PRESS RELEASE

Valencia, 21 June 2022

20-year anniversary of the iF DESIGN TALENT AWARD 2022:
20 years of supporting and encouraging young talent in the field of design

The iF DESIGN TALENT AWARD 2022 Awards Ceremony was an event at which iF Design was also celebrating the 20th anniversary of promoting and supporting young design talent worldwide.

85 concepts aimed at solving the problems of the United Nations SDGs received the iF DESIGN TALENT AWARD 2022. The jurors considered ten ideas to be particularly worthy of a prize and awarded a total of EUR 50,000 in prize money to them.

With its unique architecture, Valencia, the World Design Capital 2022, provided the perfect backdrop as the venue for the Awards Ceremony.

They come from Canada, Germany, India, Sweden, Norway, Taiwan, China, the USA, Belgium, Poland, Austria, Great Britain, Japan and the Republic of Korea – the winners of the iF DESIGN TALENT AWARD 2022! And most of them even traveled to the World Design Capital 2022 Valencia to receive their awards and prize money in person from iF Design CEO Uwe Cremering.

The iF DESIGN TALENT AWARD is one of the world's most important, significant competitions for young designers. The categories are based on the SDGs, the Sustainable Development Goals of the United Nations. A high-ranking international jury of experts selected 85 exciting, visionary ideas and concepts from around 6,400 submissions designed to enable a dignified life for people around the world while at the same time preserving the natural foundations of life. This includes economic, ecological and social aspects. **The panel of experts rewarded the ten most convincing works with EUR 50,000 in prize money.** Participating in the competition is free of charge.

iF Design CEO Uwe Cremering is happy: “After two completely digital years, it's just great to be able to celebrate with the young designers in person once again. And we couldn't have found a more perfect place for our twentieth anniversary than Valencia! It fills us with joy to be able to reward students' innovation and creativity! Our very special thanks for their loyalty, in some cases for many years, go to our sponsors, who have joined us in promoting up-and-coming designers!"

2022 Sponsors:

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

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
- **Grohe,** Düsseldorf / Germany
- **Wonderland**, Taipei / Taiwan
- **Compal Electronics**, Taipei / Taiwan
- **Three Winged Bird**, Qingdao / China
- **Casarte**, Qingdao / China
- **NetDragon**, Fuzhou / China

World Design Capital 2022 Valencia, Spain's design hotspot on the Mediterranean, provided the unique setting for the Awards Ceremony. In addition to officially honoring the award winners on the grand stage at the architecturally impressive Oceanografic, award winners were able to participate in the full program, the first signature event, EXPERIENCE VALENCIA 22 (13-18 June, 2022).

20-year anniversary of iF DESIGN promoting new, young talent

iF’s competition for up-and-coming young designers has been part of the iF DNA since 2002. And iF Design has been very busy in the past 20 years: More than 1,700 student concepts have received the iF DESIGN TALENT

AWARD to date. And thanks to the support of renowned sponsors, EUR 725,000 in prize money was distributed to design students around the world during this period!

iF DESIGN TALENT AWARD 2022:

These ten concepts were awarded with EUR 50,000 in prize money:

EUR 8,000 in prize money:



Entry Name: **TrashBoom - Stopping plastic in rivers to save oceans |** An open-source, low-tech barrier for river plastic

SDG: **Life below Water**

Design: **Moritz Schulz**

University: **University of Wuppertal, Germany**

The TrashBoom is a floating barrier to catch plastic waste in rivers and prevent it from entering the oceans. Locally-sourced materials enable rapid manufacturing and boost local economies while raising awareness within the society. That saves time, money, and emissions as no shipping is involved. It also increases scalability, making the solution feasible when targeting ultra-low-value plastics and non-recyclables in waterways. Minimized automation and complexity create jobs and ensure easy maintenance and repair. Open-source blueprints allow for re-building and maximize accessibility, the transfer of knowledge, and global impact.

Jury Statement: „The most appealing aspect of this project is its feasibility, based on low-cost and low-tech solutions that can immediately be implemented in poor regions. Furthermore, its open-source design facilitates replication."

EUR 8,000 in prize money:



Entry Name: **Federal Ministry of the Youth |** Future Scenario for Politics and Society

SDG: **Reduced Inequalities**

Design: **Jasmin Galle, Theresa Betz, Maja Lewandowski**

University: **University of Design Schwaebisch Gmuend, Germany**

Young people lack representation in politics and society. The demand for a mouthpiece that can speak on their behalf is growing. As part of a semester project on Design Futuring, a federal ministry for young people was conceptualized. The narrative of this project is set in 2025, after

the ministry has successfully existed for 4 years. In the process, leitmotifs, communication strategies and design intertwine and outline how a federal ministry could act in the future. The focus is on the idea of Europe since many young people already have an immigrant background.

Jury Statement: „This is an original and scalable idea that gives a voice to young people while tackling urgent political issues. The creation of a Ministry of Youth is a logical step towards empowering the new political generation."

EUR 8,000 in prize money:



Entry Name: **Farmland Guardian** | Agricultural Equipment

SDG: **Responsible Consumption + Production**

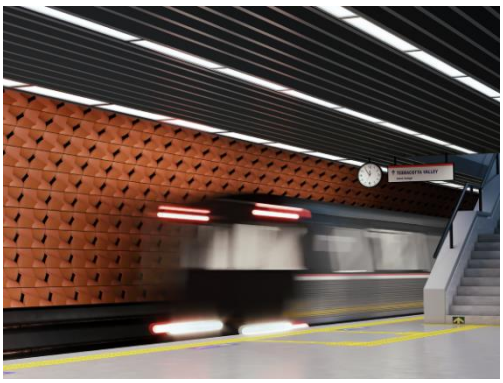
Design: **Chien-Chen Lai**

University: **National Taiwan University of Science and Technology, Taipei City / Taiwan**

Farmland Guardian is a piece of agricultural equipment that attracts locusts and converts them into fertilizer through bionic nepenthes, reducing economic and agricultural losses caused by locust plagues in the Middle East and Africa. It generates power mechanically and attracts locusts using infrared radiation and 4-vinylanisole. The machine is recycled from production to use and the main material is sturdy renewable bamboo.

Jury Statement: „This project identifies a serious problem, and imaginatively suggests turning the problem into a solution. Although this device is currently designed for manual operation, it has potential to be powered by solar energy."

EUR 8,000 in prize money:



Entry Name: **Terracotta Valley Wind |** Passive Cooling System for Public Space

SDG: **Sustainable Cities + Communities**

Design: **Chenkai Guo, Baohua Sheng, Yilei Lyu, Yu Zhang**

University: **Tama Art University, Tokyo / Japan**

This evaporative cooling system is designed to cool subway stations during summer and reduce energy consumption. Terracotta is an inexpensive and accessible clay material. Its porous nature allows water to quickly evaporate while utilizing the unused wind resource in subway stations, maximizing the value of train-induced wind.

Jury Statement: „This project encourages emerging young talents to address the crucial issue of energy resource management though the development of new technologies and intelligent materials."

EUR 3,000 in prize money:



Entry Name: **Sensory Healing Behavioral Health Clinic |** Clinic Interior Design

SDG: **Goodhealth + Well-Being**

Design: **Chih-Yun Tseng, Chen-Hsuan Lee, Han-Yu Lai**

University: **National Taiwan University of Science and Technology, Taipei / Taiwan**

The Sensory Healing Behavioral Health Clinic divides the entire clinic into three areas, mood disorders, autism, and substance abuse, all with their own independent treatment spaces. According to the different conditions during the treatments, behavioral health clinic creates different environments in the space. The clinic uses curves and soft lines to construct overall spaces for connectivity, reduce sharpness, and focus on safety concerns of the space. The natural elements found throughout the space help support patients, families, and physicians while encouraging healing and lessening stress-related symptoms.

Jury Statement: „The great value of this design lies in its underlying concept of creating specialized architecture for healing environments. Designed for mental health facilities, it can be expanded to cover a variety of conditions and treatments."

EUR 3,000 in prize money:



Entry Name: **Acorny, a toy kit that supports computational thinking |** Product & Application Design

SDG: **Quality Education**

Design: **Jaeyoung Myung, Soyoung Lee**

University: **Yonsei University, Seoul / Republic of Korea**
University of Southern California, Los Angeles / United States of America

Acorny is an educational product designed to teach the principles underlying computer algorithms. By using the motif of computer processing flow, children can intuitively understand computational concepts. It's an ideal tool to introduce young age children to coding activities and has huge educational potential.

Jury Statement: „This project introduces children to computational skills in an intuitive way. By using the motif of processing flow, beginners intuitively understand computational concepts. It's an ideal tool to introduce young children to coding."

EUR 3,000 in prize money:



Entry Name: **Boby enables bonding between premature born and parents |** Interactive, haptic device to bond skin-to-skin

SDG: **Good Health + Well-Being**

Design: **Aleksandra Radlak**

University: **University of Art and Design Linz, Austria**

About 15 million babies are born preterm each year around the world. Taken away from their parents right after birth, they are assigned to the NICU, where bonding is limited. Bo.by is a solution that enables contact between parents and infants in the incubator. A parent device and an infant mattress are connected and collect, send and receive data such as touch, breast movement, heartbeat, or body heat, enabling the infant and mother to feel the touch of one another. This two-way communication offers the possibility to experience natural, prolonged skin-to-skin bonding in and outside the NICU.

Jury Statement: „A sensitive project whose technology conceived from the sublime bond of love between mother and baby. It reduces stress and excitement of baby and parents by using new technologies to basic essential needs. A great solution!"

EUR 3,000 in prize money:



Entry Name: **All Seasons Protective Aid** | A Shelter System for Displaced People

SDG: **Good Health + Well-Being**

Design: **Jaxon Pope, Riccardo Centazzo**

University: **Lund University, Sweden**

Aiming to address the growing number of displaced and homeless people and refugees, ASPA offers a simple way to create a barrier that will protect people from the elements. The system allows for various configurations that can create safer and more comfortable living/sleeping environments in all weather conditions. By making use of locally available resources, ASPA can be packed down smaller than most insulating products, lowering the costs of transportation and increasing the speed of distribution. ASPA is also designed with recyclability in mind, which is unfortunately rare among emergency shelter products.

Jury Statement: „This project offers high quality and broad application at a time of growing refugee crises around the world. Thanks to its low-cost, multipurpose design and recyclability, it is a smart solution to a very complex problem."

EUR 3,000 in prize money:



Entry Name: **Organic Purify Blocks |** Architecture Design

SDG: **Climate Action**

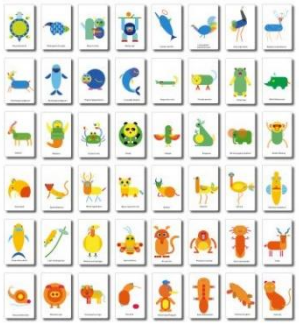
Design: **ChaoChun Kung**

University: **National Cheng Kung University / National Taiwan University of Science and Technology, Tainan / Taiwan**

This project attempts to accelerate the natural ecological operating system to purify water in crowded cities. Wetland plants that can filter water are placed in modular blocks. The dirty river water is brought to the top by wheels. Organic Purify Blocks have multiple levels. The organic matter in the water is first filtered out. The filtered river water forms a waterfall which brings coolness and alleviates the problem of eutrophication. At the same time, this system is an urban Stepping Stone providing a habitat for the birds and animals living on the riverbank.

Jury Statement: „This is a modular and adaptive system for urban planning. By filtering water and creating new public space it contributes to a better micro-climate. This is a flexible approach that can be adapted to any geographical circumstances."

EUR 3,000 in prize money:



Entry Name: **48Animals |** Public Welfare Brand

SDG: **15 | Life on Land**

Design: **Chunxu Zhou**

University: **Guilin University of Technology, China**

Due to environmental degradation, excessive hunting, habitat loss, and many other causes, wild animals are endangered. This set of symbols and products featuring 48 rare and endangered animal species is designed to raise awareness of the urgent need to protect these animals. The designers first created original animal images through computer and art processing. These images were then applied to billboards, stationery products, apps. etc. All profits generated are donated to animal protection.

Jury Statement: „This design promotes environmental protection through a design that is both accessible and attractive to children. A beautiful way to raise awareness of endangered species."

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