

PRESS RELEASE

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iF DESIGN AWARD 2025: Glamorous final to one of the most important global design awards

- **Around 2,000 guests from 50 nations celebrated the winners of the iF DESIGN AWARD 2025 at the sold-out Friedrichstadt-Palast in Berlin.**
- **For the 72nd time, the world's top achievements from all relevant design disciplines – from product, communication, packaging and service design, architecture and interior architecture to UI, UX and professional concept – were honored.**
- **The 75 most outstanding designs will receive the coveted gold sculpture, the iF DESIGN AWARD 2025 Gold.**
- **Lord Norman Foster accepts the iF Design Lifetime Achievement Award.**
- **The second iF Design Trend Conference at AXICA is a complete success.**
- **Launch of the new iF DESIGN ACADEMY.**

On 28 April 2025, the iF DESIGN AWARD NIGHT took place at the Friedrichstadt-Palast in Berlin – a highlight for the international design scene. Around 2,000 guests from 50 countries came together to celebrate the winners of the iF DESIGN AWARD 2025.

For the 72nd time, outstanding achievements from various design areas were honored, including product, communication, packaging and service design as well as architecture, interior design, UI, UX and professional concept. The 75 best designs of the year were presented with the prestigious gold sculpture, the iF DESIGN AWARD 2025 Gold, by iF Design CEO Uwe Cremering and co-presenter Yasmine Blair on Europe's largest theatre stage.

A special moment of the evening was the presentation of the second iF Design Lifetime Achievement Award to the British architect and designer Lord Norman Foster. His iconic buildings such as 'The Gherkin' in London and the glass dome of the Reichstag in Berlin have had a lasting impact on the world of architecture.

With almost 11,000 submissions from 66 countries, the iF DESIGN AWARD is one of the most important competitions in the design industry. An international jury of 131 independent experts assessed the projects in a two-stage process in which a total of 2,211 participants from 50 countries were honored.

Managing Director Uwe Cremering was delighted: "The large number of entries and the high level of internationality underline the importance of the iF DESIGN AWARD as a recognized guide to good design worldwide. The sold-out Gala and the Trend Conference on the following day prove that our events are also valued as a central platform for global networking."

The iF DESIGN AWARD 2025 has been presented in these nine disciplines:

Product Design, Communication Design, Packaging Design, Service Design, Architecture, Interior Architecture, User Experience (UX), User Interface (UI) and Professional Concept

[>> To the overview of the iF DESIGN AWARD 2025 winners](#)

iF Design Lifetime Achievement Award for Lord Norman Foster

An emotional highlight of the evening was the presentation of the second iF Design Lifetime Achievement Award to the renowned British architect Lord Norman Foster. His work, including iconic buildings such as 'The Gherkin' in London, the Millennium Tower in Japan and the glass dome of the Reichstag in Berlin, has had a lasting impact on the world of architecture. With his studio 'Foster + Partners', which operates from 16 locations worldwide, and the Norman Foster Foundation in Madrid, Foster is committed to promoting young talent.

iF Design Trend Conference 2025: A look into the future

The day after the awards ceremony, the second iF Design Trend Conference took place, which was also a complete success with over 500 participants. At AXICA, an architectural masterpiece by Frank O. Gehry near the Brandenburg Gate, designers and industry experts discussed the latest global design trends and their impact on the future.

The speakers gave exciting keynote speeches on these topics:

- **Shane Griffin**, Director and Visual Artist of Grif Studio from the USA about "3D, Art & The Convergence of Industry"
- **Liza Enebeis**, Partner and Creative Director of Studio Dumbbar/DEPT, from the Niederlanden about "Designing Personalities with Motion and Sound"
- **Martha Tsigkari**, Senior Partner and Head of the Applied R+D group, Foster + Partners from Great Britain about "Disruptive Technologies in Architecture"
- **Tey Bannerman**, Partner and Head of McKinsey Design Europe, also from Great Britain, about "The evolution of the design leader".

NEW: The iF DESIGN ACADEMY

During the iF DESIGN AWARD NIGHT, CEO Uwe Cremering announced the founding of the iF DESIGN ACADEMY. The first courses, all on the overarching theme of design leadership, will start this year.

"The iF DESIGN ACADEMY follows our philosophy of supporting the global design community. Founding the Academy was a natural next step for iF Design, driven by the realization of the need for professional development for design leaders," says Uwe Cremering. The aim of the Academy is to guide design leaders to remain relevant, influential and future-orientated in an ever-changing world. The Academy utilizes the global network of design experts and executives that iF Design has built up over decades, as well as the support of the iF Design Foundation in the context of design education.

www.ifdesign.com – The largest platform for global award-winning design

All designs honored with the iF DESIGN AWARD can be viewed online on the iF Design website www.ifdesign.com – for an unlimited period of time. Over 62,000 products, projects and services that have been honored with an iF DESIGN AWARD since 1954 are documented here. Under the menu item [BRANDS & CREATIVES](#), more than 9,000 companies, studios, design organizations and design museums present themselves with their individual profiles.

About the iF DESIGN AWARD

Since 1954, the iF DESIGN AWARD has been a globally recognized trademark when it comes to design excellence. The iF Design brand is internationally established as a symbol of outstanding design achievements. The iF DESIGN AWARD is one of the most important design prizes in the world. It honors design achievements in all disciplines: product, packaging, communication and service design, architecture and interior architecture as well as user experience (UX), user interface (UI) and professional concept. All award-winning designs are presented on the iF Design website www.ifdesign.com.

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