

PRESS RELEASE

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Brand new:

iF DESIGN AWARD Metaverse Experience 2024 – “The Landmark of Design Excellence”

For the first time, all designs that have won the iF DESIGN AWARD 2024 will be presented in an explorative, immersive metaverse world. The starting signal will be given on 29 April 2024 – on the occasion of the official awards ceremony of the iF DESIGN AWARD 2024 in the Friedrichstadt-Palast.

It will be exciting when iF Design CEO Uwe Cremering honors this year's winners of the iF DESIGN AWARD 2024 for their outstanding design achievements on the world's largest theater stage on **29 April 2024**. Because at the same time, he will press the start button of the brand new iF DESIGN AWARD Metaverse Experience "The Landmark of Design Excellence."

Design enthusiasts around the world are then invited to explore the new virtual world at ifdesign-metaverse.com and discover the best design achievements that have won the iF DESIGN AWARD 2024.

In the new unique virtual space, the iF Design Metaverse Experience, the awards from all nine disciplines are brought to life in different levels and spaces. The central component of this artistic concept is the iconic iF Design Gold Trophy, which arranges all 75 Gold Awards in an exposed manner.

iF Design CEO Uwe Cremering is looking forward to the new experience: "We want to offer our international iF DESIGN AWARD winners a modern stage. With this Metaverse platform, we want to initiate discussions on the topic of design and create a new level of opportunity for the design community to network and explore outstanding examples of good design. The aim is to create a virtual place full of inspiration."

This Metaverse Experience was created by Artificial Rome, a world-renowned creative studio for immersive and narrative experiences in virtual space, which has been part of the LIGANOVA GROUP since 2023.

"Our goal is to push the boundaries of what is possible and create an extraordinary iF Design experience in which visitors can experience the fascination and significance of each individual award and the associated projects in a completely new interactive and shared way," says Mike John Otto, Partner & Executive Creative Director of Artificial Rome.

Virtual conferences

All award winners will be staged in a way that represents the creative work and diversity of the designs. In addition, iF Design, together with Artificial Rome, plans to expand the experience with regular virtual conferences. These conferences, which will take place several times a year, offer a unique opportunity for designers, experts and interested parties to network, exchange ideas and discuss the future of design and creativity in this innovative space.

About the iF DESIGN AWARD

Since 1954, the iF DESIGN AWARD has been a globally recognized trademark when it comes to design excellence. Every year, more than 10,000 products and projects from over 70 countries are entered into the competition. The iF Design brand is internationally established as a symbol of outstanding design achievements. The iF DESIGN AWARD is one of the most important design prizes in the world. It honors design achievements in all disciplines: product, packaging, communication and service design, architecture and interior design as well as user interface (UI), user experience (UX) and professional concepts. The competition is organized annually by iF International Forum Design GmbH in Hanover.

ifdesign.com

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