PRESS RELEASE

Hannover, 22 February 2022

The new iF DESIGN TALENT AWARD 2022:

iF's Young Talent Award will again be presented only once a year – the deadline for entries is 16 March 2022.

Award winners will be celebrated in VALENCIA for the first time – in the World Design Capital 2022! The best will receive their prize money amounting to a total of EUR 50,000 on 16 June 2022.

Design students and recent graduates working on concepts aligned with the United Nations SDGs are strongly encouraged to submit their work **by 16 March 2022**!

In addition to awarding the prize money of EUR 50,000, which is sponsored by well-known *companies, iF Design has come up with something very special for its world-leading competition for young designers:

World Design Capital 2022 Valencia, Spain's design hotspot on the Mediterranean, will provide the unique setting for the awards ceremony on 16 June 2022. In addition to being officially honored on the grand stage at the architecturally impressive Oceanografic, award winners will also be able to take advantage of the complete program, the first signature event, EXPERIENCE VALENCIA 22 (13-18 June 2022).

The iF DESIGN TALENT AWARD honors exciting, visionary ideas and concepts that make a life in dignity possible worldwide while at the same time preserving the natural foundations of life. This incorporates economic, ecological and social aspects. **Participating in the competition is free of charge: www.ifdesign.com**

The competition categories are in line with the Sustainable Development Goals (SDGs) of the United Nations (1 - 15):

No Poverty / Zero Hunger / Good Health and Well-being / Quality Education / Gender Equality / Clean Water and Sanitation / Affordable and Clean Energy / Decent Work and Economic Growth / Industry, Innovation and Infrastructure / Reduced Inequality / Sustainable Cities and Communities / Responsible Consumption and Production / Climate Action / Life Below Water / Life On Land

Register here: www.ifdesign.com

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New judging process

Starting immediately, the judging process will take place in two steps: In April 2022, all the concepts will be evaluated by an international panel of experts in an Online Preselection round. The 300 best entries will then qualify for the Final Jury, which will select the winners in Berlin and award the prize money to the most outstanding concepts on 18 May 2022.

The Evaluation Criteria

In order to receive an iF DESIGN TALENT AWARD, the concepts have to achieve above-average marks when answering the following questions:

• Does it solve a problem?
• Does it reflect or promote high moral-ethical standards?
• Does it strengthen group relations?
• Does it create a positive experience?
• Does it make economic sense?

The *Sponsors

We would like to especially thank the renowned sponsors, without whom it would not be possible to support young designers in such a high-quality, sustainable way:

- **Samsung Electronics**, Seoul / Republic of Korea
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- **Three Winged Bird**, Qingdao / China
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More about the sponsors: www.ifdesign.com

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