

PRESS RELEASE _____ 18-2018

'Ein&zwanzig' 2019 is now open – the German Design Council will be showcasing international design talents in Milan

Frankfurt am Main, November 1st, 2018

Calling design students and graduates from all over the world – registrations are now open for 'ein&zwanzig', the international competition for emerging talent. Visit www.ein-und-zwanzig.com to enter your innovative, pioneering work in the fields of furniture, home accessories, lighting, floor covering, wallpaper, textiles and lifestyle.

Once again, a jury of renowned experts will choose 21 outstanding entries: 20 Winners and one Best of Best. The winning products will be exhibited in Milan from 9-14 April 2019 during Tortona Design Week at the Salone del Mobile 2019. This is an invaluable opportunity for designers to present themselves and their work to an international audience.

The German Design Council enables the winners to take part in the world's most important design event and to establish contact with members of the GDC's unique network, who can offer them ongoing opportunities.

Andrej Kupetz, CEO of the German Design Council, explained the significance of this competition: 'Ein&zwanzig is right at the heart of our core mission: to foster new talent while promoting good design internationally.' Not only is participation in this competition free of charge – the German Design Council also provides the young talents access to its key assets: its international networks and professional communication on an international platform.

After the high-profile exhibitions of the winning projects in Milan in 2017 and 2018, designed by Hamburg-based Studio Besau-Marguerre and the Danish designer Nina Bruun respectively, a prominent design studio will once again draw plenty of attention to the young designers' work in 2019 as well: Studiopepe, founded in 2006 in Milan by the designers Arianna Lelli Mami and Chiara Di Pinto, known not only for their iconographic designs but also for their experimental, multidisciplinary approach.

The most important information at a glance:

- Deadline for registrations: 25 January 2019
- Participation is free of charge.
- The exhibition: 9–14 April 2019, Via Tortona, 31, 20144 Milan

Jury members:

Chairman of the jury: Andrej Kupetz, Rat für Formgebung, Germany
Christoph Brach, Daniera ter Haar, Raw Color, The Netherlands
Nina Bruun, Denmark
Uli Budde, Germany
Stefan Diez, Germany
Barbara Friedrich, Germany
Mathias Hahn, Germany /UK
Simon Legald, Denmark
Philipp Mainzer, E15, Germany
Eva Marguerre, Marcel Besau, Studio Besau-Marguerre, Germany
Nils Holger Moormann, Germany
Hanne Willmann, Germany

Further information and participation documents at: www.ein-und-zwanzig.com

German Design Council

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer in the area of design and branding. Currently, more than 300 companies belong to its foundation. The German Design Council was founded in 1953 on the initiative of the German Bundestag to support and enhance the design expertise of German industry. It pursues a wide range of activities with a single goal: to communicate increased brand value on a sustained basis via the strategic use of design.

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