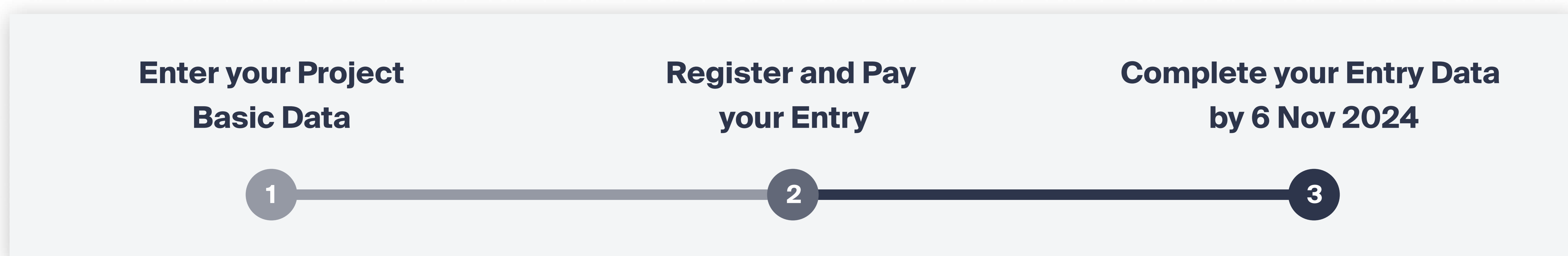


# Welcome to the iF DESIGN AWARD 2025 Registration Guide!



## Who can participate?

The **iF DESIGN AWARD** accepts submissions from professionals across a wide range of [disciplines and categories](#). However, the following restrictions apply:

- Students and recent graduates must apply for the [iF DESIGN STUDENT AWARD](#)
- Projects published or launched more than two years at the time of registration are not eligible for registration
- Projects launching in 2026 or later can only be registered for the **Professional Concept** discipline

## When is the Award?

### Registration Dates

Early bird deadline	<b>28 June 2024</b>
Regular deadline	<b>27 September 2024</b>
Last chance deadline	<b>6 November 2024</b>

**End of data submission period** **6 November 2024**

### Online Preselection Dates

Online Preselection	<b>2 - 5 December 2024</b>
Results Preselection	<b>Mid December 2024</b>

### Final Jury Dates

Shipment	<b>December 2024 - January 2025</b>
Jury Session	<b>18 - 20 February 2025</b>
Winners Announcement	<b>March 2025</b>

**iF DESIGN AWARD NIGHT 2025** **April / May 2025**

## What are the fees?

### Registration Fees per entry

Early bird	<b>250 €</b>
Regular	<b>350 €</b>
Last chance	<b>450 €</b>

### Jury Fees per entry

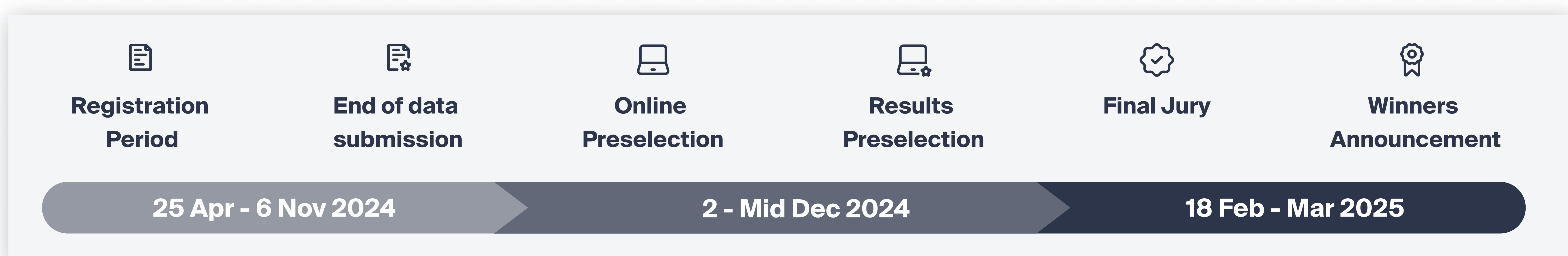
All disciplines	<b>300 €</b>
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### Award Winner Fees per entry

Product & Packaging Design	<b>3000 €</b>
Other	<b>2500 €</b>

## Award Timeline Explained

Below you will find a diagram showing how the award process is held.



## Understanding the Registration Form



### Guidance

Our Guidance feature gives useful examples and detailed explanations of the required information.



### Translation Tool

Enter information in your native language and our new Translation Tool will automatically translate it.



### Field Indicator

An icon marks mandatory fields & non-mandatory fields (optional).



### Jury Indicator

Data only available to the jury or public will be marked accordingly with an icon.



### Register Entry

It is mandatory to press the register entry button to officially submit and be able to edit your entry later.

## Data Fields Explained

Please fill out the entry fields in English or use the Translation Tool if necessary.



### Basics The minimum required information about your project.

**Entry Name**  
Max 50 Characters  
Enter the official title of your project or a model name.  
Example: iPhone 15 Pro Max

**Discipline**  
Choose one  
Choose a discipline for your project.  
If you are unsure, select “to be decided” - we will get in contact and help you!

**Category**  
Choose one  
Choose a category for your project.  
Categories change depending on the chosen discipline.

**Entry Type**  
Max 50 Characters  
Briefly tell us what type of project you're registering.  
Example: Fitness application, bluetooth speaker, neck massager.

**Entry Tags**  
Max 5 Tags  
Enter up to 5 tags that are relevant to your project.  
These are used for search and filter functions on the iF website.

### Media The types of media you can include about your project.

**Images**  
JPG / PNG  
Max 5mb / 15 Megapixel  
Upload a min. of 4 images, up to a max of 7.  
Include all aspects of the project. Captions on images are not allowed.  
You can rearrange images after uploading. Please include at least one image in portrait format for social media.

**PDF**  
Max 8 pages  
For additional info, feel free to submit a PDF of the project in english.  
The PDF may contain images, plan drawings, layouts, and descriptions. Please ensure that the PDF provides only additional information.

**Web URL**  
Submit a link to the project or product website in english.  
The website must be accessible during the registration and jury period. Please provide additional login credentials if necessary.

**Project Video**  
Max 2 minutes  
English or subtitles  
Submit a video for jurors to understand your project better in english.  
Please publish videos on platforms accessible in Germany, such as Youtube. Videos for download will not be accepted.  
Do not submit pure advertising videos with little information.

### Description Provide a design statement and descriptions for each criteria.

**Design Statement**  
Max 650 characters  
Describe your project for the public and jury.  
What is it for? What problems does it solve? What characteristics might not be evident at first glance?

**Idea**  
Max 650 characters  
Tell us why your idea is relevant.  
What task is your project addressing? Why is the idea appropriate?

**Form**  
Max 650 characters  
Tell us why your project looks the way it does.  
Why did you choose this aesthetic? How is it made?

**Function**  
Max 650 characters  
Describe the usability benefits and efficiency factors.  
Is it easy to use? How well does it work?

**Differentiation**  
Max 650 characters  
What sets your project apart from others?  
Why is it innovative? How does it support the brand?

**Sustainability**  
Max 650 characters  
Describe the significant sustainability factors and their impact.  
Are there social benefits? What makes it sustainable?



## Details

Give the jury a better understanding of the scope of your project.

### Target Group

Multiple answers

Select the core target group for your project.

Who benefits the most from your project?

### Market Region

Multiple answers

Select all regions where your project will be marketed.

### Development Time

Dropdown menu

Select a timeframe in which your project has been realized.

You can choose “confidential” if you don’t want to provide this information.

### Project Launch

Select the launch date for your project.

When was or will be the market introduction of your project?

### Degree of Realization

Dropdown menu

Select the degree of realization for your project.

If your project has yet to launch, what stage of realization is it currently?

### Retail Price

What is the retail price (€) for your core target group?

Leave empty if not applicable. Please ensure the price is in Euros.

### Sizing Matrix

Select the item that comes closest in size to your project.

This information helps the jury and iF to determine exact proportions.

### Dimensions

Dropdown menu

Enter the maximum dimensions for your project.

This information helps the iF Team reserve a fitting place to assemble your entry for the jury.

### Context Dimensions

Optional upload of a contextual image that shows your project in real proportion or in use.

### Sustainability Questions

Answer up to three optional questions to describe the sustainability aspects of your project in further detail.

### Eco Labels

Multiple answers

Select all applicable eco-labels (max 5).

Please leave empty if not applicable. [Download applicable Eco-labels](#)

### Publishing Restriction

Pick a date

Pick a restriction date for publishing your entry.

The project will not be disclosed until the publication date! Entries will be published in the spring after the winners are announced.

## Credits

Designer, Company, Manufacturer, Client, Engineers.

### Designer

Max 150 characters

Enter personal and design company credentials.

If an entry is awarded, this information will appear on certificates and on the iF DESIGN AWARD entry detail page.

Enter up to two design companies.

If your company has already participated, please use an existing company from the list.

Please include involved designers or engineers.

Max 150 characters.

### Client / Manufacturer

Max 150 characters

Was this project fulfilled on behalf of a client?

If an entry is awarded, this information will appear on certificates and on the iF DESIGN AWARD entry detail page. If you are part of an in-house team, please enter your company in both Designer and Client fields.

### Ranking

Choose one in each category

Let us know who will receive the ranking points.

Only one company from each field can receive ranking points. Ranking points are distributed when an entry qualifies for the iF Final Jury and when it is awarded.

# Terms for participation in the iF DESIGN AWARD 2025



By registering your project for the **iF DESIGN AWARD 2025**, you automatically accept the below terms necessary for participation.

Terms are separated into the following categories:



General Terms



Jury Process



Dates & Deadlines



Fees & Payment

## General Terms

The **iF DESIGN AWARD** is open to projects that meet all criteria and may be submitted by designers, creators, agencies, brand managers, manufacturers, architects, and third-party individuals.

### Participation Restrictions

The **iF DESIGN AWARD** accepts submissions across a wide range of disciplines and categories. However, the following restrictions apply:

- Students and recent graduates must apply for the [iF DESIGN STUDENT AWARD](#)
- Projects published or launched more than two years ago are not eligible for registration
- Projects launching in 2026 or after can be registered in the **Professional Concept** discipline

## Jury Process

A jury of leading international design experts evaluates each submission against a defined set of criteria. The two-step process will determine the winners of the **iF DESIGN AWARD 2025**.

### iF Online Preselection

During this first step of the process, the jury will review all digitally submitted material to identify the finalists of the **iF DESIGN AWARD 2025**.

While the number of submissions will be reduced by fifty percent, all participants will receive a jury judgment scorecard (**iF Jury Feedback Chart**) for each entry.



*Use of the iF winner's logo is restricted to iF DESIGN AWARD winners only.*

### iF Final Jury

A jury of around 90 experts from around the world will gather behind closed doors for three days in February 2025 to select the **iF DESIGN AWARD 2025** winners.

The jurors will examine, touch, explore, test, analyze, and, most importantly, thoroughly discuss all entries.

The jury's decision is final, and there is no legal recourse.

## Dates & Deadlines

### Important dates for registration

Please note that you agree to the dates specified below when registering your entry.

#### Registration Dates

Early bird **28 June 2024**  
Regular **27 September 2024**  
Last chance **6 November 2024**

#### Online Preselection Dates

Online Preselection **2-5 December 2024**  
Results Preselection **Mid December 2024**

#### Final Jury Dates

Shipment **Dec 2024 - Jan 2025**  
Jury Session **18 - 20 Feb 2025**  
Winners Announcement **Mar 2025**



*Participants will be reminded by email before each date.*

## Fees & Payment



With each registered entry, you agree to pay the corresponding fees for each phase of the selection process, as outlined below.

- 1 Registration fees must be paid for entries to be considered for the **iF Online Preselection** phase.
- 2 Jury fees must be paid for entries selected for the **iF Final Jury** phase.
- 3 Should your entry be selected as an **iF DESIGN AWARD 2025** winner during the **iF Final Jury** phase, winners will be charged the winner's fee.

Failure to pay invoices in full will bar you and all associated parties from future participation in the **iF DESIGN AWARD**.

Invoices will be issued by iF International Forum Design GmbH and will have a payment deadline of 14 days. Invoices for the last chance registration fee will have a payment deadline of 7 days. Outstanding balances must be paid to reactivate participating accounts. This includes a reactivation fee of 100,00 EUR, as well as any charges incurred from debt collection agencies by **iF International Forum Design GmbH**.



*All fees are net amounts. VAT may be included, depending on the service type and participant's country of residence.*

### Fees at a glance

Registration Fees per entry		Jury Fees per entry		Award winner Fees per entry	
Early Bird	250 €	All disciplines	300 €	Product & Packaging Design	3000 €
Regular	350 €			Other	2500 €
Last Chance	450 €				

### 1 Registration Fees

This fee covers the following costs:

- Organization of the **iF Online Preselection**.
- Unlimited number of service requests.
- Personal check and feedback on entries.
- Individual jury feedback for each entry (**iF Jury Feedback Chart**).
- iF Design reserves the right to exclude entries from the **iF Online Preselection** phase. For example, failure to pay the registration fee or to correctly fill out all mandatory fields in the registration form.
- Registration fees can be paid using various payment methods.

### 2 Jury Fee (per entry)

The jury fee covers all costs for organizing the **iF Final Jury** phase.

- Jury fees must be paid for each entry selected in the iF Online Preselection.
- Participation in the iF Final Jury phase is mandatory for all selected entries.
- Unpaid jury fees will not result in cancellation of entries.
- iF Design reserves the right to select an entry for the iF Final Jury phase even if the jury fee has not been paid.

### 3 Fees for award winners (per entry)

Fees collected from award winners enable **iF Design** to deliver outstanding service and benefits to our participants. Benefits included in the winner's fee:

- Unlimited usage of the **iF winners logo**
- Points for the **iF Design Ranking**
- Inclusion in the iF winners campaign
- Ticketcodes to the **iF DESIGN AWARD NIGHT**
- Publication of winning entry and company profile on the iF website
- **iF Award Certificates + iF Award Plaques**
- Comprehensive press coverage and PR
- Mandatory fee for each awarded entry.
- Failure to pay the winner's fee is not an official cancellation.

### Cancellation Fees

- To cancel entries without incurring fees, email a request to [award@ifdesign.com](mailto:award@ifdesign.com) within 14 days of submission.
- Entries canceled after the 14-day grace period will not be refunded.
- Entries selected for the iF Final Jury can not be canceled.

# iF DESIGN AWARD 2025 - Your Registration Checklist



To help you keep track of all the important areas of your application, we have created a handy checklist that you can print out or digitally check off. The checklist is for your use only and will not be stored in **myiF!**

## Project Name:

**Mandatory Fields**    Optional Fields   *Depending on the discipline, mandatory and optional fields can change*

### BASICS

- Entry Name**   Max. 50 characters
- Discipline**   Choose one
- Category**   Choose one
- Entry Type**   Max. 50 characters
- Entry Tags**   Max. 3 Tags

### MEDIA

- Images**   4 mandatory, JPG / PNG, Max. 5MB
- PDF**   Max. 8 pages, EN only
- Web URL**   Max. 650 characters, EN only
- Project Video**   Max. 2 minutes, EN or subtitles

### DESCRIPTION

- Design Statement**   Max. 650 characters
- Idea**   Max. 650 characters
- Form**   Max. 650 characters
- Function**   Max. 650 characters
- Differentiation**   Max. 650 characters
- Sustainability**   Max. 650 characters

### DETAILS

- Target Group**   Multiple answers
- Market Region**   Multiple answers
- Development Time**   Dropdown menu
- Project Launch**   Pick a Date
- Degree of Realization**   Dropdown menu
- Retail Price**   Price in EUR (€)
- Sizing Matrix**   Choose one
- Dimensions**   Dropdown menu
- Context Dimension**   Upload image. Max. 5MB
- Eco Questions**   Answer 3 questions
- Eco Labels**   Multiple answers
- Publishing Restriction**   Pick a Date

### CREDITS

- Designer**   Company, Designer / Engineers
- Client / Manufacturer**   Max. 150 characters
- Ranking**   Choose one in each category

### PRESENTATION   After preselection

- Physical or Digital**   Presentation form for final jury
- Contact**   Entry and logistics contacts

## Notes