PRESS RELEASE

Hannover, 28 February 2024

iF DESIGN AWARD 2024:

A total of 132 international design experts evaluate 10,800 submissions from 72 nations - a record!

_ The winners of the iF DESIGN AWARD 2024 have been announced

_ Significant growth in Europe, the USA and Latin America

_ 29 April: iF DESIGN AWARD NIGHT at the Friedrichstadt-Palast in Berlin

_ 30 April: iF Design Trend Conference at AXICA in Berlin (new)

Never before has the iF DESIGN AWARD received so many entries: 10,800 products and projects from 4,970 participants from 72 countries were entered into the race. The significant growth in submissions from Europe, the USA and Latin America was particularly exciting to see. The increase in the number of countries from which submissions originated is also fascinating from 56 to a total of 72 nations underlines this record year.

An international iF jury consisting of 132 design experts from 23 countries presented the world-renowned iF DESIGN AWARD 2024 to 2,294 participants from 52 countries. The 75 most outstanding designs were awarded the highest honour - the iF DESIGN AWARD 2024 Gold. On Monday, 29 April 2024, all award winners will be duly celebrated in Berlin's Friedrichsstadt-Palast.

Uwe Cremering, CEO of iF Design, is delighted: "This year's iF DESIGN AWARD is once again a reflection of how the design world is currently developing and also which topics are topical in society. Never before have we had so many submissions for the iF DESIGN AWARD - a record year! This makes us very happy and shows us that the iF DESIGN AWARD continues to grow in relevance. I would like to express my special thanks to our jurors - for their commitment and expertise in the discussions on each individual entry!"

Out of 10,800 entries, the best 50 percent qualified for the iF Final Jury in Berlin during the first round of judging in December (online preselection). The evaluation was based on clearly defined criteria in terms of idea, form, function, differentiation and impact. Two sustainability experts once again attended the iF Final Jury this year and were on hand at all times to advise the jurors and categorise the entries in terms of sustainability.

Products, projects and concepts in nine different disciplines could be submitted for the iF DESIGN AWARD 2024: Product, Communication, Packaging and Service Design, Architecture and Interior Design, User Experience (UX), User Interface (UI) and Professional Concept.

All winners of the iF DESIGN AWARD 2024 at a glance: Link to the winners page

The jurors at work: Link to the video

The iF DESIGN AWARD 2024 at a glance:

10,800 submissions from 4,970 participants
from 72 nations
132 jurors from 23 countries
9 disciplines / 82 categories
2,294 iF award winners from 52 countries
75 iF DESIGN AWARD 2024 Gold winners
29 April: iF DESIGN AWARD NIGHT 2024
30 April: iF Design Trend Conference 2024

What the chairpersons say about the iF Final Jury 2024:

-Karen Korellis Reuther (Harvard University) USA

"The iF Final Jury is truly global. We see products, projects and concepts from all over the world. It is an honour to be part of this jury as a designer. The diverse expertise of all the jurors creates a particularly high quality in the assessment of all entries. We are seeing far more innovative design approaches in the product category this year; they are responding more and more to the social aspects and demands of our society."

-**Andy Payne** (Interbrand) United Kingdom

"I see great potential in the use of AI in the UX and service design sector. Many designers are still cautious when it comes to using AI. However, as a creative tool, it can help us: It saves us time and it gives us more creative potential, it broadens the scope. I think it is the most powerful tool we will have. The role of the basic first idea and the concept as a basis will therefore become even more important in the future."

-**Achim Nagel** (PRIMUS developments GmbH) Germany

"The iF Final Jury showcases the avant-garde of relevant architectural projects worldwide. In the overall category of architecture, the projects and concepts submitted reflect all aspects that are currently playing a role in our society's discussions. This ranges from mobility to materiality to the question of how the effects of climate change can be reduced through adapted and sustainable architecture. It has become far more complex to judge the submissions, because it is no longer "just" about design."

-**Joe Brown und Teun van Wetten** (Nachhaltigkeits-Experten)

"We believe that sustainable design is good design. This is also reflected in the scores awarded by the jurors to the individual submissions. The materials used in the designs are increasingly being selected and utilised according to sustainable criteria. Sustainable design influences the consumer: It's impressive when a good design can make the consumer make the right (purchasing) decision."

29 April: iF DESIGN AWARD NIGHT 2024 at the Friedrichstadt-Palast

All iF DESIGN AWARD 2024 winners will be celebrated at the glamorous award ceremony on 29 April in Berlin. On behalf of all of them, the 75 iF DESIGN AWARD 2024 Gold winners will receive their coveted gold sculpture from iF Design CEO Uwe Cremering on the grand stage of the Friedrichstadt-Palast.

30 April: The iF Design Trend Conference 2024 at AXICA (Berlin)

"How can design help shape the transition to a future worth living?" is the motto of the first iF Design Trend Conference. On 30 April, one day after the award ceremony, the iF Design Trend Conference will take place in the spectacular AXICA building at the Brandenburg Gate. The conference is an event for designers and industry experts to exchange ideas and information about global and interdisciplinary design trends and their significance for the future. International design experts will speak on this topic. All conference participants will also receive the iF Design Trend Report 2024.

More about the iF DESIGN AWARD

Since 1954, the iF DESIGN AWARD has been a globally recognised trademark when it comes to design excellence. The iF 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 honours 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 ifdesign.com.

For further information and photo 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

ifdesign.com