PRESS RELEASE

Hannover, 14 April 2023

The results are in for the iF DESIGN AWARD 2023!

- **An international, independent, diverse iF jury selects the winners of the iF DESIGN AWARD 2023**
- **Almost 11,000 submissions from 56 nations entered the race**
- **75 outstanding designs will be honored on May 15 in Berlin with the special iF DESIGN AWARD Gold**
- **Sustainability grows in focus**

From 28 to 30 March 2023, 88 international, independent design experts met to determine the winners of the iF DESIGN AWARD 2023 as part of the iF Final Jury. There were heated discussions, testing, evaluations and finally a decision on the awards. A total of 2,104 participants from 47 countries can look forward to this valuable award. The iF DESIGN AWARD 2023 Gold – the highest recognition – was presented 75 times to the best works – across all disciplines.

From a total of almost 11,000 submissions from 56 nations, the best 50 percent had qualified for this physical/digital iF Final Jury in Berlin during the first round of judging in January (iF Online Preselection). The Arena, a listed industrial architecture site from the golden twenties directly on the Spree, provided the perfect setting.

Products and projects in nine different disciplines took part in the iF DESIGN AWARD 2023: Product, Communication, Packaging and Service Design, Architecture and Interior Architecture, User Experience (UX), User Interface (UI) and Professional Concepts. The jurors, who came to Berlin from 20 nations at iF's invitation, worked with great care and neutrality in their judging based on the clearly defined evaluation criteria of idea, form, function, differentiation, and impact.

Uwe Cremering, CEO iF International Forum Design GmbH about the Final Jury: "Every year the Final Jury is the most exciting and intense part of the iF DESIGN AWARD – for us at iF Design, but also for our jurors from all over the world. It is such an inspiring, creative experience to see this enormous diversity and quality of designs from all parts of the world. Sustainability aspects are becoming more and more important for customers, our jurors and also for our participants. Thus, for the first time, two additional sustainability experts were involved. The jurors had the opportunity to call on the expertise of two dedicated sustainability experts in the decision-making process, if required. We will continue on this path in the coming years and increasingly include information on sustainability."

The iF Final Jury is the core of the iF DESIGN AWARD. These three days, during which the international design experts decide on the winners, demonstrate the value and also the uniqueness of the award. The expertise of the iF Jury makes the award credible and internationally recognized, too.

The jurors at work → to the video

All iF DESIGN AWARDS 2023 at a glance → to the Winner Website

iF DESIGN AWARD NIGHT 2023 on 15 May in Berlin

All winners of the iF DESIGN AWARD 2023 will be invited to the glamorous awards ceremony in Berlin on 15 May. Representing all award winners, the 75 Gold Award winners will receive their coveted gold trophy from iF Design CEO Uwe Cremering on the grand stage of the Friedrichstadt-Palast.

The iF DESIGN AWARD 2023 at a glance:

- Almost 11,000 submissions
- from 56 nations
- 9 disciplines / 82 categories
- 2,104 iF award-winning participants
- 75 iF DESIGN AWARD 2023 Gold Winners

Here's what the Chairpersons have to say about the Final Jury 2023:

„I think the diversity of the iF Final Jury is an important part of the evaluation process. The gender diversity of this jury of 50 percent women and 50 percent men is very rare in our industry. iF Design has shown a tremendous and important development here in recent years. Because: the diversity of the jury gives all participants of the award a different framework for success.“ **Karen Korellis Reuther, Professor for Design, Harvard University, USA**

„Being part of the iF Final Jury every year is a wonderful opportunity to meet other brilliant fellow designers. It's an inspiration and also a kind of "status check" on what's happening in the design world. Usually exhibitions are thematically specialized - here we get a general overview of almost all fields. For me personally and my work, I take away as a reminder that design is the language of a brand or a company. It's important to think about the core elements and the question: What message do I want to transmit with my product?“ **Stina Nilimaa Wickström, Vice President Product Design Volvo, Sweden**

„In the computer and kitchen product groups, one trend in particular can be seen this year: Many companies are again concerned with reducing to the essentials. It's about reducing without being boring. Many manufacturers still manage to stand out - through details, use of materials or accentuated use of color. The devices integrate themselves much more, the quality of detail and the brand experience move further into focus.“ **Michael Lanz, Product Designer and Design Strategist, Austria**

„Being able to discuss and exchange ideas with other designers during the iF Final Jury, even outside your own field and jury category, is a highlight of the year for me. I'm impressed by how we create cross-cultural agreement and universal benchmarks about what we consider aesthetically good or bad. I learn an incredible amount every time I'm

on the jury and become more critical - also of my own everyday professional life.“ **Friederike Faller, Partner Holscher Design, Denmark**

„The spirit of the times always reflects our work. It is always thrown into our work as designers. It's constantly a matter of keeping an eye on the balance between the brand itself and cultural developments. Otherwise, the brand loses relevance. I think the submissions in the Service Design, Branding and UX Design categories clearly showed that. When evaluating the submissions, we look primarily for clear statements of the brands - for a balance between the functional value and the emotional value.“ **Andy Payne, Chief Creative Officer Interbrand, UK**

More about the iF DESIGN AWARD

Since 1954, the iF DESIGN AWARD has been a globally recognized trademark when it comes to excellent design. The iF brand is internationally established as a symbol of design excellence. 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 design, as well as user interface (UI), user experience (UX) and professional concepts. All award-winning entries are presented at www.ifdesign.com.

For more information and image material, please contact:

Joana Harmening
Public Relations

iF International Forum Design GmbH
Bahnhofstrasse 8 / 30159 Hannover
Fon: +49.511.54224-204
joana.harmening@ifdesign.com

www.ifdesign.com