31 July 2009

Delivery of entries

Product design

- » Original products: 3 – 14 August 2009, Monday to Friday, from 9.00 a.m. to 4.00 p.m.
- » Self-assembly: 14 August and 17 – 18 August 2009, from 9.00 a.m. to 4.00 p.m.
- » Vehicles: 18 August 2009, from 9.00 a.m. to 4.00 p.m.

Communication design

- » Original products and two-dimensional entries: 10 – 14 August 2009, Monday to Friday, from 9.00 a.m. to 4.00 p.m.
- » Digital entries: by 31 July 2009

Judging

» 20 and 21 August 2009

Collection of entries

Product design

- » Original products: 31 August – 11 September 2009, Monday to Friday, from 9.00 a.m. to 4.00 p.m.
- » Self assembly: 24 – 25 August 2009, from 9.00 a.m. to 4.00 p.m.
- » Vehicles: 21 August 2009, from 2.00 p.m. to 5.00 p.m.

Notification of the judging results

» September 2009

Award ceremony and exhibition

» 12 February 2010



Organized by

Rat für Formgebung | German Design Council
on behalf of the Federal Ministry of Economics and Technology

Contact address

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