



Rat für Formgebung
German Design Council

PRESS RELEASE

"one&twenty" 2024 call for entries: German Design Council seeks the 21 best international design talents.

Frankfurt am Main, 21 November 2023

"one&twenty - world's best design talents": The German Design Council Foundation honors 21 outstanding achievements in the field of product design with its competition for students and graduates. From now on, anyone interested worldwide can submit their work. The award winners will be presented in an exhibition during Milan Design Week in April 2024.

Students and graduates from international universities are invited to submit their work from today. Innovative and pioneering works are being sought in the categories Interior Design, Lifestyle, Eco Design, Social Design & Medical and Rehabilitation, Materials and Textiles, Techniques and Processes for Design, Public Design and Digitally Supported Design. From all the projects submitted, the international jury of experts awarded a total of 21 outstanding works: once with "Best of Best" and 20 times with "Winner". The award-winning products will be presented from 16 to 21 April 2024 in a special exhibition in Brera as part of the Milan Design Week during the Salone del Mobile 2024. Visibility and networking are crucial parameters for a successful career start for design graduates.

The 21 projects will be showcased in a high-quality exhibition design, for which renowned designers have been responsible in recent years, including the Danish design studio Tableau, the Hamburg studio Besau-Marguerre, the Danish designer Nina Bruun and the designers Arianna Lelli Mami and Chiara Di Pinto from Studiopepe.

The key information at a glance:

- Call for entries: 21 November 2023
- Application deadline: 18 Januar 2024
- Award ceremony and exhibition opening: 15 April 2024, Mailand
- Exhibition: 16 - 21 April 2024, Mailand
- Participation is free
- More information at <https://one-and-twenty.de/en/>

Promoting young talent

Since its establishment, the German Design Council Foundation has been promoting design talent in various formats. With the internationally competition "one&twenty", it has been strengthening the visibility of young designers since 2017 by giving them the opportunity to present themselves and their work to the global design community, industry and business as well as the public at the same time as the Salone del Mobile furniture fair in Milan.

Furthermore, participation gives the winners access to the unique member network of the German Design Council Foundation and thus offers the opportunity to make important contacts for a successful career start.



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About the German Design Council

The German Design Council has been operating since 1953 as one of the world's leading centers of expertise in communication and knowledge transfer within design, branding and innovation. It is part of the world design community and has always contributed to the establishment of global exchange and networking, thanks to its international offering, promotion of new talent and memberships. With events, awards, jury meetings and expert committees, the Council connects its members and numerous other international design and brand experts, fosters discourse, and provides important stimulation for the global economy. More than 330 businesses currently count among its members.

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