

Design Preis Schweiz
Prix Design Suisse
Design Prize Switzerland

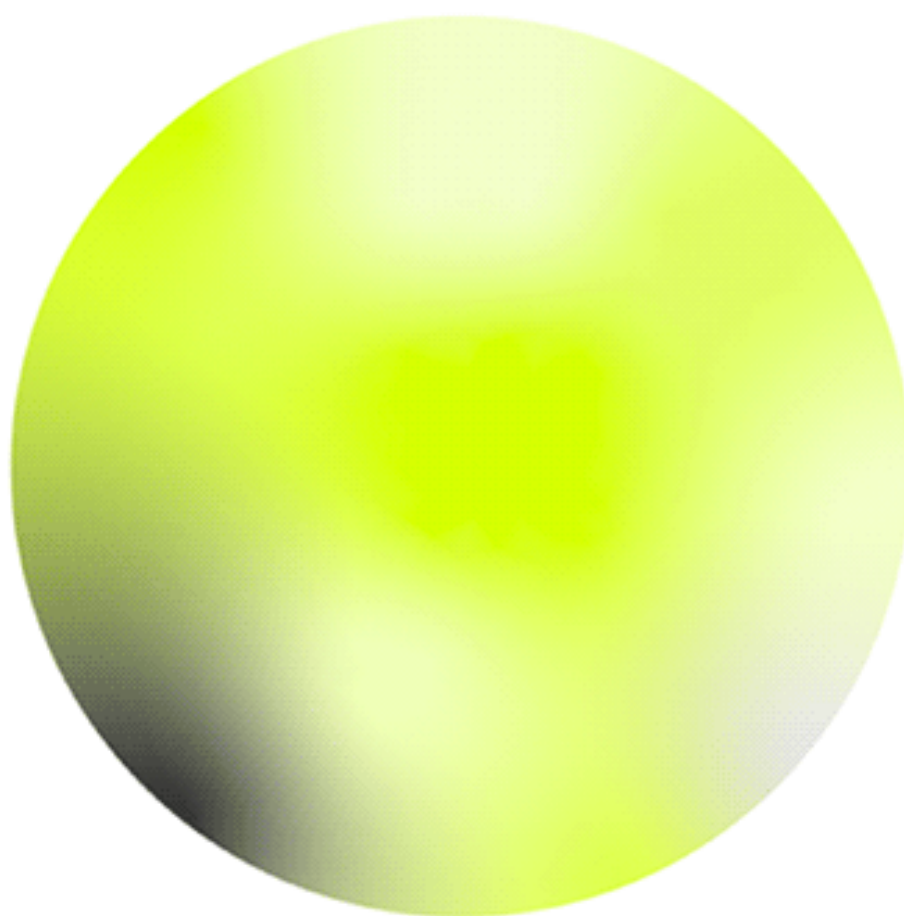
Josefstrasse 206
8005 Zürich, Switzerland
Office

Mühleweg 14
4900 Langenthal, Switzerland
Hauptsitz

medien@designpreis.ch
www.designpreis.ch

Medienmitteilung vom 16.03.23

Design Preis Schweiz Call for entries Edition 23



Media Release from 16.03.23

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As a national competition, Design Prize Switzerland has been honouring the Swiss design industry for thirty years. Every second year the participants and their projects are honoured on an equal level. Both the nominators and the members of the jury are independent and obliged solely to maintain the highest quality criteria.

The Edition 23 of the Design Prize Switzerland is all about transformation. Led by Debora Biffi, Benjamin Moser and Thomas Walliser, this year's competition features a rebranding, changes in the award categories and new internationally renowned jury members. The **call for entries** starts on **23 March**, and the award ceremony will take place on **3 November** in Langenthal.

Call for Entries starts on 23 March 2023

The **Call for Entries** for this year's Design Prize Switzerland will start on **23 March** and end on **1 June**. Participants who submit their projects by **23 April** will automatically receive an **Early Bird discount** of **23 percent**.

From nine to seven award categories

To make the categories more current and concise, the Design Prize Switzerland is reducing the number of award categories. The competition has renamed existing categories and added a new one, which will receive its own award for the first time worldwide.

The **new** category of Edition 23 is:

Food Design

The Design Prize Switzerland is the first award that honors food design. The category includes newly developed foods, innovative gastronomy concepts, food styling projects as well as food packaging. With this new addition, the Edition 23 takes up an emerging design field that already counts with its own study programs in Italy, Austria or South America.

This year, the Design Prize Switzerland also **focuses** on:

Circular Design

Previously called «Going Circular Economy», this category honors innovative achievements that are already circular in themselves, that can be integrated into the value chain as a partial solution, and that benefit or redefine it.

Inclusive Design

Due to the emerging social developments, which require a better inclusion of different groups in society, the new category «Inclusive Design» will be launched in cooperation with the Age-Stiftung instead of the previous category «Design Leadership Prize for an Ageing Society». More information can be found in the attached document «New Launch Inclusive Design».

The award categories also include the following four categories known from previous competitions:

Furniture Design, Product Design, Interior Design, and Young Professionals.

Top-class jury with national and international renowned personalities

In line with the adjusted prize categories, there are also **new additions** to the seven-member jury of the Edition 23.

Design Prize Switzerland is pleased to introduce the newest members of the Edition 23 jury. They include Michelin-starred chef **Andreas Caminada**, who has a keen eye for food design and emerging talent. He is joined by **Malin Engvall** and **Kristoffer Fagerström** of Note Design Studio, two talented Swedish creatives, and the award-winning Dutch solar designer **Marjan van Aubel**. **Heinz Cafilisch**, founder of the craft and design platform OKRO, is also among the members of the jury. Furthermore, the Design Prize Switzerland will once again feature the esteemed participation of **Marianne Goebl**, CEO of Finnish design company Artek, and internationally renowned product designer **Alfredo Häberli**.

Nomination and award procedure 2023

Once the Call for Entries ends on 1 June, the **two-stage award process** will begin. First, the nominators of the respective disciplines will review and evaluate all submissions by the end of June. Then, the designated expert panel will submit a pre-selection to the international jury, which will select the final nominees.

The **judging process** will take place in **Zurich** from 31 August to 1 September, followed by a **networking event** where the projects will be **presented to the public for the first time**.

The **winners** of the seven categories will be announced on **3 November** in Langenthal and will receive the Edition 23 **award designed** by **Yael Anders**, a well-known designer from Zurich. The **prize money** totaling CHF 50'000.– will be distributed among all the winners.

As a non-profit association, the Design Prize Switzerland thrives on its long-standing partnerships* with institutions from the public sector, companies, foundations and civil society organizations. Together with us, these partners are committed to awarding, communicating and promoting Swiss design on a national and international level. We say thank you(!) - for their trust and active support:

Main Partner

Age-Stiftung

Premium Partners

Amt für Kultur Kanton Bern, Ikea Stiftung Schweiz, Pro Helvetia, Stadt Langenthal, Standortförderung Kanton Bern, Swiss Textiles, Zürcherische Seidenindustrie Gesellschaft

Cooperation Partners

Circular Economy Entrepreneurs, Swiss Design Association, Swiss Innovation Forum, STF, VSI.ASAI

*New partners are continuously updated on designpreis.ch.

Contact

Design Prize Switzerland
Media & Communication
Nuria Peón
medien@designpreis.ch

New launch of Inclusive Design category in cooperation with Main Partner Age-Stiftung

The Age-Stiftung is a long-standing partner of the Design Preis Schweiz. Due to emerging social developments that require better inclusion of different groups in society, the new category «Inclusive Design» will be launched instead of the category «Design Leadership Prize for an Ageing Society».

The Age-Stiftung has been a main partner of the Design Preis Schweiz since the 2017 edition. In doing so, it wants to facilitate both functionally and aesthetically appealing products and services, which take into account different lifestyles and needs. Demographic change leads to longevity and old age. Older people want to be able to contribute and live independently for as long as possible. This places high demands on product development.

«Sustainable design is functional, aesthetic and uses the spirit of older people,» says Fleur Jaccard, Executive Director of the Age-Stiftung, adding: «only if older people are already involved in product development can it be ensured that a product or service will also be used regularly.»

The Design Preis Schweiz makes market-ready projects visible and has created a collaboration with the Age-Stiftung in recent years. In recent years, together with the Age Foundation, it has created a collaboration platform of Swiss designers who specialise in the development of inclusive products and services. The rebranding of the category «Design Leadership Prize for an Ageing Society» to «Inclusive Design» is in line with the shared conviction of the Design Preis Schweiz and the Age-Stiftung that new products and services for people in old age work best for everyone - regardless of age, origin, gender and mobility.

Further information about the Age-Stiftung
<https://www.age-stiftung.ch/stiftung/>

Age-Stiftung
Fleur Jaccard
Geschäftsführerin
Kirchgasse 42
8001 Zürich

+41 44 455 70 62
fleur.jaccard@age-stiftung.ch
<http://age-stiftung.ch>