

Talented designers wanted in Milan! With the international competition 'ein&zwanzig', the German Design Council is promoting the designers of tomorrow

Frankfurt, 21st November 2016

Via the 'ein&zwanzig' competition, twenty-one up-and-coming designers will be given the opportunity to exhibit their prototypes during Tortona Design Week 2017 at the Salone Del Mobile in Milan. In addition to the chance to take part in the world's most important design event, the German Design Council will enable the winners to establish contacts within its unique network that will open up long-term perspectives for them.

The international competition 'ein&zwanzig' is open to design students and graduates who are producing innovative, pioneering work in the areas of furniture, home accessories, lighting, floor coverings, wall coverings, textiles and lifestyle. Participation in the competition is free of charge. Registration closes on February 3rd, 2017. A high-calibre international jury will honour 21 outstanding works with 20 'Winner' awards and one 'Best of Best' prize.

The prize-winning products will be exhibited during Tortona Design Week from April 4th-9th 2017 as part of the Salone del Mobile 2017 in Milan, giving the designers the opportunity to present themselves and their work to an international audience.

With the 'ein&zwanzig' competition and the corresponding exhibition in Milan, the German Design Council offers young designers a unique platform. All winners will benefit from the comprehensive marketing package and an international network in addition to the financial support. 'The support and promotion of next-generation designers is extremely important to the German Design Council,' explained Andrej Kupetz, Chief Executive Officer of the German Design Council. 'The field of design is changing at a tremendous pace due to the opportunities opened up via new technologies and processes. This poses major challenges to young designers, but also offers them the chance to create genuine innovations. Often, only a bit of financial support or the necessary public attention is missing, and this is where we can offer the next generation long-term perspectives. As one of the world's leading competence centres for communication and knowledge transfer in the field of design, the German Design Council provides long-term support and promotion of young designers on an international level with this competition.

Here are the most important details at a glance:

- Deadline for applications: February 3rd, 2017
- Participation is free of charge.
- Exhibition dates and location: April 4th-9th, 2017, Via Tortona, 31, 20144 Milan

You'll find more information about participation requirements and procedures at www.ein-und-zwanzig.com.

The German Design Council

The German Design Council is an independent and international institution that supports companies in communicating design expertise efficiently and at the same time aims to strengthen the understanding of design for the general public. Originally established as a foundation in 1953 by a decree of the German Federal Parliament, the German Design Council advocates good design through its competitions, exhibitions, conferences, seminars and publications. Currently over 260 German and international companies are members of the German Design Council.

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