



Greetings from

**Milan**

Are you a design newcomer?  
We take you to Milan

**Call for Entries**



**Rat für Formgebung**  
German Design Council

Greetings from

# MILAN

## COMPETITION

The German Design Council has been operating since 1953 as the world's leading competence centre for communication and knowledge transfer in the field of design, brand and innovation.

With ein&zwanzig - its international competition for young design students and graduates - the German Design Council presents and promotes design newcomers. Innovative designs and trendsetting works from the field of product design are selected by a top-class jury.

The 21 award-winning works are presented to an international audience by the German Design Council in an appropriate form. The focus is on the sustainable promotion of young designers and young professionals. The German Design Council supports the winners with comprehensive marketing measures and a broad range of support services. The competition provides the opportunity for long-term networking and career prospects. Dezeen is the main media partner of the competition, further media partner is Ndition.

## PARTICIPATION

The international competition ein&zwanzig is aimed at design students and young designers and is free of charge. Anyone who is currently enrolled at a university or whose degree was awarded no more than 3 years ago (January 01, 2018) at the time of registration can participate. Individual and group registrations (max. 3 persons) are possible. All participants must fulfil the above conditions.

The submitted products must be prototypes that are neither available on the market nor about to be launched. Products from the categories Interior Design, Lifestyle, Eco Design, Social Design & Medical and Rehabilitation, Materials and Textiles, Techniques and Processes for Design, Public Design und Digitally Supported Design can be submitted. They should not be older than 1 year. In case of an award, a 1:1 model/prototype must be available.

## REGISTRATION FOR THE COMPETITION

Registration for ein&zwanzig must be done online at [www.ein-und-zwanzig.com](http://www.ein-und-zwanzig.com). Registration closes on February 18th, 2022.

Upon successful registration, participants will receive a confirmation of participation by e-mail.

## HOW TO SUBMIT YOUR ENTRY

To submit your entry, upload a maximum of 5 high-resolution images (CMYK, JPG, 300 dpi) in the MyDesignCouncil system. The product should be optimally recognisable in all images.

## SELECTION PROCESS

The jury will create a shortlist from all entries, and the shortlist-

ted works will be presented in an online gallery after the jury meeting. In a second step, 20 products from the shortlist will be awarded the Winner label and 1 product the Best of Best label, which are presented and communicated separately by the German Design Council. The selection will be made in accordance with the provisions of the General Act on Equal Treatment (Allgemeines Gleichbehandlungsgesetz (AGG)) which is applicable in Germany.

## ASSESSMENT CRITERIA

Submissions should have convincing qualities from the following perspectives: overall design, autonomy of the design, originality, conceptual and visionary quality, functionality, quality of use, design and presentation quality.

The jury is free to determine the weighting of the individual criteria in its evaluation.

## EXHIBITION

All award-winning products with the Winner and Best of Best labels are to be presented by the German Design Council in an exhibition. For this purpose, a 1:1 model of the product must be made available for collection at a point in time communicated when the award is announced. The award-winning product may not be exhibited in parallel at another location. The designers (or a representative of the design group) undertake to be present at the exhibition for the presentation of the product and to answer questions. At the exhibition, the designers (or a representative of the design group) will be supported by staff of the German Design Council. The dismantling of the exhibits is to be organized by the designers themselves. If it is not possible to be present in person for dismantling, the designer is obliged to organize the dismantling of his exhibit by third parties in consultation with the organizer.

## AWARDS & BENEFITS

The Shortlist, Winner and Best of Best awards include the use of the label, presentation in the online gallery, an entry in the publication and inclusion in the extensive press relations and other communication activities of the German Design Council. In addition, the works awarded Winner and Best of Best will be presented in an appropriate setting and their works will be presented to an international audience. The work awarded Best of Best will also receive a prize sculpture.

## COSTS

Participation in the competition is free of charge. For the exhibition, the German Design Council will cover the costs for the transport to and from the exhibition and provide appropriate financial and organizational support for travel and accommodation costs. The amount of the financial support depends on the distance from

the place of residence to the exhibition site. Transport insurance for the transportation to and from the exhibition as well as product insurance during the exhibition will be covered by the German Design Council.

#### **RIGHTS**

The copyright to the works submitted remain with the relevant participant at all times. For the purposes of the competition the participants will grant the German Design Council the unrestricted usage rights for any publications and for any press and promotional activities which may be undertaken. All winners will be published in the competition publication. The visual appearance of the entry will be created by the German Design Council in accordance with the winners' image and text specifications. Participants have no entitlement to any influence or control regarding the design of the catalogue entry. Each participant is responsible for all matters in respect of the law relating to use, registered design, copyright, or patent. The German Design Council is released from any potential third-party claims. The participant acknowledges these conditions when entering a binding commitment for the product to participate in the competition.

#### **LIABILITY**

In the case of an exhibition, the products must be provided in a reusable and transport-safe packaging made of wood or a similarly strong material for the delivery and return transport. If this is not the case, the German Design Council does not accept any liability for any damage caused by transport to and from the exhibition. The German Design Council undertakes to inform the participant immediately of any transport damage which can be seen when the products arrive. In the event of transport damage for which the participant is not responsible, the liability of the German Design Council is limited to a sum not exceeding EUR 1,500.00. For the duration of the exhibition the German Design Council has arranged exhibition insurance cover against destruction, theft and/or damage. The liability of the German Design Council is restricted to a maximum sum of EUR 1,500.00.

#### **IMPORTANT DATES**

Application deadline: February 18th, 2022

Jury meeting: March 2022

#### **CONTACT ADDRESS FOR ENQUIRIES**

German Design Council

Team ein&zwanzig

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#### **THE GERMAN DESIGN COUNCIL**

The German Design Council has been operating since 1953 as one of the world's leading centres of expertise in communication and knowledge transfer within design, branding and innovation. It is part of the worldwide design community and has always contributed to the establishment of global exchange and networking thanks to its international offering, promotion of new talent and memberships. With events, conventions, awards, jury meetings and expert committees, the Council connects its members and numerous other international design and branding experts, fosters discourse, and provides important stimulation for the global economy. More than 340 businesses currently count among its members.

The specific promotion of young talent is a significant part of the German Design Council's strategy for the promotion of good design. The aim is to give outstanding young designers an easier start to their careers with financial support.

[www.german-design-council.de](http://www.german-design-council.de)

*State: January 2022*