

Welcome to the iF DESIGN AWARD 2027 Registration Guide!



Enter your project
basic data

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Register and pay
your entry

2

Complete your entry data
by 4 Nov 2026

3

Who can participate?

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 and also accepts submissions across a wide range of disciplines and categories.

- We reserve the right to exclude entries from participation, that include or promote the following: weapons or weapon-related products; content that incites or facilitates the violation of human rights or endangers physical or mental health; material deemed harmful to health; pornographic content; and any racist, anti-semitic, discriminatory, or otherwise offensive material that violates applicable laws or ethical standards.
- All individuals named as under „Credits“ must have been actively involved in the creation or production of the submitted work. The transfer or sale of awards to uninvolved third parties is prohibited and may result in the withdrawal of the award.
- 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 2028 or after can be registered in the **Concepts** discipline.
- Each participant represents and warrants that their submitted entry complies with all applicable national and international laws and regulations and does not infringe upon the rights of any third party.
- Each participant represents and warrants that they are not included on any national or international embargo list that would restrict or prohibit their participation in events or competitions, including the **iF DESIGN AWARD**.

When is the Award?

Registration Dates

Early bird deadline	26 June 2026
Regular deadline	18 September 2026
Last chance deadline	4 November 2026
Deadline for data submission & editing	4 November 2026

Online Preselection Dates

Online Preselection	30 November - 3 December 2026
Results Preselection	Mid December 2026

Final Jury Dates

Shipment	December 2026 - January 2027
Jury Session	16 - 18 February 2027
Winners Announcement	End February 2027

iF DESIGN AWARD NIGHT 2026

April 2027

What are the fees?

Registration Fees per entry

Early bird	300 €
Regular	400 €
Last chance	500 €

Jury Fees per entry

All disciplines	300 €
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Award Winner Fees per entry

Product & Packaging Design	3300 €
Other	2900 €

Award Timeline Explained

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



Understanding the classic 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 use our Translation Tool for automatic translation.



Field Indicator

These icons mark mandatory & optional fields. Only one will be displayed per field.



Jury Indicator

Data only available to the jury or available to the 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.



Did you know?

Entries that are submitted physically can be viewed more holistically by the judges!

If you could not send a physical entry for good reasons to Germany, please contact us via logistics@ifdesign.com so that we can take a closer look at your project and discuss the various options.



iF Online Preselection

The iF Online Preselection is a digital-only presentation. To present your entry in the best possible way to the jury, please use our registration form to upload PDFs and high-quality images. We also highly recommend using the opportunity to enter a video. These materials can help you to showcase the project in use, as well as give detailed construction and material information for physical entries, compensating for the fact that the jury cannot touch and feel those entries.



iF Final Jury

After the online preselection, 50% of the entries will qualify for the iF Final Jury. For entries in the disciplines of **Product Design, Packaging Design, Product Interfaces, UX** and parts of **Branding & Communication Design** it is highly recommended to send a physical product if your entry qualifies for the iF Final Jury. This allows the jury to evaluate the entry more holistically.

Entries in all other disciplines (not listed above) can not be submitted as physical products to the iF Final Jury.

Which discipline / category is the right one for me?



Please select the discipline and category for your entry according to the most relevant industry and sector.



If you have difficulties finding the most suitable discipline / category, you can try out our Smart Registration from the my iF Dashboard. The Tool will help you find the best suiting discipline, category and entry type.



Don't panic if you don't yet know where your project fits best. You can still register at favourable conditions, such as early bird, and adjust the discipline, category and entry type until **4 November 2026**.



Don't worry if you choose the wrong category. The iF team can change the category for you during the selection process. This is to ensure that your entry is categorised correctly and can be judged by the right group of experts.



Please note that the registration form may vary depending on the chosen discipline and category! If you change your discipline or category later on, you should check the form again!

What makes a good entry description?

- Describe unique features and innovations that are not recognisable at first glance. Technical features, Patents & Production methods.
- Focus on the most important innovation! What makes your project special and different from the competition? What makes it relevant?
- Avoid descriptions of design quality, that is up to the jurors.
- Avoid describing something that the jury can already see when they look at the entry.

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 16 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

Choose one

Choose an entry type for your project.

Entry types change depending on the chosen category.

Degree Of Realization

Choose one

Select which degree of realization describes your project best.

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

Project Launch

Choose one

Select the launch date for your project.

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

Please note that the registration form may differ depending on the chosen discipline and category.

Some disciplines and categories have customised fields, while others have different description texts, for example.

Media

The types of media you can include about your project.

Images

JPG / PNG

Max 5mb / 15 Megapixel

Upload a minimum of 4 images, up to a maximum 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. 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

Social and environmental considerations of your project.

Sustainability

Max 650 characters

Describe the significant sustainability factors and their impact.

Are there social benefits? What makes it sustainable?

Sustainability Questions

Answer up to two 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 Eco-labels](#)

Data Fields explained

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



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.

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.

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 if no restriction is set.

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 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.

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 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.

Register and Payment

Complete your registration

Order Summary

A brief summary of your entry.

Contact information

Your contact details from your myiF account.

Invoice address

If different from your contact data, you can enter a new invoice address here.

Purchase Order Number

If you want you can add a PO number optionally.

Payment methods

Choose one

How do you want to pay?
We support many international payment methods, such as paypal, alipay, credit card and via invoice.



Congratulations!

You have now registered your entry for the iF DESIGN AWARD 2026 and are taking part in the competition!
We will email you with details of all the important steps in the award process.

Please make sure that you have access to the email address you provided!