



# Topics

You are encouraged to submit your concepts to this four specific topics:

## **1. Smart Homes, Connected Cities – Visions for Cities and Citizens**

Your task: Use technology to make our cities and houses more livable, safer or more efficient.

No longer the realm of science fiction, 'smart' devices (meaning technology that responds intuitively to human activity) are becoming reality. Doors and gates that lock and unlock automatically, parking meters that sense when a car arrives and leaves - these are just the beginning. We expect new thinking, breathtaking ideas and the combination of creating new options without ignoring the existing problems.

## **2. Public Value, Life & Humanity – Living Together**

Your task: Design a product or idea to support people living together peacefully.

How can we improve the way we live together, both newcomers and long-term residents? Which products might make life easier for new city residents? What concepts could assist in reducing resentment and improving mutual understanding?

## **3. Micro Apartments – Maximizing Small Space**

Your task: Design a better mini apartment.

Small apartments have become hugely popular, often for reasons of economy. In all cases, small homes are cheaper and easier to build than larger ones. The challenge for today is to fit the most functionality, comfort and luxury into the smallest space possible.

## **4. Future Healthcare – Using Technology to Keep Us Healthier**

Your task: We are looking for interesting concepts and ideas to improve the healthcare of tomorrow.

Since time immemorial, man has tried to heal the sick with medicine and technical assistance. How can our health systems be improved through new technologies, digital tools, services and information, so that people who otherwise have no access to medical care can benefit from them?

# Important Dates

<b>Registration deadline</b>	20 June 2017	
<b>Jury session</b>	29 June until 13 July 2017	
<b>Announcement of award winners</b>	20 July 2017	
<b>Winners publication</b>	20 July 2017	iF WORLD DESIGN GUIDE (Design Excellence), iF design app, press release

# Evaluation Criteria

In order to win an iF DESIGN TALENT AWARD, your idea must get above-average marks regarding several evaluation criteria and must clearly stand out among other submitted entries.

## Innovation + Elaboration

- Degree of innovation
- Degree of elaboration
- Uniqueness

## Functionality

- Use value and usability
- Ergonomics
- Practicability
- Safety

## Aesthetics

- Aesthetic appeal
- Emotional appeal
- Spatial concept
- Ambience

## Positioning

- Target group fit
- Differentiation

## Responsibility

- Human dignity
- Respect for the individual
- Fairness
- Consideration of environmental standards, carbon footprint
- Social responsibility
- Societal value

# Benefits for Winners

We offer all award winners the following advertising tools:

## Label + Certificate

- Winner logo for download
- Winner certificate as PDF file

## iF WORLD DESIGN GUIDE

Your award winning entry will be shown in the iF WORLD DESIGN GUIDE (Design Excellence) unlimited in time.

## iF design app

All winning entries will be published in the iF design app. This app is free and has been already downloaded 70,000 times.

## iF ranking university

Only one university can be named per team and entry. If your entry wins an award, your university will receive points in the iF ranking university.

## iF design exhibition Hamburg

Your entry will be represented in digital form in our iF design exhibition Hamburg throughout the year.

## iF Press

Our iF Press and PR work help you as a winner to gain recognition for your success.

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# Contact

## Petra Kerker

phone +49.89.547279-35  
petra.kerker@ifdesign.de

## Tiziana Flavia Mazzara

phone +49.511.54224-217  
tiziana.mazzara@ifdesign.de



[www.ifworlddesignguide.com](http://www.ifworlddesignguide.com)

# Step by step – How to Register

Login in **“my iF”** or create a new user profile.

## Important:

Only once you have completed all required tabs, the button “Register now” will be activated.

## 1 Tab: Basic Data

- Name of your entry
- Type of your entry
- Choose your topic
- **Save your basic data**

## 2 Tab: Images

**Please upload 1 to 2 images per entry as follows:**

- Image size:  
1536 pixel min. edge length,  
max. 15 megapixels
- Aspect ratio: Landscape, 4:3
- File format: JPG
- File size: max. 5 MB
- Color space: RGB
- File naming: your entry ID,  
name of your entry,  
No. of image,  
example: 325-222222\_car\_1

## 3 Tab: Additional Media

### a. Entry description

English language text /description (max. 650 characters incl. spaces)

#### Please note:

Placeholders (e.g. “Text will follow” or “xxx”) in your description text are not allowed! Google Translate does not always provide a correct translation! Without a clear English description your application will not be accepted.

### b. Presentation poster

Your digital presentation poster is very important for the jury process. You can submit one or two posters for each entry. It should represent your idea clearly in words and images. (See next page for details.)

### c. Certification of study

As a student please upload a scan of your student ID. As a recent graduate please upload a scan of your graduation certificate.

### d. Optional video

You can also submit a video to explain your entry. The video should not be longer than three minutes and it must be possible to play the video using standard software.

## 4 Tab: Address Data

Please use the index tab “Address Data” to indicate your university address. If already available in “my iF addressbook” just choose an address from there. If you want to create a new address as university address, please click on the button “Change” under your university address and then click on “Add new Address”.

If you have studied at more than one university, please enter the one where the project you submit has been primarily designed.

# Requirements for the Presentation Poster

## Poster Areas

**DIN A1 landscape (840 x 594 mm) divided as follows:**

### Area 1 (840 x 430 mm)

This can be designed as you wish but must include a short, catchy presentation of your design in words and pictures.

### Area 2 (840 x 64 mm)

Use font size ca. 20 pt.

- Your entry: Entry-ID, Topic
- Concept: Name of entry
- Student/s: First name / Last name
- University: Name of university, city / country of university, department

### Area 3 (840 x 50 mm)

Top and bottom: Please leave blank for print and assembly.

## Poster Details

- Size and Format: DIN A1, Landscape (840 mm length x 594 mm height)
- Font size for descriptive text and index data: 20 pt
- Font: Frutiger or other sans serif fonts such as Arial, Franklin Gothic, Futura, Helvetica, Univers
- Image Resolution: 300 dpi at 100% positioning
- Data delivery as platform-independent PDF-X3 file
- Maximum file size: 5 MB
- Color space: RGB

We will briefly check the entry regarding completeness and thematic correctness, and if it meets these criteria, we will publish the entry in the iF WORLD DESIGN GUIDE. If you win an award, we will use your entry description and images also for the iF design app and for our press work.

**Area 3**  
840 x 50 mm

**Area 1**  
840 x 430 mm

**Area 2**  
840 x 64 mm

**Area 3**  
840 x 50 mm