

PRESS RELEASE \_\_\_\_\_ 09-2019

## **ein&zwanzig 2019: “Best of the Best” honoured in Milan**

Milan, 08 April 2019

The winner of the “Best of Best” title was announced today at 6:30 pm on the occasion of the opening of the ein&zwanzig 2019 exhibition: The delighted Simon Frambach won over the jury with his *DFC Dynamic Folding Chair* – a folding chair that accommodates movement while the occupant is seated. All of the 21 winning projects will be on show in the Tortona Design District in Milan from 09–14 April 2019, in an exhibition created by design duo Studiopepe.

### **The highest award goes to a functional folding chair**

The DFC Dynamic Folding Chair was designed by Simon Frambach, a graduate of the Kunsthochschule Kassel, as part of his Master’s project. The chair uses a simple mechanism to support our natural inclination to move while sitting, responding directly to the user’s movements. When folded the chair is easy to carry, and can be used flexibly in different situations. The jury was impressed by the degree of precision in the chair’s form, function and preparation. With this creation Frambach has imbued the whole genre of the folding chair, which is often produced as a “cheap” disposable product, with new value.

### **International promotion by the German Design Council**

Promoting new talent is one of the key missions of the German Design Council. In this context, success in its ein&zwanzig competition bears a much-coveted cachet of excellence. And the competition generates interest all around the world: with a total of 824 entries from 73 different countries, this year’s ein&zwanzig newcomers’ competition grew by 12% compared with the previous year. With the exhibition in Milan during the Tortona Design Week, the German Design Council will be giving the 21 winners a prominent platform, boosting their profiles and providing them with the opportunity to establish important new contacts.

Andrej Kupetz, CEO of the German Design Council, explains: “We are proud of the fact that over the last few years the ein&zwanzig competition and the associated exhibition have become a hotspot for young international designers to get together during the Salone del Mobile, and network with important manufacturers and other prominent companies.”

### **The most important information at a glance**

- Winners’ Exhibition 9 - 14 April 2019, 10:00 a.m. - 9:00 p.m., Tortona Design District, Via Tortona 31, 20144 Milan
- Exhibition design by Studiopepe: [www.studiopepedesign.it](http://www.studiopepedesign.it)
- More about the 21 winners at: [www.ein-und-zwanzig.de/preistraeger](http://www.ein-und-zwanzig.de/preistraeger)
- Images are available in our Dropbox: <http://bit.ly/presse21>

### **More about the competition**

The German Design Council's international ein&zwanzig competition promotes and supports talented young designers. The award is open to design students and graduates who are producing innovative, pioneering work in the furniture, home accessories, lighting, materials and surfaces, textiles and lifestyle design sectors. From among the entries received, an international panel of expert judges will choose 21 outstanding works, one of which will be awarded the "Best of Best" title.

### **About Studiopepe**

Arianna Lelli Mami and Chiara Di Pinto met at the Politecnico di Milano, and founded Studiopepe in 2006. Their conceptual approach draws on historical design references which they combine with a visionary purpose. They produce interior designs with an eye for detail, creating emotional objects for international design firms such as Agape, Cassina, Fritz Hansen and Spotti Enizioni Milano.

### **The German Design Council**

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer within the design and branding sectors. The foundation currently counts more than 300 companies among its associates. It was founded in 1953, on the initiative of the German Federal Parliament, to support and enhance design expertise in the German economy. It pursues a wide range of activities with a single goal: to promote awareness of how to increase brand value on a sustained basis through the strategic use of design.

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