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Summit meeting in Milan: The 'ein&zwanzig' jury selects the Best of Best

Milan, 16 April 2018

The 'ein&zwanzig' ("twenty-one") awards were presented this evening on the occasion of Milan Design Week 2018 in Zona Tortona. The 21 most innovative product and project ideas of talented international up-and-coming designers received this prestigious accolade. The climax of the event was the awarding of the Best of Best prize, which went to Berlin-based Sofia Souidi for the design of her Gradient lamp. All of the winning projects will be on view at the 'ein&zwanzig' exhibition in Milan, from 17 until 22 April.

Nature as a source of inspiration

Sofia Souidi received the Best of Best award for her Gradient lamp. She recently received a master's degree in product design from the Royal College of Art in London and is now living in Berlin. The inspiration for her submission was natural sunlight whose colour and intensity change according to the time of day, the weather and the environment. Souidi's Gradient lamp takes its cue from these changes, in that it changes colour from time to time and the intensity of the light varies according to the amount of incident sunlight. Souidi's goal was to create a bridge between the exterior world and interior spaces, and to address the question of how, in this age of mega-cities, people can feel a connection with nature.

A much sought-after award for young designers

The international attention and prestige attached to the 'ein&zwanzig' awards is demonstrated by the response it attracted: 736 works from 60 countries covering the fields of design and lifestyle were submitted – 30 percent more than in the previous year. The 21 prize-winners were selected by a high-calibre international jury from the worlds of design and industry including top-class designers such as Konstantin Grcic, Stefano Giovannoni, Philipp Mainzer and Stephen Burks.

"This year we were particularly drawn to projects that developed a completely new concept based on traditional technologies" said Andrej Kupetz, chairman of the jury and executive director of the German Design Council.

For further information visit www.ein-und-zwanzig.de

Photos pertaining to the 21 prize winners are available from our dropbox at <http://bit.ly/presse21>.

The prize winning international newcomers projects will be on view from 17 until 22 April at Via Tortona 31 in Milan. The exhibition will be open from 10 am to 5 pm on 17 April, and from 10 am to 9 pm from 18 until 22 April.

‘ein&zwanzig’

The German Design Council’s ‘ein&zwanzig’ competition promotes and supports talented young designers: Design students and graduates who are producing pioneering work in the fields of furniture, home accessories, lighting, floor coverings, wall coverings, textiles and lifestyle are eligible to enter. From among the submissions an international jury selected 21 outstanding works, one of which received the Best of Best award.

The 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 currently has 300 member companies in the Council’s 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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