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THE AWARD THAT MAKES EXCELLENT DESIGN VISIBLE

Presented by the German Design Council - the competence center for brand, innovation and design - the ICONIC AWARDS: Interior Products make the cleverest detailed solutions and most sustainable product developments visible throughout the industry and internationally. Every year, the award honours personalities and companies in the interior design industry and their partners. It discovers and presents the latest trends - and thus not only creates a unique platform for all award winners, but also makes excellent design widely visible.

THE WHOLE PRODUCT WORLD OF INTERIOR

To be awarded at the ICONIC AWARDS: Interior Products means to prevail against competitors in the industry with quality, innovative spirit and excellence. The award is presented by a top-class international jury of experts who use their expertise to recognise and reward excellent design.

companies have the opportunity to submit projects on their own initiative for the award. After a review by our internal group of experts, you will receive written notification from the German Design Council as to whether your project meets the required criteria and has thus been approved for participation in the award.

In case of non-admission, you will also receive a notification and you will not incur any costs.

In addition, the German Design Council continuously recommends projects that have attracted attention through outstanding design achievements.

PARTICIPATION REQUIREMENTS

The ICONIC AWARDS: Interior Products are open to all companies in the interior design industry - manufacturers as well as product and furniture designers.

All projects that match one of the categories listed on page 11 can be submitted.

The publication of the project may not date back more than five years. Re-editions or new editions are also eligible for the award.

The number of entries per company is not limited.

PLEASE NOTE

In the event of an award, service charges will apply for the benefits included in the service package.

For detailed information, please refer to **pages 15 to 18**.

BENEFITS FOR AWARD WINNERS

YOUR AWARD IN A PACKAGE

With an award at the ICONIC AWARDS: Interior Products, you underline your design expertise in an effective way and receive increased media attention. Use this for your communication - we provide you with a comprehensive package for this purpose.



CELEBRATE YOUR SUCCESS AT THE AWARDS CEREMONY

As winner, you will receive an invitation to the exclusive award ceremony, which will take place in a prominent location during Milan Design Week in April 2024 in the trendy Brera district of Milan. On this special evening, the „Best of Best“ awards and the two special awards of the year will be presented on stage.



PRESENT YOUR PROJECT IN AN EXCLUSIVE EXHIBITION

With your project in the spotlight - On the occasion of the international furniture fair „Salone del Mobile“, which will take place from 16 - 21 April 2024 in the Italian metropolis of Milan, the „Best of Best“ projects will be presented in a high-quality exhibition in the heart of Milan and introduced to the specialist world. This will create an environment in which you can present yourself and your project and make valuable contacts with the design world.



BECOME PART OF A UNIQUE NETWORK

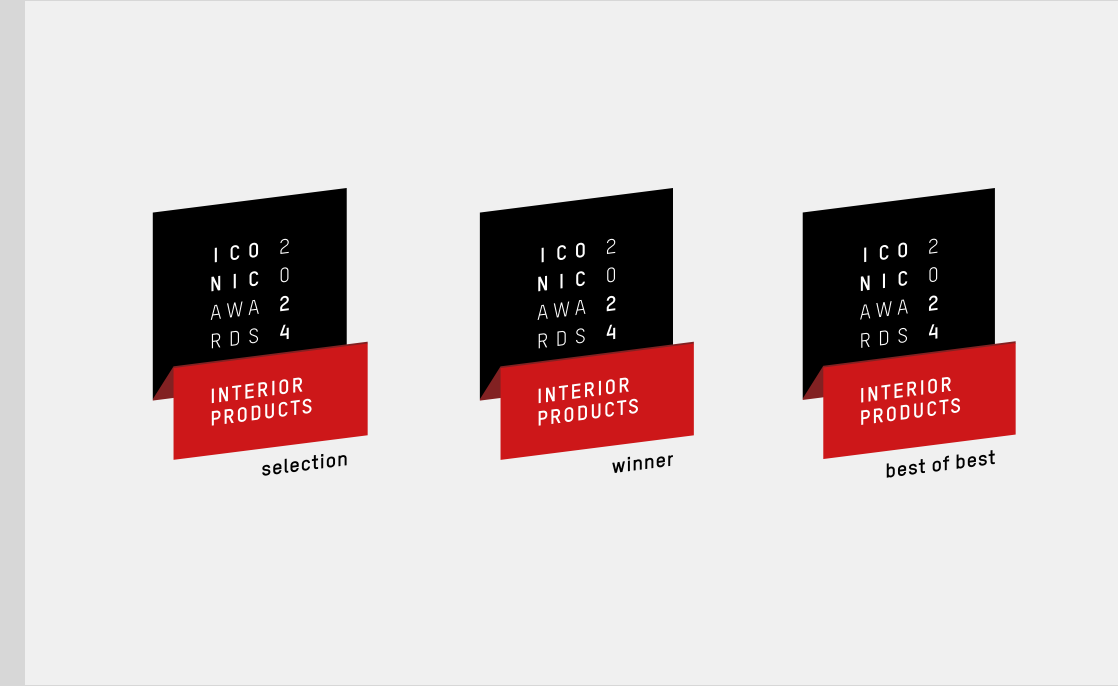
All award winners, jury members and industry guests of the ICONIC AWARDS: Interior Products form a unique network of high-calibre product designers and manufacturers. Make new contacts with experts and personalities from design management.

BENEFITS FOR AWARD WINNERS



BENEFIT FROM THE INTERNATIONAL REACH

We present the winning projects with a wide reach with posts on Facebook, Instagram and LinkedIn as well as in selected and relevant trade media. You benefit from our international address distribution lists and marketing measures. In addition, individual projects have the chance to be featured on our Instagram channel.



TELL YOUR SUCCESS STORY WITH THE LABELS

We provide you with the corresponding label for your own marketing measures. Communicate your success with the award by using the label - on websites, in digital communication, in signatures, in print, on product packaging, in advertising measures and at trade fairs.



PROFESSIONAL PHOTOS IN FRONT OF THE PHOTO WALL

At the award ceremony, winners will have professional photos taken with their award. The photos will be available to download the very next morning after the award ceremony and can be used for your own press and social media activities.



A NOBLE HIGHLIGHT IS THE AWARD TROPHY

„Best of Best“ winners also receive a award trophy - a real highlight e.g. for your company foyer. „Best of Best“ trophies are handed over exclusively on stage during the award ceremony.

BENEFITS FOR AWARD WINNERS



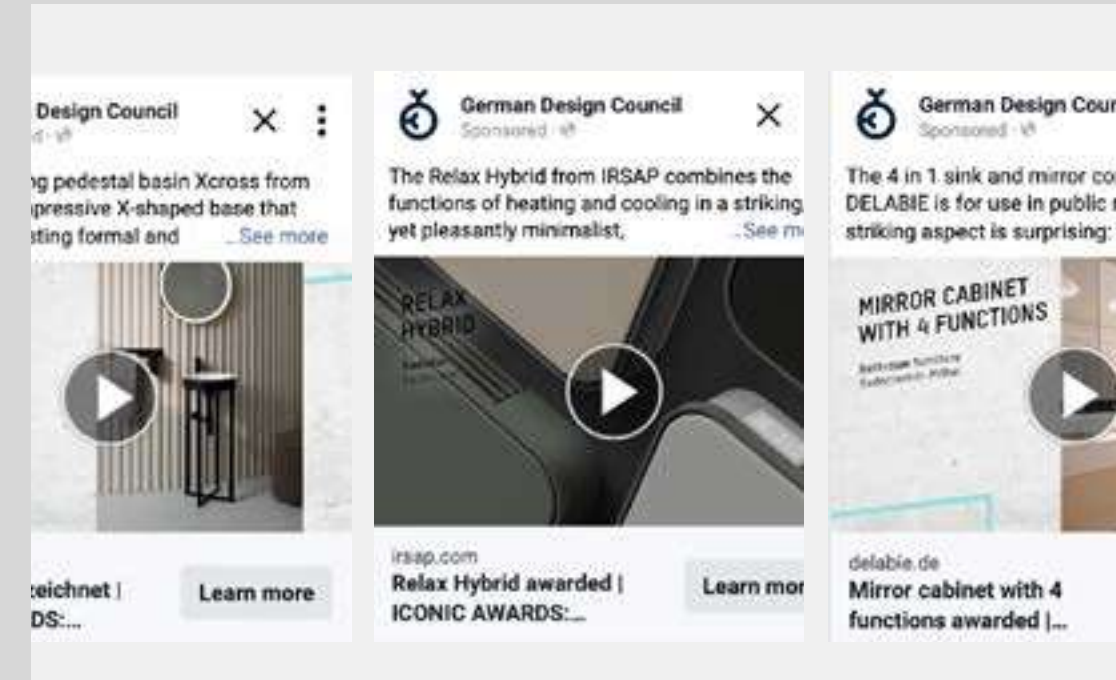
DRAW ATTENTION TO YOURSELF WITH THE SOCIAL MEDIA CLIPS

Award winners with the „Best of Best“ and „Winner“ awards receive individual clips for a brief presentation of the award-winning project. These are tailored to the formats for LinkedIn, Facebook and Instagram.



PERMANENT PRESENTATION IN THE ONLINE-SHOWROOM

All award-winning projects are presented in our online showroom for product design, interior & architecture at www.iconic-world.de/directory, including a link to the company and/or project page. Winners and their submissions are permanently present here - beyond the award ceremony..



INCREASE YOUR REACH WITH OUR SOCIAL MEDIA ADS

We present the award-winning „Best of Best“ projects to specific target groups with individual adverts on Facebook and Instagram.



INCREASE YOUR VISIBILITY THROUGH JOINT PRESS RELATIONS

Your success is our reason for communication! We strengthen international visibility through professional press work and editorial contributions in relevant specialised media. We communicate the award to decision-makers from business, politics and the media and invite them to our networking events. We also provide you with professional text modules and a white paper to communicate your success.

BENEFITS FOR AWARD WINNERS



VALUABLE AWARDED WITH PERSONALISED DOCUMENTS

Award winners will receive two copies of their certificate in a high-quality frame. You can receive these at the award ceremony or they will be sent to you by mail afterwards.



USE THE OFFER OF OUR MARKETING SERVICES

As a winner, you will receive exclusive access to our Marketing Services. Here you can order additional marketing items for your award, such as acrylic glass certificates, stickers or personalised plaques.



SHARE YOUR SUCCESS WITH OUR COMMUNICATION TOOLS

You will receive a white paper with useful tips and examples for your own award communication. In addition, we provide text modules that you can use for your press activities.



NOMINATION FOR THE GERMAN DESIGN AWARD

We would like to recommend you! As a winner of the ICONIC AWARDS 2024: Interior Products, your award-winning project is automatically nominated for the German Design Award 2025.

DEADLINES & DATES



Call for entries	November 2023
Deadline Early Bird registration	15 December 2023
Deadline grant applications	5 January 2024
Closing date	2 February 2024
Deadline upload of the presentations to the jury session	9 February 2024
Jury session	16 February 2024
Notification of the jury results	February 2024
Publication of the winners	April 2024
Award ceremony & Exhibition opening	16 April 2024

REGISTRATION FOR THE AWARD



REGISTRATION

Registration for participation in the ICONIC AWARDS 2024: Interior Products takes place online. With every open invitation, submission or recommendation, we send a user name or e-mail address for registration in the „**My Design Council**“ registration portal. There you can add all the information about your project and register for participation.

Once you have successfully registered, you will receive an e-mail confirmation of your registration, a data sheet and further submission information.

ONLINE APPLICATION

In the „My Design Council“ registration portal the following information is requested:

- Discipline
- Brand name / project name (+specification)
- Description text German / English (max. 500 characters)
- Website, place and date of launch
- Details of company / client, agency / implementation
- Category
- Billing address
- Image material of the project (max. 5 images)

You will need an average of 25 minutes for an online application.

Please note that the information and image/text material from your registration will be used both for the jury meeting and for publication in the event of an award.

After successful registration you will receive a confirmation by e-mail as well as an invoice for the registration fees.

REGISTRATION FEES

Early Bird registration until 15 December 2023 (incl. digital data preparation)	EUR 235*
Regular registration (incl. digital data preparation)	EUR 320*

*All prices are per registered project/brand and plus the legally valid value added tax.

Please note

In the event of an award, service fees will apply for the benefits included in the service package. You will find detailed information on this on [page 15 to 18](#).

REGISTRATION CLOSES ON 2 FEBRUARY 2024

CATEGORIES

MAIN CATEGORIES

With nine main categories, the ICONIC AWARDS: Interior Products give the whole world of the product and furniture design industry a forum.

SELECTION

The award is open to all companies in the furnishing industry - manufacturers as well as product and furniture designers. All projects that belong to one of the categories listed from page 11 onwards can be submitted.

PLEASE NOTE

In the event of an award, service fees will apply to the benefits included in the benefit package. Detailed information on this can be found on **page 15 to 18.**

SPECIAL CATEGORIES

Nominations for the special categories »Brand of the Year« and »Creator of the Year« will be made by a specialist jury as well as representatives of the trade media.

> BRAND OF THE YEAR

The jury will award this special prize to the brand of the year for outstanding achievements in Design and Innovation.

> CREATOR OF THE YEAR

The jury will award this special prize to the designer of the year for outstanding design achievements.



CATEGORIES

> BATH 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

> MATERIALS, TEXTILES, SURFACES

Materials, material innovations, surfaces, innovative textiles, decorative fabrics, upholstery fabrics, table and kitchen linen, bathroom textiles, bed linen

> OFFICE AND WORKPLACE

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

> OUTDOOR PRODUCTS

Garden furniture, conservatory furnishings, garden accessories

> WALL, FLOOR, CEILING

Wallpaper, tiles, carpets, floor coverings, wall coverings



SUBMISSION OF THE PRESENTATION TO THE JURY MEETING



PREPARATION

After successful online registration, please provide us with a presentation of your project, which will be viewed and evaluated by the jury. To facilitate your preparation, you will find an overview of the information relevant for the judging here.

Please remember that an appealing presentation of the projects, with further information on the product specification and innovative idea, will increase your chances of winning an award.

FORMATS

You can design your submission as a PDF presentation with images, photos and text and/or as a short movie. Only PDF and MPEG4 files are accepted.

SCOPE

Multiple PDF presentations can be combined, but should not exceed the maximum page count of 5 pages. The maximum movie length is 180 seconds. The maximum file size when uploading is 20 MB.

UPLOAD

With the registration confirmation you will receive an upload link to provide us with your presentation. A maximum of 2 files can be uploaded: 1x PDF and/or 1x MPEG4. All files must be clearly marked with the project ID.

DATA CHECK

All incoming data is checked by us before it is prepared for the jury meeting. If any technical or content-related questions arise in the process, we will contact you in good time.

CONTENT

REQUIREMENTS FOR DIGITAL PRESENTATION

The following contents clearly and understandably brought to the point:

- Maximum 2 files per submission
- 1x PDF and/or 1x MPEG4
- maximum number of pages - 5 pages
- maximum film length - 180 seconds
- portrait or landscape format
- CMYK, 300 dpi
- maximum file size - 20 MB
- The file name must begin with the project ID

Please do not send us any original products, the digital presentation is sufficient for the jury meeting.

DATA UPLOAD UNTIL 9 FEBRUARY 2024

JUDGING

JURY MEETING

The evaluation will take place in mid-February 2024 by an independent and expert jury made up of representatives from the fields of design, retail and media. The jury reviews all submissions, compares, discusses and decides on the awards..

EVALUATION CRITERIA

- Ergonomics
- Functionality and usability
- Utility value
- Overall concept
- Design quality
- Degree of innovation
- Longevity
- Marketing concept and marketing innovation
- Ecological compatibility, ecological quality
- Product aesthetics
- 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.

RESULTS

You will receive written notification of the results of the judging by e-mail before the end of February 2024. The legal process is excluded.

DISTINCTIONS

The jury awards up to 30 „Best of Best“ awards, as well as several „Winner“ and „Selection“ awards per category, with „Best of Best“ being the highest rating, followed by „Winner“ and „Selection“.

We provide a comprehensive benefits package for each award. On page 15 you will find an overview of the benefits depending on the award level as well as the corresponding fees.

JURY MEMBERS

> ESTER BRUZKUS

Founder, Ester Bruzkus Architekten, Berlin



> JUDITH HAASE

Founder, Gonzalez Haase, Berlin



> TOBIAS LUTZ

Chief Strategy & Brand, DAAily platforms, Zurich



> ANTONIO RODRIGUEZ

Partner/Designer, Matteo Thun & Partners, Milan/Munich



AWARD CEREMONY & EXHIBITION OPENING



AWARD CEREMONY

The exclusive award ceremony will take place on 16 April 2023 in the heart of Milan. On this evening, the most innovative product solutions will be presented and the discourse on outstanding trends, sustainable solutions and novel material approaches will be stimulated. The jury members, relevant industry guests and press representatives are invited to the festive event to celebrate with the winners and engage in dialogue. Here, the German Design Council creates a unique framework for current design debates and interdisciplinary dialogue. As an award winner, you will also benefit from the increased media attention and visibility during the award ceremony and exhibition.

In addition to many other offers, all prize winners can have their photo taken on site by our professional photo team with their certificate and, if applicable, prize sculpture. The pictures will be available the following day.

During the awards ceremony, the „Best of Best“ awards will be presented on stage.

EXHIBITION AS PART OF THE MILAN DESIGN WEEK 2024 16 - 21 APRIL 2024 IN MILAN

On the occasion of the international furniture fair „Salone del Mobile“, which will take place from 16 - 21 April 2024 in the Italian metropolis of Milan, the German Design Council will present the winners of the ICONIC AWARDS 2024: Interior Products in an exclusive exhibition in front of the eyes of the international design world in the Brera district. Door to door with the showrooms of the major furniture manufacturers and pop-up exhibitions. This creates an environment in which you can present yourself and your project and make valuable contacts with the design world. Like no other place and at no other time, this is where the furnishing industry interacts with the design, architecture and art public.

INVITATION

All award winners will receive an invitation to the award ceremony and exhibition opening in Milan in March 2024.

Full details of the schedule and programme will be made available in good time.



SERVICE PACKAGES & SERVICE FEES

OVERVIEW



		Distinction Selection	Distinction Winner	Distinction Best of Best
Label	Use of the label for print and web applications	✓	✓	✓
Documents	Two personalized documents in a high quality frame	✓	✓	✓
Communication tools	Whitepaper and templates for own press activities	✓	✓	✓
Online showroom	Presentation of the project in our online showroom with linking	✓	✓	✓
Marketing Services	Access to additional Marketing Services	✓	✓	✓
Press work	Press work around the ICONIC AWARDS: Interior Products	✓	✓	✓
Award ceremony	Invitation to the award ceremony in in Milan	✓	✓	✓
Exhibition	PPresentation of the project in the exclusive exhibition in Milan	✓	✓	✓
Press photos	Professional photos in front of the photo wall	✓	✓	✓
Individual clips	Short clips about the project suitable for social media		✓	✓
Social media add	Targeted ad on Facebook and Instagram with linking			✓
Award trophy	High quality award trophy with label			✓
Handover on stage	The award handover will take place on stage during the award show			✓
		EUR 1,850.00*	EUR 2,750.00*	EUR 2,950.00*

*In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded.
All figures apply per award and plus the legally valid value added tax.

SERVICE PACKAGES & SERVICE FEES

SELECTION



Label	Use of the „Selection“ label for print and web applications
Documents	Two personalised certificates in a high-quality frame
Communication tools	Whitepaper and templates for your own press activities
Online showroom	Presentation of the project in the online showroom with linking
Marketing Services	Access to our marketing services
Press work	Press relations for the ICONIC AWARDS: Interior Products
Award ceremony	Invitation to the award ceremony in Milan
Exhibition	Basic presentation of the project in the exclusive exhibition in Milan
Press photos	Professional photos in front of the photo wall

Service package „Selection“ EUR 1.850,00*

* In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded. All figures apply per award and plus the legally valid value added tax.

SERVICE PACKAGES & SERVICE FEES

WINNER



Label	Use of the „Winner“ label for print and web applications
Documents	Two personalised certificates in a high-quality frame
Communication tools	Whitepaper and templates for your own press activities
Online showroom	Presentation of the project in the online showroom with link
Marketing Services	Access to our marketing services
Press work	Press relations for the ICONIC AWARDS: Interior Products
Individual clips	Short clips on the project suitable for social media
Award ceremony	Invitation to the award ceremony in Milan
Exhibition	Basic presentation of the project in the exclusive exhibition in Milan
Press photos	Professional photos in front of the photo wall

Service package „Winner“ EUR 2.750,00*

* In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded. All figures apply per award and plus the legally valid value added tax.

SERVICE PACKAGES & SERVICE FEES

BEST OF BEST



Label	Use of the „Best of Best“ label for print and web applications
Documents	Two personalised certificates in a high-quality frame
Communication tools	Whitepaper and templates for your own press activities
Online showroom	Presentation of the project in the online showroom with link
Marketing Services	Access to our marketing services
Press work	Press relations for the ICONIC AWARDS: Interior Products
Individual clips	Short clips on the project suitable for social media
Social media add	Targeted ad on Facebook and Instagram with linking
Award ceremony	Invitation to the award ceremony in Milan
Exhibition	presentation of the project in the exclusive exhibition in Milan
Press photos	Professional photos in front of the photo wall
Award trophy	High quality award trophy with label
Handover on stage	The award handover will take place on stage during the award show

Service package „Best of Best“ EUR 2.950,00*

* In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded.
All figures apply per award and plus the legally valid value added tax.

GRANT PROGRAM & COSTS FOR PROJECT HANDLING



FUNDING

The German Design Council offers all small businesses, freelancers and start-ups the opportunity to be exempted from the service fees for winners by applying for funding. The exemption is granted after an examination of the economic circumstances.

REQUIREMENTS

The prerequisite is that the annual sales in each of the last two years (2021 and 2022) did not exceed € 50,000.00.

APPLICATION

The application must be submitted via the online form by 5 January 2024 (receipt by the German Design Council).

Here you can find the [funding application form](#).

DO YOU HAVE FURTHER QUESTIONS?

Then contact us at any time:

ICONIC AWARDS Team

Rat für Formgebung Medien GmbH
Messeturm
Friedrich-Ebert-Anlage 49
D-60327 Frankfurt am Main

Project Management

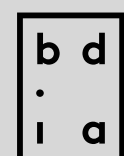
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AWARD BY



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