

A bold imagery concept

Studio Besau-Marguerre creates the exhibition design for the international next-generation competition ein&zwanzig

Frankfurt, January 11th, 2017

The Hamburg-based design studio Besau Marguerre came up with the exhibition design for the presentation of the winners of the international next-generation competition 'ein&zwanzig*' ('twenty-one'), which the German Design Council is hosting for the first time this year. Only three years ago, the designer duo Eva Marguerre and Marcel Besau themselves were among the finalists for the 'Newcomer' prize of the German Design Awards in 2014. Today, their portfolio includes noteworthy projects such as the furnishing of the Hamburg Elbphilharmonie, the city's renowned concert hall. During Tortona Design Week 2017 in Milan, they will stage the works of the twenty-one young winners of the 'ein&zwanzig' competition with an innovative exhibition featuring impressive imagery that highlights the visionary intention of the award and showcases the winning products.

"The way in which we look at images and buy and consume goods has significantly changed in recent years. In particular, social media and photographic technologies exert a strong influence how we present and advertise products today," says Besau-Marguerre, explaining the motivation behind the exhibition design.

To draw attention to the young designers and their works amidst the plethora of products and exhibits shown annually at the Salone del Mobile in Milan, the creative team from Hamburg was commissioned by the German Design Council to create a uniquely inspirational space with powerful imagery that will encourage visitors to engage in communication, making the exhibition a forum for interaction and encounters.

The exhibition venue in Via Tortona offers the ideal setting for this: during Milan Design Week, the Zona Tortona becomes one of Milan's centres of creativity. 'The young designers represent the innovations of tomorrow, with new, enthusiastic and idealistic currents and trends that are refreshingly unconventional and experimental,' explained the two designers.

The targeted use of colours, materials and structures within the exhibition will highlight each prize-winning work individually, making its history and originality visible and tangible. Presented in a group, the products will reciprocally reinforce their impact and visual power: In interaction with the exhibition architecture, they will create a 'three-dimensional mood board' that reflects the creative environment and the processes in which the competition entries were developed.

Studio Besau-Marguerre

The interdisciplinary design studio Besau-Marguerre was founded by the product designers Eva Marguerre and Marcel Besau in May 2011. The studio's repertoire includes interior design, visual communication and styling. The designs of Besau and Marguerre have been nominated for and won numerous international design prizes. In 2014 they were among the five finalists of the competition for the German Design Awards hosted by the German Design Council. Most recently they were honoured with the Karl Schneider Prize for Applied Arts and Design by the city of Hamburg in 2016.

'ein&zwanzig'

With the international competition 'ein&zwanzig', the German Design Council promotes and supports talented young designers: Design students and graduates who are producing innovative, pioneering work in the areas of furniture, home accessories, lighting, floor coverings, wall coverings, textiles and lifestyle can compete for the awards. An international jury of experts will select 21 outstanding works from the entries submitted: 20 'Winner' awards and one 'Best of the Best' prize.

The winning products will be exhibited during Tortona Design Week from April 4th-9th as part of the Salone del Mobile 2017 in Milan. This innovative show gives international designers of the next generation the opportunity to present themselves and their work to an international audience.

Here are the most important details at a glance:

- Deadline for applications: February 3rd, 2017
- Participation is free of charge.
- Exhibition dates and location: April 4th-9th, 2017, Via Tortona, 31, 20144 Milan, Italy

You'll find further information at www.ein-und-zwanzig.com

The German Design Council

The German Design Council is an independent and internationally active institution that supports companies in efficiently communicating design expertise and also seeks to strengthen the broader general public's understanding of design. Originally established as a foundation in 1953 by a decree of the German Federal Parliament, the German Design Council advocates good design through its competitions, exhibitions, conferences, seminars and publications. Currently over 260 German and international companies are members of the German Design Council.

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