



Twenty-one winners travel to Milan

Next-generation competition ein&zwanzig: The German Design Council presents 21 design newcomers from around the globe in Milan

Frankfurt, 15 March 2017

The winners of 'ein&zwanzig', the international competition for the next generation, have been selected! A total of 574 works from 36 countries were submitted in the first round of the competition. 'The intricacy and complexity of the projects entered is surprising, and reflects the transformation of the discipline,' said Andrej Kupetz, chairman of the jury and executive director of the German Design Council.

The high-calibre, international jury selected 21 winners of the eponymous competition from a shortlist of 56 works. These winners will present their works to an international audience at the Salone del Mobile 2017 in the Via Tortona. Moreover, during the vernissage the jury will present the 'Best of Best' to one of the talented young designers.

Impressively, many of the works are distinguished by experimental approaches covering everything from material and form to the user's perception of the object to the actual use of the products. The spectrum ranges from seats that are transformed into independent characters only through interaction with their human users to objects whose shape and colour are determined only by the eye of the beholder. However, the jury also awarded prizes to designs that represent a reinterpretation of well-known types of furniture or to objects that encourage users to handle them in a playful manner. Overall, the award-winning works constitute a fascinatingly topical kaleidoscope of design.

With the 'ein&zwanzig' competition, the German Design Council promotes and supports talented young designers: the award is aimed at design students and graduates producing innovative and trendsetting works in the areas of interior design and lifestyle.

The winning products will be exhibited during Tortona Design Week from 4-9 April as part of the Salone del Mobile 2017 in Milan, in a setting designed by Studio Besau-Marguerre. The innovation showcase provides young designers with the opportunity to present themselves and their work to an international audience. The exhibition venue in Via Tortona offers the



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ideal setting for this: during Milan Design Week, the Zona Tortona becomes one of Milan's centres of creativity.

'The young designers represent the innovations of tomorrow, with new, enthusiastic and idealistic currents and trends that are refreshingly unconventional and experimental,' explained the Besau-Marguerre designer duo.

Exhibition dates and location: 4 - 9 April 2017, Via Tortona, 31, 20144 Milan, Italy, open daily from 10:00 a.m. to 9:00 p.m.

You'll find further information at www.ein-und-zwanzig.com

Image materials for the shortlist candidates is available in our Dropbox: <http://bit.ly/2noKwQo>

German Design Council

German Design Council The German Design Council is an independent and international institution that supports companies in communicating design expertise efficiently and works to increase the awareness and understanding of design amongst 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, more than 260 German and international companies are members of the German Design Council.

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