

## German Design Awards 2025 – Communication Tools for Winners

### The Award for Excellent Design

The German Design Awards are the premium prize of the German Design Council. With its global scope and international appeal, it is one of the most prestigious awards in the design landscape across all industries. The German Design Awards have been identifying key design trends, presenting them to a broad public and honoring them since 2012. Extraordinary submissions in product design, communication design and architecture are honored annually.

### Nomination

The German Design Awards sets the highest standards for determining its award winners: In a nomination process, expert committees of the German Design Council invite only those products and communication design services to participate in the competition that demonstrably stand out due to their design quality. All awards are determined in a multi-stage judging process and during a two-day jury meeting.

### Categories for a Broad Design Spectrum

In order to adequately reflect the diversity of our design culture, The German Design Awards are divided into the disciplines “Excellent Product Design”, “Excellent Communications Design” and “Excellent Architecture”. These cover all areas of everyday life. The “Gold” and “Winner” awards are presented in each category.

### The Transformative Power of Design

Whether digitalization, AI or circular design - The German Design Awards platform reveals the contribution design can make to the sustainable transformation of the economy. Now more than ever, outstanding design can provide answers to the challenges of our time that focus on the impact of products and services on the planet and our society - through multi-perspective approaches, sustainable and circular design processes or resource- and environmentally friendly production. The German Design Awards have set themselves the goal of promoting the diverse transformation tasks of our time through design and providing orientation for others through outstanding examples.

### Focus on Circular Design

The additional category “Circular Design” highlights particularly innovative solutions from companies and designers that implement the current objectives of the circular economy and provide inspiring impetus.

### Gold

The “Gold” award of the German Design Awards is the highest distinction awarded for an excellent, holistic and innovative design achievement. Gold award winners provide groundbreaking and important impulses for entire industries. The internationally renowned

jury selects one or a maximum of two “Gold” award winners per category, depending on the quality of the submissions.

#### Winner

The “Winner” award of The German Design Awards recognizes outstanding and exemplary design achievements in the context of a specific category. An appropriate number of design products are honored as “Winners” in each category. These are selected by a separate jury of experts in each category of The German Design Awards.

#### German Design Council - the Organizer

The German Design Council was founded in 1953 by a resolution of the German Bundestag and sponsored by German industry to meet the growing need for information on design in the economy. Since its foundation, the German Design Council has promoted design as a lever for economic success. Today, the foundation is one of the world's leading competence centers for communication and knowledge transfer in the field of design. With competitions, exhibitions, conferences, consulting services, research and studies, it opens up new horizons for representatives of business and the design discipline, always with the aim of communicating the value contribution of design to corporate success.

Today, over 330 of the most important German companies belong to the German Design Council's circle of founders.

#### The German Design Awards 2025 facts

The proportion of international submissions was 48%. In total, products and projects from 59 countries were submitted to the award.

A total of 65 products/projects were awarded “Gold” in the three disciplines in 2025, 39 of them in “Excellent Product Design”, 16 in “Excellent Communications Design” and 12 in “Excellent Architecture”.

#### Jury

The German Design Awards 2025 jury is made up of 16 nationalities. It is made up of renowned design experts from business, education and science as well as the design industry.

#### The Jury Members of the German Design Awards 2025:

- Martin Pauli, Arup
- Daniela Bohlinger, BMW Group Inventionen
- Manuel Bickel, Wuppertal Institut für Klima, Umwelt, Energie
- Julie Hjort, Danish Design Centre
- Pradyumna Vyas, Confederation of Indian Industry, World Design Organization
- Teresa Franqueira, University of Aveiro

- Jeff Dayu Shi, Dragonfly Design Center Beijing & Shanghai
- Evan Jerry, Studio Anansi
- Julia Pültz, Vestre GmbH
- Silvia Olp, aed e.V.
- Andreas Diefenbach, Phoenix Design GmbH & Co. KG
- Konrad Bergström, X Shore, Zound Industries (Marshall Group)
- Elke Malek, Hadi Teherani Design GmbH
- Bernd Eigenstetter, KISKA
- Massimo Frascella, AUDI AG
- Christian Zanzotti, ZANZOTTI INDUSTRIAL DESIGN
- Jeannette Altherr, Altherr Désile Park
- Werner Aisslinger, studio aisslinger GmbH & Co KG
- Christine Matz, Tatic Designstudio
- Patrick Speck, LIXIL Global Design, EMENA
- Juliet Kavishe, International Council of Design, Pan African Design Institute
- Andrea Macruz
- Alain Gilles, Alain Gilles The Studio
- Reinhard Pascher, Pascher+Heinz
- Ruth Oberrauch, Oberalp Group
- Marius Jung, Moncler
- Annie Kuschel, LEONHARD KURZ Stiftung & Co. KG
- Ansgar Eidens, Brand University of Applied Sciences
- Jessica Sandoval Mamba Studio
- Lukas Cottrell, Peter Schmidt Group GmbH
- Linda Stannieder, TMRW Ventures
- Jianjun Xie, Dongdao Creative Branding Group
- Laurent Lacour hauser lacour Kommunikationsgestaltung GmbH
- Hans Meier-Kortwig, gmk Markenberatung
- Jens Grefen, Interbrand GmbH
- Patricia Reiners, Patricia Reiners
- Luzia Hein, Studio Luzia Hein
- Ole Heydekamp, Deutsche Telekom AG
- Monica Ahanonu, Monica Ahanonu Design
- Daniel Knies, deSter GmbH
- Roland Bechmann, Werner Sobek
- Oanh Nguyen Henriksen, Dorte Mandrup
- Siegfried Zhiqiang Wu, Tongji University
- Vera Hartmann, Sauerbruch Hutton
- Tina Kortmann, UNStudio
- Tomek Rygalik, Studio Rygalik
- Corinna Kretschmar-Joehnk, JOI-Design Innenarchitekten
- Jasmin Jouhar