iF DESIGN AWARD 2015
Information on Participation
iF DESIGN AWARD 2015

A Seal of Quality, a Market Barometer and a Facilitator

The different design disciplines have become very tightly interwoven, a fact that, even more so than before, will be clearly mirrored in the iF DESIGN AWARD. Starting with the current award season, award-winning work will be recognized with the iF DESIGN AWARD, which will replace the individual award labels used before. Thus, the award will both gain even more communicative power and will reinforce its role as a seal of quality for excellent design.

For the 2015 award season, you will register in the disciplines ‘product’, ‘communication’, ‘packaging’, ‘interior architecture’ or ‘professional concept’. We are also looking into further relevant disciplines that may be added in future.

Since 1953, iF has been dedicated to organizing fair, independent and reputable design awards and has thus gained a top position in the international award spectrum. Representing excellent design and outstanding design achievements, the iF seal of quality is recognized worldwide, with registrants ranging from automotive companies to individual design studios.

Registration is open until 17 October 2014

Independent & Recognized the World Over: Der iF DESIGN AWARD

For 61 years, we have presented the internationally recognized seal of quality for excellent design. Each year, companies use the iF DESIGN AWARD as a benchmark and, predominantly, as a marketing tool for their products. Each year, the iF label tells clients and consumers all over the world: this is an award-winning product.

Participants and award winners include large international groups, but also agencies, design studios and SMEs. Products, communication tools, packaging, spaces and professional concepts: the iF DESIGN AWARD is simultaneously organized in five disciplines, with the same deadline, a joint jury session and a large award ceremony.

Discipline: Product

Tremendously useful

If you design, develop or manufacture a product, you want to see it being used. If you buy a product, you want to see its usefulness. For both purposes, the Product discipline of the iF DESIGN AWARD provides excellent validation: a design recognized with an award in this discipline has impressively demonstrated its superior value. With the iF award as a seal of quality, manufacturers will have a powerful advertising tool for their product, while users will have a reliable product assessment. Additionally, with many different PR measures, the iF DESIGN AWARD guarantees participants the highest possible public awareness and media coverage: something you will only get from one of the oldest and most important design awards in the world.

Categories of Discipline 1.0 Product

1.01 Automobiles / Vehicles / Bikes
1.02 Sports / Leisure
1.03 Watches / Jewelry
1.04 Audio / Video
1.05 Telecommunication
1.06 Computer
1.07 Office
1.08 Lighting
1.09 Home Furniture
1.11 Household / Tableware
1.12 Bathroom
1.13 Building Technology
1.14 Public Design
1.15 Medicine / Healthcare
1.16 Industry / Skilled Trades
1.17 Textiles / Wall / Floor

Examples for each category can be found here.
Discipline: Packaging
Perfectly packaged attention

Packaging seduces, reinforces brand image, represents values and fulfills a purpose. With packaging, you attract attention – and awards: in the Packaging discipline, packaging, packaging graphics and materials are put to the test, entered by manufacturers, developers and designers from large companies, agencies and SMEs. The award focuses on the emotional and functional qualities of packaging, on questions of aesthetics and of ecological and economic sustainability.

Categories of Discipline 2.0 Packaging
2.01 Beverages
2.02 Food
2.03 Beauty
2.04 Medicine / Healthcare
2.05 Household
2.06 Consumer Products
2.07 Industry / B2B
2.08 Independent Packaging

Examples for each category can be found here.

Discipline: Communication
An excellent reference

From interfaces and websites, to annual reports and publications, to animation: the range of communication design is large, and so are the challenges in this industry. If you want to be seen and heard, you will need an excellent reference: being successful in the Communication discipline provides you with just such a reference. The iF label gives you a competitive advantage that will have worldwide impact. Traditionally, advertising agencies, communication designers and their clients, as well as producers and designers compete for this advantage.

Categories of Discipline 3.0 Communication
3.01 Websites
3.02 Apps / Software
3.03 Film / Video
3.04 Corporate Identity
3.05 Brand Identity
3.06 Magazines / Press / Publishing
3.07 Advertising
3.08 Annual Reports
3.09 Typography / Signage
3.10 Events

Examples for each category can be found here.
Discipline: Interior Architecture

Built identity

Architecture creates identity by designing spaces and buildings while taking into account complex sets of requirements. Architects, interior designers, project owners and clients can enter their work in the Interior Architecture discipline. An international expert jury will assess whether a project deserves the internationally recognized iF-seal of quality for good design.

From corporate architecture presented at trade fairs and exhibitions, to shops and showrooms, to company buildings and museums, to private residential spaces: spaces and buildings are as various as the categories of the Interior Architecture discipline.

Categories of Discipline 4.0 Interior Architecture

4.01 Exhibitions / Trade Fairs
4.02 Shops / Showrooms
4.03 Hotels / Restaurants / Bars / Spas
4.04 Residential
4.05 Offices / Workspaces
4.06 Public
4.07 Installations

Examples for each category can be found here.

Categories of Discipline 5.0 Professional Concept

5.01 Mobility
5.02 Living Spaces
5.03 Sustainability
5.04 Health
5.05 Food / Water
5.06 Tools
5.07 Education
5.08 Usability / Interface
5.09 Safety
5.10 Leisure

Examples for each category can be found here.
Each year, iF invites a number of internationally renowned personalities from the areas of design, business and education to participate in a three-day jury session. Behind closed doors, each entry will be thoroughly investigated, analyzed and, most importantly: discussed. Each entry will be assessed on the basis of clear criteria.

For the iF design awards 2014, 4,615 entries were assessed in intensive discussions. The jury recognized 1,626 entries with an iF design award. 75 entries received the iF gold award for their outstanding design quality.

Video podcast featuring the jury of the iF design awards 2014: http://youtu.be/hh_LyQh4gTc

Assessing design is no simple task. When asking what defines good design, you will get very different answers.

However, to be able to assess good design, you definitely need a range of qualities: comprehensive expert knowledge, a feeling for tomorrow’s trends and longstanding experience.

Assessment Criteria

The jury will assess all entries on the basis of clearly defined criteria. These criteria are developed by renowned experts and are constantly updated. Criteria differ depending on discipline and category, and they serve as a basis for the jury’s discussions.

Further information on assessment criteria for each discipline can be found here.
Your Benefits as an Award Winner

As an iF design award winner you have many possibilities to use your award in an attention-grabbing way. Here’s a list of the services we supply to support you in doing so. If not stated otherwise, these services are already included in the standard fees for award winners.

Your award-winning entry will automatically be included in the iF online exhibition, and what’s more, it will be there for an unlimited period of time! You will thus become part of one of the largest design exhibitions on the Internet and you will be in the best of company: the exhibition features 11,000 award-winning companies (from 1953 onwards) with some 31,000 iF design award-winning products. This historical part is unique in that no other international design award can offer a similar feature. Therefore, you should use the many customization options to present yourself in an attention-grabbing way. We provide you with several intelligent, easy-to-use tools that you can use to effectively communicate your awards and, hence, your design skills.

Link your website to your entry in the iF online exhibition. We will provide you with an individual company portrait in the iF online exhibition. You can add information, pictures, videos etc. to your portrait.

The world-renowned seal of design quality for use in your communication

You can use the iF logo for as long as your award-winning product is offered on the market. There are no restrictions regarding the length of time or the areas (advertisements, online banners, press releases etc.) in which you can use the logo. With the if ranking label, you will receive an additional label to communicate your position in the if ranking. You will also receive print-ready data to produce stickers for your daily correspondence, for packaging and other purposes.

Your success will be communicated. Worldwide.

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iF DESIGN AWARD Logo

iF online exhibition

Participating in the largest design exhibition on the Internet

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If you are an award winner in three different disciplines, you can use the “premium” option for your company portrait in the iF online exhibition: the success story feature offers further attractive visual representation options such as ‘gallery’ or ‘timeline’.

We also offer you a special feature to showcase all iF design awards you have received so far: your widget, an animated slideshow in a window system, which you can use as an online banner on your website, in your showroom or at trade exhibitions.

You will also get a special QR Code for your print communications, which will point to your portrait in the iF online exhibition.

iF design exhibition Hamburg

Showcasing your award-winning design

Hamburg’s HafenCity, one of the new architectural highlights in northern Europe, is where our new permanent iF design exhibition Hamburg is located. Your most recent award-winning entry will be presented in one of three changing exhibitions, each of which will last for several months. On another floor, we will present all award-winning entries from 1953 onwards.

All award winners will additionally have the opportunity to use the exhibition, free of charge, for company events. In our iF showcase you can also present, free of charge, a one-month special exhibition, featuring the design achievements of your company, agency or studio. Alongside this exhibition, you also have the option to use the iF design salon event series.

All award winners can present the importance of design for their company in a short, self-made video. The ‘talking heads’ videos will be presented in the iF design exhibition Hamburg and on the iF website.
Your Benefits as an Award Winner

Award ceremony / iF design award night
A glamorous award ceremony and a great design party at BMW World in Munich

As an award winner, you will automatically be invited to the award ceremony, the iF design award night, which will take place on 27 February 2015. Our 75 iF gold award winners will be honored in a special act on the large stage.

The iF design award night will be captured by professional photographers. Their photos will be made available to you for download immediately after the event, so that you can use them in your communication measures.

You will receive a printed copy of your certificate during the iF design award night. Together with a comprehensive manual, the print data for the certificate will be made available to you in digital format, so that you can use your certificate as you see fit, without any limitations.

For an additional fee, you can order stand-up displays of your certificate.

Press and PR Measures
Enjoy international attention with our comprehensive PR measures

Immediately after the jury session, iF launches its schedule of comprehensive international press and PR measures to support you in your communications. Our press distribution list contains more than 1,000 qualified media contacts worldwide. We will provide you with ready-to-use, precisely formulated text modules to support your own press and PR activities.

We will also give you text samples to communicate your position in the iF ranking. Our 75 gold award winners will receive a very special communication tool: an individual jury statement, a summary of expert opinion, to underline the credibility of your communication.

More attention, more success.
Important Dates at a Glance

- Early bird registration: from 30 April to 25 July 2014
- Regular registration: from 26 July to 17 October 2014
- Submission of entries for jury assessment:
  - Digital media: by 5 December 2014
  - Shipping of entries: 27 October to 5 December 2014

Registration is open until 17 October 2014

Fees

<table>
<thead>
<tr>
<th>Registration by</th>
<th>Product</th>
<th>Fees for Award-Winners</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 July 2014</td>
<td>EUR 350 per entry</td>
<td>EUR 2,700 per entry</td>
</tr>
<tr>
<td>17 October 2014</td>
<td>EUR 450 per entry</td>
<td>EUR 1,600 per entry</td>
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</tbody>
</table>

These fees include the following services

- Processing
- Reception and storage of entries for jury assessment
- Jury

Participation Fees

<table>
<thead>
<tr>
<th>Product, Packaging, Interior Architecture, Professional Concept</th>
<th>Fees</th>
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<td>EUR 200 per entry</td>
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These fees include the following services

- Use of iF DESIGN AWARD logo; no time limit
- Presentation in the if design app for the duration of three years
- Presentation in the if online exhibition
- iF design exhibition Hamburg
  - Presentation of original products; divided in three part-exhibitions, each of which will last for several months
  - All-year digital presentation
  - Subject to special agreement:
  - Rent-free use of iF premises Hamburg for events
  - Rent-free exhibition (one month) in the iF showcase, including presentation as part of the iF design salon event series
  - iF talking head video in the iF design exhibition Hamburg and on the if website (video to be created by participants)
- Presentation in the if ranking
- Invitation to the if design award night 2015

You can find more benefits for award-winners in the ‘my if’ section. All services listed here will not incur any additional fees beyond those for the first year!

Terms of Payment

All fees are listed as net amounts. VAT may have to be added depending on the type of service and the participant’s place of residence. We will send you the invoice via surface mail. Invoices can be paid by bank transfer, cheque or credit card. Cost-free cancellation of your registration is possible within 14 days of the date of registration. Cancellation must be made in writing and sent to: award@ifdesign.de
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Registration
You will find the registration form on our website in the my iF area: www.ifdesign.de