



DESIGN CENTER
BADEN-WÜRTTEMBERG

FOCUS OPEN 2020

BADEN-WÜRTTEMBERG
INTERNATIONAL DESIGN AWARD

CALL
FOR
ENTRIES

06 MARCH 2020



FOCUS OPEN 2020 BADEN-WÜRTTEMBERG INTERNATIONAL DESIGN AWARD

FOCUS OPEN REWARDS FORWARD-LOOKING DESIGN!

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 2020, 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. And in 2020, the jury will be presenting the new Focus Meta for the first time – a special prize that rewards exemplary solutions to overarching and topical issues.



FOCUS OPEN 2020
Gold



FOCUS OPEN 2020
Silver



FOCUS OPEN 2020
Special Mention



FOCUS OPEN 2020
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 Ludwigsburg, a city with a thriving film and media scene.
- 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 links to the Focus Silver, Focus Special Mention and Focus Meta 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.

THE JURY



BETTINA BAACKE

cognito GbR
Design und Engineering → Karlsruhe
cognito.de



ROLAND DE FRIES

Hudson Vandam LLC
Branding, Design, Communications → New York
hudsonvandam.com



HOLM GIESSLER

ERCO GmbH → Lüdenscheid
erco.com



JOA HERRENKNECHT

STUDIO JOA HERRENKNECHT → Berlin, Toronto
joa-herrenknecht.com



TINA KAMMER

InteriorPark → Stuttgart
interiorpark.com



REINHARD RENNER

TEAMS Design GmbH → Chicago, Esslingen, Shanghai
teamsdesign.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



ASSESSMENT CRITERIA

The jury bases its assessment of all entries on an extensive catalogue of criteria that reflects the complexity of the products, services or concepts – and covers far more than just form-related aspects.

- Design quality
- Functionality
- Innovativeness
- Ergonomics
- Interface design / connectivity
- Usability
- Sustainability
- Aesthetics
- Branding
- Step change in development
- User journey
- Digital intelligence
- Meaningfulness
- Appropriateness
- Authenticity



PHASE 01 CATEGORIES REGISTRATION

CALL
FOR ENTRIES
06.03.2020

- 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 entry deserves an award and its special attributes/features.
→ **OBLIGATORY!**
- If available:
before/after images or film material (mp4 stick) to facilitate assessment.

CALL FOR ENTRIES

- 06 March 2020

FEES

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



01

PHASE 02 PRODUCT SUBMISSION, DELIVERY

ACCEPTANCE FROM 30.03.2020

- 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 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 30 March to 09 April 2020
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 Award/Jury
Mann+Hummel GmbH Building
Grönerstrasse 45
71636 Ludwigsburg

Info: 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 rejected. 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 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 Ludwigsburg 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 m² 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 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.

- 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.



03

AT A GLANCE DATES, ADDRESSES, CONTACTS

FOCUS OPEN 2020

REGISTRATION DEADLINE

06 March 2020

DELIVERY OF PRODUCTS

30 March to 09 April 2020

JURY

Late April 2020

NOTIFICATION OF RESULTS

May 2020

COLLECTION OF REJECTED PRODUCTS

11 to 20 May 2020

AWARD CEREMONY AND EXHIBITION OPENING

09 October 2020

DURATION OF EXHIBITION

10 October to 22 November 2020

COLLECTION OF PRODUCTS FROM EXHIBITION

24 to 26 November 2020

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
D-70174 Stuttgart
design-center.de

INFORMATION ABOUT THE COMPETITION

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

DELIVERY ADDRESS

for sending products to the jury from 30 March 2020:

Design Award / Jury
Mann+Hummel GmbH Building
Grönerstrasse 45
71636 Ludwigsburg

INFORMATION ABOUT PRODUCT DELIVERY AND ORGANISATION

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

EXHIBITION

MIK
Museum Information Kunst
Eberhardstrasse 1
D-71634 Ludwigsburg

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 March 2020

DELIVERY OF PRODUCTS

30 March – 09 April 2020



DESIGN CENTER
BADEN-WÜRTTEMBERG



Baden-Württemberg
MINISTERIUM FÜR WIRTSCHAFT, ARBEIT UND WOHNUNGSBAU
REGIERUNGSPRÄSIDIUM STUTTGART



LUDWIGSBURG