



DESIGN CENTER  
BADEN-WÜRTTEMBERG

# FOCUS OPEN 2023

BADEN-WÜRTTEMBERG  
INTERNATIONAL DESIGN AWARD

**CALL  
FOR  
ENTRIES**  
**06 APRIL  
2023**



# FOCUS OPEN 2023 BADEN-WÜRTTEMBERG INTERNATIONAL DESIGN AWARD

## **SPEECH IS SILVER! DESIGN AWARD IS GOLD!**

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 2023, Focus Open will once again be rewarding new products, services and concepts for their innovativeness and design quality.

Win a Gold, Silver, Special Mention or Meta award and benefit from the feedback of an independent jury and a publicity boost in the form of our yearbook, exhibition and online presentation. If a member of the jury or their company is involved in a product's development, that product is totally excluded from the competition.

## **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 do!

→ WE'D LOVE YOU TO TAKE PART!

## **FOCUS OPEN?**

→ NON-COMMERCIAL

## **THE COSTS?**

→ MODERATE

## **THE EFFORT INVOLVED?**

→ MINIMAL

## **THE JURY?**

→ INDEPENDENT

## **THE BENEFIT?**

→ CONSIDERABLE

→ YOUNG  
PROFESSIONALS  
WELCOME!



# THE AWARD

The Focus Open awards are presented at three levels – 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 2023**  
Gold



**FOCUS OPEN 2023**  
Silver



**FOCUS OPEN 2023**  
Special Mention



**FOCUS OPEN 2023**  
Meta

---

## 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 Stuttgart, Haus der Wirtschaft.
- 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 Gold winners.
- Online editorial coverage of all products that receive the Focus Gold and Focus Meta. Online reference to solutions that are awarded the Focus Silver and Focus Special Mention.

## 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.

# THE JURY



**JULIAN APPELIUS**  
Studio Julian Appelius → Berlin  
[julianappelius.de](http://julianappelius.de)

---



**MATTHIAS BOHNER**  
SOLARMAX GmbH → Burgau  
[solarmax.com](http://solarmax.com)

---



**CLAUDIA S. FRIEDRICH**  
Zweigrad Industrial Design → Hamburg  
[zweigrad.de](http://zweigrad.de)

---



**LINDA RUTH SCHMIDT**  
Präsidentin VDID → Berlin  
[vdid.de](http://vdid.de)

---



**JUDITH TENZER**  
Einmaleins GmbH → Burgrieden  
[einmaleins.net](http://einmaleins.net)

---



**PROF. MARIO ZEPETZAUER**  
Formquadrat GmbH → Linz  
[formquadrat.com](http://formquadrat.com)

---

# FOCUS META

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

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



# 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.

- 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 does the user interface present itself?
- 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**  
06.04.2023

- 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, PLAY**  
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 MATERIALS + SURFACES**  
Materials with innovative potential, textiles, functional materials, surfaces ...

- **REGISTRATION DOCUMENTS**  
A fully completed online registration form for each product. A combined application can be submitted for product families.
- **AN EXPLANATION DETAILING WHY THE PRODUCT/THE SUBMISSION DESERVES AN AWARD AND ITS SPECIAL ATTRIBUTES/FEATURES.**
- **IF POSSIBLE**  
Before/after images or film material (mp4 stick) to facilitate assessment.
- **CALL FOR ENTRIES**  
06 April 2023
- **FEES**  
€170 per product registration. Please await invoice before making payment.

**01**

# PHASE 02 PRODUCT SUBMISSION, DELIVERY

**ACCEPTANCE  
FROM  
02. TO 12.05.  
2023**

- 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 02 to 12 May 2023  
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 BW  
Jury / Focus Open 2023  
z.Hd. Herrn Michael Kern  
Willi-Bleicher-Straße 19  
70174 Stuttgart  
Germany

## CONTACT

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

**02**



# PHASE 03

## JUDGING, FEES, FEEDBACK

In May you will receive written notification of the jury's decision and find out whether your product has been chosen for an award or not. The jury's decision is final.



03

### 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 towards the costs of the yearbook. 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, in the yearbook and on the website. 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 photo boards. However, we will contact you to discuss whether it may nevertheless 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 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, the entrant 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.
- Products not selected for an award 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.

- 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, 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.

# AT A GLANCE DATES, ADDRESSES, CONTACTS

## FOCUS OPEN 2023

### REGISTRATION DEADLINE

06 April 2023

### DELIVERY OF PRODUCTS

02 to 12 May 2023

### JURY

May 2023

### NOTIFICATION OF RESULTS

End of May 2023

### COLLECTION OF REJECTED PRODUCTS

25 May to 06 June 2023

### AWARD CEREMONY AND EXHIBITION OPENING

09 November 2023

### DURATION OF EXHIBITION

10 November 2023 to  
26 January 2024

### COLLECTION OF PRODUCTS FROM EXHIBITION

01 to 09 February 2024

### COSTS

€170 per product registration.  
If selected for an award, €590  
per product towards the costs  
of the yearbook.

## ORGANISER

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

## INFORMATION ABOUT THE COMPETITION

Tel.: +49 (0) 711 123-26 84  
Hildegard Hild

## DELIVERY ADDRESS

Design Center BW  
Jury / Focus Open 2023  
z.Hd. Herrn Michael Kern  
Willi-Bleicher-Straße 19  
70174 Stuttgart  
Germany

## INFORMATION ABOUT PRODUCT DELIVERY AND ORGANISATION

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

## 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.

## REGISTRATION DEADLINE

06 APRIL 2023

## DELIVERY OF PRODUCTS

02 TO 12 MAY 2023



DESIGN CENTER  
BADEN-WÜRTTEMBERG



Baden-Württemberg

MINISTERIUM FÜR WIRTSCHAFT, ARBEIT UND TOURISMUS  
BADEN-WÜRTTEMBERG  
REGIERUNGSPRÄSIDIUM STUTTGART