



REGISTRATION DEADLINE
10 MARCH 2017
FAX +49 (0) 711 123-27 71

DESIGN CENTER
 BADEN-WÜRTTEMBERG
 MICHAEL KERN
 WILLI-BLEICHER-STRASSE 19
 D-70174 STUTT GART

PRODUCT CATEGORY

Product designation _____
 Model/Type _____
 Dimensions W x H x D _____
 Market launch (year) / market price in € _____

MANUFACTURER

Company name _____
 Product manager _____
 Street _____
 Postcode, place _____
 Telephone _____ Fax _____
 Web _____ eMail _____

DISTRIBUTER IN GERMANY

Company name _____
 Street _____
 Postcode, place _____
 Telephone _____ Fax _____
 Web _____ eMail _____

DESIGNER

Name _____
 Street _____
 Postcode, place _____
 Telephone _____ Fax _____
 Web _____ eMail _____

PRODUCT DESCRIPTION (WILL BE ATTACHED TO PRODUCT)

Product explanation Yes No
 Pictures (storage media) Yes No

CONTESTANT AND INVOICE ADDRESS

Company _____
 Street _____
 Postcode, place _____
 Person responsible _____
 Telephone _____ Fax _____
 Web _____ eMail _____

HOW DID YOU FIND OUT ABOUT THE AWARD?

SUBMISSION FOR JUDGING

Original product Yes No
 Prototype Yes No

DECLARATION

We hereby agree to be bound by the competition rules for the 2017 Baden-Württemberg International Design Award. We undertake to fulfil the obligations stipulated in the aforementioned rules. We affirm that no third-party rights are infringed either by our participation or by the publication of our entry in the exhibition or other media. In this respect, we shall indemnify the organizer against any third-party claims. We shall remit the fee of € 170 following receipt of invoice.

Place, date _____

Company stamp, signature _____

DELIVERY ADDRESS FOR SENDING PRODUCTS TO THE JURY

Designpreis / Jury
 GETRAG premises
 Hermann-Hagenmeyer-Straße 1
 D-71636 Ludwigsburg

Delivery of products from
 03 April 2017

FOCUS OPEN 2017

AT A GLANCE DATES, ADDRESSES AND CONTACTS

DATES

REGISTRATION DEADLINE
 10 March 2017

DELIVERY OF PRODUCTS
 03 – 13 April 2017

JURY
 April 2017

NOTIFICATION OF RESULTS
 May 2017

COLLECTION OF PRODUCTS
 08 – 12 May 2017

AWARD CEREMONY AND EXHIBITION OPENING
 13 October 2017

DURATION OF EXHIBITION
 14 October – 22 November 2017

COLLECTION OF EXHIBITS
 24 – 27 November 2017

COSTS
 Registration per product 170 €. If selected for an award by the jury, per product 590 €.

ADDRESSES AND CONTACTS

ORGANISER
 Design Center Baden-Württemberg
 Regierungspräsidium Stuttgart
 Willi-Bleicher-Straße 19
 D-70174 Stuttgart
 www.design-center.de

INFORMATION ON THE COMPETITION
 Telefon +49 (0) 711 123-26 84
 Hildegard Hild

DELIVERY ADDRESS FOR SENDING PRODUCTS TO THE JURY
 From 03 April 2017
 Designpreis / Jury
 GETRAG premises
 Hermann-Hagenmeyer-Straße 1
 D-71636 Ludwigsburg

INFORMATION ON PRODUCT DELIVERY AND ORGANISATION
 Telephone +49 (0) 172 707 76 60
 Michael Kern

EXHIBITION
 MIK, Museum Information Kunst
 Eberhardstraße 1
 D-71634 Ludwigsburg

FOCUS OPEN 2017

BADEN-WÜRTTEMBERG INTERNATIONAL DESIGN AWARD
CALL FOR ENTRIES 10 MARCH 2017

Graphic design: www.papierhausdruck.com



FOCUS OPEN BADEN-WÜRTTEMBERG 2017 INTERNATIONAL DESIGN AWARD

The Design Center Baden-Württemberg calls for entries for the Focus Open, Baden-Württemberg International Design Award and invites companies and designers from all over the world to participate. The renowned competition looks back on a long tradition and is highly regarded both within Germany and abroad.

The state award honours forward-looking, professional and outstanding design achievements. The »Focus Gold«, »Focus Silver« and »Focus Special Mention« awards are a much sought-after endorsement of excellent design quality.

FAIR, REPUTABLE AND NON-COMMERCIAL – THE INTENTION BEHIND THE COMPETITION

MAXIMUM OBJECTIVITY

No pre-selection is made, all the products submitted are admitted to the competition.

MODERATE ENTRY FEES

Even small companies and individuals have the chance to take part.

NEUTRAL AND INDEPENDENT JURY

If a member of the jury or their company is involved in a product's development, that product is totally excluded from the competition.

THE AWARDS GOLD, SILVER AND SPECIAL MENTION

FOCUS GOLD

- The premium award for exceptional product solutions.

FOCUS SILVER

- Presented to products whose outstanding design quality and innovative solutions put them at the top of their category.

FOCUS SPECIAL MENTION

- Awarded to products the jury considers particularly worthy of distinction.

THE BENEFITS FOR AWARD-WINNERS

- Festive award ceremony and exhibition opening that focus public attention on all the winning products.
- An exhibition lasting several weeks in Ludwigsburg, a city with a thriving film and media scene.
- Publication in documentation to be distributed to the major international markets via a publishing house renowned for its books on design.
- Certificate and logo for individual marketing purposes.
- Online editorial coverage of all products that receive the »Focus Gold« as well as links to the »Focus Silver« and »Focus Special Mention« winners.

ELIGIBILITY

- Manufacturers and designers of professionally designed products from all over the world.
- Any product that has not been on the market for longer than two years.
- Production-ready prototypes, no artistic works.

PRODUCT CATEGORIES

- 1 PRODUCTION, ASSEMBLY, LOGISTICS
machinery, tools, devices...
- 2 MEDICINE, REHABILITATION, GERIATRIC MEDICINE
diagnosis and analysis devices, medical apparatus, orthotic devices...
- 3 BATHROOMS, SANITARYWARE, WELLNESS
bathroom fittings, furnishings and products, tiles...
- 4 KITCHEN, HOUSEHOLD
kitchen fittings and furnishings, catering, large electrical appliances...
- 5 TABLEWARE AND KITCHENWARE
kitchen and household products, tableware...
- 6 HOME INTERIORS
furniture, interior decoration for private homes...
- 7 CONTRACT INTERIORS
furniture, fittings and décor for the business world...
- 8 AMBIENCE, LIFESTYLE
office and writing products, accessories, decorations, spectacle frames, bags...
- 9 LIGHTING
lamps, lighting technology...
- 10 MEDIA, AUDIO, OPTICAL EQUIPMENT
computers, telephones, media products, cameras...
- 11 LEISURE, OUTDOOR
products for leisure activities, garden items...
- 12 SPORT
sporting goods...
- 13 CHILDREN, FAMILY
products for children, toys...
- 14 ARCHITECTURE
building concepts, technology and control systems...
- 15 PUBLIC DESIGN
trade fair booths, museums, signposting systems...
- 16 TRANSPORT, TRAFFIC
private and public transport, special-purpose vehicles...
- 17 DESIGN STUDIES
- 18 SUSTAINABILITY

ASSESSMENT CRITERIA

- Design quality
- Functionality
- Innovativeness
- Ergonomics, interface design
- Usability
- Ecology, sustainability
- Perceived value, look and feel
- Emotionality
- Brand fit
- Product graphics and/or typography

THE JURY
PETRA BOLE
Struppler GmbH
Germany

BARBARA BUSSE
Future+You
Germany

STEFAN DEGN
formquadrat GmbH
Austria

THOMAS FEICHTNER
Thomas Feichtner Studio
Austria

CHRISTINA FINGER
büro+staubach
Germany

JUN. PROF. DR. ING. JENS KRZYWINSKI
Technische Universität Dresden
Fakultät Maschinenwesen
Germany

PHASE 1 REGISTRATION

- A fully completed registration form for each product. A combined application can be submitted for product families.

REGISTRATION DEADLINE

- 10 March 2017

FEES

- € 170 per product registration. Please await invoice before making payment.

PHASE 2 SUBMISSION OF PRODUCT

- One original product, one pre-production model or one prototype. Maximum dimensions: a footprint of no more than 5 m² and/or a weight of no more than 100 kg. Presentation of larger products by arrangement only or in the form of photographic documentation. Vehicles to be presented at a pre-arranged appointment during the judging period.
- A copy of the registration form attached directly to the product.
- A detailed explanation of why the product/entry deserves an award and its special features.
- One or several digital photographs, to be provided in two resolutions: 72 dpi and 300 dpi in JPG format, scaled to A4 size. If possible, please choose pictures that show the product in front of a white background. You agree to release the copyrights to the photographs for publication in documentation, presentations and other PR activities / on the website.

DETAILS

- You agree to provide us with all the products and documentation for the competition free of charge from the point of submission until the end of the exhibition (if applicable).
- In order to qualify for participation in the judging process, you agree to take full responsibility for delivery. This includes: unloading and loading, unpacking and repacking, assembly and dismantling, including the necessary equipment (e.g. power cables) if the product is electrically operated. Please inform any haulier entrusted with delivery of the exact services to be provided.
- Products that have not been unpacked or assembled, as well as larger or bulky products, will not be admitted to the judging process. The Design Center Baden-Württemberg only undertakes to handle such products that weigh less than 10 kg and do not require assembly for presentation to the jury.
- The product is to be delivered from a branch or agent within Germany. If this is not possible, you agree to take full responsibility for any customs formalities that may be required at your own expense and to declare your shipment as exhibition goods for temporary use in the Federal Republic of Germany. The shipping documents must include the Inco-term »ddp« (delivered duty paid); a pro forma invoice stating the value of the goods should also be included with the shipment.

DELIVERY ADDRESS AND TIMES

- Designpreis / Jury
GETRAG premises
Hermann-Hagenmeyer-Str. 1
D-71636 Ludwigsburg
Info: Michael Kern
Telephone +49 (0) 172 707 76 60
- Delivery accepted from 03 – 13 April 2017
Monday to Friday, 7.30 a.m. – 4.30 p.m.
- Products submitted by post should also be sent to the delivery address above.

DELIVERY ACCEPTED FROM 03 APRIL 2017

PHASE 3 JUDGING AND NOTIFICATION

In May you will receive written notification of the jury's decision and whether your product has been chosen for an award or rejected. The jury's decision is final.

IF THE JURY SELECTS YOUR PRODUCT FOR AN AWARD AND THE EXHIBITION

FEES

- If your product wins an award, you will be asked to pay an additional € 590 as a contribution to the documentation costs. You will receive the invoice together with the jury's notification of your award.

SCOPE OF SERVICES

- All award-winning products will be shown in the exhibition and included in the documentation. Products that receive the »Focus Gold« will also be eligible for online publication. The fee also includes the following services: a free copy of the documentation, print files of the logo in German and English, plus exhibition space in Ludwigsburg. The exhibition will be designed by the Design Center Baden-Württemberg. No stand fees apply.

DETAILS

- The product submitted to the jury will remain in the care of the Design Center Baden-Württemberg until the time of the exhibition. Unfortunately, because we only have limited storage possibilities for larger exhibits, we may arrange for the product to be returned to you until the exhibition begins.
- As a rule, products with a footprint of more than 5 m² or a weight of more than 100 kg are only shown in the form of photo boards. Nevertheless, we will contact you to discuss whether it may be possible to present the original product.
- With the submission of your entry to the jury, you consented to release the rights to all the accompanying pictures and texts for the production of the documentation and the presentation of your product both in the exhibition and online (if applicable). Documentation texts, exhibition boards and any other publications will be edited solely by the Design Center Baden-Württemberg or by the authors it commissions. Entrants do not have the right to influence the content of such material.
- Following the end of the exhibition, the entrant will collect the product within the stipulated period.
- Products that are sent to us by post will be returned to you carriage forward.
- For carriage forward returns to destinations outside Germany, we require your international DHL import customer reference number, without which return is impossible.

IF YOUR PRODUCT IS REJECTED BY THE JURY

- You will be notified of the jury's rejection in writing; however, no grounds will be stated.
- Products rejected by the jury are to be collected from the delivery address within the stipulated period.
- Products that are sent to us by post will be returned to you carriage forward.
- For carriage forward returns to destinations outside Germany, we require your international DHL import customer reference number, without which return is impossible.

LEGAL PROVISIONS, LIABILITY, INTELLECTUAL PROPERTY RIGHTS AND OTHER PROVISIONS

- Your registration to participate in this competition constitutes your agreement to the conditions of participation.
- Participation in the competition is at the entrant's own risk and expense. No liability is accepted for damage of any kind unless caused deliberately or by gross negligence on the part of the organiser. We strongly recommend that entrants obtain transport and exhibition insurance for the products submitted – in particular for breakage, damage, fire and theft.
- You accept full liability for the correctness of the information describing the product, particularly with respect to the names of the manufacturers and designers and the market launch. As a participant, you may also be liable for the legal and financial consequences that result from incorrect and / or incomplete information. You affirm that your participation does not infringe any third-party rights, in particular those rights relating to copyright or usage. The products submitted must not infringe the intellectual property rights of others. The Design Center Baden-Württemberg accepts no liability for such infringements. In this respect you agree to indemnify us, as the organiser, against any third-party claims that may arise.
- By participating, you consent to allow us to publish the results of the judging process in various media after the award ceremony. We may use any information that you provide in the form of original products, images and texts in our exhibitions, publications and press releases free of charge. Please note that, as a rule, we are not able to name the originators of the texts and images.
- Products that are not collected within the stipulated collection periods or cannot be returned shall become the property of the Design Center Baden-Württemberg when the respective period expires.

CALL FOR ENTRIES

10. 03. 2017



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FOR SENDING PRODUCTS
TO THE JURY**

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