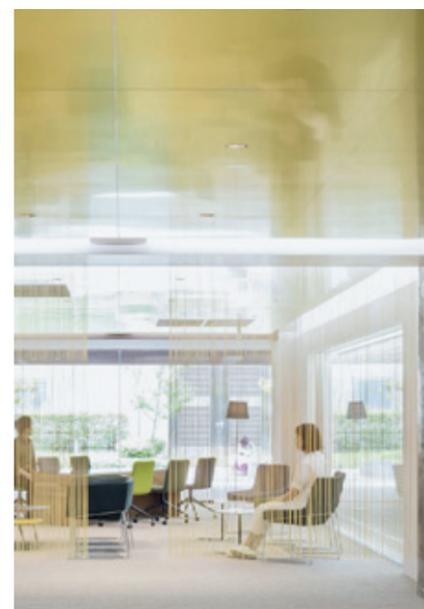
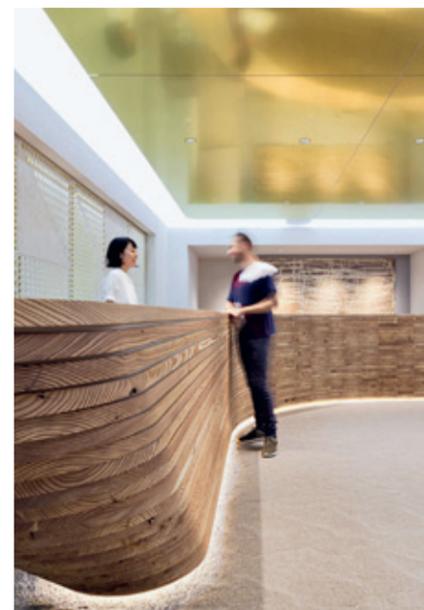




Focus:
Architecture and Interior Design

INSIGHT

ifworlddesignguide.com



iF WORLD DESIGN GUIDE – at a glance

- **Search and Connect:**
Insert your profile and access to our extensive network for design-oriented companies and studios, professionals and talents.
- **Source of diverse Content:**
Find interviews and documentaries about cutting-edge design and architecture in our content areas.
- **Plan your Career:**
Get informed about the best jobs in design and architecture with our job board.
- **What's up?**
Plan your trips to design events worldwide with the iF world design calendar and remember all iF dates at a glance.
- **Hall of Fame:**
Learn how studios and manufacturers from all over the world rank in their main disciplines compared to other award winners.

DESIGN WORLD

A Benchmark for Design

iF guides you through a shining world of awarded designs starting from the 1950s. Furthermore, we identify new issues and trends to strengthen the cultural relevance of design and architecture and create an informative journey for the audience.

Design makes brands strong – and companies successful. The design is no longer just about looks. Today, the processes, user experience and working methods are as much a part of the tools of modern designers as artificial intelligence. And the design-driven companies are financially more successful, as revealed by the recent McKinsey Design Index, „The Business Value of Design.“

The iF WORLD DESIGN GUIDE (iF WDG) is a central online platform for the future driven creative industries and their clients. Whether design specials, interviews with renowned designers, success stories or the announcement of important events: Various contents are provided.

The iF WDG focuses on all areas of architecture and interior design as well as on product/industrial design in its entire spectrum from automobiles, bath and kitchen, to medicine/health and industry tools. Current communication and branding concepts, international packaging solutions, service design and professional design concepts, form a colourful investigation source and playground for design professionals and enthusiasts.

Left-hand page, on the top: **Tongling Recluse**
Client / Manufacturer: Confidential, Beijing, China
Design: Tongling Recluse, Principal Architect: Ziyu Zhuang, Tongling, China

Left-hand page, below: **ART VILLAGE**
Client / Manufacturer: ART PLUS EDUCATION PTE. LTD., Shenzhen, China
Design: AND LAB PTE. LTD., BEIJING, China

Right-hand page: **Hotel Fukuracia Harumi**
Client / Manufacturer: Maxpart Corporation, Tokyo, Japan
Design: Fieldfourdesignoffice Makoto Fujii, Tokyo, Japan

Valuable Information for your Research

With the new iF WORLD DESIGN INDEX (iF WDI) you can compare countries, companies, in-house design teams and design studios in terms of their success in winning the iF DESIGN AWARD.

The iF WDI offers different attractive ways of presenting data and analyzes that you can extract and use for your own purposes – in your studies and professional work.

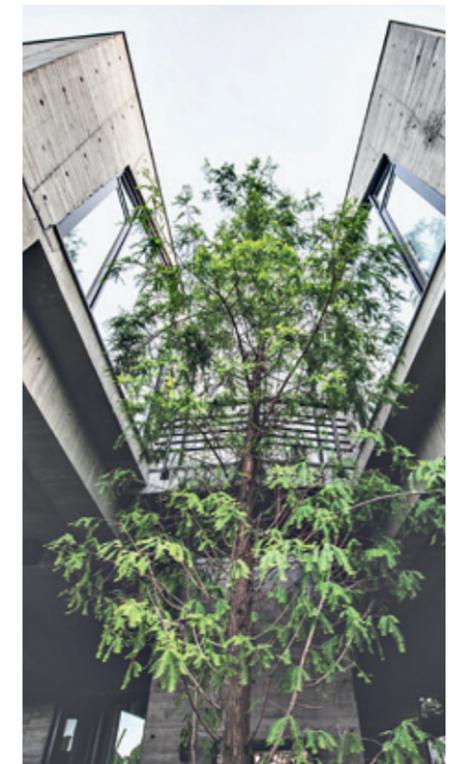
PARTICIPATE

Companies and Creatives Profiles

Our online platform gives you access to countless opportunities for cooperation, unique inspiration and the attention that excellent design deserves.

With your premium profile on the iF WORLD DESIGN GUIDE you showcase your current success as an award winner as well as your best reference projects at a glance. Present the highlights of your portfolio and get involved in the iF WORLD DESIGN GUIDE content areas and communication measures.

You are welcome to join the iF WORLD DESIGN GUIDE community even without an iF DESIGN AWARD. Your premium profile supports your image, tells your success story and shows your current portfolio. The cost-free basic profile ensures that you appear in the iF WORLD DESIGN GUIDE.



More than...

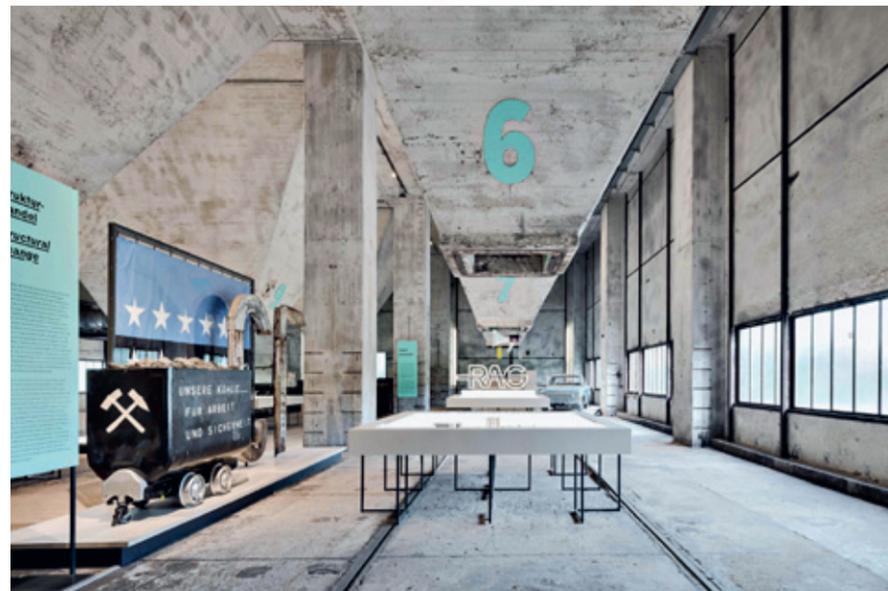
- ... 1,5 million users from 190 countries per year
- ... 14 million page views
- ... 5,000 referring websites
- ... 6,200 profiles from creative companies and studios
- ... 1,600 awarded architecture and interior architecture designs

The iF WORLD DESIGN GUIDE features 2,400 design studios and more than 3,800 company profiles. **Create your own profile and be part of a global design community with over 40.000 monthly users.**

Use the trusted iF brand and our worldwide networking for your own branding. Shape your business with partners all over the world.

Get connected with awesome professionals, young talents, engaged organizations, coloured events, and important museums worldwide investing in best design solutions for a sustainable life.

The Wheel
Client / Manufacturer: Architects Uncharted
Taoyuan City, Taiwan
Design: Architects Uncharted
Chi-Shen Chien, Taoyuan City, Taiwan



The Age of Coal
Client / Manufacturer: Ruhr Museum Essen, Essen, Germany; Deutsches Bergbau-Museum Bochum, Bochum, Germany; Design: Space4, Stuttgart, Germany

GET INSPIRED

Collections

Need inspiration for new projects? Enjoy the world of design with our collections. Choose a topic that interests you and find the matching award-winning and other selected designs. The iF WDG collections are a perfect source for inspiration and information. What is trending at the moment? What are the short-time and long-term trends? If you want to find international outstanding design use our winners collection and make a research through all disciplines and categories since 1954.

Left-hand: **The Macallan Visitor Experience**
Client / Manufacturer: The Edrington Group, Glasgow, UK
Design: ATELIER BRÜCKNER; Stuttgart, Germany; SPEIRS & MAJOR; Light Planning London, UK; TAMSCHICK MEDIA+SPACE Media Design; Berlin, Germany; MKT AG, Kinetic installations technical implementation, Olching, Germany; ROGERS STIRK HARBOUR + PARTNERS Architecture; London, UK

Right-hand: **Gerridae's Waltz**
Client / Manufacturer: SKY Architectural Space, Planning and Design, Tainan City, Taiwan
Design: SKY Architectural Space, Planning and Design, Tainan City, Taiwan

TRENDS + STORIES



Fashion-Product Collaborations: Off White's Virgil Abloh and IKEA Carpets

„I wanted to take an ironical turn on interior: I wanted the living room to be treated like a white cube instead of a room, where you sit around!“

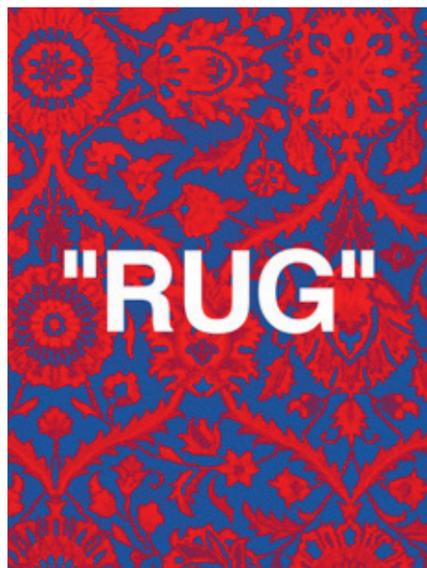
This statement by Off White's Virgil Abloh is mainly the reason behind most collaborations with fashion designers: breaking the rules, changing perspectives – ironically!

Abloh and IKEA are collaborating for their much talked about collection of carpets, hitting the stores last month. However, fans of the designer, who is now the new men's artistic director at Louis Vuitton, did never have a real chance to buy them: The carpets, starting at 299 Euro, were sold-out in a minute, in pre-sale already. Owners of the carpet belong to an exclusive circle: To BUY the carpet, IKEA customers have to take part in a competition. Only those who win a ticket, have permission to buy one.

With his design, bold letters saying, for example, "Keep Off" on classical Persian carpet designs, Abloh challenges preconceptions of traditional interior and the clash of generations when it comes to the living space. "It is about today's relationship of young people with interior and furniture. They OWN it. Nobody has to tell them HOW. It is a kind of artistic and sassy rebellion against every parent's catch phrase: 'do not break anything!'"



PHOTOS: © IKEA



INTERVIEW

In our Special on the ARCH + DSGN SUMMIT Turkey we talked to Özge Meriç and Volkan Taskin of "degostudio" about architecture trends and housing habits in Turkey.

What role does tradition play and how important is modern architecture to the people?

degostudio:

„With the rise of conservative politics both at home and around the world, tradition gained momentum almost for the first time in the last hundred years. On the other hand, modernism, with century long exposure to everyday life, has also created its own traditions and legacies. Therefore, what tradition means today is not post-modernist escapism, but a search for a mutual ground between local values and global styles.“

The pure modernism of the early 20th Century is long gone and today being vernacular means being modern as well, as long as the designer molds that mutual ground into an unique piece of work. Therefore, the long-accepted centers vs. periphery arguments are slowly proving wrong to understand the emerging architecture scenes in Sub-Saharan Africa and Indochina. This is surely a victory for modernism, disguised as tradition in everyday conservative politics.“

Touguinhó III House

Client / Manufacturer: Liliana Carvalho, Vila do Conde, Portugal

Design: Raulino Silva Arquitecto, Unipessoal, Lda, Vila do Conde, Portugal



degostudio

is an architecture and urban design office with global vision based in Istanbul, Turkey. Its portfolio consists of a diversified set of projects and scales, from urban design to interiors.

Czech Glass Tradition from Brokis and Lucie Koldova

Natural light in the living space is not just a question of the amount of red and blue light, of the right light bulbs or indirect lighting.

The lamp housing design plays a crucial role, too, if you want to bring in a much more natural ambience in your living space. Nature and its life-giving beauty and strength serve as the model for a new and unique lighting concept called IVY, designed by Lucie Koldova for Czech lamp design studio Brokis. Just as the plant grows and climbs up the walls of a house, creating multiple images, IVY offers a special system of modular components, thanks to which it can be used to achieve a highly innovative take on decorative lighting in both vertical and horizontal compositions. The collection features three sizes in opal or smoke glass.

Variable, elegant, and precise in workmanship all the way down to the smallest detail, IVY is a high-tech lighting concept well suited to both commercial and residential applications. In intimate home settings, for example, a single elegant branch can be used, or multiple branches can be joined together to create a curtain of light. IVY has many forms and justly takes its place among artistic, so-called bespoke, lighting installations.



Left-hand: **Mito largo**
Occhio
Occhio GmbH
München, Germany

Middle left hand: **IVY**
Lucie Koldova
Brokis, Horní Dubenky, Czech Republic

Bottom left-hand: **ERCO Jilly**
ERCO GmbH
Lüdenscheid, Germany

Left-hand bottom right: **Falling**
Tobias Grau
Tobias Grau GmbH
Rellingen, Germany

Bottom right: **Salt & Pepper**
Bottom left: **Tobias Grau Headquarters**
Tobias Grau
Tobias Grau GmbH
Rellingen, Germany

DAIKO ELECTRIC CO., LTD
Product Development Department
OSAKA, Japan



Lucie Koldova, © Brokis

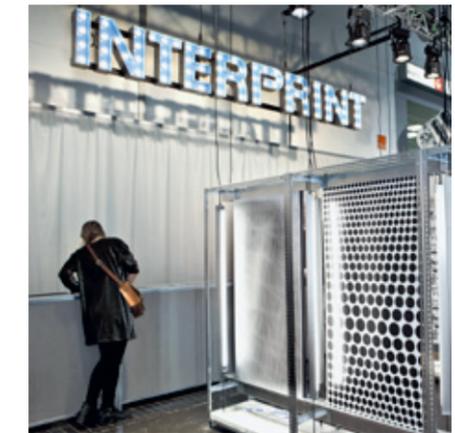


„Lighting plays a major role in architecture because without light we have no perception of spaces.“

Ulrike Brandi, Lighting designer, author and educator



+++ Douglas, Düsseldorf | Germany +++ Spotify, Stockholm | Sweden +++ Schmidhuber Brand Experience GmbH, München | Germany +++ Lufthansa AG, Frankfurt am Main | Germany +++ Festo Didactic SE, Denkendorf | Germany +++ Samsara, San Francisco | United States +++ Honeywell International Inc., Phoenix, AZ | United States +++ Volkswagen AG, Wolfsburg | Germany +++ IKEA, Espoo (Lommila) | Finland +++ KISKA GmbH, Anif-Salzburg | Austria +++ Apple, Cupertino, California | United States +++ Ogilvy, Düsseldorf | Germany +++ Microsoft, Redmond, Washington | United States +++ Walt Disney Television, Burbank, California | United States +++ BMW Group, München | Germany +++ Volvo Cars, Gothenburg | Sweden +++ Publicis Sapient, Austin, Texas | United States +++ PepsiCo, Shanghai | China +++



JOBS

iF Design Job Board

Do you want to expand your team with young creatives or experienced colleagues from the worlds of design or architecture? Then stay tuned with our job platform on the iF WORLD DESIGN GUIDE. Young talents and professionals use the international iF design job board looking for a new challenge in major agencies, studios and manufacturers. Profit from our service to publish your job postings directly via your my iF account on the iF WDG.

Right-hand: **Siemens Concept Mall, IFA 2017**
 Client / Manufacturer: BSH Hausgeräte GmbH, München, Germany
 Design: SCHMIDHUBER / BLACKSPACE, München, Germany

EXPERIENCE A NEW ENERGY
 Client / Manufacturer: SHISEIDO CO., LTD.; Tokyo, Japan
 Design: SHISEIDO TEAM 101, Tokyo, Japan;
 WOW inc., Tokyo, Japan; HAKUTEN, Tokyo, Japan

thyssenkrupp Elevator Test Tower Visitor Center
 Client / Manufacturer: thyssenkrupp Elevator AG, Essen, Germany
 Design: Milla & Partner, Stuttgart, Germany;
 Klangerfinder GmbH, Stuttgart, Germany

Bosch IT Campus Foyer
 Client / Manufacturer: Robert Bosch GmbH, Stuttgart, Germany
 Design: Milla & Partner, Stuttgart, Germany
 M&P Innovation Lab, Stuttgart, Germany

T.um
 Client / Manufacturer: SK Telecom, Seoul, Republic of Korea
 Design: GBO, Seoul, Republic of Korea;
 Aworks, Seoul, Republic of Korea

Interprint / Euroshop 2017
 Client / Manufacturer: Interprint GmbH, Arnsberg, Germany
 Design: DIIIP, Köln, Germany

EVENTS

iF World Design Calendar

Current design and architectural fairs, exhibitions, festivals, and conferences are published regularly in our iF world design calendar. Find the latest trends in the design and architecture industry in our event calendar for expanding your worldwide network. Holders of premium profiles can publish announce dates for free.

Winter Highlights

- World Architecture Festival / INSIDE, Amsterdam
- Business of Design Week/Design Inspire, Hong Kong
- LAVA – Architecture meets Technology, architecture gallery berlin
- Amsterdam Light Festival
- BIO 26 Common Knowledge | Museum of Architecture + Design, Ljubljana
- Copenhagen Light Festival
- Taipei Building Show, Taiwan
- Heimtextil, Frankfurt/Main ...

Don't miss

- BERLIN DESIGN WEEK, 30 April - 10 May 2020
- iF design exhibition Berlin, 2-10 May 2020, Café Moskau, Berlin
- iF design award night, 4 May 2020, Friedrichstadtpalast Berlin

DESIGN QUALITY

Challenges and Rewards

Manufacturers and designers who are prepared to face the competition and accept both constructive criticism and straightforward praise have come to the right place: the iF DESIGN AWARD.

Whether product, communication, packaging, architecture, or interior architecture, each of these and further disciplines are part of the iF DESIGN AWARD. The design experts in the iF jury are constantly looking for innovation and uniqueness. In other words, they seek designs that are true winners – iF DESIGN AWARD winners.



„In architecture there are several megatrends and they are often politically, content-driven. Right now, we have the discussion of the sustainability, of global warming. And since the building sector makes up about a third of the problem, we as the architects have a big responsibility to look into that.

I would say the megatrend right now is costs. That means finding ways to provide affordable housing that are responsible with our environment.”

Stefan Behnisch, Behnisch Architects, Stuttgart/Munich/Boston and iF Juror

iF DESIGN AWARD

- One of the most prestigious, globally leading design awards
- Respected by manufacturers and creatives from all design disciplines
- Highly qualified international jury, transparent evaluation criteria
- Over 7,300 entries in 2020 from 59 countries
- iF design award night with 2,000 guests from 41 countries – a benchmark event in Berlin
- Exhibition of award winners in the center of Berlin



2018 Pyeongchang Media Residence Hotel

Client / Manufacturer: POSCO A&C, Seoul, Republic of Korea
Design: POSCO A&C, Seoul, Republic of Korea



Your award-winning entries and your premium company profile will be featured in the largest design platform on the internet – unlimited in time. All products and projects shown in this brochure are iF DESIGN AWARD winners.

On top lefthand: **W Hotel Panama**
Client / Manufacturer: W Hotel Panama, Panama City, Panama
Design: Studio GAIA New York / Seoul, Seoul, Republic of Korea

On top righthand: **Zenshoji Garage**
Client / Manufacturer: Daiwasenpakutochi Co., Ltd., Kobe, Japan
Design: Archimera Architects office, Kobe, Japan
Daiwasenpakutochi Design Office, Kobe, Japan

Below: **Savoir Xixi Resort**
Client / Manufacturer: Savoir Resort Management Co., Ltd., Hangzhou, China
Design: CAC DESIGN GROUP, Shanghai, China

SOCIAL COMMITMENT



iF SOCIAL IMPACT PRIZE

We are concerned about the state of our societies and want to make an active effort to have a positive effect on the world around us. One way we do this is to focus on supporting young design students and recent graduates and by organizing hearings and congresses to improve the international design education standard with the iF Design Foundation.

Another initiative is by supporting social projects for a better cause: Since the launch of our iF SOCIAL IMPACT PRIZE in 2017 around 770 social projects from over 70 countries have been registered and published on iF WORLD DESIGN GUIDE. Twice a year the international iF team members decide which „supported by“ projects share a total prize fund of EUR 50,000, donated by iF. Get in touch by their success stories revealed by this diverse and creative projects.

“Recognizing the need is the primary condition for design.”

Charles Eames

*Above: Bee My Job / The project addresses refugees' inclusion
APS Cambalache, Alessandria, Italy*

*Below: Barefoot Solar Initiative / Community Development
Barefoot College, Tilonia, India*

Investing in a Better Future: Success Stories

iF award-winning design talents Aust & Amelung share their career paths.

For iF, promoting visionary concepts created by upcoming designers is a matter of heart. Every year, we honor outstanding designs created by students from all over the world with the iF DESIGN TALENT AWARD.

We strongly believe in the potential of young designers to change and innovate. We want to find out:

What became of our young talents?

Miriam Aust and Sebastian Amelung received their iF Awards for their final project in 2014, a floor lamp, and are busy as furniture, interior and exhibition designers for various companies and projects from their headquarter in Kassel, Germany. We asked them what motivated them back then, what happened since then and, of course: What became of their awarded lamp design?

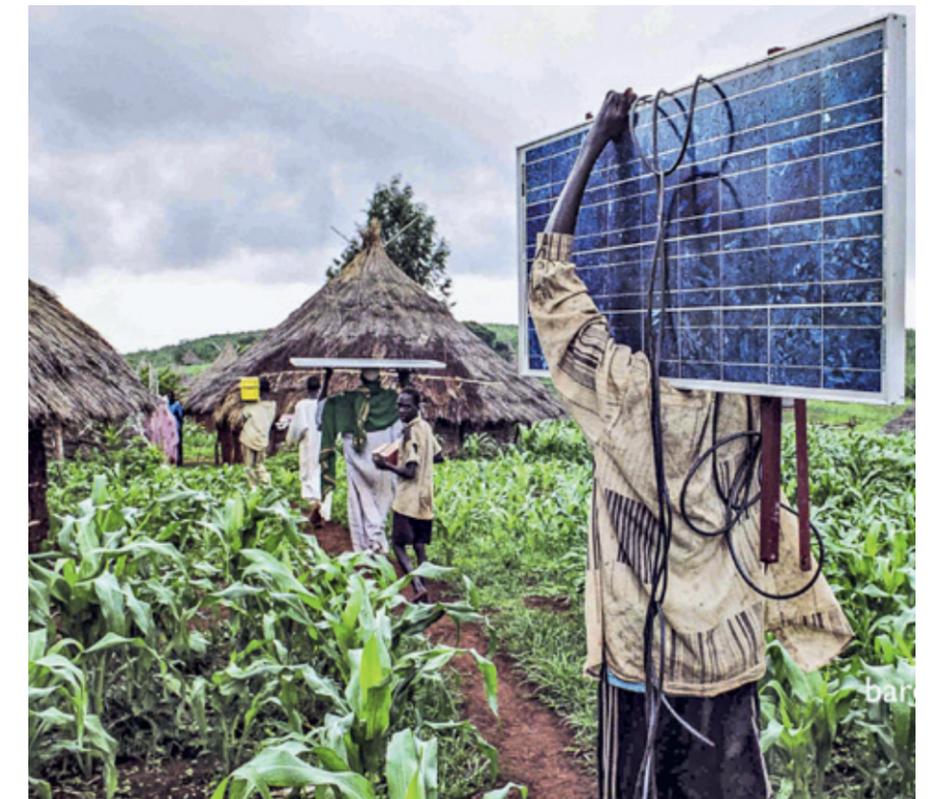
Continue reading in Design Stories on the iF WORLD DESIGN GUIDE.

Being honored with an award is always a validation that you are on the right way as a designer!

Miriam Aust

*Above: iF TALENT DESIGN AWARD winner Miriam Aust and Sebastian Amelung;
Bamboo Flow / Washing Machine, Dalian Minzu University, Dalian, China;
morning mist seeds / Simple water collecting device, Chaoyang University of Technology
Taichung City, Taiwan*

*Right-hand: iF TALENT DESIGN AWARD winner
bridgingMZAMBA
Thomas Harlander, University of Applied Sciences in Carinthia*





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*Title: **The Age of Coal***

*Client / Manufacturer: Ruhr Museum Essen,
Essen, Germany;
Deutsches Bergbau-Museum Bochum,
Bochum, Germany
Design: Space4, Stuttgart, Germany*

Hele International Art Center

*Client / Manufacturer: POLY, Wuhan, China
Design: PONE ARCHITECTURE, Guangzhou,
China*

