



## Overview for Participants

### What is the iF DESIGN AWARD about?

The iF DESIGN AWARD has a reputation as an internationally recognized sign of design excellence since its founding 1953. For a designer, winning an iF award can launch a career or take it to the next level. For a company, it can be the key to breaking into a new market – or getting valuable media attention and respect. Judged by a panel of over sixty renowned experts in design, industry and architecture, the iF DESIGN AWARD is an event, a unique marketing instrument, and much more.

### Benefits for award winners

#### iF DESIGN AWARD logo

You can use our internationally recognized label for as long as your award-winning product is on the market.

#### iF WORLD DESIGN GUIDE

As an award winner, your company and your entry will be showcased – for an unlimited period of time – in the largest design exhibition on the Web: the iF WORLD DESIGN GUIDE.

#### iF design exhibition Hamburg

We will showcase your award-winning design in Hamburg HafenCity, where it will be presented to an audience with a special interest in design and architecture.

#### iF design award night

A glamorous awards ceremony, an international networking event and a great design party in the impressive architectural environment of BMW Welt with more than 2,000 guests from 40 countries.

#### iF design app

Your award-winning entry will be showcased in a comprehensive presentation in the iF design app, including description, photos and videos.

#### Press and media

Our extensive international PR activities will put you in the spotlight.

### Disciplines and Categories

#### Product

Automobiles / Vehicles, Sports / Outdoor / Bicycles, Leisure, Babies / Kids, Watches / Jewelry, Audio, TV / Cameras, Telecommunication, Computer, Gaming Hardware / VR, Office, Lighting, Home Furniture, Kitchen, Household / Tableware, Bathroom, Garden, Building Technology, Public / Retail, Medicine / Health / Care, Industry / Skilled Trades, Textiles / Wall / Floor

#### Packaging

Beverages, Food, Beauty / Health, Medicine / Pharmaceuticals, Household, Consumer Products, Industry / B2B, Non-branded Packaging

#### Communication

Websites, Apps / Software, Film / Video, Corporate Identity / Branding, Magazines / Press / Publishing, Campaigns / Advertising, Annual Reports, Typography / Signage, Events

#### Interior Architecture

Trade Fairs / Commercial Exhibitions, Public Exhibitions, Shops / Showrooms, Hotels / Spas / Restaurants / Bars, Residential, Offices / Workspaces, Public, Installations

#### Professional Concept

Mobility, Living Spaces, Sustainability, Health, Food / Water, Tools, Education, Usability / Interface, Safety, Leisure

#### Service Design / UX

Health, Transportation / Logistics, Bank / Insurance, Retail, Tourism, Education, Government / Institutions, Entertainment

#### Architecture

Public, Residential, Office / Industry, Retail / Hospitality, Urban / Landscape, Mixed Use

## Jury and Evaluation Criteria

About 60 considerable design-experts from over 20 countries evaluate in a fair jury process and according established criteria the award winners.

### Innovation and Elaboration

- Degree of innovation
- Degree of elaboration
- Uniqueness
- Execution / workmanship

### Functionality

- Use value and usability
- Ergonomics
- Practicability
- Safety

### Aesthetics

- Aesthetic appeal
- Emotional appeal
- Spatial concept
- Ambience

### Responsibility

- Production efficiency
- Consideration of environmental standards / carbon footprint
- Universal design

### Positioning

- Brand fit
- Target group fit
- Differentiation

## Dates

<b>29 June 2017</b>	Early bird registration	
<b>29 September 2017</b>	Regular registration	
<b>20 October 2017</b>	Last chance registration	
<b>24 November 2017</b>	Submission of entries to jury	Upload digital media or ship entries for jury assessment
<b>23-25 January 2018</b>	Jury session	Results will be communicated at the beginning of February
<b>9 March 2018</b>	Awards ceremony	iF design award night
<b>9 March 2018</b>	Publication	iF WORLD DESIGN GUIDE, iF design app, press releases
<b>Starting on 10 March 2018</b>	Exhibition	Opening of the iF design exhibition Hamburg Part I from June 2018: exhibition Part II from October 2018: exhibition Part III

**Fees**

<b>Product</b>	Registration by 29 June 2017 Registration by 29 September 2017 Registration by 20 October 2017	EUR 340 per entry EUR 450 per entry EUR 490 per entry
<b>All other disciplines</b>	Registration by 29 June 2017 Registration by 29 September 2017 Registration by 20 October 2017	EUR 250 per entry EUR 375 per entry EUR 425 per entry

**Fees for award winners**

<b>Product, Packaging</b>	EUR 2,700 per entry
<b>All other disciplines</b>	EUR 1,600 per entry

**Three steps to participate in the iF DESIGN AWARD 2018**

<b>1 Login into my iF</b>	<a href="#">Login now</a> or <a href="#">Create user account</a>
<b>2 Enter your entry data and register</b>	<ul style="list-style-type: none"> <li>■ Fill in the basics.</li> <li>■ Upload two pictures, enter a short entry description, and add client/manufacturer as well as designer.</li> <li>■ Click on "register now" to finalize the participation.</li> </ul>
<b>3 Send us your product / upload media</b>	<ul style="list-style-type: none"> <li>■ For physical entries: ship the product by 24 November 2017.</li> <li>■ For digital entries: upload media files by 24 November 2017.</li> </ul>

**More information****Apply now****Contact****Frank Zierenberg**phone +49.511.54224-216 | [frank.zierenberg@ifdesign.de](mailto:frank.zierenberg@ifdesign.de)[www.ifworlddesignguide.com](http://www.ifworlddesignguide.com)