

## PRESS RELEASE

Hannover, 27 February 2025



### The winners of the iF DESIGN AWARD 2025 were chosen by the Final Jury

- A top class, international iF Jury evaluated almost 11,000 entries from 66 nations in two rounds.
- A total of 131 jurors were appointed for the Online Preselection – 102 jurors for the iF Final Jury in Hamburg – a record at the iF DESIGN AWARD.
- Strong influence of sustainability and artificial intelligence in all disciplines.
- Conclusion of the expert jury: An exceptionally high number of outstanding designs this year.

Three intense and successful days of the iF Final Jury 2025 at Schuppen 52 in Hamburg lie behind iF Design and the jurors of the iF DESIGN AWARD 2025. In this final round of judging with a record number of 102 design experts from 23 nations, the aim was to recognize all the winners of the iF DESIGN AWARD 2025 as well as this year's 75 gold winners. The evaluation was based on five criteria: idea, form, function, differentiation and sustainability.

After the first jury round, the Online Preselection in December, the top 50 percent of almost 11,000 submissions qualified for the Final Jury in Hamburg.

As in previous years, each entry was discussed and argued over intensively. Each product and project was scrutinized by three design experts. We would also like to emphasize the very successful cooperation between the jurors and the iF Sustainability Working Group in order to integrate core elements of ecological and social sustainability in particular into the iF Jury. This enabled our jurors to make an even more experienced and holistic assessment.

All award winners will be honored on Monday, 28 April 2025, at the ceremonial iF DESIGN AWARD NIGHT in Berlin's Friedrichstadt-Palast.

**Uwe Cremering, CEO of iF Design**, is more than satisfied with this award year: "The iF DESIGN AWARD 2025 impressively reflects current developments in the design world and social trends – developments in the areas of sustainability and AI can be seen in almost all design disciplines. My special thanks go to our jurors for their commitment and expert assessment of each individual entry. I would also like to emphasize the work of our sustainability experts, who have made a significant contribution to integrating environmental and social aspects even more strongly into the evaluation criteria."

Products, projects and concepts in nine different disciplines could enter the iF DESIGN AWARD 2025: Product, Communication, Packaging and Service Design, Architecture and Interior Design, User Experience (UX), User Interface (UI) and Professional Concept.

**Click here to see the Award Winners:**

→ [All winners of the iF DESIGN AWARD 2025 at a glance](#)

→ [Video: The iF Jury at work](#)

## **The iF DESIGN AWARD 2025 in numbers:**

- Almost 11,000 submissions from 66 nations
- 131 jurors from 23 countries
- 9 disciplines / 82 categories
- 2,211 Award Winners from 50 countries
- 75 iF DESIGN AWARD 2025 Gold winners
- April 28: iF DESIGN AWARD NIGHT 2025
- April 29: iF Design Trend Conference 2025

## **What the chairpersons of the iF Jury say about design trends and developments:**

### **-Lisa Gralnek** (iF Design Global Head of Sustainability and Impact)

„When I look at all these submissions here, I see one thing very clearly: iF Design and the design industry are on a journey when it comes to sustainability. We are seeing progress, and we have also taken a major step in the right direction this year. For us, sustainable design includes social and environmental aspects. Almost every country has its own rules and definitions when it comes to sustainable design. Here we are looking for a lifetime circle and for reparability. However, our motto is: we are commuting to award good, not punish bad.”

### **- Lidan Liu** (Hoto) China

„It's impressive to see that AI has introduced numerous new opportunities for products. In areas where products were previously becoming more homogeneous, the arrival of AI technology is creating new chances and breakthroughs. Even if many products still appear to be in their early stages, they will drive a completely different design experience.”

### **-Friederike Faller** (Holscher Design) Denmark

“I think the term sustainability is now used in a more differentiated way in the field of design. Many products still contain materials that are not appropriate. There is still a great need for further training on the part of designers and companies when it comes to sustainability. It's good that iF Design is increasingly drawing attention to the topic, which is making a massive contribution to raising awareness. The quality of many of the products we see here in the final jury has also improved as a result. Overall, the development is going in the right direction.”

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

„The use of AI is growing exponentially. The diversity of application areas is also increasing. The benefits are becoming greater and greater every day. We now differentiate between social platforms and owned platforms when using AI. Social platforms can be used by everyone. Owned platforms for companies and brands are only for close use, trained with the company's own internal data. Companies are beginning to empower themselves. This is impressively demonstrated by the projects here in the final jury. They know they have to do it this way and use it that way. Otherwise they will be left behind by their competitors.“

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

“We have gone far beyond packaging the issue of sustainability in seals. There is sustainability in projects here that is outstanding. They are a symbiosis of requirements - of societal and social aspects. With our work here, we are recognizing global lighthouse projects in architecture for which sustainability is a matter of course. We are concerned with the holistic concept of sustainability on an artistic and technical basis.”

#### **Next Dates:**

#### **28 April: iF DESIGN AWARD NIGHT 2025 at the Friedrichstadt-Palast**

All winners of the iF DESIGN AWARD 2025 will be celebrated at the glamorous Awards Ceremony with 2,000 guests on 28 April in Berlin. On behalf of all of them, the 75 iF DESIGN AWARD 2025 Gold winners will receive their coveted gold sculpture from iF Design CEO Uwe Cremering on the grand stage of the Friedrichstadt-Palast.

#### **29 April: The iF Design Trend Conference 2025 at AXICA (Berlin)**

“How can design help shape the transformation to a future worth living?” is the motto of the second iF Design Trend Conference. On 29 April, one day after the Awards 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 2025.

#### **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 design as well as user interface (UI), user experience (UX) and professional concepts. All award-winning entries are presented at [ifdesign.com](https://ifdesign.com).

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