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www.ifdesign.com

iF Design reaches important milestone in digital transformation

- New, powerful front-end and back-end systems make iF Design even more fit for the future
- The design interface makes a quantum leap in terms of usability, user experience and registration performance
- Fast and convenient filter options make you want to conduct design and market analyzes in over 50,000 award projects and 10,000 profiles

A completely new digital ecosystem consisting of CRM, CMS, cloud services and expanded payment processes makes iF Design further fit for the future. In a profound digital transformation process lasting several months, the award organizer's entire back-end system was restructured and rebuilt. To do so, new paths were created for the more than 50,000 data records of all designs that have won the iF DESIGN AWARD since 1954 and the brands behind them, and they were channeled into high-performance showcase modules.

A modern, reduced web design with a user-friendly UX structure is based on this new system architecture. Combined with the powerful, fast databases, the international participants in the iF DESIGN AWARDS benefit from an efficient and systematically accelerated registration process. In addition, the digital relaunch at www.ifdesign.com provides iF award-winning brands and studios with an even more attractive presentation environment and ensures even better visibility with intelligent and high-performance filter options. In a matter of seconds, the approximately 50,000 excellent designs from nearly seven decades of design history are filtered and presented in an exciting format.

Close to 10,000 protagonists in the international design community are presented in detailed profiles. The social commitment of iF Design has a special place on the new platform – both with the iF DESIGN TALENT AWARD for young designers and with the iF SOCIAL IMPACT PRIZE, which focuses on social projects around the world. A newly created magazine presents exciting projects

from all four corners of the world and provides a comprehensive portrait of outstanding award winners.

“With the newly launched website, we are very proud to have created a new website benchmark in the market of worldwide design competitions. And at the same time to have ensured the future viability of the company by building a new digital ecosystem. The intuitive user guidance and the greatly reduced loading times will encourage visitors to have lots of fun while engaging more with the topic of design. Our participants will benefit enormously from the efficient registration process. This relaunch is also a very important building block for the re-branding of iF Design,” explains iF Design CEO Uwe Cremering.

This new design hub was realized by the UX architects from the renowned digital agency **chilli mind** in Kassel, Germany. The software specialist **Flavia IT-Management** stands out for the data preparation and the new construction of the cloud architecture / back-end systems. The technical implementation of the front-end and support of the website and app is realized by **Digital Cuisine** in Hannover.

About the iF DESIGN AWARD

The iF DESIGN AWARD has been a globally recognized trademark when it comes to excellence in design since 1954. The iF Design brand is internationally established as a symbol of design excellence. The iF DESIGN AWARD is one of the most important design awards in the world. It honors design achievements from all disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture as well as Professional Concept, User Experience (UX) and User Interface (UI). iF's social commitment is now firmly anchored in the company's DNA: both with the international competition for young designers, the iF DESIGN TALENT AWARD, and with the iF SOCIAL IMPACT PRIZE, both of which are aimed at fulfilling the United Nations SDGs.

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