



DESIGN CENTER  
BADEN-WÜRTTEMBERG

# FOCUS OPEN 2025

BADEN-WÜRTTEMBERG  
INTERNATIONAL DESIGN AWARD

**CALL  
FOR  
ENTRIES**  
**25 APRIL  
2025**



Baden-Württemberg  
Ministry of Economic Affairs,  
Labour and Tourism



# FOCUS OPEN 2025 BADEN-WÜRTTEMBERG INTERNATIONAL DESIGN AWARD

## BE A WINNER!

Design creates added value, design is a competitive advantage!

Professional design has never been as important and taken for granted as it is today. The Baden-Württemberg state award FOCUS OPEN provides an annual and transparent roundup of what's state of the art when it comes to design, innovation and sustainability. And in 2025, FOCUS OPEN will once again be rewarding new products, services and concepts for their innovativeness and design quality.

Win a FOCUS Gold, FOCUS Silver, FOCUS Special Mention or FOCUS Meta award and boost your public presence through the comprehensive yearbook, an exhibition lasting several months and with wide-ranging online communications. If a juror or their company is involved in a product's development, that product is excluded.

## FROM BEGINNER TO WINNER

Startups, newcomers and founders have the same chances of winning an award for their exciting projects as established design agencies and companies!

→ WE'D LOVE FOR YOU TO TAKE PART!

## FOCUS OPEN?

→ NON-COMMERCIAL

## THE COSTS?

→ MODERATE

## THE EFFORT INVOLVED?

→ MINIMAL

## THE JURY?

→ INDEPENDENT

## THE BENEFIT?

→ HUGE

→ YOUNG  
PROFESSIONALS  
WELCOME!



# THE AWARD

FOCUS OPEN is awarded in four prize categories – forward-looking and outstanding solutions receive the FOCUS Gold, while the FOCUS Silver is awarded for exceptional quality. Design that surpasses the established level receives the FOCUS Special Mention.

With the FOCUS Meta award, the jury can present a special prize in honour of exemplary solutions to overarching and topical issues.



**FOCUS OPEN 2025**  
**Gold**



**FOCUS OPEN 2025**  
**Silver**



**FOCUS OPEN 2025**  
**Special Mention**



**FOCUS OPEN 2025**  
**Meta**

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## THE BENEFITS FOR AWARD WINNERS

- Festive award ceremony and exhibition opening that focus public attention on all the winning products. An exhibition lasting several months in Haus der Wirtschaft Baden-Württemberg, Stuttgart.
- Publication in a yearbook that is distributed to the major international markets via a publishing house renowned for its books on design.
- Certificate and logo for individual marketing purposes, complimentary copy of the yearbook and trophy for FOCUS Meta and FOCUS Gold winners.
- Extensive online and social media presence via all the Design Center Baden-Württemberg's communication channels.

## ELIGIBILITY

- Companies and design agencies from all over the world.
- Products that have not been on the market for longer than two years.
- Prototypes whose production readiness is guaranteed.
- No artistic works.

# THE JURY



**PROF. NORA BILZ**  
rotbraun Gestaltung → Hamburg  
rotbraun.de

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**ANDRE HEIN**  
ambiosphere design engineering → Esslingen a.N.  
ambiosphere.de

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**SVEN WUTTIG**  
DE'LONGHI BRAUN HOUSEHOLD GmbH → Neu-Isenburg  
braunhousehold.com

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**ANDRÉ POULHEIM**  
Noto GmbH → Hürth (Cologne)  
noto.design

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**KATHARINA ROOS**  
Experience One AG → Frankfurt am Main  
experienceone.com

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**LAUREEN SEIDER**  
VISUELL Studio für Kommunikation GmbH → Stuttgart  
Visuell.de

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# FOCUS META

The special jury prize is presented to an entry that exhibits outstanding interdisciplinary solutions to current social, technological, economical or ecological issues.

## THE ASSESSMENT CRITERIA

These are the criteria and questions that the jury bases its assessment on. The emphasis given to the individual aspects is not identical across all categories and varies depending on the sector, market or product type. The list is intended to help you check/reflect on your entry and formulate arguments for why it deserves an award.

Details of the individual assessment criteria can be found on the following page.

- UX
- Sustainable design
- Social design
- Universal design
- Interaction design
- Business design
- Professional design concepts
- Use of materials
- Implementation of technology
- Information design
- Design strategy

- Design quality
- Functionality
- Innovativeness
- Ergonomics
- Interface design/connectivity
- Usability
- Sustainability
- Aesthetics
- Branding
- Developmental edge
- User journey
- Digital intelligence



# THE ASSESSMENT CRITERIA IN DETAIL

## DESIGN QUALITY

- Does the design invite engagement – does it appeal?
- Does the form correspond in character to the intended use, is it appropriate?
- Does the product/service exhibit new form-related approaches within the category?
- Are the look and feel of the form compatible with the functionality?
- Is the design an inherent part of the product development?
- ...

## FUNCTIONALITY

- Is the design functional?  
Are the functions and features intuitively recognisable?
- Does the product/service offer multiple functions and/or added benefits?
- Are the design and construction in keeping with the intended purpose?
- Has a functional enhancement/update been factored into the concept?
- ...

## INNOVATIVENESS

- Does the solution meet new needs or are there comparable offerings on the market?
- Can the product/service set new standards?
- Have any new kinds of materials been used?
- Have innovative connection technologies, material combinations or production processes been implemented?
- Does the product/service present solutions to current social/societal challenges?
- ...

## ERGONOMICS

- Is the solution self-explanatory (when possible)? Is it easy to operate/use?
- Which ergonomic advantages does it provide?
- Does it permit individual adaptability/adjustability?
- Which tactile advantages does it offer?
- Do the ergonomics help overcome users' disabilities?
- ...

## INTERFACE DESIGN / CONNECTIVITY

- How visually appealing is the user interface?
- Have new interface technologies been implemented (e.g. gesture/voice control)?
- Are the design quality of the product and interface a good fit with one another?
- Is the interface tailored to the specific usage scenarios?
- Can people with impaired abilities also use the interface?
- ...

## USABILITY

- Is the intended benefit delivered?
- Is the solution self-explanatory or are manuals required?
- Is the handling unproblematic and intuitive?
- Does the product/service eliminate previous deficits?
- How error-tolerant is the concept?
- ...

## SUSTAINABILITY

- Is the product part of a circular concept?
- Was it developed to be resource-efficient, economical and make appropriate use of materials?
- Are the materials ecologically sound, were recyclates used?
- Are innovative, energy-efficient technologies or processes deployed?
- Is the product/service designed for longevity and a second or third life?
- What about reparability, ease of disassembly and the separability of the components and/or materials?
- ...

## AESTHETICS

- Has an original, distinctive character been created?
- Does the design language trigger emotions?
- Are specific attributes like calm or tension, robustness etc. generated?
- Are design elements such as colours, materials, surfaces in keeping with the product/service?
- Is the aesthetic appropriate to the product?
- ...

## BRANDING

- How is branding achieved?
- Is the brand identifiable?
- At what levels is the corporate design recognisable?
- Is the product/service part of a non-homogeneous product family?  
Is it identifiable as part of a family?
- ...

## DEVELOPMENTAL EDGE

- How much of an edge does the product/service have over the state of the art?
- Is this edge immediately recognisable?
- How long-term is the edge as compared to competitors?
- Is the degree of innovation compatible with usability?
- ...

## USER JOURNEY

- Does the product/service invite engagement – does it trigger curiosity?
- Does it trigger emotions?
- Has an original, distinctive character been created?
- Does usage result in a positive experience?
- ...

## DIGITAL INTELLIGENCE

- Does the product/service contribute to digitalisation?
- What about the semantic aspect of the digital product/service?
- Is the solution intended for open or proprietary platforms?
- How transparently are the issues of privacy and data autonomy addressed?
- Is the way the product/service functions comprehensible or is it a black box?
- ...

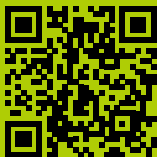


# PHASE 01 CATEGORIES REGISTRATION

## CALL FOR ENTRIES 25 APRIL 2025

# 01

SCAN  
TO REGISTER



OR CLICK  
HERE

- 1 CAPITAL GOODS, TOOLS**  
Plant, machinery, equipment ...
  - 2 HEALTHCARE**  
Medical devices, aids and appliances for diagnosis, analysis, treatment, care, prevention ...
  - 3 BATHROOM, WELLNESS**  
Bathroom furnishings, installation systems, bathroom accessories, saunas, solariums ...
  - 4 KITCHEN, HOUSEHOLD, TABLE**  
Kitchen and household products, household appliances, tableware ...
  - 5 INTERIORS**  
Furniture and furnishings for private and contract interiors ...
  - 6 LIFESTYLE, ACCESSOIRES**  
Accessories for private and business use, writing utensils, eyewear, bags, jewellery, watches ...
  - 7 LIGHTING**  
Luminaires, lighting technology, lighting systems, lighting components ...
  - 8 CONSUMER ELECTRONICS, ENTERTAINMENT**  
Computers, communication, cameras, 3D tools, e-readers, game consoles, speakers ...
  - 9 LEISURE, SPORTS, GAMES**  
Outdoor products, garden items, sports equipment, play and educational products, play equipment, products for children ...
  - 10 BUILDING TECHNOLOGY**  
Building management systems, building infrastructure, air conditioning, solar shading, heating ...
  - 11 PUBLIC DESIGN, URBAN DESIGN**  
Exhibition concepts, signage systems, playground and street furniture ...
  - 12 MOBILITY**  
Special vehicles, trucks, cars, bikes, public transport, aircraft, aerial vehicles, accessories, equipment, mobility concepts ...
  - 13 SERVICE DESIGN**  
Digital products, services ...
  - 14 IMMERSIVE MEDIA**  
Conception, development and design of multi-sensory experiences using digital media such as Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR: game design, immersive film productions ...
  - 15 COMMUNICATION DESIGN**  
Corporate design & identity, brand design & identity, packaging design, exhibition stands, retail design, websites, publishing & print media, event design, exhibition design ...
  - 16 CIRCULAR DESIGN**  
Products or systems designed to use raw materials efficiently and subsequently return them to the biological material cycle with minimal quality loss.
- **REGISTRATION DOCUMENTS**  
A fully completed online registration form for each product. A combined application can be submitted for product families.  
  
Your registration for the competition does not determine the finished product! In order for your competition entry to be judged, it must be delivered to us between 13 May and 19 May 2025.
  - **EXPLANATORY TEXT**  
Explanatory descriptions that detail the award-worthiness and special features of the product/entry.
  - **IMAGES / VIDEOS**  
Supporting material that clarifies any special features may be submitted to aid in assessment of the entry. Before/after images may also be submitted if available.  
  
Film material: Please send files as mp4 by 05 May 2025 via wetransfer to the following e-mail:  
[birgit.herzberg-jochum@rps.bwl.de](mailto:birgit.herzberg-jochum@rps.bwl.de)
  - **CALL FOR ENTRIES  
25 APRIL 2025**
  - **FEES  
PER PRODUCT REGISTRATION  
170 EURO**

# PHASE 02 PRODUCT SUBMISSION, DELIVERY

**DELIVERY**  
FROM  
13 TO 19 MAY  
2025



- One original product, one pre-production model or one prototype. Maximum dimensions: a footprint of no more than 5 m<sup>2</sup> 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 enclosed directly with the product.

- 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 Incoterm "ddp" (delivered duty paid); a pro forma invoice stating the value of the goods should also be included with the shipment.

#### DELIVERY

From 13 to 19 May 2025  
Monday to Friday  
7:30 a.m. to 4:30 p.m.

Products submitted by post should also be sent to the delivery address provided.

#### DELIVERY ADDRESS

Design Center  
Baden-Württemberg  
JURY FOCUS OPEN 2025  
Attn. Mr Michael Kern  
Willi-Bleicher-Straße 19  
70174 Stuttgart  
Germany

#### CONTACT

Michael Kern  
Tel.: +49 (0) 172 707 76 60



# PHASE 03

## JUDGING, FEES, FEEDBACK

You will receive written notification of the jury's decision. The jury's decision is final.

### THE JURY SELECTS YOUR PRODUCT FOR AN AWARD AND INCLUSION IN THE EXHIBITION

#### FEES

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

#### SCOPE OF SERVICES

- All award-winning products will be presented in the exhibition and yearbook, as well as on our website and social media channels. The contribution to the costs also includes the following services: a complimentary copy of the yearbook, print files of the logo in German and English, exhibition space in Stuttgart and the design of the exhibition space. 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 have to arrange for the product to be returned to you until the exhibition begins in individual cases.
- As a rule, products with a footprint of more than 5 m<sup>2</sup> or a weight of more than 100 kg are only shown in the form of charts or a digital presentation. However, we will contact you to discuss whether it may be possible to present the original after all.
- With the submission of your entry to the jury, you consented to release the rights to all the accompanying images and texts for the production of the yearbook and the presentation of your product 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, entrants will collect the product within the stipulated period.
- Products that are sent to us by post will be returned to you. In the case of products that are to be returned to an address outside Germany, we would ask that you make your own arrangements with a provider. Otherwise return of the product/s is not possible.

### YOUR PRODUCT IS NOT SELECTED FOR AN AWARD

- You will be notified of the jury's decision in writing; however, no grounds will be stated.
- Entrants are to collect products not selected for an award from the delivery address within the stipulated period. Products that are sent to us by post will be returned to you.

- In the case of products that are to be returned to an address outside Germany, we would ask that you make your own arrangements with a provider. Otherwise return of the products is not possible.

### 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 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.



03

# AT A GLANCE DATES, ADDRESSES, CONTACTS

## FOCUS OPEN 2025

### REGISTRATION DEADLINE

25 April 2025

### DELIVERY OF PRODUCTS

13 to 19 May 2025

### JURY

May 2025

### NOTIFICATION OF RESULTS

May / early June 2025

### COLLECTION OF NON-WINNING PRODUCTS

02 to 18 June 2025

### AWARD CEREMONY AND EXHIBITION OPENING

19 November 2025

### DURATION OF EXHIBITION

07 November 2025 to  
23 January 2026

### COLLECTION OF PRODUCTS FROM EXHIBITION

26 to 30 January 2026

### COSTS

Registration per product:  
170 Euro

An additional contribution of 590 Euro will be payable if the product is selected for an award.

## ORGANISER

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

## INFORMATION ABOUT THE COMPETITION

Birgit Herzberg-Jochum  
Tel.: +49 (0) 711 123-26 84

## DELIVERY ADDRESS

Design Center  
Baden-Württemberg  
JURY FOCUS OPEN 2025  
Attn. Mr Michael Kern  
Willi-Bleicher-Straße 19  
70174 Stuttgart  
Germany

## INFORMATION ABOUT PRODUCT DELIVERY AND ORGANISATION

Michael Kern  
Tel.: +49 (0) 172 707 76 60

## EXHIBITION

Design Center  
Baden-Württemberg  
Haus der Wirtschaft  
Willi-Bleicher-Straße 19  
70174 Stuttgart

Subject to your prior agreement, the Design Center Baden-Württemberg reserves the right to present parts of the exhibition in other locations.



DESIGN CENTER  
BADEN-WÜRTTEMBERG



Baden-Württemberg  
Ministry of Economic Affairs,  
Labour and Tourism

REGISTRATION DEADLINE

25 APRIL 2025

DELIVERY OF  
PRODUCTS

13 TO 19 MAY 2025