



Participate in the iF DESIGN AWARD 2026

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 design community.

International design experts meet to select award-winning designs, basing their decision on strictly neutral evaluation standards.

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

9 Disciplines

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

93 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 2025

- 10,651 entries from 66 countries
- 131 jurors from 23 countries

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.



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 of 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. Studies have shown that more than 75% of consumers trust products with recognized awards (Bitkom, 2019). 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 (Simon-Kucher & Partners, 2018).

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](https://www.ifdesign.com) (1.5+ million visitors/year) 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 and justify premium prices – especially in competitive markets (McKinsey, 2018).

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 – Media Data iF Design

iF Website [ifdesign.com](https://www.ifdesign.com)

(period from April 2024 to April 2025)

- Visits: 1.9 million
- Page views: 4.6 million

iF Magazine – Articles from the world of design

- Ø 56,400 visits

iF Newsletter

- monthly 58,300 subscribers

iF Design on Social Media

(status Mai 2025)

- Instagram 191,000 Follower
- LinkedIn 57,200 Follower
- Facebook 41,100 Follower



Winner Benefits: What's in it 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 2021-2025
10843 Winners

Hide filter | Reset | Share

Profile Types (1)	Ranking	Company
<input checked="" type="radio"/> Companies <input type="radio"/> Design & Architecture Studios <input type="radio"/> Inhouse Design Teams	1	SAMSUNG Samsung Electronics REPUBLIC OF KOREA
	2	PHILIPS Philips NETHERLANDS
REGION WORLDWIDE (1) <input checked="" type="radio"/> All Countries	3	Midea Midea Group CHINA
	4	Haier Haier Group CHINA
AFRICA ASIA	5*	LG LG Electronics REPUBLIC OF KOREA

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.



We trust in iF Design for decades:

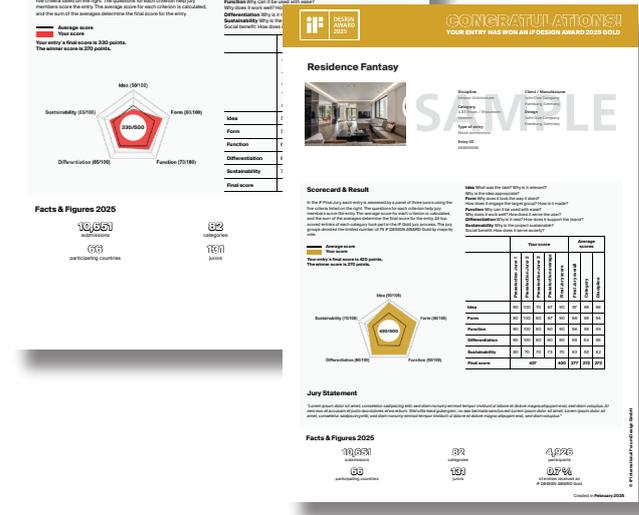
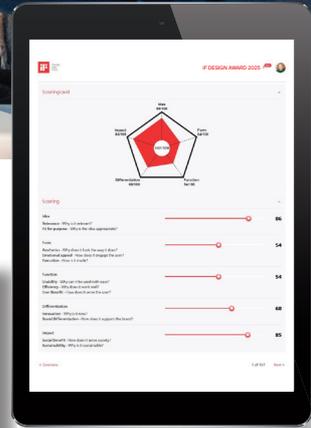




How your project will be evaluated

The jury of the IF DESIGN AWARD 2026 will use criteria – Idea, Form, Function, Differentiation, Sustainability – developed with international design experts to evaluate the entries. Based on these criteria, the jurors will give scores for the individual aspects of each entry and provide the participants with informative feedback after each step with 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.



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: 27 June 2025
Regular deadline: 26 Sept 2025
Late deadline: 5 Nov 2025

EUR 300 per entry
EUR 400 per entry
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

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
For all other disciplines

EUR 3,300 per entry
EUR 2,900 per entry

What you get

- Unlimited usage of iF DESIGN AWARD 2026 Logo
- iF Winner Certificate
- Presentation on ifdesign.com
- iF PR & Media service
- Points for the global iF Design Ranking
- Tickets for the iF DESIGN AWARD NIGHT 2026
- Priority access to the iF Design Trend Report 2026

How to participate

**Register your design for the iF DESIGN AWARD 2026:
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