

PRESS RELEASE _____ 07-2019

ein&zwanzig 2019: The winners of ein&zwanzig, the international competition for emerging talent, have been selected!

Frankfurt am Main, 18 March 2019

The German Design Council's 'ein&zwanzig' competition promotes and supports up-and-coming designers: prizes have been awarded for the best 21 projects from a total of 824 entries from 73 countries. These will be presented over the course of a week during the Salone del Mobile 2019 exhibition in Milan. The exhibition has been designed by the well-known design studio, Studiopepe.

The top prize "Best of Best" will also be presented at the awards ceremony on 8 April, and the Winners' Exhibition will open on the same day. Journalists and members of the public are cordially invited to attend the event. The press preview will take place at 3:00 pm followed by the official exhibition launch at 6:00 p.m.

The 824 entries received for the competition represent an increase of 12% compared to the previous year. The international dimension has also grown, with the number of participating countries increasing from 60 to 73. With the exhibition in Milan during the Tortona Design Week, the German Design Council will be giving the 21 winners a prominent platform, boosting their profiles as up-and-coming designers and giving them the opportunity to establish important new contacts. The Tortona Design District will become a meeting place and centre of attraction for the international design scene.

"We are proud of the fact that over the last few years the ein&zwanzig competition and the associated exhibition have become a hotspot for young international designers to get together during the Salone del Mobile, and network with important manufacturers and other prominent companies, commented Andrej Kupetz, CEO of the German Design Council, in relation to the increasing popularity of the competition. He added: "The positive response from the media has also shown that this competition for emerging talent has gained a central position in the public awareness."

The most important information at a glance

- Exhibition Launch + Awards Ceremony: 8 April 2019, 6:00 p.m., Tortona Design District, Via Tortona, 31, 20144 Milan
- Press Preview: Starts at 3:00 p.m. on 8 April at the same location
- Roundtable: 8 April, 4:00 p.m.: "Disruption through design: Challenging our current system of production and consumption"
- Winners' Exhibition 9 - 14 April 2019, 10:00 a.m. - 9:00 p.m.
- Exhibition design by Studiopepe: www.studiopepedesign.it
- More about the 21 winners at: www.ein-und-zwanzig.com/awardees
- Images are available in our Dropbox: <http://bit.ly/presse21>

More about the competition

The German Design Council's international ein&zwanzig competition promotes and supports talented young designers. The award is open to design students and graduates who are producing innovative, pioneering work in the furniture, home accessories, lighting, materials and surfaces, textiles and lifestyle design sectors. From among the entries received, an international panel of expert judges will choose 21 outstanding works, one of which will be awarded the "Best of Best" title.

About Studiopepe

Arianna Lelli Mami and Chiara Di Pinto met at the Politecnico di Milano, and founded Studiopepe in 2006. Their conceptual approach draws on historical design references which they combine with a visionary purpose. They produce interior designs with an eye for detail, creating emotional objects for international design firms such as Agape, Cassina, Fritz Hansen and Spotti Enizioni Milano.

The German Design Council

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer within the design and branding sectors. The foundation currently counts more than 300 companies among its associates. It was founded in 1953, on the initiative of the German Federal Parliament, to support and enhance design expertise in the German economy. It pursues a wide range of activities with a single goal: to promote awareness of how to increase brand value on a sustained basis through the strategic use of design.

Contact:

The German Design Council

Janine Wunder, Vice President Communications and Marketing

Phone +49 (0) 69 24 74 48-699

E-mail: presse@german-design-council.de

www.german-design-council.de