PRESS RELEASE

Hannover, September 2020

DESIGN TALENT AWARD 2020

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iF DESIGN TALENT AWARD 2020_Edition 01:

iF's young talent competition honors 112 exciting design concepts from 16 nations that aim to implement the sustainability goals of the United Nations.

Seven exceptional solutions dedicated to the economic, ecological and social challenges facing our society will also be rewarded with a total of EUR 25,000 in prize money.

The winners of the first round of the iF DESIGN TALENT AWARD 2020 have been determined. Design students from all over the world were invited to submit ideas and concepts that address the most urgent challenges facing our society – based on the UN Sustainable Development Goals (SDGs). A total of 112 works from 16 nations received awards – **from Austria, China, Germany, Great Britain, Iran, Italy, Japan, Mexico, the Netherlands, Poland, Republic of Korea, Sweden, Spain, Taiwan, Thailand and the USA.**

The seven most extraordinary works were rewarded by the jury with a total of **EUR 25,000 prize money**:

- ➔ **a biological sewage system** made of rice bran,
- ➔ **a mobility app** for disabled people,
- ➔ **traditional storage boxes** for perishable food,
- ➔ a **training simulator** for knee joint surgeons,
- ➔ interactive **barcode labels** for food expiration dates,
- ➔ **a space of experience** that represents the marine pollution and
- ➔ **safety interlock devices** for power wires …

… the range of ideas submitted to make our world a better place was impressive! A total of more than 6,000 ideas, concepts and solutions were entered into the competition.

The 7 prize money winners at a glance on the iF World Design Guide:

https://ifworlddesignguide.com/if-design-talent-award-2020_01-best-of-the-year?

The Categories / SDGs

No poverty / No hunger / Health and well-being / High-quality education / Gender equality / Clean water and sanitation / Affordable and clean energy / Decent work and economic growth / Industry, innovation and infrastructure / Less inequality / Sustainable cities and communities / Sustainable consumption and production / Climate protection measures / Life under water / Life on land

The Evaluation Criteria

To win an iF DESIGN TALENT AWARD, the submitted entry must answer the following questions with a 'Yes':

- Does it approach or solve a relevant problem?
- Does it reflect moral-ethical standards?
- Does it strengthen or promote high group relations?
- Does it create a positive experience?
- Does it balance effort and use value?

Thanks to the Sponsors!

Special thanks go to the sponsors of the competition! Without their commitment, the professional realization of the iF DESIGN TALENT AWARD would not be possible:

- Compal Electronics (Taipei / Taiwan)
- GROHE AG (Dusseldorf / Germany)
- Haier Group (Qindao / China)
- Dongguan South China Design Innovation Institute (Dongguan / China)
- Samsung Electronics (Seoul / Republic of Korea)
- Wonderland Nurserygoods Co., LTD. (Taipei / Taiwan)

All 112 awarded concepts at a glance on the iF World Design Guide:
https://ifworlddesignguide.com/if-design-talent-award-2020-01-winners?

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The 7 prize money winners of the iF DESIGN TALENT AWARD 2020_01

https://ifworlddesignguide.com/if-design-talent-award-2020_01-best-of-the-year

EUR 5,000 in prize money:

Name of entry: **Organic Sewage System**
(Biological sewage system)

SDG: **06. Clean Water + Sanitation**

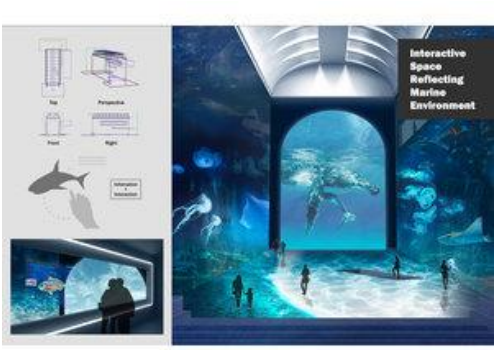
Involved Designers: **Ms. Song Joo Hyun, Ms. Ju Young Kim**

University: **Hansung University Design & Arts Institute, Seoul / Republic of Korea**

Many people in India still live without sewage systems. This 'Organic Sewage System' is based on rice bran - a by-product of the production of "white rice". (India is one of the world's largest rice producers.) As a home toilet, a biodegradable container is filled with compost and rice bran, from which organic fertilizer is then recycled and which in turn can be used to produce more rice. This system protects both people and the environment.

Jury Statement: „This is a very well thought-out and sustainable system, which solves a major sanitary problem for poor residential areas. It provides a simple yet effective private toilet system that improves the safety of women and children while providing valuable agricultural fertilizer. The design is built upon a function-oriented and internationally understandable form language."

EUR 5,000 in prize money:



Name of Entry:	**Interactive Space Reflecting Marine Environment** (Space of experience that represents the marine pollution)
SDG:	**14. Life below Water**
Involved Designers:	**Ms. Jungeun Jang, Ms. Subin Cho**
University:	**Sungshin Women's University, Seoul, Republic of Korea**

This 'Interactive Space Reflecting Marine Environment' project is an experiential space that uses new media and interactive content to educate city dwellers about marine pollution. A three-stage exhibition hall encourages visitors to explore the past, present and future of the marine environment. The presentation of polluted oceans next to clean and healthy marine systems is intended to make people think and encourage them to take responsibility for maintaining clean seas themselves.

Jury Statement: „This fun and interactive idea combines design and education. It raises awareness, generates impact and offers a new experience of a complex problem. It is relatively easy to implement and could be added to existing infrastructures (e.g. aquarium or museum)."

EUR 3,000 in prize money:

Name of Entry:	**Quieter** (Disability aid)
SDG:	**11. Sustainable Cities + Communities**
Involved Designers:	**Mr. Qirui Wang, Xinru Li, Miao Yu, Yanan Li**
University:	**Beihang University, Peking, China**

Quieter is a mobility app that helps people with disabilities achieve greater independence in their everyday lives. It is designed for physically disabled, mentally handicapped, visually impaired and hearing impaired people. It provides information on wheelchair accessible stations, games for the mentally handicapped, AR identification of road obstacles for the visually impaired or screen displays for people with hearing impairments. The app also includes real-time location monitoring for families and caregivers.

Jury Statement: „This very interesting app proposal focuses on ensuring that people can remain mobile and active in life despite a disability."

EUR 3,000 in prize money:

Name of Entry: **ETNISK**
(Sustainable food storage)

SDG: **12. Responsible Consumption + Production**

Designer: **Mr. Alejandro Mandrión Moreno**

University: **Universitat Politecnica Catalunya Terrassa, Spain**

ETNISK is a perishable food storage concept that combines various traditional techniques to extend the shelf life of fruits and vegetables without consuming energy. Southern Spain, known for exporting fresh fruits and vegetables, was the source of inspiration for ETNISK. The idea to recreate perfect containers that keep fresh food fresh without consuming energy. Different containers provide the ideal storage conditions for different types of fruit and vegetables, depending on the climate in which they are grown.

Jury Statement: „This design draws its inspiration from traditional techniques of food storage and preservation. The designer quite rightly asks whether modern technology is always the best solution – especially when we look at the problem holistically. The rediscovery of tried and tested traditions has the potential to help us solve many of the thorniest problems of resource management."

EUR 3,000 in prize money:

Name of Entry: **Wire Worm**
(Safety devices)

SDG: **09. Industry, Innovation + Infrastructur**

Involved Designers: **Sun Dongchen, Anran Xuan, Runze Zhang, Baochen Fu**

University: **Dalian Minzu University, Dalian, China**

Wire Worm is an automatic safety interlock device for power lines. In the event of a sudden wire break, the Wire Worm slides naturally to the point of breakage. When it reaches the end of the ruptured wire, it automatically locks it and wraps around the end of the wire to seal it and prevent electric shock. In addition, the replacement wire module can be connected inside the unit to temporarily restore power while the wire is being repaired.

Jury Statement: „Damage to telephone poles and cutting or breaking of electric wires are serious sources of electrocution risk. Wire Worm is a novel design that can safely lock and wrap broken wires and, if necessary, allow power flow to be temporarily restored.“

EUR 3,000 in prize money:

Name of Entry: **Foxpat**
(Surgical training device)

SDG: **04. Quality Education**

Designer: **Mr. Nitin Gurram**

University: **Delft University of Technology, Industrial Design Engineering Delft, The Netherlands**

Foxpat is a training simulator for prospective surgeons to perform knee joint replacement operations. After all, an inexperienced surgeon usually needs about 25 operations to become familiar with this complex procedure and operate on "real" patients. Simply developing more efficient and ergonomic surgical tools without an exercise platform is not enough. Foxpat is a realistic physical simulation of the knee with integrated sensors that provide feedback on the effectiveness of the procedure.

Jury Statement: „This innovative solution allows a novice surgeon to acquire specific training in the most realistic and efficient way possible. It has been meticulously designed down to the finest detail. It balances effort and usage value and ensures a positive experience."

EUR 3,000 in prize money:

Name of Entry:	**Barcodiscount** (Food packaging innovation)
SDG:	**02. Zero Hunger**
Involved Designers:	**Ms. Yen-Yu Chang, Hsin-An Huang, Ching-I Chen**
University:	**National Taipei University of Technology, Master Program of Innovation and Design, Taipei, Taiwan**

Barcodiscount is a barcode label system that displays discount levels in different colors as the expiration date of the food approaches. The barcode changes automatically so that it is registered at the checkout as a discounted product. This innovation saves time and effort by eliminating the need for manual application of discount stickers. In addition, inventory management is also optimized, as store personnel can scan the discounted prices at the checkout.

Statement der Jury: „Barcodiscount is an interesting proposal with great application potential. It solves two key problems of food retail; it reduces waste by encouraging consumers to buy products that will soon perish and streamlines logistics and data management. Well done!“