



Overview for Participants

What is the iF DESIGN AWARD about?

The iF DESIGN AWARD has a reputation as an internationally recognized sign of design excellence since its founding in 1953. For a designer, winning an iF award can launch a career or take it to the next level. For a company, it can be the key to breaking into a new market – or getting valuable media attention and respect. Judged by a panel of over 70 renowned experts in design, industry and architecture, the iF DESIGN AWARD is an event, a unique marketing instrument, and much more.

Benefits for award winners

iF DESIGN AWARD logo

You can use our internationally recognized label for as long as your award-winning product is on the market.

iF WORLD DESIGN GUIDE

As an award winner, your company and your entry will be showcased – for an unlimited period of time – in the largest design exhibition on the Web: the iF WORLD DESIGN GUIDE.

iF design award night

A glamorous awards ceremony, an international networking event and a great design party with more than 2,000 guests from 40 countries.

iF design app

Your award-winning entry will be showcased in a comprehensive presentation in the iF design app, including description, photos and videos.

Press and media

Our extensive international PR activities will put you in the spotlight.

Disciplines and Categories

Product

Automobiles / Vehicles, Sports / Outdoor / Bicycles, Leisure, Babies / Kids, Watches / Jewelry, Audio, TV / Cameras, Telecommunication, Computer, Gaming Hardware / VR, Office, Lighting, Home Furniture, Kitchen, Household / Tableware, Bathroom, Garden, Building Technology, Public / Retail, Medicine / Health, Beauty / Care, Industry / Tools, Textiles / Wall / Floor

Packaging

Beverages, Food, Beauty / Health, Medicine / Pharmaceuticals, Household, Consumer Products, Industry / B2B, Non-branded Packaging

Communication

Websites, Apps / Software, Film / Video, Corporate Identity / Branding, Magazines / Press / Publishing, Campaigns / Advertising, Annual Reports, Typography / Signage, Events, User Interfaces (UI)

Interior Architecture

Trade Fairs / Commercial Exhibitions, Public Exhibitions, Shops / Showrooms, Hotels / Spas / Restaurants / Bars, Residential, Offices / Workspaces, Public, Installations

Professional Concept

Mobility, Living Spaces, Sustainability, Health, Food / Water, Tools, Education, Usability / Interface, Safety, Leisure

Service Design

Health, Transportation / Logistics, Bank / Insurance, Retail, Tourism, Education, Government / Institutions, Entertainment

Architecture

Public, Residential, Office / Industry, Retail / Hospitality, Urban / Landscape, Mixed Use

Jury and Evaluation Criteria

About 70 considerable design experts from over 20 countries evaluate the award winners in a fair jury process and according established criteria.

Innovation and Elaboration

- Degree of innovation
- Degree of elaboration
- Uniqueness
- Execution / workmanship

Functionality

- Use value and usability
- Ergonomics
- Practicability
- Safety

Aesthetics

- Aesthetic appeal
- Emotional appeal
- Spatial concept
- Ambience

Responsibility

- Production efficiency
- Consideration of environmental standards / carbon footprint
- Social responsibility
- Universal design

Positioning

- Brand fit
- Target group fit
- Differentiation

Dates

28 June 2019	Early bird registration	
27 September 2019	Regular registration	
18 October 2019	Last chance registration	
October – end of November 2019	Submission of entries to jury	Ship entries for jury assessment
January 2020	Jury session	Results will be communicated in February
March 2020	Awards ceremony	iF design award night
March 2020	Publication	iF WORLD DESIGN GUIDE, iF design app, press releases

Fees

Product	Registration by 28 June 2019 Registration by 27 September 2019 Registration by 18 October 2019	EUR 340 per entry EUR 450 per entry EUR 490 per entry
All other disciplines	Registration by 28 June 2019 Registration by 27 September 2019 Registration by 18 October 2019	EUR 250 per entry EUR 375 per entry EUR 425 per entry

Fees for award winners

Product, Packaging	EUR 2,700 per entry
All other disciplines	EUR 1,600 per entry

Three steps to participate in the iF DESIGN AWARD 2020

1 Login into my iF	Login now or Create user account
2 Enter your entry data and register	<ul style="list-style-type: none"> ■ Fill in the basics. ■ Upload two pictures, enter a short entry description and add client/manufacturer as well as designer. ■ Click on "register now" to finalize the participation.
3 Send us your product / upload media	<ul style="list-style-type: none"> ■ For physical entries: ship the products from October to the end of November 2019. ■ For digital entries: upload media files until end of November 2019.

More information**Apply now****Contact****iF Team**phone +49.511.54224-205 and -214 | award@ifdesign.dewww.ifworlddesignguide.com