

PRESS RELEASE

Hannover, 19 January 2021



LAST CALL:

The registration period for the iF DESIGN TALENT AWARD 2021 (1st round) ends on 2 February 2021.

Design students and young graduates can apply with concepts that meet the SDGs of the United Nations. The most outstanding ideas will be rewarded with a prize money of EUR 25,000.

Until 2 February 2021, students and graduates of all courses in the field of design have the chance to apply for the iF DESIGN TALENT AWARD 2021 – one of the world's leading competitions for young design talent.

We are looking for exciting, visionary ideas and concepts that enable a decent life worldwide while at the same time preserving the natural foundations of life. This includes economic, ecological and social aspects. **Participation in the competition is free of charge.** For each competition round, iF Design, together with the renowned sponsors*, awards prize money of EUR 25,000 – a total of EUR 50,000 (!) per year.

The competition categories correspond to the United Nations Sustainable Development Goals (SDGs) (1 to 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 Inequalities / Sustainable Cities and Communities / Responsible Consumption and Production / Climate Action / Life below Water / Life on Land

To register online: www.ifworlddesignguide.com

An international jury of experts will evaluate all submitted works in March 2021 and distribute both, the iF DESIGN TALENT AWARD 2021 and EUR 25,000 in prize money to the most outstanding concepts.

The evaluation criteria

In order to be awarded with an iF DESIGN TALENT AWARD 2021, concepts

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must achieve above-average scores in response to the following questions:

- 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?

The Sponsors*

Our special thanks go to the renowned sponsors, without whom it would not be possible to support young designers in such a high-quality and sustainable way:

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More about the sponsors: www.ifworlddesignguide.com

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