



DESIGN
AWARD
2027

Participate in the iF DESIGN AWARD 2027

The iF DESIGN AWARD is one of the world's most prestigious design awards. Organized from Germany since 1954, the iF label is a reliable sign of good design for consumers, brands and the global design community.

International design experts come together to select outstanding designs, basing their decisions on strictly neutral and transparent evaluation criteria.

Who can participate?

From international to local, from start-ups to famous brands, from designers to architects, from entry level to premium – if you produce or create products, projects or services you are welcome to take part in the iF DESIGN AWARD.



Uwe Cremering
CEO iF Design

“We see the iF DESIGN AWARD as one of the world's most important design platforms where leading brands, start-ups, designers and creators can challenge themselves, be inspired and stand out from the competition.

The iF DESIGN AWARD provides customers with orientation when making a purchase.”

9 Disciplines

Product Design, Packaging Design, Branding & Communication Design, User Experience (UX), User Interface (UI), Service, System & Process Design, Architecture, Interior Architecture, Concepts

Over 90 Categories

There is a category for every project – for yours too!

Lighting, Branding, Bicycles, Apps, Building Technology, Food Packaging, Furniture, Websites, Transportation, Computer, Audio, Office Interiors, Telecommunication, Retail Architecture, ...

iF DESIGN AWARD in 2026

- Over 10,000 entries from 68 countries
- 129 jurors from 21 countries



About

Truly independent

Owned by the certified nonprofit iF Design Foundation, which promotes design and its social significance.

Highest integrity

Equal chances of winning for every participant. Independent design experts ensure a transparent and fair jury process.

International and diverse

Worldwide network and iF subsidiaries to support you.

5 reasons why an iF DESIGN AWARD is a smart investment

1. A very limited invest

For the cost of a short ad campaign, you get a permanent quality seal that works globally. A large portion of consumers trust products with recognized awards. One-time fee for a lifelong position as an „award-winning project“ & unlimited use of the iF label in all marketing and sales channels.

2. Increased sales through trust

Get a lasting marketing boost like no other tool for the same budget. Awarded products sell up to 25% more, even in B2B markets and signal innovation, quality, and reliability.

3. Global exposure for a minimum budget

Global exposure for a fraction of a typical international campaign costs. Winning the iF DESIGN AWARD means automatic listing on **ifdesign.com** and visibility through trade press coverage in winners countries, including key markets like China, the USA, and Europe.

4. Higher pricing power

The iF label makes higher prices possible and quickly pays for itself. Consumers pay more for products recognized for design excellence – especially in competitive markets.

5. Boost for existing marketing

The iF DESIGN AWARD maximizes the impact of what you already have. Trusted seals can increase buying intention and make all existing marketing materials like brochures, website, trade shows, POS more effective.



Good to know – iF Design Media Data

iF Design Website ifdesign.com

(4/2025-4/2026)

- 7,6 million visits
- 38,2 million page views
- 355k active user monthly

iF Design Magazine – Articles from the world of design

- 68k visits per year

iF Design Newsletter (monthly)

- 18,5k subscribers

iF Design on Social Media

(status 4/2026)

- Instagram: 232k follower
- LinkedIn: 70k follower
- Facebook: 41k follower



Winner Benefits: What's in for me?

For you and your team

- Neutral validation of the design quality of your project.
- Your designers will be highlighted and awarded by a certificate.



For your customers

- Use of the iF DESIGN AWARD logo as a seal of quality for the entire product life cycle as orientation for your customers.
- Communication of your design power on social media, website, PR, POS and on the product packaging.

iF Design Ranking 2022-2026

Ranking	Company	Points
1	SAMSUNG Samsung Electronics REPUBLIC OF KOREA	8815
2	PHILIPS Philips NETHERLANDS	5600
3	Midea Midea Group CHINA	4925
4	Haier Haier Group CHINA	4285
5	ASUS ASUS TAIWAN	3240
6	LG LG Electronics REPUBLIC OF KOREA	2980

For the global audience

- Your design is part of the iF Design Website and the international iF Winner Campaign.
- Improve your position in the international iF Design Ranking and use this as a competitive advantage for your company and design studio.



Trust in iF Design for decades:





How your project will be evaluated

The jury of the iF DESIGN AWARD 2027 will assess all entries using the criteria Form, Function, Differentiation, and Sustainability, developed in collaboration with international design experts. Based on these criteria, the jurors will score each aspect of an entry and provide participants with meaningful feedback at every stage through our official feedback chart.

Additionally we have established a Sustainability Working Group to help integrate core elements of environmental and social impact into the iF jury.

CONGRATULATIONS!
YOUR ENTRY HAS WON AN iF DESIGN AWARD 2026

Software Fantasy

Discipline: Industrial Design
Client: Manufacturer
Category: Furniture - Sofas
Design: Furniture - Sofas
Type of Entry: Furniture - Sofas
Entry ID: 01234567

Scorecard & Result

How did you rate this aspect? Why is this idea exceptional? How did you rate this aspect? Why is this idea exceptional? How did you rate this aspect? Why is this idea exceptional? How did you rate this aspect? Why is this idea exceptional? How did you rate this aspect? Why is this idea exceptional?

CONGRATULATIONS!
YOUR ENTRY HAS WON AN iF DESIGN AWARD 2026 GOLD

Residence Fantasy

Discipline: Industrial Design
Client: Manufacturer
Category: Furniture - Sofas
Design: Furniture - Sofas
Type of Entry: Furniture - Sofas
Entry ID: 01234567

Scorecard & Result

How did you rate this aspect? Why is this idea exceptional? How did you rate this aspect? Why is this idea exceptional? How did you rate this aspect? Why is this idea exceptional? How did you rate this aspect? Why is this idea exceptional? How did you rate this aspect? Why is this idea exceptional? How did you rate this aspect? Why is this idea exceptional?

Facts & Figures 2025

100% satisfaction
80% engagement
90% participation

Jury Statement

Our jury members, consisting of international design experts, evaluated your entry based on the criteria of Form, Function, Differentiation, and Sustainability. We were impressed by your innovative approach and the high quality of your design. Your entry stands out for its unique combination of form and function, and its commitment to sustainability. We congratulate you on your achievement and look forward to seeing your project in the future.

Transparent jury process



All submissions



1. Jury Step
iF Online
Preselection



TOP 50%
Finalists



2. Jury Step
iF Final Jury



Winners

Fees and deadlines

Our fee model is simple and transparent. No hidden costs, no subscription models, no time limit on using the benefits. The fees enable us to deliver good service and powerful benefits to our participants. They also ensure the organization of a neutral and independent jury.

Registration Fee

Early bird deadline: 26 June 2026	EUR 300 per entry
Regular deadline: 18 Sept 2026	EUR 400 per entry
Late deadline: 4 Nov 2026	EUR 500 per entry

What you get

- Evaluation of your entry
- Detailed iF Jury Feedback Chart

Jury Fee

For all entries qualified for the iF Final Jury	EUR 300 per entry
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What you get

- Second evaluation of your entry
- Points for the global iF Design Ranking
- Updated iF Jury Feedback Chart

Winners Fee

Product Design, Packaging Design	EUR 3,300 per entry
For all other disciplines	EUR 2,900 per entry

What you get

- Unlimited usage of iF DESIGN AWARD 2027 Logo
- iF Winner Certificate and Metal Plaque
- Presentation on ifdesign.com
- iF PR & Media service
- Points for the global iF Design Ranking
- Tickets for the iF DESIGN AWARD NIGHT 2027
- Priority access to the iF Design Trend Report 2027

How to participate

Register your design for the iF DESIGN AWARD 2027 – online, quick and easy:

- Create your free my iF account to get started.
- Enter your project's basic information in just two minutes.
- Follow our guidance, benefit from our personal service and become the next iF DESIGN AWARD winner.

Start now with your free my iF account [here](#).



Contact

iF DESIGN AWARD Team
Phone +49.511.54224-224
award@ifdesign.com
www.ifdesign.com