

DESIGN PLUS

powered by: **light+building**

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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



The competition “Design Plus powered by Light + Building” features products which stand out due to their sustainability, innovative design and energy-efficient technology – values which Light + Building represents.

Use the “Design Plus powered by Light + Building” award to distinguish from the competition and thus contribute to the profiling of your own brand and to innovative performance. This seal of approval also gives guidance to trade experts and consumers.

As a student, an award in this competition gives you the opportunity to showcase your innovation and to build up networks in the industry.

All prize-winning products will be displayed during Light + Building from 8 to 13 March 2020 as part of the special exhibition and awarded a certificate at the prize-giving ceremony. In addition to this, the prize-winning products will be published in the form of postcards and included in the internationally oriented Light + Building press relations work.

The postcards – and the publishing of all awards associated with it – are issued at the start of Light + Building 2020. In addition to the certificate and the magazine, the awarded participants are given unrestricted use of the label “DESIGN PLUS”.

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

Exhibition/Prize-giving ceremony

All winning designs or prototypes will go on display in a special show which will hold at Light + Building from 8 to 13 March 2020. All participants who have received “Best of” and “Special Mention” distinctions will be honoured with a certificate as part of a festive prize-giving ceremony held during Light + Building 2018. In addition, the winning products will be published in the form of postcards and included in the internationally oriented Light + Building press relations work.

Prize money

The award is an outstanding opportunity for up-and-coming designers to introduce themselves to the sector and network with manufacturing companies. Moreover, those designers who win a “Best of” award or “Special Mention” receive prize money totalling 5,000 euros. The jury is free to allocate the prize money as it sees fit.

Registration

at mdc.german-design-council.de
until 27 November 2019

Entrants must be currently studying or have completed their studies no longer than two years prior to 3 January 2020. Each participant can register an unlimited number of designs for the competition. Please note that the New Talent category only allows designs/prototypes that are not yet available for sale and not currently in production.

Costs

Participation in the competition is free of charge for students and up-and-coming designers. Moreover, no costs are payable for the postcards.

Dates

Registration deadline online
27 November 2019

Submission deadline materials
6 December 2019

Pre-selection
early December 2019

Submission of functional models/prototypes
20 December 2019 till 3 January 2020

Jury meeting
16 January 2020

Award ceremony
8 March 2020

Light + Building and exhibition
8 – 23 March 2020

Contact partner Competition

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Contact partner Exhibition

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