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DESIGN PLUS

powered by: **light+building**

DESIGN PLUS

2020

CALL FOR

ENTRIES



messe frankfurt

Connecting. Pioneering. Fascinating.

What is more exciting than presenting state-of-the-art design on a global platform? Simple: getting an award for it! Design Plus – powered by Light + Building – focuses on placing products with high aesthetic design standards and visionary technical innovation into the spotlight.

All Light + Building exhibitors are invited to submit their creations for participation in Design Plus. The competition also specifically invites students and young creative graduates to apply. Forward-looking ideas and energy-charged solutions are in with a great chance.

A renowned expert jury will select its favourites from the submitted products. The criteria: design, ecology, innovation. The Design Plus Awards will be presented during Light + Building (8 to 13 March 2020) in Frankfurt am Main, with an exclusive area being set up as part of the world's leading trade fair. The winning products will be exhibited there for the entire duration of the fair.

For the winners, Light + Building is a prominent platform to showcase themselves and their products to a broad, international audience of experts. For up-and-coming designers, the award also offers great potential to network with industry representatives.

We look forward to an exciting competition with many submissions and innovative products, and we wish all the participants great success in Design Plus powered by Light + Building 2020.

Wolfgang Marzin
CEO of Messe Frankfurt GmbH

Andrej Kupetz
CEO of Rat für Formgebung



Your benefits

Use the “Design Plus powered by Light + Building” award to stand out from the competition and thus contribute to your own brand’s image and to innovation performance.

Above all, this seal of approval also provides further information to trade experts and consumers. If an award is forthcoming, the following comprehensive marketing package becomes available to you:

Label

The seal of quality, which you can use to advertise your product on the market without limitation.

Exhibit at Light + Building 2020

You and your award-winning product will be presented to trade fair visitors at a stand during Light + Building 2020, as part of a special exhibition.

Postcards

Trade fair visitors will be presented with a handy postcard featuring you and your winning product.

Online exhibition

Here, the winning products are presented in an attractive online gallery using images and text.

Award ceremony

All prize winners are invited to the award ceremony celebrations at the Design Plus exhibition, on the first day of the fair in Frankfurt.

Public relations

Your product will receive a comprehensive and effective media presence, thanks to accompanying public relations.

The jury members

Sebastian Brink

Managing Director, Carl Prediger GmbH & Co. KG

Oliver Jahn

Editor in Chief, AD Architectural Digest

Julia Knaak

Project Manager, Sauerbruch Hutton Gesellschaft von
Architekten mbH

Michael Lanz

Managing Director, designaffairs GmbH

Sandra Rohlf

Project Manager Light Planning of the Schatte Group and
Head of the luminaire house

Competition entries

Entries from all areas of the exhibition can be submitted for the Light + Building 2020.

- Technical lighting, lamps, components and accessories
- Decorative lighting and accessories
- Electrical engineering, electric building installation, communications and system technology
- Home and building automation

Evaluation criteria

- Design: design quality, material selection, operability (universal design)
- Ecology: energy efficiency, sustainability (use of resources), durability
- Innovation: technology, function, technical quality and integration capability

Submission

Submissions will be assessed by the jury on the basis of DIN A 4-sized photographs. Entrants also have the option of submitting explanatory videos on the products in digital form.

Costs

Registration fee
€ 225 per product submitted plus VAT.

Marketing package
€ 300 per winning product plus VAT.

Registration

Register online at mdc.german-design-council.de

Access code for creating a submission in the database:
dp2020L+B

Dates

Registration deadline online
3 January 2020

Submission deadline materials
10 January 2020

Jury meeting
16 January 2020

Award ceremony
8 March 2020

Light + Building and exhibition
8 – 13 March 2020

Contact partner Competition

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Contact partner Exhibition

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