

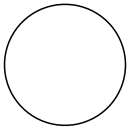
1.01 Automobiles / Vehicles / Bikes
(309-1-176438)



Fendt 1000 Vario

High-horsepower tractor

With the new 1000 Vario series, AGCO / Fendt has developed a high-horsepower tractor for a power range not yet occupied worldwide: standard tractors from 400 to 500 hp. On the one hand, it is compact, agile and versatile, and on the other, also extremely power- and fuel-efficient. The entire package of innovations, which includes a great number of technical innovations such as the new low-speed concept "Fendt iD" and the drive train technology "Fendt VarioDrive", coupled with the new distinctive Fendt look and the redefined brand color "Nature Green", completes the premium character of the Fendt brand.



▶ **MANUFACTURER**

Fendt
Marktoberdorf, Germany

▶ **DESIGNER**

Fendt
Marktoberdorf, Germany

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Innovation, Brand Fit

▶ **TARGET GOUPS**

Consumer / User, Further specification:
Dienstleister (Lohnunternehmer), ISU
(Industrie, Straße, Umwelt)

▶ **TARGET REGIONS**

Europe, North America, Further
localization: Osteuropa

▶ **DEVELOPMENT TIME**

other period: 4,5

▶ **DATE OF LAUNCH**

2015

▶ **RETAIL PRICE**

Sales price in EUR: 385000

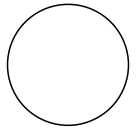
1.01 Automobiles / Vehicles / Bikes
(309-1-176440)

Audi A4

Passenger car



The new Audi A4: striking but balanced design in technoid and sporty shape. At the front, horizontal lines and the wrap-around hood emphasize the car's width; a broader and lower Singleframe grille dominates with a prominently contoured lattice structure. LED headlights ensure unmistakable light graphics with their serrated lower edges. The dynamic line flows gently upward above the door sills. Starting at the corner of the headlight, the shoulder line then curves to and wraps around the rear, creating a clean and geometrically looking surface. The interior architecture focuses on horizontal lines, offering a feeling of genuine spaciousness.



▶ MANUFACTURER

AUDI AG
Ingolstadt, Germany

▶ DESIGNER

AUDI AG
Ingolstadt, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Practicability, Brand Fit

▶ TARGET GOUPS

Consumer / User, Trade / Industry, Public
Sector / Government

▶ TARGET REGIONS

Asia, Australia/Oceania, Europe, North
America, South America

▶ DEVELOPMENT TIME

other period: Ca. 5 Jahre

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

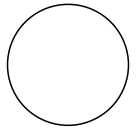
Sales price in EUR: Ab 30.650

1.01 Automobiles / Vehicles / Bikes
(309-1-176468)

Ferrari FXX K

Car

The Ferrari FXX K is the track-only version of the LaFerrari hypercar. For the designers of Ferrari's inhouse Styling Center, directed by Flavio Manzoni, the FXX K represents a unique opportunity to extract the full potential out of the LaFerrari's styling concepts without compromise. The challenge was to integrate every aspect of formal language and advanced aerodynamics in the most symbiotic way. The FXX K thus appears as an integral design object greater than the sum of its parts. Esthetic achievement as well as engineering accomplishment have been artfully reconciled to pay homage to Ferrari's values of passion, performance and beauty.



▶ MANUFACTURER

Ferrari S. p. A.
Maranello (MO), Italy

▶ DESIGNER

Ferrari S. p. A.
Maranello (MO), Italy

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Aesthetics, Innovation, Usability +
Ergonomics

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2014

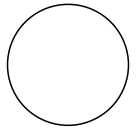
▶ RETAIL PRICE

Sales price in EUR: 2.200k

MAN Lion`s Intercity

Intercity bus

Standard may be attractive! In line with the brand's claim, this intercity bus points the way in terms of engineering and design. Compelling proportions and forward-thrusting dynamics underline its singularly expressive appearance to form a smooth, cW-optimized bus silhouette. The flexible concept as a modular system allows for deployment all week long. A variety of special features is available to turn the bright interior into anything from a school bus to a scheduled-service bus in which driver and passengers alike can enjoy an attractive yet very functional atmosphere. Ergonomically designed, the driver's workplace is clearly structured.



▶ MANUFACTURER

MAN TRUCK & BUS AG
München, Germany

▶ DESIGNER

MAN TRUCK & BUS AG
München, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Practicability, Usability + Ergonomics,
Target Group Fit

▶ TARGET GOUPS

Consumer / User, Public Sector /
Government

▶ TARGET REGIONS

Europe

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

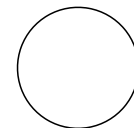
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1.02 Sports / Leisure
(309-1-174811)

Black & Gray & Silber

Scissors

The Renomed Black & Gray & Silber scissors have an original design and are suitable for cosmetic, baby nail and everyday applications. The designer's main idea was to make them unique by giving them the matt black, anthracite and pure steel color and at the same time make sure that they perform all the functions of ordinary scissors guaranteeing a perfect cut. The hand-made scissors meet all the requirements of a product for everyday use, yet are distinguished by their modern and exceptional look. All the scissors are made from high-quality stainless steel and carefully sharpened. Material waste is eliminated in the production process.



▶ MANUFACTURER

Renomed
Poznań, Poland

▶ DESIGNER

Renomed
Poznań, Poland

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Practicability, Execution

▶ TARGET GOUPS

Consumer / User, Trade / Industry, Public
Sector / Government, Other target
groups: Kosmetik Branche, Further
specification: Haushalt

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2016

▶ RETAIL PRICE

Sales price in EUR: Ab 20,00

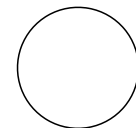
1.02 Sports / Leisure
(309-1-176464)

TAMAL-S

Sunglasses



Curved sunglasses offer great protection against UV radiation, but they also take up more space when stowing. The patented SPIN&STOW rotating hinge enables the eyeglass temples to twist so that götti sunglasses can be folded flat. This new technology consists of a few individual components that are held together without a fixed connection and are discretely integrated into the product. The reduced design of the sunglasses made from flat metal runs consistently through the collection to the ultra-thin eyeglass frames. In addition to their innovative rotating hinge, they offer lightness, wearing comfort and enhanced stability.



▶ **MANUFACTURER**

götti SWITZERLAND
Wädenswil, Switzerland

▶ **DESIGNER**

götti SWITZERLAND
Wädenswil, Switzerland

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Practicability, Innovation

▶ **TARGET GOUPS**

Consumer / User, Trade / Industry

▶ **TARGET REGIONS**

Asia, Australia/Oceania, Europe, North America

▶ **DEVELOPMENT TIME**

up to 12 months

▶ **DATE OF LAUNCH**

2016

▶ **RETAIL PRICE**

Sales price in EUR: 298

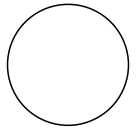


1.02 Sports / Leisure
(309-1-178660)

Fischer Travers Carbon

Skiboot for ski-tours

This shoe combines perfect fit with natural freedom of movement and maximum torsion resistance in a totally new way and weighs less than 1 kg. An innovative tongue design combined with a roller guided Boa® lacing system allows for continuous adjustment, the closing pressure is distributed evenly. You accomplish maximum climbing efficiency thanks to the previously unachieved rotation angle of more than 80° for optimum freedom of movement. The Aramid panel used in the sole ensures maximum torsion resistance.



▶ MANUFACTURER

Fischer Sports GmbH
Ried, Austria

▶ DESIGNER

fpm
München, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Execution, Innovation, Usability +
Ergonomics

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Asia, Australia/Oceania, Europe, North
America, South America

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

Sales price in EUR: 649,99

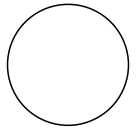


1.03 Babies / Kids
(309-1-172729)

Pockit

Baby stroller

Pockit is the world's most compact folding stroller. It can fold up to easily fit in an airplane overhead compartment, be stored under a seat, fit in a bus or train and it takes up little to no hotel room space. Its light weight design and carry bag allows it to be easily transported with the family. It fits comfortably in the trunk of a car with the rest of the beach, picnic, camping or park equipment.



► **MANUFACTURER**

Goodbaby Group Co., Ltd.
Kunshan, China

► **DESIGNER**

Goodbaby Group Co., Ltd.
Kunshan, China

► **FORM OF SUBMISSION**

Original product / entry

► **ASSESSMENT CRITERIA**

Aesthetics, Innovation

► **TARGET GOUPS**

Consumer / User

► **TARGET REGIONS**

Asia, Australia/Oceania, Europe, North
America, South America

► **DEVELOPMENT TIME**

up to 12 months

► **DATE OF LAUNCH**

2014

► **RETAIL PRICE**

unknown

1.04 Watches / Jewelry

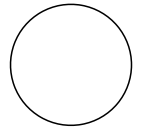
(309-1-172975)



Minimatik

Wristwatch

The new NOMOS automatic caliber DUW 3001 is only 3.2 mm in height and Minimatik, the new (watch) face of the Glashütte watchmaking company, is correspondingly slender. With its tapered form and curved lines, this timepiece is wonderfully proportioned and flattering to the wrist. And it makes the innovation within beautifully clear; delicate details in cyan blue are cheery accents and a well-dosed injection of energy. As the small inscription on the silver-plated dial reveals: Minimatik is part of the neomatik series – ten watches, all exclusively equipped with the incredibly thin automatic movement from NOMOS Glashütte.



▶ MANUFACTURER

NOMOS Glashütte / S. A.
Glashütte, Germany

▶ DESIGNER

Berlinerblau GmbH
Berlin, Germany

Studio Hannes Wettstein AG
Zürich, Switzerland

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Innovation, Brand Fit

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

25 - 36 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

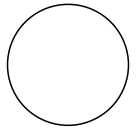
Sales price in EUR: 3680

1.05 Audio
(309-1-175688)

h.ear on

Hi-res audio headphones

Supremely simple in appearance to please a variety of esthetic tastes, these headphones will tempt more listeners who value individuality and their personal style to reach for a hi-res option in everyday situations. Absent of decorative elements that people tend to have different opinions about, h.ear on shows thorough attention to minimalist forms with an intriguing sense of compression, in unified color schemes. The intermediate color palette was inspired by color and fashion trends. Also incorporates proven Sony technologies to satisfy those who value audio performance.



▶ **MANUFACTURER**

SONY Corporation
Tokyo, Japan

▶ **DESIGNER**

SONY Corporation
Tokyo, Japan

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Execution, Target Group Fit

▶ **TARGET GOUPS**

Consumer / User

▶ **TARGET REGIONS**

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ **DEVELOPMENT TIME**

▶ **DATE OF LAUNCH**

2015

▶ **RETAIL PRICE**

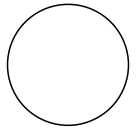
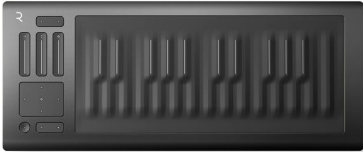
Sales price in EUR: 180 EUR

1.05 Audio
(309-1-177666)

Seaboard RISE

Expressive MIDI controller

ROLI introduced the Seaboard RISE in September 2015. The RISE adapts the technology of the award-winning Seaboard GRAND to a smaller, lighter, more accessible music-making device. The RISE is an Expressive MIDI controller with five dimensions of touch, enabling musicians to modulate sounds with five powerful gestural controls. It ships with Equator, ROLI's custom-built software synthesizer that enables creators to benefit from the full potential of Expressive MIDI. Fully wireless with MIDI over bluetooth, the Seaboard RISE offers great flexibility to musicians of all abilities at home, in studio, in classrooms and on stage.



▶ MANUFACTURER

ROLI
London, United Kingdom

▶ DESIGNER

ROLI
London, United Kingdom

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Innovation, Usability +
Ergonomics

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

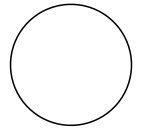
Sales price in EUR: 799

1.05 Audio
(309-1-180563)

UE ROLL

Bluetooth speaker

Intimate yet expressive, the UE ROLL brings music to all your experiences, wherever they may be. The life-proof acoustic skin and the versatile bungee strap enables you to take the waterproof UE ROLL anywhere and attach to things you never thought possible. The round inviting shape is comfortable in your hand and lets you place it in more places so you can listen to music wherever life takes you. The user interface with the signature plus and minus, distills the essence of music to its core and invites you in to listen to music out loud everywhere. A speaker to fit your life.



▶ MANUFACTURER

Logitech
Newark, DE, United States of America

▶ DESIGNER

Logitech Design Team
Newark, DE, United States of America

NONOBJECT

Palo Alto, CA, United States of America

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Innovation, Target Group Fit

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Asia, Australia/Oceania, Europe, North America

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

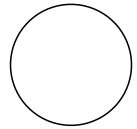
Sales price in EUR: 129.00

1.06 TV / Cameras
(309-1-173151)

XC10

Professional camcorder

This compact, lightweight video camera makes it possible to record high-quality 4K videos. Record from a wide range of angles using the combination of a tilting LCD monitor and rotating grip. Create an excellent viewing environment unaffected by external light just by fitting a finder unit to the LCD monitor. A new UI was developed and utilized in this model, to give users a quality feeling of control whether using the touch panel or the joystick. As a sub-camera for video production, news or digital cinema, it is appropriate for a variety of applications, including photography in scenes that require mobility.



▶ MANUFACTURER

Canon Inc.
Tokyo, Japan

▶ DESIGNER

Canon Inc.
Tokyo, Japan

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Practicability, Innovation, Usability +
Ergonomics

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

▶ DEVELOPMENT TIME

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

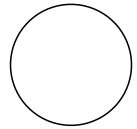
Sales price in EUR: 1999

1.06 TV / Cameras
(309-1-176504)

Blackmagic Cintel Scanner

Motion picture scanner

Cintel is the world's first affordable motion picture film scanner. Acquiring stunning Ultra HD footage in real-time, it replaces bulky, complex scanners costing more than \$100,000. This has profound cultural implications for institutions and creative individuals alike. Libraries, museums and schools can now affordably rescue fragile archival footage that would otherwise deteriorate. Cintel's lightweight, architecturally minimal esthetic is driven by meticulous attention to detail and simplicity for the user. Precision engineering and sophisticated image stabilizing software provides gentle film handling and accurate, high quality results.



▶ MANUFACTURER

Blackmagic Design
Melbourne, Australia

▶ DESIGNER

Blackmagic Industrial Design Team
Melbourne, Australia

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Practicability, Usability +
Ergonomics

▶ TARGET GOUPS

Trade / Industry, Public Sector /
Government

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

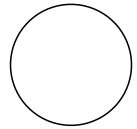
Sales price in EUR: 32315

1.06 TV / Cameras
(309-1-177141)

SERIF TV

Premium TV

SERIF TV is a product of the lifestyle category, not the category of existing TVs. It is a small, but valuable premium TV that naturally harmonizes with its users' surroundings and lifestyle. With the use of minimalist colors and materials, it is designed in a Single Shape and the shape is reminiscent of a capital "I" when viewed in profile with the top serving as a shelf and the bottom as a stand. The rear side of the product is finished with fabric, giving the familiar impression of a piece of furniture. Moreover, the screen effect Curtain Mode offers a UI that can naturally blend in with the space when the TV is not in use.



▶ **MANUFACTURER**

SAMSUNG Electronics Co., Ltd.
Seoul, Republic of Korea

▶ **DESIGNER**

SAMSUNG Electronics Co., Ltd.
Seoul, Republic of Korea

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Innovation, Usability +
Ergonomics

▶ **TARGET GOUPS**

Consumer / User

▶ **TARGET REGIONS**

Europe

▶ **DEVELOPMENT TIME**

up to 12 months

▶ **DATE OF LAUNCH**

2015

▶ **RETAIL PRICE**

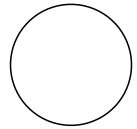
Sales price in EUR: 1300

1.06 TV / Cameras
(309-1-180543)

OZO, VR Camera

Camera

Software built for OZO enables real-time 3D viewing / monitoring, with an innovative playback solution that removes the need to pre-assemble / stitch a panoramic image, a time-consuming process with solutions currently in the marketplace. OZO is the first of its kind. As an end-to-end solution, OZO will set a new standard as the preferred method for professional capture, editing and playback of cinematic VR content. OZO is the first available VR camera designed and built for professional content creators. OZO captures stereoscopic 3D videos through eight synchronized global shutter sensors and spatial audio through eight integrated microphones.



▶ **MANUFACTURER**

Nokia Technologies
Sunnyvale, CA, United States of America

▶ **DESIGNER**

Nokia Technologies
Sunnyvale, CA, United States of America

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Execution, Innovation, Usability +
Ergonomics

▶ **TARGET GOUPS**

Trade / Industry

▶ **TARGET REGIONS**

Asia, Europe, North America

▶ **DEVELOPMENT TIME**

13 - 24 months

▶ **DATE OF LAUNCH**

2016

▶ **RETAIL PRICE**

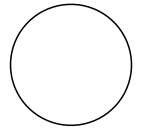
Sales price in EUR: 60,000

2.01 Beverages (309-2-174752)

Oh!-Saft – Squeeze Bottle

Glass bottle

The German food company Oh!-Saft offers 100% fresh orange juice. But how can we show that it's freshly squeezed every day? For that we conceived a crate with twelve bottles. Due to the orange shaped and textured lids it looks like a box of fresh oranges. When you take one of the specially designed bottles in your hand and unscrew the lid, you are immediately reminded of the pressing and squeezing actions of a citrus press. The experience of freshly pressed orange juice can't be closer. Oh!-Saft – 100% fresh orange juice.



▶ MANUFACTURER

Oh!Saft c/o Mymuesli GmbH
Passau, Germany

▶ DESIGNER

Leo Burnett GmbH
Frankfurt a. M., Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Innovation, Target Group Fit

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Europe

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown

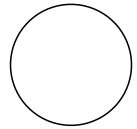
2.01 Beverages (309-2-178962)



Mazelprost

Humous beer

This year Israel and Germany are celebrating the 50th anniversary of their diplomatic relations. What began with a cautious approach to one another has since developed into a true friendship, one where good friends not only share their experiences but also get to know each other. Inspired by this ideal Mazelprost, the world's first humous beer, has been created and is the official drink of the German-Israeli friendship, yet this honor has been interpreted in a humorous and down to earth way. Its transparent label, seal and color scheme reflect current trends within the craft beer segment to give Mazelprost an optimistic and modern image.



▶ MANUFACTURER

Embassy of Israel
Berlin, Germany

▶ DESIGNER

Peter Schmidt Group
Hamburg, Germany

BBDO Berlin, BBDO Tel Aviv
Berlin, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Brand Fit

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Europe

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown

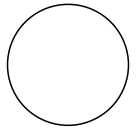
2.02 Food

(309-2-178011)

C by B

Packaging

Packaging for Brigaderia's chocolate range, a Brazilian confectionary store specialized in Brigadeiro sweets. Each pack was composed through the mix of black and white vintage style engravings combined with simple, yet bold, colored illustrations. A visual play of images which at first might seem dissonant, but which visual contrasts come together in ludic and synesthetic visual narratives.



▶ MANUFACTURER

Brigaderia
São Paulo, Brazil

▶ DESIGNER

Casa Rex
São Paulo, Brazil

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Aesthetics, Execution, Brand Fit

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

South America

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

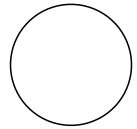
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2.02 Food
(309-2-179298)

LINE Café F&B

Food and beverage packaging

In February 2015, a LINE Café which incorporates the mobile messenger characters was opened. All packages are designed to emphasize the loveliness of the characters as well as unity so that all of the products reflect a strong brand identity. In addition, the F&B packaging of LINE FRIENDS is designed to go a step further; creating packaging which customers actually want to keep. Combining visual pleasure with the pleasure of eating, LINE FRIENDS F&B products popularity is rapidly increasing, and the LINE Café is now a popular spot for kids and tourists.



▶ **MANUFACTURER**

LINE FRIENDS Corporation
Seoul, Republic of Korea

▶ **DESIGNER**

LINE FRIENDS Corporation
Seoul, Republic of Korea

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Brand Fit, Target Group Fit

▶ **TARGET GROUPS**

Consumer / User

▶ **TARGET REGIONS**

Asia

▶ **DEVELOPMENT TIME**

up to 12 months

▶ **DATE OF LAUNCH**

2015

▶ **RETAIL PRICE**


Sales price in EUR: EUR 10~50

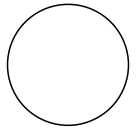
1.08 Computer
(309-1-173220)



FLUX Delta

3D printer

FLUX Delta is the most versatile 3D printer, which combines 3D printing, 3D scanning, laser engraving and more functions in just one machine. It is the best digital creating device on your desk today. Made for creativity  FLUX Delta makes everyone a creator who can realize his or her own great ideas. It is the closest humankind has come to the creative freedom: not only can you access FLUX Delta anytime and anywhere, but its various interchangeable modules and materials also make it much easier to bring your vision to life.



▶ **MANUFACTURER**

Flux Technology Inc.
Taipei, Taiwan

▶ **DESIGNER**

Flux Technology Inc.
Taipei, Taiwan

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Practicability, Innovation

▶ **TARGET GOUPS**

Consumer / User

▶ **TARGET REGIONS**

Asia, Europe, North America

▶ **DEVELOPMENT TIME**

13 - 24 months

▶ **DATE OF LAUNCH**

2016

▶ **RETAIL PRICE**

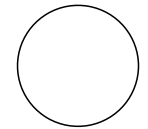
unknown

1.08 Computer
(309-1-175683)

MESH

Smart DIY kit

Smart DIY and sharing platform for easily linking electronic tags to things, actions or conditions wirelessly, encouraging everyone to be a “maker”. Requires no special skills or expertise. To define tag operations, users simply drag icons in an app. Because the circuitry is housed in a simple enclosure combining two square blocks, one inch on a side, the tags look like other common items at home or work. A grid of squares is also found on the app screen, which keeps the design consistent and invitingly simple.



▶ MANUFACTURER

SONY Corporation
Tokyo, Japan

▶ DESIGNER

SONY Corporation
Tokyo, Japan

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Innovation, Usability + Ergonomics

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

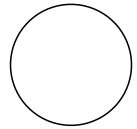
Sales price in EUR: 52 EUR

1.08 Computer
(309-1-176791)

15Z960

15.6-inch laptop PC

The 15Z960 is a 15.6" ultraportable notebook, weighing just 980 g. Unlike other notebooks with large displays, the 15Z960 is lighter than most ultraportable notebooks and can be comfortably carried anywhere. By positioning the front webcam on the hinge side, the narrow-bezel display has become even more immersive. In short, the 15Z960 is a perfect ultraportable notebook that features a clean exterior and is light in weight as well as boasting powerful performance and a quick boot-up time of under nine seconds.



▶ **MANUFACTURER**

LG Electronics Inc.
Seoul, Republic of Korea

▶ **DESIGNER**

LG Electronics
Seoul, Republic of Korea

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Innovation, Usability + Ergonomics,
Target Group Fit

▶ **TARGET GOUPS**

Consumer / User

▶ **TARGET REGIONS**

Asia

▶ **DEVELOPMENT TIME**

up to 12 months

▶ **DATE OF LAUNCH**

2016

▶ **RETAIL PRICE**

Sales price in EUR: 900

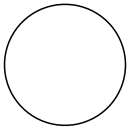


1.08 Computer
(309-1-178022)

ThinkPad X1 Tablet

Computer

The ThinkPad X1 Tablet adds true innovation by creating a dynamic and compelling ecosystem, adding functionality based on users' needs. The X1 Tablet is the first to have an integrated module system providing customization and versatility in a unified, compact form. Modules with different connection ports, stylus or even a projector, can simply be added or interchanged. A highly usable Thin Keyboard / Cover magnetically attaches to the X1 Tablet, with or without the modules. The X1 Tablet is developed with a firm understanding of how people use devices and adds intuitive design and adaptability unlike anything else in the market.



▶ MANUFACTURER

Lenovo (Japan) Ltd.
Yokohama, Japan

▶ DESIGNER

Lenovo (Japan) Ltd.
Yokohama, Japan

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Innovation, Brand Fit, Target Group Fit

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

Sales price in EUR: 798



HP PageWide XL... breakthrough large format printing technology enables a design language that clearly expresses all of its attributes: innovation, performance, robustness, reliability.



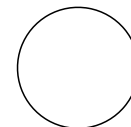
According to the need, a built-in scanner is available to help in getting and entering printed plans in a convenient manner and with an ergonomically optimal position.

1.08 Computer
(309-1-180388)

HP PageWide XL 8000

Large format printer

HP PageWide XL Printers and MFP do the job of two printers in one by using Page-Wide Array technology which offers the fastest large-format production printing available in color and B & W, providing prints at breakthrough speeds (up to 30 D/A1-size prints per minute), 60% faster than the fastest LED printer. It helps customers to improve productivity, streamline user workflows and reduce costs. The product offers best-in-class ergonomics, with easy spindle-less multi-roll loading in drawers, a remote printer status control system and a professional, easy-to-use UI that supports 360° usage workflows around the printer and its accessory ecosystem.



▶ MANUFACTURER

HP
Sant Cugat del Valles, Spain

▶ DESIGNER

HP
Sant Cugat del Valles, Spain

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Innovation, Usability +
Ergonomics

▶ TARGET GOUPS

Other target groups: Centralized
Printing Departments, Print Service and
Reprographics Operators

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

25 - 36 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

Sales price in EUR: €40.000

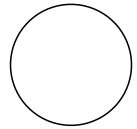


1.09 Office
(309-1-175195)

WOVENIT

Seat cover system

Die multifunktionale Netzmembran ist eine völlig neuartige Lehnbespannung mit individueller Dessinierung, gefertigt im innovativen WOVENIT-Verfahren. Der funktionale textile Rückenbezug aus einer komplexen Bindungskonstruktion bietet einen ergonomischen anspruchsvollen Sitz-komfort. Für ein vorzügliches Sitzklima sorgt ein spezieller Zweilagenaufbau aus einer Spezial-faser, die insbesondere auch Feuchtigkeit effektiv abführt. Verschiedene Farben und individuelle Musterungen sind problemlos machbar. Der Memoryeffekt des speziellen Hybridmaterials, aus dem die Netzmembran gefertigt ist, trägt seinen Teil zu einem gesunden Sitzkomfort bei.



▶ MANUFACTURER

Visiotex GmbH
Wismar, Germany

Visiotex GmbH
Neu-Ulm, Germany

▶ DESIGNER

Visiotex GmbH
Neu-Ulm, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Innovation, Environmental
impact

▶ TARGET GOUPS

Trade / Industry

▶ TARGET REGIONS

Europe, North America

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

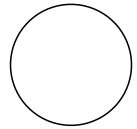
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1.09 Office
(309-1-175732)

Locale

Office furniture program

The design ambition for the Locale office furniture program is to create a pleasant atmosphere for working collaboratively - in clusters. Open and rounded desks are completely without obstacles of legs so that colleagues can gather round. It is a modular system yet is not visibly so. Height adjustability works intuitively and effectively with cantilvered surfaces, alongside a mobile collection of adjustable tables, easels and screens that can be rolled around easily. Cable routing is also now much easier to access. Locale has a simple and welcoming outline that makes working more productive and collaborative.



▶ MANUFACTURER

Herman Miller Ltd.
Wiltshire, United Kingdom

▶ DESIGNER

Industrial Facility
London, United Kingdom

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Innovation, Usability +
Ergonomics

▶ TARGET GOUPS

Consumer / User, Trade / Industry, Public
Sector / Government

▶ TARGET REGIONS

Asia, Australia/Oceania, Europe, North
America, South America

▶ DEVELOPMENT TIME

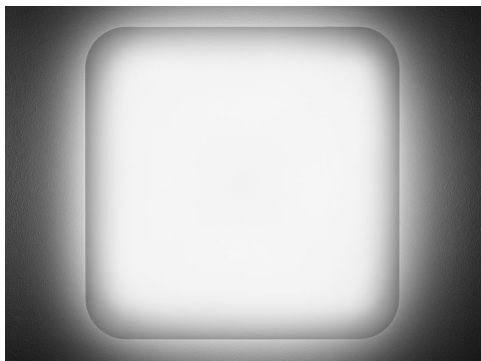
25 - 36 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown

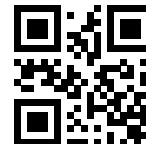
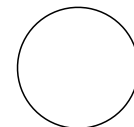


1.10 Lighting
(309-1-175822)

74 R / Q LED

Wall luminaire LED

74 R/Q is a round and soft-square wall luminaire with which TRILUX will set a further milestone at Light & Building 2016. The flat, floating appearance, timeless and discreet, as well as 2 designs that harmonize well together and are available in 3 sizes, provide high levels of planning flexibility. The familiar form has been designed to achieve a maximum level of uniformity with light and a soft transition from the object to its surroundings. The highly precise design of the contours is a central design characteristic. The portfolio is expanded with atmospheric lighting solutions thanks to the Integration of Human Centric Lighting.



▶ MANUFACTURER

TRILUX GmbH & Co. KG
Arnsberg, Germany

▶ DESIGNER

sieger design
Sassenberg, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Innovation, Brand Fit

▶ TARGET GOUPS

Consumer / User, Trade / Industry, Public
Sector / Government

▶ TARGET REGIONS

Europe

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

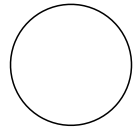
Sales price in EUR: 200,00 €

1.10 Lighting
(309-1-175945)

Super-Oh

Interior lighting

Super-Oh – Floating black ring . Big and bold. But never overpowering. The Super-Oh is made up of a slim black ring that comes in multiple versions. Thanks to the wide range of options, the Super-Oh is perfectly suited to high spaces such as reception areas in offices or hotels, as well as in lofts or elegant, historic city houses. The Super-Oh is available in three different diameters. These highly compact power LEDs are incorporated inside the ring, with minimal glare thanks to the inset position of the light source. Despite the spot lighting inside the rings, the effect on the ground or work surface is a diffuse and even lighting.



▶ MANUFACTURER

DELTA LIGHT N. V.
Wevelgem, Belgium

▶ DESIGNER

DELTA LIGHT N. V.
Wevelgem, Belgium

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Usability + Ergonomics,
Environmental impact

▶ TARGET GOUPS

Consumer / User, Public Sector /
Government

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

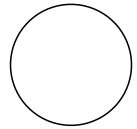
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1.11 Home Furniture
(309-1-175278)

HIDEOUT

Lounge chair

The Swedish design trio Front has designed a lounge chair which combines comfort and design sophistication, resulting in an original renewal of the stylistic features of the brand. HIDEOUT has a square steam-bent solid beech structure and is enriched by a large and comfortable seat which is upholstered like the central part of the backrest. A wide embrace, ascending upwards with woven cane parts, defining the rounded profile of the armrests, which protrude over the seat. An enveloping and intimate space, recreated through the unique elegance of HIDEOUT.



► **MANUFACTURER**

Gebrüder Thonet Vienna GmbH
Wien, Austria

► **DESIGNER**

Gebrüder Thonet Vienna GmbH
Wien, Austria

Front
Stockholm, Sweden

► **FORM OF SUBMISSION**

Original product / entry

► **ASSESSMENT CRITERIA**

Aesthetics, Brand Fit

► **TARGET GROUPS**

Consumer / User, Other target groups:
hotel, restaurant, bar, lounges, airport

► **TARGET REGIONS**

Africa, Asia, Australia/Oceania, Europe,
North America, South America

► **DEVELOPMENT TIME**

up to 12 months

► **DATE OF LAUNCH**

2015

► **RETAIL PRICE**

Sales price in EUR: 2335,00 € (NO VAT,
export pricelist)

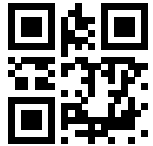
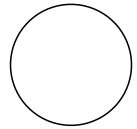
1.12 Kitchen
(309-1-175313)



V-ZUG Sleek design

Product design line

Sleek design from V-ZUG The kitchen should be integrated as stylishly as possible into the overall look of the house. Two new design ideas from VZUG help achieve just that. One is the retractable handle: it rises automatically at switch-on and disappears back into the front of the appliance at the end of the cooking process. And sensor buttons add the right touch: V-ZUG ovens and steamers now let users directly select the most important settings with a tap of the finger. Some appliances additionally boast a colourful graphic display with background pictures from the kitchen of V-ZUG ambassador Andreas Caminada, one of the world's top 50 chefs



▶ MANUFACTURER

V-ZUG AG
Zug, Switzerland

▶ DESIGNER

Albatros Design GmbH
Zürich, Switzerland

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Practicability, Innovation

▶ TARGET GOUPS

Consumer / User, Trade / Industry, Other
target groups: Architekten,
Küchenbauer

▶ TARGET REGIONS

Asia, Australia/Oceania, Europe

▶ DEVELOPMENT TIME

25 - 36 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

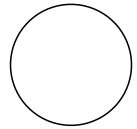
Sales price in EUR: ab 4'500.-- EUR

1.12 Kitchen
(309-1-175419)

TELVE CAPSULE

Turkish coffee machine

Turkish Coffee is the only coffee that is served with its coffee ground (Telve) in the world. Arcelik presents the traditional taste of Turkish Coffee to the customers in an original and practical way with the use of coffee capsule. Real metal and wood materials used evoke a very special body colour combined with a high level of perceived product quality. An extraordinary user experience is created by the use of magnets.



► MANUFACTURER

ARCELIK A. S.
Istanbul, Turkey

► DESIGNER

ARCELIK A. S.
Istanbul, Turkey

► FORM OF SUBMISSION

Original product / entry

► ASSESMENT CRITERIA

Aesthetics, Practicability, Innovation

► TARGET GOUPS

Consumer / User

► TARGET REGIONS

Asia, Europe

► DEVELOPMENT TIME

up to 12 months

► DATE OF LAUNCH

2016

► RETAIL PRICE

unknown

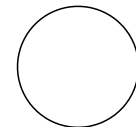


1.12 Kitchen
(309-1-177390)

LG Signature Refrigerator

Refrigerator

A transparent flat door is applied as a design feature to maximize harmony with kitchen furniture. Inside, a full STS is applied for hygiene. The transparent window is designed with the "knock" concept. When knocked twice, lighting is turned on so that the user can check inside the refrigerator. When knocked once, the lighting goes off. The automatic door enables users to open the door without having to use their hands. The inside of refrigerator, which is fully stainless-steel, is designed in a new layout including a multipurpose section for improved user convenience. The auto-drawer in the freezer increases storability and usability.



▶ **MANUFACTURER**

LG Electronics Inc.
Seoul, Republic of Korea

▶ **DESIGNER**

LG Electronics Inc.
Seoul, Republic of Korea

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Innovation, Usability +
Ergonomics

▶ **TARGET GOUPS**

Consumer / User

▶ **TARGET REGIONS**

Asia, Europe, North America

▶ **DEVELOPMENT TIME**

13 - 24 months: more than

▶ **DATE OF LAUNCH**

2016

▶ **RETAIL PRICE**

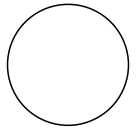
Sales price in EUR: 7,900

1.12 Kitchen
(309-1-178847)

CHEF | CHEF XL Titanium

Kitchen machine

CHEF Titanium is the next generation of an iconic product with over 60 years of heritage. It provides peerless mixing performance, delivering delicate precision and versatility, not just pure power. Versatility comes via over 20 easy to use specialist attachments. Precision comes via smart electronic speed control and accurate in-bowl illumination. New specialist scraping and folding bowl tools increase quality of output even further beyond competitors. The aesthetic design and key mechanical touch points have all been refined, raising the product above pure utility. All this is delivered with the brand promise of durability and longevity.



▶ **MANUFACTURER**

Kenwood Limited
Hampshire, United Kingdom

▶ **DESIGNER**

Kenwood Limited
Hampshire, United Kingdom

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Innovation, Usability + Ergonomics,
Brand Fit

▶ **TARGET GOUPS**

Consumer / User

▶ **TARGET REGIONS**

Asia, Australia/Oceania, Europe, South
America

▶ **DEVELOPMENT TIME**

25 - 36 months

▶ **DATE OF LAUNCH**

2016

▶ **RETAIL PRICE**

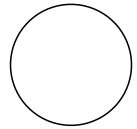
Sales price in EUR: CHEF Titanium = EUR
699 | CHEF XL Titanium = EUR 799

1.13 Household / Tableware
(309-1-171823)

WD 4 – WD 6

Multi-purpose vac

A memorable face: with their clear and striking lines, the new Kärcher vacuum cleaners are not only more dynamic and powerful, but above all efficient and practical! The Multi-Purpose Vacs, with their flat-pleated filter technology, can vacuum up coarse material as well as fine dirt, wet or dry. Versions with power sockets allow power tools to be connected. The vacuum convinces with features such as the large 3-in-1 carrying handle, the filter-vibration function, the easy filter replacement without getting your hands dirty, and the energy-efficient, yet powerful motors.



► **MANUFACTURER**

Alfred Kärcher GmbH & Co. KG
Winnenden, Germany

► **DESIGNER**

KÄRCHER Corporate Industrial Design
Winnenden, Germany

BÖHLER GmbH
Fürth, Germany

► **FORM OF SUBMISSION**

Original product / entry

► **ASSESSMENT CRITERIA**

Aesthetics, Practicability, Usability +
Ergonomics

► **TARGET GOUPS**

Consumer / User

► **TARGET REGIONS**

Africa, Asia, Australia/Oceania, Europe,
South America

► **DEVELOPMENT TIME**

25 - 36 months

► **DATE OF LAUNCH**

2014

► **RETAIL PRICE**

Sales price in EUR: 239,99

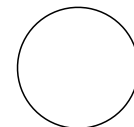
1.13 Household / Tableware
(309-1-175258)



KPM Berlin

Coffee dripper

The world's first double-walled coffee dripper is both an optical and technical highlight, which blends well with the modern and classical fine porcelain. The KPM Coffee Dripper is handcrafted from the finest porcelain, which is absolutely neutral in taste due to its non-porous surface. The double walls result in a hollow space with an insulating layer of air, which reduces the temperature loss during filtering process. The ribs of the dripper, which have the appearance of folded paper, conduct the coffee on the inner walls swiftly downwards. The size of the openings in the bottom has been calculated to let the coffee flow smoothly.



▶ MANUFACTURER

KPM Königliche Porzellan-Manufaktur
Berlin GmbH
Berlin, Germany

▶ DESIGNER

KPM Königliche Porzellan-Manufaktur
Berlin GmbH
Berlin, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Practicability, Innovation

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Europe

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

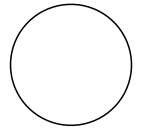
Sales price in EUR: 195,00 Euro

1.13 Household / Tableware
(309-1-176559)

Braun CareStyle 3

Ironing system

The geometric contours and straight lines of the Braun CareStyle 3 steam station form a complete unit. At the same time, it also fits perfectly with the corresponding iron, which, in contrast, has an ergonomic and flowing shape, thus providing the perfect conditions for precise and comfortable use. The innovative design of the soleplate was inspired by the properties of a snowboard, thus ensuring that it glides easily over obstacles when ironing.



► **MANUFACTURER**

De`Longhi Braun Household GmbH
Neu-Isenburg, Germany

► **DESIGNER**

Braun Design | Household
Neu-Isenburg, Germany

► **FORM OF SUBMISSION**

Original product / entry

► **ASSESSMENT CRITERIA**

Aesthetics, Innovation, Usability +
Ergonomics

► **TARGET GOUPS**

Consumer / User

► **TARGET REGIONS**

Asia, Australia/Oceania, Europe, South
America

► **DEVELOPMENT TIME**

13 - 24 months

► **DATE OF LAUNCH**

2016

► **RETAIL PRICE**

Sales price in EUR: von 150 - 230 Euro

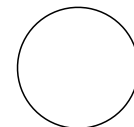


1.13 Household / Tableware
(309-1-179821)

LG Signature Washing Machine

Washing machine

With convenient control and laundry loading, this washer provides outstanding usability as it is equipped with an automatic detergent feeder and a twin washer mode. The door opens by push. In addition, the opening for laundry loading has been widened by 10 mm due to advanced motor technology, while the drum is tilted at a 6° angle to improve user convenience. The circular UI tilted at a 20° angle can be read from a distance. This is a new premium style washer with a simple exterior and minimal design. The highly durable porcelain enamel and tempered glass increase the reliability of this product.



▶ **MANUFACTURER**

LG Electronics Inc.
Seoul, Republic of Korea

▶ **DESIGNER**

LG Electronics Inc.
Seoul, Republic of Korea

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Innovation, Usability +
Ergonomics

▶ **TARGET GOUPS**

Consumer / User

▶ **TARGET REGIONS**

Asia, Europe

▶ **DEVELOPMENT TIME**

25 - 36 months

▶ **DATE OF LAUNCH**

2016

▶ **RETAIL PRICE**

Sales price in EUR: 2,499

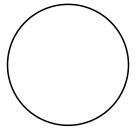
1.14 Bathroom
(309-1-170968)



Hone Type 15

Double edged safety razor

The Hone Type 15 is a contemporary execution of a double edged safety razor. Keeping distractions to a minimum and focusing on classic razor qualities of simplicity and balance, it can provide years of service. The design avoids unnecessary features that could dilute the feel and usability of the razor, letting you focus on the task in hand. Machined from solid brass this traditional material offers great thermal conductivity, weight and a unique finish that will evolve becoming individual and remaining timeless. Through its construction, material choice and attention to detail, Hone delivers character without sacrificing quality.



▶ **MANUFACTURER**

Hone Products Ltd.
Rustington, United Kingdom

▶ **DESIGNER**

Hone Products Ltd.
Rustington, United Kingdom

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Execution

▶ **TARGET GOUPS**

Consumer / User

▶ **TARGET REGIONS**

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ **DEVELOPMENT TIME**

13 - 24 months: Lifetime Product

▶ **DATE OF LAUNCH**

2015

▶ **RETAIL PRICE**

Sales price in EUR: 140

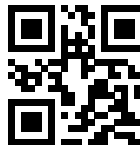
1.14 Bathroom
(309-1-172155)



JUSTIME Lucky 7

Wall-mounted basin faucet

Seed is the fountainhead of all creation, but not all seeds are lucky to sprout and then grow up. So each budding seed is the symbol of hope and happiness. Moreover, spout of Lucky 7 is like growing stalk to present various styles as creative ideas of designers. Geometric shape makes whole design be succinct and saves time and cost of production. The Inner aerator has simplified components and the figure of a spout for a brief and graceful impression. The handle has been designed to operate easily in wet or slippery conditions. Considering the multiple requests of users, the spout was designed to fit perfectly for different basins.



▶ **MANUFACTURER**

Shengtai Brassware Co., Ltd.
Chang Hua, Taiwan

▶ **DESIGNER**

JUSTIME Team of Shengtai Brassware
Chang Hua, Taiwan

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Practicability, Innovation

▶ **TARGET GOUPS**

Consumer / User

▶ **TARGET REGIONS**

Africa, Asia, Europe, South America

▶ **DEVELOPMENT TIME**

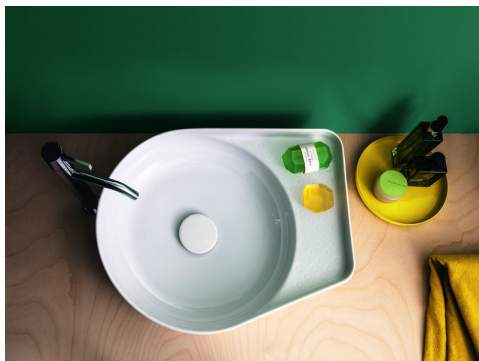
▶ **DATE OF LAUNCH**

2016

▶ **RETAIL PRICE**

unknown

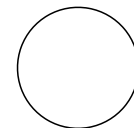
1.14 Bathroom
(309-1-174238)



Val SaphirKeramik

Bathroom collection

Munich-born Konstantin Grcic has created a collection in SaphirKeramik comprising two bowls, a built-in washbasin, an elegantly minimalist range of wall-mounted washbasins as well as pared-down, movable accessories – two multifunctional trays and a bathtub made of Sentec. The products' forms are architectural and not too expressive. Grcic uses these super-fine forms to create exquisite surface textures and patterns. His in part asymmetrical bathroom objects thrive on different levels and refined transitions. The tactile surfaces and patterns are both decorative and functional. They create semi-wet areas, which items can be placed on.



▶ MANUFACTURER

Laufen Bathrooms AG
Laufen, Switzerland

▶ DESIGNER

Konstantin Grcic Industrial Design
München, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Execution, Innovation

▶ TARGET GOUPS

Consumer / User, Trade / Industry, Public
Sector / Government

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

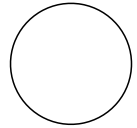
Sales price in EUR: Unverbindliche
Richtpreise in EUR excl. MWSt.: Art.
812282: 840.- / Art. 870281: 175.-

1.14 Bathroom
(309-1-174270)

ANGOLO FLAT

Washbasin

ANGOLO FLAT is a stainless-steel wash-hand basin designed for bathrooms with tight space constraints, e.g. for shops and bachelor apartments. Its minimal size realized by a stainless-steel top panel with a round sink allows for effective use of space even in a narrow wash-hand space. The top panel made of a 3 mm thick stainless-steel plate gives the sink both durability and a pleasant appearance.



► **MANUFACTURER**

SANWA COMPANY Ltd.
Osaka, Japan

► **DESIGNER**

SANWA COMPANY Ltd.
Osaka, Japan

► **FORM OF SUBMISSION**

Original product / entry

► **ASSESSMENT CRITERIA**

Aesthetics, Practicability

► **TARGET GOUPS**

Consumer / User

► **TARGET REGIONS**

Asia

► **DEVELOPMENT TIME**

up to 12 months

► **DATE OF LAUNCH**

2013

► **RETAIL PRICE**

Sales price in EUR: 265

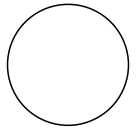
1.14 Bathroom
(309-1-180839)



IconiQ Wet&Dry

Shaver

For a next generation shaving experience, the IconiQ Wet&Dry shaver's retro-futuristic look is designed for the modern gentleman who enjoys an indulgent shaving experience. This limited edition shaver makes use of premium materials including an aluminum machined power switch, ceramic black body paint and chic warm metallic rose gold accents, for an indulgent yet innovative product. The shaver, cleansing brush and trimmer connect using intuitive SmartClick, while the wireless charging plate neatly charges the device and compatible mobile phones thanks to Qi technology.



▶ MANUFACTURER

Royal Philips
Eindhoven, Netherlands

▶ DESIGNER

Philips Design
Eindhoven, Netherlands

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Execution, Innovation

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

▶ DEVELOPMENT TIME

▶ DATE OF LAUNCH

▶ RETAIL PRICE

Sales price in EUR: 299

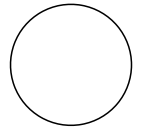
1.15 Building Technology (309-1-173128)



weber.therm style

Thin-layer system

Saint-Gobain Weber, one of the leading manufacturers of innovative building materials, has developed an ETICS that offers architects virtually unlimited design freedom: weber.therm style. This thin-layer system offers features like few or no joints, minimized thermal bridging, no visible fixings and a free choice of combinable surfaces. Be it glued glass elements, basalt, exposed concrete or weatherproof corten steel: finally it is possible to give energy-efficient façades their own distinctive color, structure and character over every square meter. Highly efficient – even for the installation, thanks to the uniform structure of the system.



▶ MANUFACTURER

Saint-Gobain Weber GmbH
Düsseldorf, Germany

▶ DESIGNER

Saint-Gobain Weber GmbH
Düsseldorf, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Innovation, Environmental
impact

▶ TARGET GOUPS

Trade / Industry, Public Sector /
Government

▶ TARGET REGIONS

Europe, North America, South America

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown

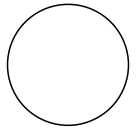
1.15 Building Technology
(309-1-173136)



Schüco Parametric System

Façade system

Custom-designed 3D façades could previously only be fulfilled with elaborate special solutions. For the first time geometrically freeform 3D façades can now be created as system solutions that are easy to design and affordable when fabricated as series products using the principle of mass customization. A central component is the continuous digitalization of the process chain in all phases of design, detailing and fabrication. The system provides enormous design freedom through the configuration of areas with opaque or transparent units for daylight control or solar energy generation. A specially developed software chain supports the process.



▶ MANUFACTURER

Schüco International KG
Bielefeld, Germany

▶ DESIGNER

FAT LAB
Stuttgart, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Execution, Innovation

▶ TARGET GOUPS

Consumer / User, Public Sector /
Government, Other target groups:
Architekt, Fassadenplaner, Metallbauer

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown



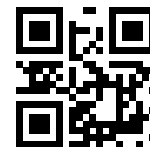
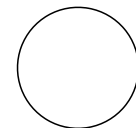
1.15 Building Technology

(309-1-173137)

Schüco Fassade FWS 60 CV

Façade system

The new generation of floor-to-ceiling aluminum windows allows for narrow face widths with the highest functionality and optimum thermal insulation. The system generates maximum transparency due to the seamless integration of vent and load-bearing structure: fixed fields and opening units are indistinguishable from the outside. On the inside a slender, flat shadow gap and the window handle betray the presence of the opening units. Two basic depths combined with the attachment to building structure for individual use allow for a wide range of easy-to-install applications: from traditional and storey-height ribbon windows to punched openings.



▶ MANUFACTURER

Schüco International KG
Bielefeld, Germany

▶ DESIGNER

Schüco International KG
Bielefeld, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Execution, Target Group Fit

▶ TARGET GOUPS

Consumer / User, Public Sector /
Government, Other target groups:
Architekten, Fassadenplaner

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America, Further
localization: Russland

▶ DEVELOPMENT TIME

other period: 18 bis 24 Monate

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown

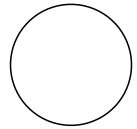


1.16 Public Design
(309-1-171355)

HODOHKUN Guideway

Braille road

The conventional braille block for the visually impaired is patterned with hard protruding dots upward which often become as obstacles for those who use wheelchairs, strollers or ladies on high-heels. HODOHKUN Guideway applies elastic rubber material and place the dots on the back, so it allows the visually impaired to still feel the patterns by the touch with their foot or cane while maintaining the upward surface flat and friendliness to everyone on the road. Drainage patterns are engraved on the upward surface to prevent slipping when it gets wet with rain. 100 colors are available to match any surrounding environment.



▶ MANUFACTURER

KINJO RUBBER
Yao, Japan

▶ DESIGNER

KINJO RUBBER
Yao, Japan

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Practicability, Safety

▶ TARGET GOUPS

Consumer / User, Other target groups:
people with disabilities, Further
specification: visually impaired persons,
wheel chair users, handicapped people

▶ TARGET REGIONS

Asia, Europe

▶ DEVELOPMENT TIME

25 - 36 months

▶ DATE OF LAUNCH

2014

▶ RETAIL PRICE

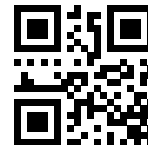
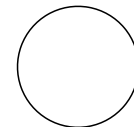
Sales price in EUR: 62.5 euro

1.17 Medicine / Health care
(309-1-173125)

Stativ FS 5-33

Microscope floor stand

Floor stand for operating microscopes. The floor stand FS 5-33 is a carrying unit designed for stable positioning of a surgical microscope to the place of interest during neurosurgical operations. This is achieved by attaching the microscope head at the end of the floor stand's arm. The microscope system can be moved and positioned effortlessly. Thereto, electromagnetic brakes in the joints are released by pushing the orange buttons on the stand or microscope. This ensures extremely sensible and precision positioning of the microscope. The design conforms to the Corporate Product Design (CPD) characteristics defined for HAAG STREIT SURGICAL.



▶ **MANUFACTURER**

HAAG-STREIT SURGICAL GmbH /
MÖLLER-WEDEL GmbH & Co. KG
Wedel, Germany

▶ **DESIGNER**

Held+Team
Hamburg, Germany

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Execution, Usability +
Ergonomics

▶ **TARGET GOUPS**

Consumer / User, Other target groups:
Arzt/Krankenhaus

▶ **TARGET REGIONS**

Further localization: Weltweit

▶ **DEVELOPMENT TIME**

25 - 36 months

▶ **DATE OF LAUNCH**

2015

▶ **RETAIL PRICE**

unknown

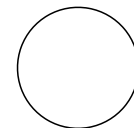
1.17 Medicine / Health care
(309-1-180831)



DreamWear

Apnea device

Designed to feel like you're not wearing a mask DreamWear's revolutionary design directs airflow through the frame to give users the freedom to sleep comfortably and unrestricted. By relocating the hose connection from in front of the face most of the expected complexity that creates a barrier to their sleeping partners is eliminated. Red marks to the face are reduced and patients can achieve any sleep position, even kissing their partner goodnight. This allows a more comfortable, freeing and humanizing sleep solution, treating sleep apnea and enabling users to have the perfect night's sleep.



▶ **MANUFACTURER**

Royal Philips
Eindhoven, Netherlands

▶ **DESIGNER**

Philips Design
Eindhoven, Netherlands

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Execution, Innovation, Brand Fit

▶ **TARGET GOUPS**

Consumer / User

▶ **TARGET REGIONS**

▶ **DEVELOPMENT TIME**

▶ **DATE OF LAUNCH**

▶ **RETAIL PRICE**

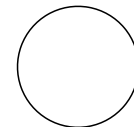
Sales price in EUR: 48

1.18 Industry / Skilled Trades
(309-1-172558)

ECLIPSE Ts2 / Ts2R

Microscope

This is a series of inverted microscopes for use with cell cultures and in researches. Despite their compact size and reasonable prices, these microscopes respond to a variety of needs with a feature that enables observation of transparent samples with greater clarity and a three-dimensional feel using embossed effects, an LED light source for fluorescence microscopy that eliminates the need for alignment and focusing procedures, support for a variety of holders that respond to different sizes of samples etc. These microscopes are designed for the user's comfort. They are as streamlined as possible and are very easy to clean.



▶ **MANUFACTURER**

Nikon Corporation
Tokyo, Japan

▶ **DESIGNER**

Nikon Corporation
Tokyo, Japan

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Aesthetics, Practicability, Usability +
Ergonomics

▶ **TARGET GROUPS**

Trade / Industry, Public Sector /
Government

▶ **TARGET REGIONS**

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ **DEVELOPMENT TIME**

▶ **DATE OF LAUNCH**

▶ **RETAIL PRICE**

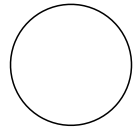
Sales price in EUR: €3,000~€22,300

1.18 Industry / Skilled Trades
(309-1-174763)

UVEX 2

S3 safety shoe

UVEX 2 is a safety shoe for moderately tough environments in the construction, logistics and chemical industries. The clear-cut design underscores the functional nature and comfort of this metal-free shoe in the top safety class (S3). Its scuff cap, water-repellent leather and deep tread are key for S3 classification. The glue-free PU design allows the functional elements such as the heel cap, shock absorption and inside ankle support to be foam-moulded into place. This enables the shoe to be manufactured in automated, sustainable production systems in Europe thanks to few sewn parts and a minimal mix of materials.



▶ **MANUFACTURER**

UVEX ARBEITSSCHUTZ GmbH
Fürth, Germany

▶ **DESIGNER**

Scherfdesign Concept & Development
Köln, Germany

▶ **FORM OF SUBMISSION**

Original product / entry

▶ **ASSESSMENT CRITERIA**

Execution, Innovation, Usability +
Ergonomics

▶ **TARGET GOUPS**

Consumer / User, Trade / Industry

▶ **TARGET REGIONS**

Europe

▶ **DEVELOPMENT TIME**

13 - 24 months

▶ **DATE OF LAUNCH**

2016

▶ **RETAIL PRICE**

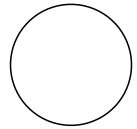
Sales price in EUR: 99

1.18 Industry / Skilled Trades
(309-1-176525)

RESQTEC P4

Rescue tool

Extrication tools help rescue teams to free victims from vehicles in crash situation. Electric / mechanical RESQTEC P4 represents a new technology paradigm: industry standard cutting and spreading performance without traditional hydraulics. Its cordless operation without external generator, small size, low weight and rotating head allow RESQTEC P4 to work in hard to reach places. The electric drive and twist grip give operators precise control over speed and force. Attention has been paid to usability: balanced handling and quick exchange between cutter and spreader blades. RESQTEC P4 can be driven either by batteries or a by a backpack power source.



► **MANUFACTURER**

RESQTEC
Lisse, Netherlands

► **DESIGNER**

VanBerlo B. V.
Eindhoven, Netherlands

► **FORM OF SUBMISSION**

Original product / entry

► **ASSESSMENT CRITERIA**

Aesthetics, Innovation, Usability +
Ergonomics

► **TARGET GOUPS**

Trade / Industry

► **TARGET REGIONS**

Africa, Asia, Australia/Oceania, Europe,
North America, South America

► **DEVELOPMENT TIME**

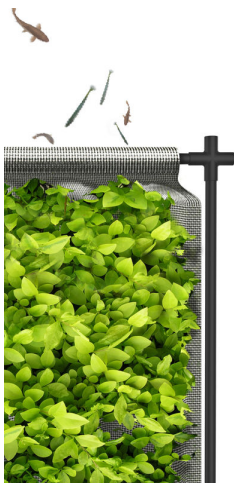
13 - 24 months

► **DATE OF LAUNCH**

2015

► **RETAIL PRICE**

unknown

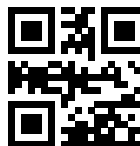


1.19 Textiles / Wall / Floor (309-1-176076)

Floating Garden

Textile

Floating Garden is an evolutionary triple-layer 3D hyperbolic surface textile. With composite fiber filling and 0.5 mm beads, it substitutes soil and creates a floating green module. Floating garden allows plants to absorb nutrient substances from water while growing moss on the surface is providing food for aquatic organisms. It can be part of ecosystem, an extra resource feeding lake animals, a temporary habitat for water birds or a floating farm breeding vegetables as well as for the use of commercial landscaping with artistic arrangements of plants – offering a new generation of aquatic green material for architecture.



▶ MANUFACTURER

Taiwan Textile Research Institute
New Taipei City, Taiwan

▶ DESIGNER

Taiwan Textile Research Institute
New Taipei City, Taiwan

TWO+ LAB

Taipei City, Taiwan

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Practicability, Innovation, Environmental
impact

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Asia, Europe, North America

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

Sales price in EUR: 60 EUR per square
meter

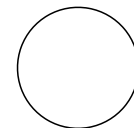
2.05 Household
(309-2-176521)



Air Wick Life Scents

Room spray

Air Wick Life Scents aerosol is ergonomically designed, providing ease, style and a premium in-use experience. User-tested at every stage, its superior ergonomic solution is clearly visible. The spray can is comfortable to use with one hand and can subtly release a little bit of scent at a time. Apart from its functional benefit, the packaging design communicates its innovation through great visual design. It shows its intuitive use and achieves a stand-out-effect on the shelf. Its colored drip down handle tells a whole new story compared to competitors' products.



▶ MANUFACTURER

RB
Slough, United Kingdom

▶ DESIGNER

VanBerlo B. V.
Eindhoven, Netherlands

Brand Union
London, United Kingdom

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Usability + Ergonomics, Brand Fit,
Efficiency in production and logistics

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Africa, Asia, Australia/Oceania, Europe,
North America, South America

▶ DEVELOPMENT TIME

13 - 24 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown

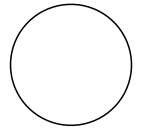
2.06 Consumer Products

(309-2-178650)

oorrddiinnaarryy

Underwear package

“oorrddiinnaarryy” is underwear brand for guys, for their ordinary days. We thought that underwear is the most basic fashion item and it has to have very basic design with humor. Even if one size fits everyone, the package has simple drawings of male with various body shapes wearing underwear. Customer can see them on the package and choose the right size for him without checking the size. It has the cutout of the underwear shape, which shows colors and texture of the underwear. Inside, the package includes the paper holder with the product information. The package design is also very straightforward and communicates with customers in a simple way.



▶ MANUFACTURER

617.
Seoul, Republic of Korea

▶ DESIGNER

617.
Seoul, Republic of Korea

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Practicability, Brand Fit

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Asia, Australia/Oceania, Europe, North America

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

Sales price in EUR: 7.28EUR

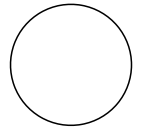
3.01 Websites (309-3-176605)

Canyon

Website



One of the most exciting brands in bike sports is first and foremost distributed via its own website. Whether bike world champions, bike subcultures or Pro Tour teams: Canyon is widely trusted by professionals and aficionados and is simultaneously able to collect test victories and design awards. To grant a fully responsive design, reduction and structure are demanded. Now the website provides a lean, visceral and dynamic appeal. Especially the new established “worlds” navigation in the product segment entails a clear and direct path to all bike types and aficionado’s interests.



▶ MANUFACTURER

Canyon Bicycles GmbH
Koblenz, Germany

▶ DESIGNER

wysiwyg software design GmbH
Düsseldorf, Germany

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Aesthetics, Usability + Ergonomics, Brand
Fit

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Asia, Europe

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown

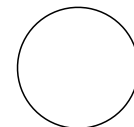
3.02 Apps / Software (309-3-177581)



iCHEF

Restaurant POS system

iCHEF is an iPad-based point-of-sale system and designed for serving staffs and owners of small restaurants. With an iPad on hands, serving staffs can control every process from ordering to checks making. Providing comprehensive functions with easier controlling interface, iCHEF makes serving process in restaurants smoother. To help owners improving the sales performance, iCHEF provides the sales analysis exclusive for catering industry. Allowing operation under device breakage and non-internet circumstance, iCHEF stabilize the serving process continuously.



▶ MANUFACTURER

iCHEF
Taipei, Taiwan

▶ DESIGNER

iCHEF
Taipei, Taiwan

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Practicability, Usability + Ergonomics,
Target Group Fit

▶ TARGET GOUPS

Trade / Industry

▶ TARGET REGIONS

Asia

▶ DEVELOPMENT TIME

25 - 36 months

▶ DATE OF LAUNCH

2013

▶ RETAIL PRICE

Sales price in EUR: EUR\$100 pre month

3.02 Apps / Software (309-3-180974)

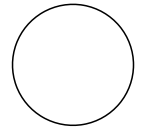
Lumify

Ultra mobile ultrasound and app

"Is there internal bleeding?" ER physicians can now get this question answered quickly on their smartphone with Lumify, the world's first app-based ultrasound solution. Fast, mobile, easy to use and available at low cost, the Lumify enables fast diagnostic assessments, allowing professionals to connect to patient information, plus share images, video and notes with colleagues. With supporting hardware, an intuitive app interface plus a subscription-based online ecosystem, the Lumify will revolutionize the way ultrasound is used: just download the app, plug in the transducer and start scanning!

1 Download the App

The robust Lumify app is available on compatible Android smart devices via the Google Play Store.



► MANUFACTURER

Royal Philips
Eindhoven, Netherlands

► DESIGNER

Philips Design
Eindhoven, Netherlands

► FORM OF SUBMISSION

Digital

► ASSESMENT CRITERIA

Practicability, Innovation, Usability +
Ergonomics

► TARGET GOUPS

Other target groups: Hospital

► TARGET REGIONS

► DEVELOPMENT TIME

► DATE OF LAUNCH

► RETAIL PRICE

unknown

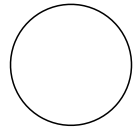
3.03 Film / Video

(309-3-174757)

McDonald's – Popov

TV and cinema ad

McDonald's is turning 60. And we're celebrating with a very special commercial. Oleg Popov, probably the world's most famous clown, congratulates the world's second most famous clown, Ronald McDonald. The film captures the sentiment McDonald's always has and always will be committed to – staying young at heart, whatever your age.



▶ MANUFACTURER

McDonald's Deutschland Inc.
München, Germany

▶ DESIGNER

Leo Burnett GmbH
Frankfurt a. M., Germany

Thjnk AG
Hamburg, Germany

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Brand Fit, Target Group Fit

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Europe

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown

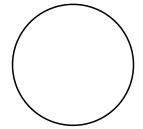
3.04 Corporate Identity (309-3-178702)



Brot am Haken

Corporate Design

The idea behind the “Brot am Haken” (bread on the hook) campaign is to buy two items in a food store but to take home only one of them and to place the second on a symbolic hook as a “voucher”. This second item may be picked up free of charge by a person in need. The idea to share with others in a simple, direct and respectful way was the starting point for the foundation of the “Brot am Haken e.V.” association. Sherpa designed the corporate identity, accompanied by communication instruments and a basic set of materials to explain the idea and attract attention.



▶ MANUFACTURER

Brot am Haken e. V.
München, Germany

▶ DESIGNER

Sherpa Design GbR
Hamburg, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Practicability

▶ TARGET GOUPS

Consumer / User, Trade / Industry

▶ TARGET REGIONS

Europe

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown

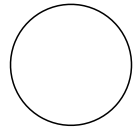
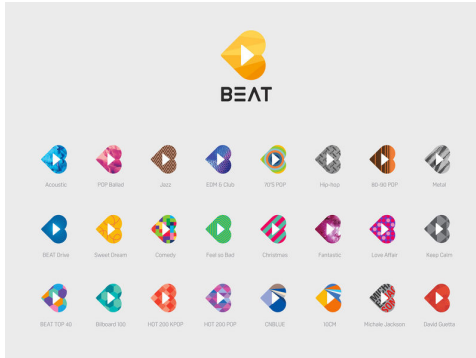
3.05 Brand Identity

(309-3-176933)

BEAT

Music streaming service

As the music streaming market becomes more competitive, BEAT renewed brand experience design to define the new brand identity that is focused on the core function 'random radio channel' and make its own differentiated image. BEAT that helps users to enjoy random music everyday can express brand core values with 'heart' and 'play' brand motif and give a consistent brand experience to users on brand communication. And we designed the brand logo flexibly with a 'heart' motif and various genres, artists and channels. Consisting of these elements applied on app, website, SNS and AD with consistency, BEAT provides unique experience to users.



▶ MANUFACTURER

THE BEATPACKING Company
Gyeonggi-do, Republic of Korea

▶ DESIGNER

PlusX
Seoul, Republic of Korea

THE BEATPACKING Company
Gyeonggi-do, Republic of Korea

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Innovation, Brand Fit, Target Group Fit

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Asia

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2014

▶ RETAIL PRICE

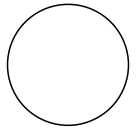
Sales price in EUR: Free music streaming
service



Mando footloose brochure

Brochure

Korean auto parts industry leader, Meister, and world renowned engineer and product designer, Mark Sanders, famous for his Strida bicycles, worked in collaboration to create Footloose, a new proposition in human mobility. Killing Mario captured the originality of Footloose's chainless hybrid technology and minimalist design through brochures and leaflets, whose simple layout and typography, limited use of color, and unique binding and packaging, were designed to maximize the product's appeal by enabling viewers to experience in advance the product's exceptional value.



▶ MANUFACTURER

mando
Gyeonggi-do, Republic of Korea

▶ DESIGNER

KILLING MARIO
Seoul, Republic of Korea

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Brand Fit

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Asia, Europe, South America

▶ DEVELOPMENT TIME

other period: 4 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

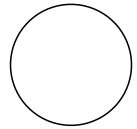
unknown

3.06 Magazine / Press / Publishing
(309-3-176566)

Experimentelle Gestaltung

Book

"Experimental Design" is a visual methods book for anyone interested in approaches to ideas and concepts. How can experimentation and methodology be used in design processes? In this area of specialization in particular the term "experimental" is often used rather randomly. Contrary to this approach, this book shows that even in art and design methodical experiments can result in concepts and ideas, i.e. creativity in the widest sense. In five chapters a great number of design methods are categorized and typified.



▶ MANUFACTURER

Niggli Verlag
Zürich, Switzerland

▶ DESIGNER

Armin Lindauer
Mannheim, Germany

Betina Müller
Potsdam, Germany

▶ FORM OF SUBMISSION

Original product / entry

▶ ASSESMENT CRITERIA

Aesthetics, Innovation

▶ TARGET GOUPS

Consumer / User, Other target groups:
Gestalter

▶ TARGET REGIONS

Asia, Australia/Oceania, Europe, North
America, South America

▶ DEVELOPMENT TIME

other period: circa 10 Jahre

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

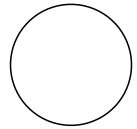
Sales price in EUR: 49,80 Euro

3.08 Annual Reports
(309-3-173241)

Extraordinary Ideas-Real.

Annual Report

"Extraordinary Ideas--Realized" by James Turrell Zumtobel Group Annual Report 2014/2015 The report features important installations by the artist from the various periods of his oeuvre. An extensive photographic documentation of Turrell's installations is accompanied by essays and dialogues with experts from the fields of astronomy, physics, art history and medicine. As well as evidencing the diversity and depth of James Turrell's work, the Zumtobel Group annual report is the first to feature images of his Skyspaces in Japan and Tasmania, and includes previously unpublished material on his earlier works.



► **MANUFACTURER**

Zumtobel Group AG
Dornbirn, Austria

► **DESIGNER**

James Turrell Studio
Oxford, MI, United States of America

Green Dragon Office
Los Angeles, CA, United States of
America

► **FORM OF SUBMISSION**

Original product / entry

► **ASSESSMENT CRITERIA**

Aesthetics, Execution

► **TARGET GROUPS**

Consumer / User, Other target groups:
Künstler, Architekten, Grafiker

► **TARGET REGIONS**

Asia, Australia/Oceania, Europe, North
America, South America

► **DEVELOPMENT TIME**

up to 12 months

► **DATE OF LAUNCH**

2015

► **RETAIL PRICE**

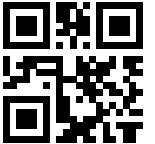
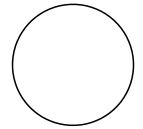
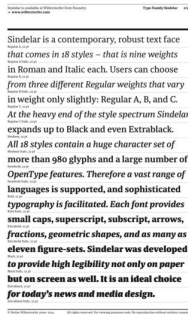
Sales price in EUR: 0 €

3.09 Typography / Signage (309-3-175136)

Sindelar

Type family

Sindelar is a capable, contemporary text face addressing today's news design requirements. Its large x-height, low contrast and robust serifs grant a high legibility in small sizes. The balanced, well chosen proportions make the typeface economic (i.e. space saving) without giving it a too narrow appearance. These characteristics make it the ideal choice for extensive text setting in newspapers and magazines – on paper and on screen. Sindelar comes in 18 styles – nine weights in Roman and Italic each. Each font is equipped with a huge character set of about 980 glyphs and various OpenType features.



► MANUFACTURER

Willerstorfer Font Foundry
Wien, Austria

► DESIGNER

Willerstorfer Font Foundry
Wien, Austria

► FORM OF SUBMISSION

Large format photo

► ASSESMENT CRITERIA

Aesthetics, Practicability, Usability +
Ergonomics

► TARGET GOUPS

Consumer / User, Trade / Industry

► TARGET REGIONS

Australia/Oceania, Europe, North
America, South America

► DEVELOPMENT TIME

other period: 5 Jahre

► DATE OF LAUNCH

2014

► RETAIL PRICE

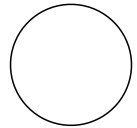
Sales price in EUR: 675



Audi, Paris Motor Show 14

Trade fair stand

The space and communication concept “Dynamic of Balance” presents two independent strengths in a perfectly balanced symbiosis of efficiency and dynamic. The “Ultra Structure” provides the basis and symbolizes technological performance with its 28 m projection. The counterpoint is the “Body Structure” – a finely polished geometric object measuring 34 m in length. Inspired by the multi-material space frame vehicle concept, the brand identity reflects a new step in the evolution of Audi’s lightweight construction expertise. Dynamism and performance were combined to bring ›Vorsprung durch Technik‹ to life through space.



▶ MANUFACTURER

AUDI AG
Ingolstadt, Germany

▶ DESIGNER

SCHMIDHUBER
München, Germany

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Aesthetics, Execution, Brand Fit

▶ TARGET GOUPS

Consumer / User, Trade / Industry

▶ TARGET REGIONS

Europe

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2014

▶ RETAIL PRICE

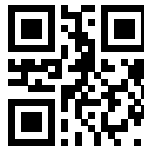
unknown



"Hi Five - Local Burger"

Burger restaurant

"Hi Five" is a restaurant near Munich offering locally and biologically produced burgers. The design is highly voted to the gastronomical concept – an American product is influenced by local conditions. Therefore furniture and lampshades are produced by local workshops, using mostly regional materials. Fragments of both cultures are redesigned to build a new, particular character. Such as the wall cladding, typically installed in Bavarian hostelries, is reinterpreted to build the central element. Simultaneously optical and acoustical effective, the cladding enwraps the counter and "American Diners Booths" creating a homely atmosphere.



▶ MANUFACTURER

Hi Five Burger Bar
Dachau, Germany

▶ DESIGNER

Franz Göttler Design
Dachau, Germany

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Aesthetics, Execution, Spatial concept +
Ambience

▶ TARGET GOUPS

Consumer / User, Further specification:
Alter 16-45 Jahre

▶ TARGET REGIONS

Europe

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown

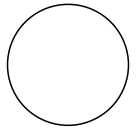
4.04 Residential
(309-4-177018)



Lightyear

Interior design

Beams stripped of plaster, wooden boards smoked black, shattered bricks, Pandomo floors, faux concrete geometrical shapes. Black representing deepness, wood signifying steadiness, bricks bringing warmth, grey bringing coolness. The conflict of two extremes construct a mysterious, surreal outline and the burning questions of the designer. By the ebb and flow of lighting, the grey ceiling and floor create a small universe untouched by time. Light and darkness, light spots sprinkled throughout along with layers of contrasting materials create tribes that formulate individual stories.



▶ MANUFACTURER

Yun Yih Interior Design Company
Taipei, Taiwan

▶ DESIGNER

Yun Yih Interior Design Company
Taipei, Taiwan

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Aesthetics, Environmental impact,
Spatial concept + Ambience

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Asia

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

Sales price in EUR: 125000

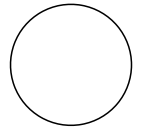
4.06 Public
(309-4-172598)



Exploded Cinema

Cinema

Upon entering the cinema, audiences' eyes would meet with the various-shaped and three dimensional boxes. Black and white engulfs the perimeter, conveying a hint of futuristic and the solitary feeling appears in disaster movies. Rectangular-shaped concessions and kiosk inclined with assorted angles, camouflaging themselves in the disaster background, which triggers the association of meteors in space or debris after chaos. Along the corridor, the vibe of disaster movies lingers. Several three-dimensional white-coated metal pillars grow towards different directions.



▶ MANUFACTURER

Hubei Insun Cinema Film Co., Ltd.
Wuhan, China

▶ DESIGNER

One Plus Partnership Ltd.
Hong Kong, Hong Kong

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Practicability, Environmental impact,
Spatial concept + Ambience

▶ TARGET GOUPS

Consumer / User, Trade / Industry, Public
Sector / Government

▶ TARGET REGIONS

Asia

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2014

▶ RETAIL PRICE

unknown

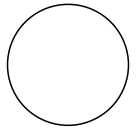
4.07 Installations (309-4-172896)



LICHTGRENZE

Light installation

To celebrate the 25th anniversary of the fall of the Berlin Wall, an extraordinary light installation – The LICHTGRENZE (The Border of Lights) – was created, following the former route of the so-called Berliner Mauer. From 7th to 9th of November the 15.3 km frontier that once divided the city center will be re-imagined in light by thousands of illuminated balloons. On the last night of the temporary installation, 8,000 volunteers jointly released the helium balloons with their own personal message attached into the Berlin night sky. The wall of light, just like its 1989 counterpart, with the help of the citizens literally vanished into thin air.



► MANUFACTURER

WHITEvoid GmbH
Berlin, Germany

► DESIGNER

WHITEvoid GmbH
Berlin, Germany

► FORM OF SUBMISSION

Digital

► ASSESMENT CRITERIA

Aesthetics, Brand Fit, Environmental
impact

► TARGET GOUPS

Consumer / User, Other target groups:
Bürger von Berlin, Berlin-Besucher,
Further specification: Gäste

► TARGET REGIONS

Europe

► DEVELOPMENT TIME

other period: 37 - 42 Monate

► DATE OF LAUNCH

2014

► RETAIL PRICE

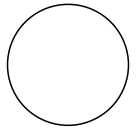
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5.01 Mobility
(309-5-171722)

MINI AR Glasses

AR glasses

MINI entrusted the design of the glasses, the color scheme and the digital user experience to Designworks. This was where a technical device was turned into a lifestyle product that succeeds in translating the MINI design idiom to eyewear. When it came to designing the AR visuals, it was the seamless integration that posed the greatest challenge. Designworks devised a user experience for MINI that allows the wearer of the glasses to perceive the various AR states in a very realistic form with a natural flow. The “motion design” concept therefore offers a means of orientation and structure to make it easier for the user to find their bearings.



▶ MANUFACTURER

MINI
München, Germany

▶ DESIGNER

Designworks, a BMW Group Company
Newbury Park, CA, United States of
America

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Innovation

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

Asia, Europe, North America

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

after 2017

▶ RETAIL PRICE

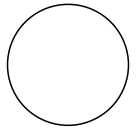
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5.01 Mobility
(309-5-175304)

hyBlade

Tire

Heavy, unexpected rain is on the rise due to global warming. hyBlade is a future-oriented tire specifically designed for such circumstances. It is optimized for dry grip, cornering and downforce in normal conditions and features perfect draining capabilities in heavy rain with deep holes leading up to the hub. In addition, its waterwheel structure allows a vehicle to steer even when submerged. The airless structure further maximizes the tire's life and also contributes to preserving the environment.



► **MANUFACTURER**

Hankook Tire Co., Ltd.
Seoul, Republic of Korea

► **DESIGNER**

Hankook Tire Co., Ltd.
Seoul, Republic of Korea

Pforzheim University
Pforzheim, Germany

► **FORM OF SUBMISSION**

Digital

► **ASSESSMENT CRITERIA**

Aesthetics, Practicability, Innovation

► **TARGET GOUPS**

Trade / Industry, Public Sector /
Government

► **TARGET REGIONS**

Africa, Asia, Australia/Oceania, Europe,
North America, South America

► **DEVELOPMENT TIME**

13 - 24 months

► **DATE OF LAUNCH**

► **RETAIL PRICE**

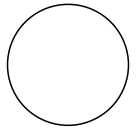
5.01 Mobility
(309-5-176446)



Audi e-tron quattro

Passenger car

The concept car unites SUV genes with an all-electric drive and distinctive aerodynamics. The silhouette: coupe-like. The greenhouse: extremely flat, tapering strongly towards the rear. Aerodynamic details at the front, sides and rear improve the CD value. OLED elements in front and heck lights create a new e-tron light signature. With its taut lines, clear shapes and sinewy surfaces, the interior feels light and open. The instrument panel slopes downward towards the passengers in two levels. The operating and display concept is deeply integrated into the driver-oriented architecture of the cockpit, characterized by the large OLED displays.



▶ MANUFACTURER

AUDI AG
Ingolstadt, Germany

▶ DESIGNER

AUDI AG
Ingolstadt, Germany

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Aesthetics, Innovation, Spatial concept +
Ambience

▶ TARGET GOUPS

Consumer / User, Trade / Industry, Public
Sector / Government

▶ TARGET REGIONS

Asia, Australia/Oceania, Europe, North
America, South America

▶ DEVELOPMENT TIME

up to 12 months: Ca. 6

▶ DATE OF LAUNCH

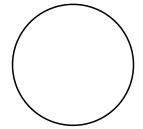
▶ RETAIL PRICE

6.07 Government / Institutions
(309-11-180925)

Gov. 3.0 Design Group

Public participation

Public policy making process often neglects capturing latent needs of people. Latent needs of citizens are not easily manifested in the traditional and bureaucratic models of opinion gathering. Korean government recently investigated an alternative approach, "Gov. 3.0 Design Group" to reorient the process to be more people-centered. Government officials, citizens, policy experts and service designers collaborate through the group to craft innovative people-centered policies. The group's work transitions top-down process of policy-making into bottom-up journey of every day citizens.



▶ MANUFACTURER

Ministry of the Interior
Seoul, Republic of Korea

Ministry of Trade, Industry & Energy
Sejong, Republic of Korea

▶ DESIGNER

Ministry of the Interior
Seoul, Republic of Korea
Korea Institute of Design Promotion
Gyeonggi-do, Republic of Korea

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Innovation, Usability + Ergonomics,
Target Group Fit

▶ TARGET GOUPS

Consumer / User, Public Sector /
Government

▶ TARGET REGIONS

Asia

▶ DEVELOPMENT TIME

up to 12 months

▶ DATE OF LAUNCH

2014

▶ RETAIL PRICE

unknown

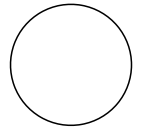
7.01 Public
(309-14-177698)



Europäisches Hansemuseum

Museum

The European Hansemuseum in Lübeck in Germany is the largest museum in Europe dedicated to the history of the Hanse. It is situated in the north of the old town of Lübeck, which is designated as a UNESCO World Heritage site. The museum includes a modern museum, an integrated archaeological dig and the Castle Friary, an important Lübeck monument, as well as grounds open to the public with information about the many historical traces. The museum complex with the new museum building and the historical buildings makes a confident statement in its urban context and forms a link between the past and the present.



▶ MANUFACTURER

Europäisches Hansemuseum
Lübeck, Germany

▶ DESIGNER

Studio Andreas Heller GmbH
Hamburg, Germany

Fotografien © Werner Huthmacher
Berlin, Germany

▶ FORM OF SUBMISSION

Digital

▶ ASSESMENT CRITERIA

Aesthetics, Spatial concept + Ambience

▶ TARGET GOUPS

Consumer / User

▶ TARGET REGIONS

▶ DEVELOPMENT TIME

▶ DATE OF LAUNCH

2015

▶ RETAIL PRICE

unknown