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Rat für Formgebung  
German Design Council

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## 标志性设计奖·创新产品奖 - 家居行业设计趋势的晴雨表

标志性设计奖·创新产品奖每年举办一次，是奖励家居行业的杰出设计成就而设立的国际设计大奖。通过获奖标志、证书和奖杯，获奖者展示自己的成功，在竞争中脱颖而出。

获奖作品揭示了年度国际家居设计趋势。获奖作品将于2021年1月17-24日在国际最大的家居展会之一科隆国际家具展（imm cologne）之际在科隆艺术馆（Kölnischer Kunstverein）举行颁奖典礼和获奖作品展。来自世界各地制造企业和贸易商的嘉宾交流思想，扩展网络。作为奖项组织者，德国品牌设计委员会为获奖者创建了一个独特的平台，德国品牌设计委员会在纸媒和新媒体的新闻传播投放和举办的活动，将确保最佳设计获奖者获得更多关注及更大知名度。

家居行业、楼宇设备和室内陈设企业，产品符合参赛类别，均可报名参赛。已经上市或即将上市的成品才有资格参赛。再版或新版产品也有资格参加比赛。企业提交作品数量不限。这是一个理想的机会，适用于设计师和潮流引领者在竞争中给自己积极定位！

## ICONIC AWARDS: INNOVATIVE INTERIOR - The trend barometer of the furnishing industry

The ICONIC AWARDS: Innovative Interior are awarded annually for outstanding design achievements of the furnishing industry and its partners. The winners benefit from the award and the associated communication event: with the winner label, certificate and prize sculpture, they can showcase their success and stand out from the competition.

The winners set trends and are presented in an exclusive exhibition at the Kölnischer Kunstverein in Cologne on the occasion of imm cologne: one of the largest international furniture fairs. This is where industry guests and trade visitors meet to exchange ideas and network. The German Design Council - the organiser of the international competition - is thus creating a unique platform for all award winners and ensuring greater visibility for the best design. The press and communication measures of the German Design Council will also ensure that the competition and the award winners are covered in print and digital media.

The Award is aimed at all companies in the furnishing industries, building equipment and interior design. All projects that belong to one of the listed categories can be submitted (p.6). They may already be available or be about to be launched on the market. Re-editions or new editions are also eligible for the competition. Each company can submit as many projects as it likes. This is an ideal opportunity for all designers and trendsetters in interior design to position themselves positively in the competition!

# ANN OUNC EMEN TAUS SCHR EIBU NG

## 为企业定制宣传

标志性设计奖·创新产品奖是向国际公众推广产品和服务定位的论坛，具有很高的知名度。

德国品牌设计委员会与国际著名的纸媒和数字媒体拥有出色的合作关系。通过为获奖企业定制概念，可以确保国内外媒体宣传报道。

获奖作品被收录进“标志性获奖目录”。“标志性获奖目录”向相关决策者国际发行，目标受众广泛，从而确保了获奖企业快速提升知名度，是一个完美的市场营销工具。

颁奖典礼和获奖作品展在科隆国际家具展（imm cologne）之际举行。

## 标志性世界

点击访问标志性世界网页[www.iconic-world.com](http://www.iconic-world.com)，可以查找标志性设计奖·创新建筑奖和标志性设计奖·创新产品奖的历届获奖者资料。

获奖企业、建筑和室内设计公司从标志性世界这个杰出的平台受益。获奖企业在独特的环境中介绍自己的获奖作品。

## CUSTOMISED COMMUNICATION

The ICONIC AWARDS: Innovative Interior offer companies in the furniture sector and their partners a high-visibility forum in which to compare and position their services at an international level.

The German Design Council has excellent media contacts with all the relevant print and online media. With customised concepts, a large media coverage is guaranteed.

To announce the award, the German Design Council puts out the ICONIC catalogue, in which all winners are presented. Thanks to its international distribution to relevant decision-makers, the catalogue reaches a broad target audience, thereby ensuring great visibility – a perfect marketing tool.

The awards ceremony and accompanying winner exhibition take place in the context of the international furniture fair imm cologne 2021 in Cologne.

## ICONIC WORLD

The whole world of interior design and architecture can be found at a glance – on the online platform ICONIC WORLD at [www.iconic-world.com](http://www.iconic-world.com).

In addition to all relevant information on the ICONIC AWARDS: Innovative Interior and the ICONIC AWARDS: Innovative Architecture competition, you'll also find the corporate and project data bank ICONIC Directory. All award-winning companies and architectural firms benefit from this prominent platform and the presentation of their projects in a unique environment.

# EXHIBITION AUSSTELLUNG

## 17.01.2021 - 24.01.2021

2021年1月德国品牌设计委员会将在科隆举办标志性设计奖·创新产品奖获奖作品展。

2021年科隆国际家具展（imm cologne 2021）和科隆长廊（PASSAGEN）室内设计周之际，科隆将举办国际设计活动，整个城市成为德国最大的设计盛会。作为室内设计领域的领先展会，依托科隆国际家具展（imm cologne），标志性设计奖·创新产品奖颁奖典礼和获奖作品展作为科隆长廊（PASSAGEN）室内设计周活动的一部分，让获奖企业融入多样化的交流和高效的国际网络。

众多设计活动，讨论会和展览吸引了成千上万的国际室内设计行业相关人士前往科隆。德国品牌设计委员会组织的标志性设计奖·创新产品奖颁奖典礼和获奖作品展让获奖者在科隆室内设计周背景下获得更大的国际知名度。科隆室内设计周是发现趋势、展示家居行业新想法，以及讨论优化产品解决方案的地方。

2021年早春德国品牌设计委员会在科隆举办的标志性设计奖·创新产品奖获奖作品展有助于揭示国际室内设计年度整体趋势。

In January 2021 the German Design Council will present the exclusive winner exhibition of the ICONIC AWARDS 2021: Innovative Interior prominently placed in Cologne.

On the occasion of the imm cologne and the PASSAGEN Interior Design Week 2021, the city will become the meeting place for international industry guests and trade visitors at this time. As the leading trade fair for the interior design industry, the imm cologne in particular will provide a lively international backdrop and, in this context, facilitate an even more diverse exchange and efficient networking.

Numerous design events, discussions and exhibitions attract thousands of visitors to Cologne when the German Design Council presents the winning exhibition of the ICONIC AWARDS 2021. All award winners benefit from this environment, where trends are discovered, new furnishing ideas are shown and optimised product solutions are discussed. Their achievements are given even greater visibility in front of an international audience.

In spring 2021, the German Design Council will thus contribute to the annual trend show of the entire world of interior design with the winning exhibition of the ICONIC AWARDS 2021: Innovative Interior.

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D E R

## 评审团

一个独立的评审团将决定谁赢得2021年标志性设计奖·创新产品奖。评审团由产品设计、家居企业和品牌传播领域的代表组成。

- > **CAROLE BAIJINGS**, 来自荷兰阿姆斯特丹，被广泛认为是欧洲最令人兴奋，创新和充满活力的工业设计师。
- > **BARBARA FRIEDRICH**, 来自德国汉堡，著名设计记者。
- > **GIULIO RIDOLFO**, 来自意大利米兰和乌迪内，意大利纺织面料和色彩设计大师。
- > **BENJAMIN WOLF**, 来自德国达姆施塔特，Funktion家具公司总经理。
- > **SEBASTIAN WRONG**, 来自英国伦敦，英国著名家具设计师，是英国伦敦Established and Sons家具公司首席设计师和联合创始人。英国伦敦销售设计师限量版the Wrong Shop创始人。

## THE JURY

An independent expert jury is responsible for choosing the prize winners of the ICONIC AWARDS 2021: Innovative Interior. The jury consists of representatives from the design, trade and media sectors.

- > **CAROLE BAIJINGS**, Industrial designer, Amsterdam
- > **BARBARA FRIEDRICH**, Design journalist, Hamburg
- > **GIULIO RIDOLFO**, Textile and colour designer, Milano, Udine
- > **BENJAMIN WOLF**, General manager, Funktion Möbel, Darmstadt
- > **SEBASTIAN WRONG**, Designer and co-founder, Established and Sons, London  
Owner / founder the Wrong Shop

# CRI TER IAK RIT ERI EN

## 评审标准

项目应在以下方面具备特别突出的属性：

- 创新程度
- 设计质量
- 生态可持续发展，生态质量
- 人机工程学
- 功能性和使用性能
- 产品寿命
- 营销概念和创新
- 总体概念
- 产品美学
- 实用价值
- 安全性和无障碍性

上述评估标准并不代表评审团评估的顺序。评审团可以自由选择每个标准的权重。所有以正确形式和规定日期之内提交的参赛项目将提交评审团评审。参赛公司将收到评审结果的书面通知。评审团的裁决为最终决定。无任何法律追索权。

## 获奖者级别

从参赛项目中选出适当数量的作品授予»Selection精选奖«和»Winner优胜奖«标志。此外，最多30个产品获得»Best of Best至尊奖«标志。评审团可以自由地以多数票选择将参赛项目分配给与其注册奖项类别不同的类别。

## JUDGING CRITERIA

The entries should stand out thanks to their exceptional nature from the following perspectives:

Degree of innovation · Design quality · Ecological sustainability, ecological quality · Ergonomics · Functionality and usability · Longevity · Marketing concept and marketing innovation · Overall concept · Product aesthetics · Practical value · Safety and accessibility

The preceding list does not represent a ranking of the criteria and assessments for the jury. The jury is free to adjust the weight of individual criteria in its assessment. Registered companies will receive written notification of the results of the jury's decision. Any legal recourse is excluded.

## DISTINCTIONS

In each category an adequate number of entries will receive the labels »Selection« and »Winner«. In addition, up to 30 entries will receive the label »Best of Best«.

The jury is free to reassign entries to other categories subject to a majority vote.

# C A T E G O R I E S K A T E G G O R I E N

## 奖项类别

九大类别的产品可以报名参赛标志性设计奖·创新产品奖。

### > 卫浴和养生

卫浴龙头·卫浴配件·浴室家具·卫浴装置

### > 楼宇装置

楼宇自动化·信箱·衬板·节能技术·门窗·房屋和门标牌·开关和控制元件

### > 家具

床·衣柜·壁橱和存储·坐式家具·特殊家具·桌子·生活方式配件

### > 厨房和居家

厨房器具·刀具和配件·大件电器·小件电器·碗碟和配件·居家用品·橱柜和厨房家具·厨房配饰

### > 照明

室内外灯具·装饰灯具·特色技术灯具·办公室灯具

### > 办公场所

办公室陈设·办公室设备·办公家具·办公用品·存档系统

### > 户外家具

花园家具·温室家具·花园配件

### > 纺织品

装饰面料·家具面料·家具皮革·桌子和厨房亚麻织物·卫浴亚麻织物·床布巾

### > 墙面, 地面和屋顶

墙纸·瓷砖·地毯·地板覆盖物·墙面覆盖物

## CATEGORIES

With nine categories, the ICONIC AWARDS: Innovative Interior present the entire world of interior design in a single forum.

### > BATHROOM AND WELLNESS

Bathroom fittings, bath accessories, bathroom furniture, sanitary installations

### > BUILDING FIXTURES

Building automation, post boxes, linings, energy technology, windows and doors, house and door signage, switches and control elements

### > FURNITURE

Beds, wardrobes, closets and storage, seating furniture, special furniture, tables, lifestyle accessories

### > KITCHEN AND HOUSEHOLD

Kitchen fittings, cutlery and accessories, large electrical appliances, small electrical appliances, dishes and accessories, household appliances, kitchen furniture, kitchen accessories

### > LIGHTING

External light fixtures, decorative light fixtures, technical light fixtures, work light fixtures

### > OFFICE AND WORKPLACE

Office accessories, office devices, office furniture, writing utensils, filing systems

### > OUTDOOR PRODUCTS

Garden furniture, conservatory furnishings, garden accessories

### > TEXTILES

Decorative fabrics, upholstery fabric, upholstery leather, table and kitchen linen, bath linen, bed linen

### > WALL, FLOOR, CEILING

Wallpaper, tiles, carpets, floor coverings, wall coverings

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## 获奖者权益

### > **标志**

您可不受限制地使用官方获奖标志。

### > **证书**

您将获得两份获奖证书。我们在颁奖典礼上提供专业摄影师服务，能让您一目了然地展示自己的获奖。»Best of Best 至尊奖«获得者收到奖杯，在舞台上展示自己。

### > **社交媒体**

有关标志性设计奖·创新产品奖信息将在社交媒体上发布。

### > **在线展览**

在我们的在线展厅标志性世界索引中，您将看到历届获奖者的文字和图片资料，并链接获奖企业官网。

### > **获奖目录**

我们的获奖目录使用图片、短文和公司简介介绍获奖作品。出版时间是2021年1月。

## HOW WINNERS BENEFIT

### > **LABEL**

Use your winner label for your own marketing activities.

### > **DISTINCTION**

All award winners will receive two personalised winner's documents. The Best of Best winners will additionally receive an award trophy on stage.

### > **SOCIAL MEDIA**

We provide comprehensive social media communication for everything pertaining the ICONIC AWARDS 2021: Innovative Interior.

### > **ONLINE PRESENTATION**

All winning projects will be presented online in the ICONIC Directory with an image, short text and a link to the company website.

### > **CATALOGUE ENTRY**

As a winner, you will receive an entry in the ICONIC catalogue including image, short text and company credits. The catalogue will be published for the awards ceremony and opening of the exhibition in January 2021.



# BE NEFI TSVO RTEI LE

## > **颁奖典礼**

颁奖典礼上“Best of Best至尊奖”获奖者将在科隆艺术馆 (Kölnischer Kunstverein) 上台领奖。

## > **2021年科隆国际家具展期间在科隆艺术馆 (Kölnischer Kunstverein) 举办获奖作品展**

我们将独家展示为期一周的获奖作品展。该展览针对»设计在科隆艺术馆«文化节目中的专业观众和感兴趣的公众。

## > **公关工作**

您将从我们组织的标志性设计奖·创新产品奖新闻和公共关系工作中受益。

## > **营销服务用品**

获奖者可以订购获奖服务用品

## > **德国设计奖提名**

标志性设计奖·创新产品奖获奖者获得参赛德国设计奖提名资格。

## > **AWARDS CEREMONY**

The Best of Best winners will be honoured during a ceremony at the Kölnischer Kunstverein in Cologne in January.

## > **EXHIBITION DURING THE IMM COLOGNE 2021**

We will present the winning projects for a week in an exclusive exhibition in the context of the cultural programme »Design im Kunstverein« to the specialist audience and the interested public.

## > **PR WORK**

You benefit from our press and public relations work, the international address and distribution lists and our marketing activities in conjunction with the ICONIC AWARDS 2021: Innovative Interior.

## > **MARKETING SERVICES**

As a winner you receive access to exclusive marketing articles, which you can order from our Marketing Services.

## > **NOMINATION FOR THE GERMAN DESIGN AWARD**

We offer all winners of the ICONIC AWARDS 2021: Innovative Interior the option to participate in the German Design Awards 2022.

# REGISTRATION ANNOUNCEMENT

## 报名参加竞赛

注册报名参加标志性设计奖·创新产品奖，只需登录[www.innovative-interior.com](http://www.innovative-interior.com)。

**报名截止日是2020年10月16日。**

报名成功后，您将收到一个确认您报名的电子邮件，一份信息表以及更多信息。

## 特别提示

我们在此强调，您通过报名网站提交的报名人信息和项目信息将在获奖后的获奖作品展、媒体发布、获奖杂志以及标志性在线展览中使用。组织者对于不正确或不完整的信息不承担任何责任。

## REGISTRATION FOR THE COMPETITION

Registration for participation in the ICONIC AWARDS 2021: Innovative Interior is possible online at [www.innovative-interior.com](http://www.innovative-interior.com).

**The final date for registration is 16 October 2020.**

Following successful registration, you will receive an e-mail confirming your registration, an information sheet and further information on how to submit your entry.

## NOTE

We would like to emphasise that in case of a distinction the data of the registrant and the registered projects from online registration will be used for the ICONIC AWARDS: Innovative Interior exhibition, press releases, the ICONIC catalogue, and for the ICONIC Directory. The organiser assumes no liability for incorrect or incomplete information.



# SUB MISS IONE INRE ICHU NG

## 报名格式

评审团将根据由印刷服务提交印刷的DIN A2演示图表，以高质量演示图表的形式评估所提交的内容。印刷服务包括印刷和生产以及交付给评审会议。您将通过注册确认电子邮件收到演示图表上传链接。

可打印数据必须满足以下相关要求：

- 可打印PDF文件，最多4页（含项目图片，可提供英文短文），A2尺寸，CMYK
- 文件大小：最大50MB
- 分辨率：至少300dpi
- 字体转换为路径
- 带有裁缝切线，修剪框和+3mm出血的pdf文件
- 文件名开头为项目注册报名时获得的4位项目编号。

在线注册后，您将通过电子邮件收到打印数据的上传链接，请您最晚于**2020年10月16日**上传数据。打印服务费已包含在注册费中。

## 特别提示

原则上 请不要发送任何产品实物样品。可选择发送尺寸最大0.5m（长/宽/高）且重量最大5kg的实物样品。额外的电子提交（PDF, jpg, mp4）是可以的。请注意第10页上的样品/电子提交处理费用。

请注意，产品样本将在评审会后被处置。收集或退货须经德国品牌设计委员会同意，并由您承担运费。

## 关税

您从德国境外发送样品您必须自费完税。此外，样品须附有形式发票/贸易发票。

## ENTRY FORM

The jury evaluates all submissions in the form of high-quality presentation charts. The printed DIN A2 charts will be submitted based on our printing service. The printing service includes printing and production as well as delivery to the jury meeting. You will receive the link to the upload with the registration confirmation by e-mail.

The printable data has to satisfy the following relevant requirements:

- > one printable PDF file (project images, if necessary short English texts), sized A2, 1 page
- > CMYK, 300 dpi, max. 50 MB, fonts converted into paths
- > File with trim box and + min. 3 mm bleed, possibly crop marks
- > The file name must begin with the 4-digit project ID

Please upload the data after successful online approval by **16 October 2020** at the latest. The Printing Service is automatically included in the registration fee.

## NOTE

Please do not send any original products. An optional entry of product samples of the projects up to 0.5 m (length/width/height) and up to 5 kg is possible. Additional digital entries are permitted in the following formats: PDF, jpg, mp4. Please note the costs for project handling at page 10.

Please note that product samples of the projects will be disposed of after the jury meeting. Collection or return shipment at your expense is only possible after agreement with the German Design Council.

## CUSTOMS

Should you be sending entries from outside of Germany you must process all necessary customs modalities at your own expenses. The entry must be submitted as delivered duty paid. Moreover, the entry must be dispatched with a pro forma invoice/trade invoice attached.



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## »SELECTION精选奖«服务费

## SELECTION

**标志**  
Label

使用»精选奖«获奖标志宣传

Use of the Selection label

**证书**  
Distinction

两份个性化获奖者证书

Two personalised documents

**营销服务用品**  
Marketing Services

可订购营销服务产品

Access to our Marketing Services

**在线展览**  
Online presentation

在线展览“标志性世界索引”中展示获奖产品

Presentation of the project in the  
ICONIC Directory

**获奖目录**  
Catalogue

在获奖目录中独享一页版面，给每个获奖者  
邮递一本获奖目录

Entry in the ICONIC catalogue  
One specimen copie per registrant

**公关**  
PR work

基本公关传播

Basic public relations work concerning the  
ICONIC AWARDS 2021: Innovative Interior

**社交媒体**  
Social media

与大赛相关的社交媒体报道

Basic social media communication concer-  
ning the ICONIC AWARDS 2021: Innovative  
Interior

**颁奖典礼**  
Awards ceremony

获邀参加颁奖典礼和获奖作品展开幕式

Invitation to the awards ceremony and  
exhibition opening

**获奖作品展览**  
Exhibition

获奖作品展览中展示获奖作品电子版

Digital presentation of the project in the  
exhibition

**获奖服务费**  
Service fee

含税人民币21,600元

CNY 21,600

将向获奖者开具费用的发票。

The winners will be invoiced for these mandatory  
fees.



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## »WINNER优胜奖«服务费

## WINNER

标志 Label	使用»优胜奖«获奖标志宣传	Use of the Winner label
证书 Distinction	两份个性化获奖者证书	Two personalised documents
营销服务用品 Marketing Services	可订购营销服务产品	Access to our Marketing Services
在线展览 Online presentation	在线展览“标志性世界索引”中展示获奖产品	Presentation of the project in the ICONIC Directory
获奖目录 Catalogue	在获奖目录中独享一页版面，给每个获奖者邮递一本获奖目录	Entry in the ICONIC catalogue One specimen copie per registrant
公关 PR work	基本公关传播	Comprehensive public relations work concerning the ICONIC AWARDS 2021: Innovative Interior
社交媒体 Social media	与大赛相关的社交媒体报道	Comprehensive social media communication concerning the ICONIC AWARDS 2021: Innovative Interior
颁奖典礼 Awards ceremony	获邀参加颁奖典礼和获奖作品展开幕式	Invitation to the awards ceremony and exhibition opening
获奖作品展览 Exhibition	获奖作品展览中展示实物	Physical presentation of the project in the exhibition
获奖服务费 Service fee	含税人民币29,800元  将向获奖者开具费用的发票。	CNY 29,800  The winners will be invoiced for these mandatory fees.



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## »Best of Best至尊奖«服务费

## BEST OF BEST

**标志**  
Label

使用»Best of Best至尊奖«获奖标志宣传

Use of the Best of Best label

**证书**  
Distinction

两份个性化获奖者证书和奖杯

Two personalised documents in a high-quality frame and one award trophy

**营销服务用品**  
Marketing Services

可订购营销服务产品

Access to our Marketing Services

**在线展览**  
Online presentation

在线展览“标志性世界索引”中展示获奖产品

Presentation of the project in the ICONIC Directory

**获奖目录**  
Catalogue

在获奖目录中独享二页版面，给每个获奖者邮递一本获奖目录

Two-page entry in the ICONIC catalogue  
One specimen copie per registrant

**公关**  
PR work

独家公关传播

Exclusive public relations work concerning the ICONIC AWARDS 2021: Innovative Interior

**社交媒体**  
Social media

独家享有与大赛相关的社交媒体报道

Exclusive social media communication concerning the ICONIC AWARDS 2021: Innovative Interior

**颁奖典礼**  
Awards ceremony

获邀参加颁奖典礼和获奖作品展开幕仪式，上台接受颁发证书和奖杯，由专业摄影师拍摄获奖照片。

Invitation to the awards ceremony and exhibition opening  
Receipt of the distinction on stage

**获奖作品展览**  
Exhibition

获奖作品展览中展示实物

Physical presentation of the project in the exhibition

**获奖服务费**  
Service fee

含税人民币32,800元

CNY 32,800

将向获奖者开具费用的发票。

The winners will be invoiced for these mandatory fees.

# SER VICE FEES SERV ICEG EBÜH REN

## 获奖作品展展品处理费

除了获奖服务费外，对获得best of best至尊奖和winner优胜奖的获奖作品实物根据展品大小和重量收取展品处理费。对获得Selection精选奖作品收取电子展示处理费。电子展示处理费收费标准等同S小件：

S小件 - 收费含税：人民币3,360元  
样品尺寸最大1m（长/宽/高）重量最大20kg

M中件 - 收费含税：人民币5,050元  
样品尺寸最大2m（长/宽/高）重量最大50kg

L大件 - 收费含税：人民币7,660元  
样品尺寸最大3m（长/宽/高）重量最大100kg

XL特大件 - 收费含税：人民币9,300元  
样品尺寸超过3m（长/宽/高）重量超过100kg

## 资助计划

如果小企业、自由职业者、创业公司在报名时提出申请，德国品牌设计委员会将提供他们免收「精选奖」、「优胜奖」、「至尊奖」获奖服务费的机会。

申请条件是公司必须过去两年中每年总收入不超过人民币40万元。德国品牌设计委员会在对申请公司进行详细的财务状况调查之后才批准申请。

申请资助计划前必须先完成2020年标志性设计奖·创新产品奖在线报名。资助计划申请表在2020年9月25日之前提交（以德国品牌设计委员会接收当天的日期为准）。可在<https://mdc.german-design-council.de>下载资助计划申请表，或者跟德国品牌设计委员会联系。德国品牌设计委员会的审核结果将以书面形式告知申请人。

## COSTS FOR PROJECT HANDLING AT THE EXHIBITION

In addition to the service fee for winners, we have to charge mandatory costs for the physical or media project handling for the exhibition depending on the size of the winning projects:

S – additional fee: CNY 3,360  
length, width, height of the exhibit up to 1 m, weight up to 20 kg

M – additional fee: CNY 5,050  
length, width, height of the exhibit up to 2 m, weight up to 50 kg

L – additional fee: CNY 7,660  
length, width, height of the exhibit up to 3 m, weight up to 100 kg

XL – additional fee: CNY 9,300  
length, width, height of the exhibit over 3 m, weight over 100 kg

## GRANT PROGRAMME

The German Design Council offers all small businesses, freelancers and start-ups the opportunity to submit a grant proposal for exemption from the service fees for winners that may arise. Exemption shall only take effect following close examination of the financial circumstances. The prerequisite is that the company's annual turnover did not exceed EUR 50,000.00 during the past two years. The proposal must be submitted by **25 September 2020** (received by the German Design Council). The application form is available for download in the personal account at <https://mdc.german-design-council.de>.



## 日历

早鸟价截止日.....	2020年9月18日
赞助计划提交截止日.....	2020年9月25日
网上报名截止日.....	2020年10月16日
可选寄送样品截止日.....	2020年10月16日
评审会.....	2020年10月29日
评审结果通知.....	2020年11月
颁奖典礼.....	2021年1月17日
获奖作品展.....	2021年1月17日至24日

## OVERVIEW

Deadline for early bird rate.....	18 September 2020
Deadline grant programme.....	25 September 2020
Deadline for registrations.....	16 October 2020
Optional submission of samples.....	until 16 October 2020
Jury meeting.....	29 October 2020
Notification of the jury's decision.....	November 2020
Awards ceremony.....	17 January 2021
Exhibition.....	17 to 24 January 2021

### German Design Council (Shanghai) Co., Ltd. 德色（上海）品牌设计有限公司

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