

8th VDID NEWCOMERS' AWARD 2017

Looking for industrial design newcomer of the future: The VDID NEWCOMERS' AWARD rewards outstanding student performance of young European talents in product and industrial design. The competition offers prospective designers a platform for their work and support for a successful start in their careers. In 2017 for the first time the VDID (Association of German Industrial Designers) opens the competition for newcomers in product/industrial design from all over the European Union. Awarded will be three equal prizes, special mentions can be declared.

Call for entries **Projects in product and/or industrial design**
Submitted can be term or graduation work from the years 2015 to 2017 out of product/industrial design courses at colleges in the European Union. The design subject is free. Submitted can be projects form all branches*. There is no participation fee.
* Household / Interior / Recreation/Sport / Electronic / Office / Industry / Medical / Vehicle / Public Design/Fair / Interface Design / Design Management

Closing Date **18th of March 2017**

Presentation **16-19 May at interzum 2017 Cologne**
The award-winning objects will be shown, as well as images of all selected work. All participants in the competition will be granted free entry to the trade fair interzum www.interzum.com

Award Ceremony **16 May 2017**
The award ceremony will be the final highlight of the conference VDID Industrial Design Day.

Awards The three main prizes of equal value involve:
- presentation at interzum trade fair 2017
- extensive press and public relations work in cooperation with Koelnmesse
- set cards for each winner
- travel and accommodation expenses to the ceremony
- week-long workshop at Domaine de Boisbuchet, France, www.boisbuchet.org, travel expenses
- linkage to vdid.de and interzum.com

Jury Stefan Eckstein, VDID President, Eckstein Design, Munich
Andreas Kunsmann, Capgemini Consulting, Cologne
Nils Müller, MMID Group, Delft/Essen
Iris Laubstein, laubstein design management, Cologne
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Main Sponsor Koelnmesse / interzum
www.interzum.com

Support designreport www.designreport.de

Domaine de Boisbuchet
www.boisbuchet.org

www.zwomp.de

VDID
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Rat für Formgebung

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Conditions for Participation Participation is free. Submitted can be term or graduation work from the years 2015 to 2017 out of product/ industrial design courses at colleges in the European Union. There is no limitation as regards subject matter.

Participants may only submit one piece of work. An extra submission is possible in the form of a group project. The documentation submitted must present the project in clear and understandable terms, with concise text, informative drawings and/or photographs. Assessment will take place on the basis of the submitted documentation only.

Submission Entries for the competition are to be submitted in electronic form – no write-protected files:

- Presentation in PDF format or Power Point, with a maximum of 10 pages, preferably 3-5 pages.
- Additional image files on the project (rendering, depiction, drawings) in JPEG format, with a resolution of 300 dpi, without text or logos.
- Short CV and portrait photograph.

To be sent by 18 March 2017 to the VDID office at mail@vdid.de

Selection Criteria*

- manifest meaning
- creative merit
- strategic competence
- engagement with cultural values
- formal aesthetic quality
- visionary approach/concrete solution concept

* See the annex for more details on the selection criteria.

Contact Please address any questions to Jutta Ochsner, VDID Office Berlin (Fon +49 30 74078556) mail@vdid.de or

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VERBAND
DEUTSCHER
INDUSTRIE
DESIGNER

*Annex

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* Explanatory Notes to the Selection Criteria according to the VDID statutes.

The listed criteria are to serve as guidelines for participants and jury alike. Individual designs cannot be expected to fulfil all criteria in equal measure.

1. Driving idea and maturity of conceptual design

The appraisal will take into account the inherent logic of a proposal:

Visionary approach: with an experimental project that focuses on challenges in a visionary fashion, it is above all the imaginative power of the idea that counts and this may compensate for weaknesses in the development of the overall concept.

Concrete solution concept: a project however, which claims to provide a specific solution capable of realisation, should cater to the demands raised by customer value, social and environmental requirements and corporate feasibility.

2. Evaluation parameters

A. The VDID takes submitted work very seriously and expects creative originality and inventive impetus in the design.

B. A project is noteworthy if its purpose is manifest; it promotes high environmental compatibility and sustainability and at the same time has discernible sales potential.

C. It is an advantage for a project if it can achieve high user-friendliness with creative solutions and consistency. This is all the more the case if the design contributes to social integration – in other words if the product is highly serviceable for users with very different requirements (for example in terms of cultural origin, age, education or disability).

D. The strategic competence of a design is assessed as an independent quality: a challenging objective is set and the solution is manifestly achieved with the creative means employed.

E. A project stands out if it reflects an engagement with ideas or social and cultural values. For example it may engage with the values of the brand, of the target user group and/or of the region of cultural origin.

F. One of the qualities scrutinised in a project is whether it builds creative bridges between cultural traditions and the modern world of products. The VDID is expressly in favour of maintaining cultural diversity.

G. Formal aesthetic quality is a fundamental characteristic of professionally designed solutions; fulfilling this criterion is highly rated.