

‘ein&zwanzig’ is back – German Design Council to return to Milan with new design talents

Frankfurt am Main, 25 October 2017

The international young designers competition ‘ein&zwanzig’ is entering its latest edition. The event 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.

A high-calibre international jury will once again 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 17-22 April as part of the Salone del Mobile 2018 in Milan, giving the designers the opportunity to showcase themselves and their work to an international audience. The high-profile winner exhibition of the 2017 edition of ein&zwanzig was designed by the Hamburg-based studio Besau-Marguerre. Next year's exhibition will be handed over to a new designer whose identity shall remain undisclosed for the moment, but whose work will be sure to cause a stir.

Promoting young designers is of great importance to the German Design Council: Often, young designers lack financial support or the public attention needed to drive their own innovations. With this in mind, the German Design Council's 'ein&zwanzig' competition covers all travel and exhibition costs for the designers during their stay in Milan. This enables the winners to take full advantage of the international publicity offered by the exhibition as well as the networking opportunities and marketing tools provided by the German Design Council.

‘The competition got off to a great start last year: We received a total of 574 submissions from 36 countries,’ explained Executive Director Andrej Kupetz. ‘This year we are once again expecting a large number of high-quality submissions. The German Design Council is proud to provide young designers with such a unique competition platform and its associated exhibition in Milan.’

Jury members:

Andrej Kupetz (Germany)

Barbara Friedrich (Germany)

Carole Baijings, Scholten & Baijings (The Netherlands)

Daniera ter Haar , Christoph Brach, Raw Color (The Netherlands)

Eva Marguerre, Marcel Besau, Studio Besau-Marguerre (Germany)

Konstantin Grcic (Germany)

Mathias Hahn (Germany/UK)

Philipp Mainzer, E15 (Germany)

Simon Legald (Denmark)

Stefano Giovannoni (Italy)

Uli Budde (Germany)

The German Design Council makes it possible for the competition winners to be part the most important design event in the world and offers one-of-a-kind networking opportunities that provide long-term career perspectives.

The most important information at a glance:

- Deadline for applications: 2 February 2018
- Participation is free of charge.
- Exhibition info: 17-22 April 2018, Via Tortona, 31, 20144 Milan, Italy

More information about participation requirements and procedures is available at:

www.ein-und-zwanzig.com

The German Design Council

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer in the area of design. Currently, more than 280 companies belong to its foundation. The German Design Council was founded on the initiative of the German Bundestag to support and enhance the design expertise of German industry. It pursues a wide range of activities with a single goal: to increase brand value on a sustained basis via the strategic use of design in communication.

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