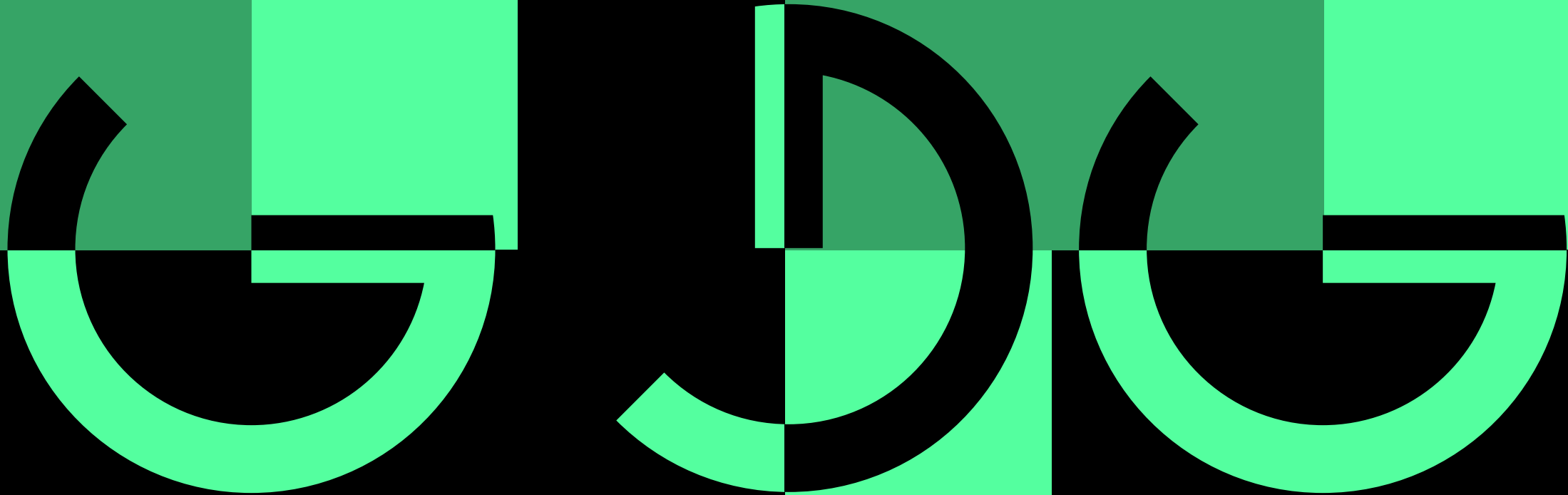


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# German Design Graduates 2021

**German Design Graduates is a platform that shows design attitudes of graduates from German universities, discusses and supports them.**

The initiative was launched in 2019 by Prof. Ineke Hans (*UdK Berlin*), Prof. Hermann Weizenegger (*FH Potsdam*), Prof. Mark Braun (*HBK Saar*) and Katrin Krupka (*guest researcher BUW*).

On the Graduates platform the various forms, which are created at German universities, get visible. GDG organizes an annual exhibition, that shows the attitude of today's German design graduates to a broad and professional audience. Ambassadors from the fields of culture, practice, press and presentation award Awards & Supports to the graduates. With Matchmaking Events we connect GDG graduates with representatives from culture and industry, which select outstanding young designers for individual mentoring and coaching programs. GDG offers the opportunity to discuss selected viewpoints and new attitudes towards design in talk programs. GDG networks universities and shows a range of product design courses.

GDG is a non-commercial initiative. Every university that wants to enable its graduates to participate pays a participation fee. The participation fee for each university is 2000 Euro. These funds are supplemented by generous support from institutions and companies

and are used entirely to carry out the annual call for entries and exhibition.

Despite the COVID-19 restrictions, the GDG team will enable the young graduates to upload their projects on the GDG website from 15 May 2021. A renowned jury will select projects for the exhibition in June and the exhibition will take place in Berlin in October 2021.

If you have any questions, please contact the project coordinator of GDG.

**Katrin Krupka**

Coordinator

German Design Graduates Initiative



@germandesigngraduates

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[www.germandesigngraduates.com](http://www.germandesigngraduates.com)

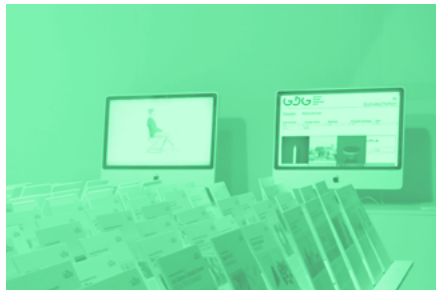


German  
Design  
Graduates  
2021

# Benefits

***“The greatest value for me is the contact to the sponsors and ambassadors. In addition, the public attention made possible by the exhibition is of great importance. I think that alludes to the two biggest challenges that you face as a graduate or young designer – being seen and being well networked.”***

– Verena Hutter, exhibited in 2019 was supported by *imm cologne*



**Online and offline presence in the Graduates Archive**

On the [graduates platform](#), graduates of a given year can upload their work from the participating universities and thus receive an online presence.

All submitted works remain visible and over the years will reflect the design developments and thoughts of young graduates. The entire archive will be presented in the exhibition and at events throughout the year and in various formats.

## **Presentation of selected Works at the exhibition**

From all submissions, at least three theses per university will be selected for an [exhibition](#) by a renowned expert jury. The exhibition shows topics that can be seen as current for the world we live in and also for what is important to young graduates. The projects are thus made accessible to a broad public and discussed in the media.

# Benefits



## Networking through matchmaking

Before the exhibition opening, we bring *GDG* graduates together with ambassadors from culture, industry and research with a matchmaking event. Based on intensive discussions, outstanding young designers are selected for Awards & Supports.

For the graduates, the matchmaking event is an ideal opportunity to come into intensive and direct contact with well-known personalities in an environment that focuses on their own projects.



## Funding by Awards & Supports

Projects and graduates with an outstanding attitude can also be promoted through Awards & Supports. Ambassadors from five groups of ambassadors select projects individually.

Awards are given in the form of cash prizes in various categories. These include the Culture Prize and the Social Design Prize.

Institutions from the field of design presentation, such as *imm* or *Am-biente*, offer selected projects and graduates space for presentation to a specialist audience in the form of Green Cards.

Personalities and companies award supports to give young graduates and their projects a chance to get into production. They offer workshops, coaching and mentoring programmes.



## Recognition at the ceremonial opening and award ceremony

The selected graduates will be honoured by the ambassadors at the festive awards ceremony.

The projects and graduates will be celebrated and discussed with invited guests from culture, industry, research and universities during the opening ceremony.

The event is an ideal meeting place for first professional networking, it opens up opportunities for cooperation and collaboration.

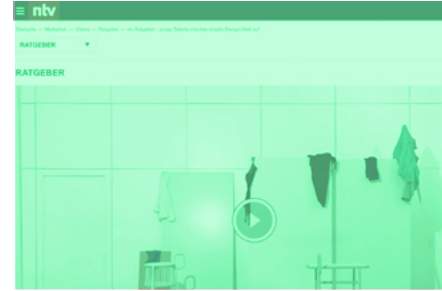
# Benefits



## Discussion of the own Attitude in Design Talks

The opening weekend of the exhibition is flanked by *Design Talks*, in which personalities from various fields discuss design-related topics.

Graduates will also be given the opportunity to actively contribute their points of view and attitudes. This is an ideal opportunity to discuss their own standpoint in public.



## Media presence through press work

In the run-up to and during the exhibition opening and award ceremony, renowned *media partners* from regional, national, international and design press support the German Design Graduates initiative and report on exhibited and prize-winning works.

After the awards ceremony, German Design Graduates will publish a press release portraying the award-winning projects.

Journalists and magazines from a wide range of fields are informed via specifically addressed mailings from GDG and the Museum.



## Independence through non-commercial orientation

GDG is a non-commercial initiative. Every university that wants to enable its graduates to participate pays a participation fee.

These funds are supplemented by generous support from institutions and companies and are used entirely for the annual call for entries and exhibition.

**For the graduates this means – no participation fee.**

# Benefits

***“I hope that the award with the Culture Prize can also help to raise awareness of the transformational power of design. I hope that it also motivates other designers to question common systems and to think of new solutions. For me personally, the awards are a good way to get more attention, create new links for new collaborations and an exciting exchange of knowledge.”***

– Christoph Tochtrop, won the *Culture Prize* in 2019  
and is also funded by *BASF designfabrik®*

# FAQ

***“The exhibition, as well as the presentation of an award or the support of an ambassador means recognition and motivation in equal measure. In addition, the exhibition is an opportunity for a professional audience to interact with the public and the media.”***

– Angelika Nollert, Director *Neue Sammlung München*

## **What are GDG's goals?**

We use online and offline formats to show the many different forms that design takes at German universities and present them to a broad and professional audience. We use event formats to network graduates with representatives from culture, industry and research. We show a wide range of product design courses in Germany and network universities.

## **Who can participate?**

Bachelor, Master and Diploma graduates from the participating universities with a graduation date between 1 May 2020 and 15 June 2021 from the field of product and industrial design, as well as interface students with a connection to physical objects, can submit their theses. As final presentations are postponed this year due to the COVID-19 crisis, we will accept all projects that have been presented at the respective university by June 15th. The date of issue of the certificate must not be after June 15th, 2021.

## **What can be submitted?**

Because design is evolving, we welcome projects in the field of classic product design, but explicitly also progressive work in design & research, UX- and service design, material design, social design, speculative design, ...

A physical prototype should be available. If you are selected for the exhibition, this prototype will be displayed in the museum.



# FAQ

## Which universities will participate in 2021?

*FH Potsdam, UdK Berlin, HBKsaar, KHK Kassel, ABK Stuttgart, Folkwang Universität der Künste Essen, Muthesius Kunsthochschule Kiel, HFBK Hamburg, HTW Berlin, Burg Giebichenstein Kunsthochschule Halle, KH Weissensee, OTH Regensburg, HAWK Hildesheim, HFG Offenbach, Bauhaus Universität Weimar.*

You can find an overview of the different orientations of the study programmes [here](#).

## When is the registration period?

15. May – 15. June 2021. The online registration form must be duly completed and sent in by 15. June 2021 23:59h at the latest.

## Who selects the projects for the exhibition?

The interdisciplinary jury of experts selects projects for the exhibition from all the projects uploaded in 2021. At least 3 final theses per university will be selected. This year the jury consists of Nina Sieverding (Editor-in-Chief *FORM*), Tulga Beyerle (*Museum für Kunst*

*und Gewerbe Hamburg*), Stephan Dornhofer (*MAGAZINE*), Dick Spierenburg (Creative Director *imm*) and Barbara Lersch (*Hans Sauer Foundation*).

## What are the selection criteria for the exhibition?

### Impact

The work has social benefits, provides a solution to a problem, initiates and/or causes relevant changes.

### Aesthetics

The work looks attractive and neat; does not overshadow the functionality, shows a good balance between form and function.

### Innovation

The work has an innovative character, creates different or additional options, contributes to change processes. The decisive factor is the extent to which the design is innovative and/or makes a relevant contribution to society or the world of design.

### Cooperation

The work comes from collaborations, makes connections and has added value through input from external parties.

## Production method

The work has been produced responsibly, testifies to the professional use of materials and techniques, is sustainable and/or of high quality.

## Where will the 2021 exhibition take place and what will be exhibited?

The exhibition will take place at the *Kunstgewerbemuseum Berlin* in gallery and lecture rooms beyond the regular *KGM* exhibitions.

If you are selected to participate in the exhibition, a physical prototype must be available by then.

## When will the exhibition, matchmaking and design talks take place?

The *exhibition* is planned with a grand opening, awards ceremony and *matchmaking* on October 08, 2021 and will run until October 31, 2021. The dates of the Design Talks are yet to be announced.

Due to the still unclear development of the COVID-19 crisis, all dates are subject to change.



German  
Design  
Graduates  
2021



# FAQ

## What happens at the matchmaking event and what are the prizes?

At a matchmaking event during the exhibition opening, ambassadors from various fields select outstanding works for individual awards & support. This could be, for example, a green card for the presentation of the work at a trade fair or coaching with a well-known designer.

## Do I have to be present at the matchmaking and exhibition?

To be selected for an award or support, personal participation in the matchmaking event is mandatory. The ambassadors would like to get to know the graduates personally and get into conversation.

## Who do I turn to for questions?

If you have any questions, please contact the project coordinator.

Katrin Krupka  
[info@germandesigngraduates.com](mailto:info@germandesigngraduates.com)

## How do I upload my project and how can I access the upload form?

To upload your thesis on the Graduates platform, please fill out this form.

To access the form, please contact the contact person at your university. From there you will receive an access code. You will find a list with the corresponding contact data under contact persons.

## What are the conditions of participation?

The announcement of the *German Design Graduates Initiative* is aimed at graduates\* of German universities. Eligible to participate are Bachelor, Master and Diploma graduates from the 2021 participating universities with a graduation date of May 1, 2020 to April 30, 2021 from the field of product and industrial design, as well as interface students with links to physical objects. One project can be submitted per participant.

Group submissions are possible. Registration is exclusively online. The registration form must be filled out in German and English.

All questions must be answered truthfully and in an adequate manner of expression. Photographic material must be provided in the format requested. All submitted texts and images will be published on the Graduates platform immediately after sending the registration form.

Only submissions that are submitted in due time and form will take part in the selection process for the exhibition. The deadlines stated on the *GDG* website apply. The online registration form must be completed and sent in by June 15, 2021 23:59h at the latest. There are no entry fees for the participating graduates. Prerequisite for the submission of the registration form is the acceptance of our privacy policy and general terms and conditions.

# Deadlines and Dates

— May		
— June	<b>Mai 15 – June 15, 2021</b>	<b>Graduates Registration</b>
— July	<b>July 2021</b>	<b>Selection</b> of exhibitor projects by the expert jury
— August	<b>August 2021</b>	<b>Publication</b> of registered projects on Graduates Plattform.
— September		
— October	<b>October 8, 2021</b>	<b>Matchmaking</b> , project selection for <b>Awards &amp; Supports, Opening and Award Ceremony</b> at Kunstgewerbemuseum Berlin
	<b>Oktober 8 – 31, 2021</b>	<b>Exhibition</b> of the selected Graduates projects at Kunstgewerbemuseum Berlin
	<b>October 2021</b>	<b>Design Talks, university and ambassador Get Together</b> at Kunstgewerbemuseum Berlin
— November		

# Online Form

The following questions need to be answered on the **Online Form**:

## A: Basics

Title, designer, university or college, date of the graduation

## B: Description

8 questions, that need to be answered in German and English.

1. Was ist es? / What is it?
2. Was ist das Thema? / What is the topic?
3. Warum sieht es so aus? / Why does it look like this?
4. Was ist das Besondere? / Why is it special?
5. Was ist neu? / What is new?
6. Was ist Material und Herstellungsmethode? / What is the material and production method?
7. Gibt es eine Zusammenarbeit? / Is there a collaboration?
8. Hashtag, der sich angenehm anfühlt / hashtag that feels comfortable

## C: Uploads

Cover image (max. 200dpi), images (2-5, min. 1 MB), video (speak directly to the committee or show your work with a video link)

## D: Contact

## E: For the exhibition

Size, type of exhibition, Electricity requirements, insurance value



German  
Design  
Graduates  
2021

## General Terms and Condition

### German Design Graduates Initiative

Concerning registration and upload of theses for the Graduales Platform as well as participation in the selection for the annual *GDG* exhibition and the exhibition itself

### Foreword

The upload phase is started and carried out annually by the *German Design Graduales Initiative*. The selection of a limited number of graduate projects for the annual *GDG* exhibition is made by an independent, honorary, interdisciplinary jury of experts. The selection of projects and graduates for individual grants is made by the sponsors themselves from the project archive of the current year and at a match-making event prior to the exhibition opening based on personal interviews. The call for proposals aims to support graduates at a very early stage of their professional career – immediately after graduation. *GDG* wants to make socially and design-related topics that occupy young graduates accessible to a broad public, to show, discuss and promote them in online and offline formats.

### §1 Scope

The following General Terms and Conditions of Business apply to all legal relationships of the *German Design Graduales Initiative* (hereinafter referred to as the “Organiser”) vis-à-vis the participating graduates (hereinafter referred to as the “Participants”). Participants are deemed to be the graduates who register for the upload and are responsible for the submission of the project. Any terms and conditions deviating from these General Terms and Conditions shall only become effective if the Organizer has expressly confirmed them in writing.

### §2 Conditions of participation

1. Each year, bachelor, master and diploma graduates from the participating universities who graduated between 1 May of the previous year and 30 April of the current year in the field of product and industrial design, as well as interface students with links to physical objects can submit their theses. In 2021 there will be a change due to the COVID 19 crisis:

Graduates with a final date of 1 May 2020 – 15 June 2021 can participate.

2. Because design is evolving, we welcome projects in the field of classic product design, but explicitly also progressive work in the areas of design & research, UX and service design, material design, social design, speculative design. A physical prototype should be available. If the graduate is selected for the exhibition, this prototype will be displayed in the museum.
3. Registration is only possible online using the form on the *GDG* website. Should the online procedure be a barrier for a participant, a separate arrangement can be made with the organizer.
4. In each university a professor\* in *GDG* is the contact person and receives an access code for uploading the projects. To get access to the form, graduates must contact the contact person at their university. From there you will receive the access code. A list with corresponding contact data can be found under contact persons.
5. One entry per participant can be registered. Group submissions are possible. A separate application form must be completed for each contribution.
6. The participant undertakes to answer all questions truthfully and to submit the requested image and text material. All texts must be written in German and English.
7. Only applications submitted in due time and in the correct form will take part in the competition procedure. The deadlines stated on the *GDG* website apply. The online application must be completed in full and sent by 23:59 on the closing date.
8. Prerequisite for the submission of the registration is the acceptance of the *GDG* privacy policy and terms and conditions.

### §3 Participation fee and payment

1. The registration for uploading your own projects is free of charge for the participants.
2. Only graduates of the eligible participating universities can participate.
3. Each participating university pays a contribution

towards expenses for the implementation of the annual call and exhibition.

4. The registration and payment of the university is done by the responsible professor\* in advance of the upload period.

### §4 Selection procedure Exhibition

1. After the end of the registration period, the organizer will check all registrations for the presence of the participation requirements and for completeness. Should additional information be required during the procedure, the organizer will request this from the participant. All admitted participants may officially use the *GDG* logo ‘German Design Graduates’ + current year’.
2. The organizer reserves the right to place an entry in a category other than the one indicated by the participant if the assignment chosen by the participant proves to be incorrect.
3. The members of the jury will be determined by the organizer and announced on the *GDG* website. The expert jury is composed of experts from different design fields: practice, presentation, perspectives, press, culture.
4. The interdisciplinary, annually changing, independent, honorary expert jury selects projects from all uploaded projects of the current year for the annual exhibition. Depending on the number of submissions, at least 3 theses per university will be selected.
5. The organizer will forward all applications that meet the participation requirements and are complete to the expert jury, which will evaluate all submissions using the *GDG* Criteria Matrix Online.
6. Projects will be evaluated according to the following criteria:

- a) **Impact:** The work has social benefits, offers a solution to a problem, initiates and/or causes relevant changes.
- b) **Aesthetics:** The work looks attractive and well-groomed; does not overshadow the functionality, shows a good balance between form and function.
- c) **Collaboration:** The work originates from collaborations, makes connections and has added value

through input from external parties.

- d) **Method of production:** The work has been produced responsibly, testifies to the professional use of materials and techniques, is sustainable and/or of high quality.
  - e) **Innovation:** The work has an innovative character, creates different or additional options, contributes to change processes. The decisive factor is to what extent the design is innovative and/or makes a relevant contribution to society or the world of design.
7. After the first evaluation, the projects with the highest score will be admitted for further judging.
  8. Those participants whose contributions have not been selected by the expert jury for further participation in the selection process for the exhibition will be informed of this in writing by the organizer.
  9. The jury meeting will take place in several steps:
    - a) In a first step, the expert jury selects a limited number of projects that are eligible for the exhibition.
    - b) In the second step, the overall thematic complexes to be determined are identified, reflected upon and formulated.
    - c) In a further step, the participants in the exhibition are selected in combination with the identified overarching thematic complexes. These graduates may officially use the *GDG* logo ‘Exhibitor’.
  10. Entries in whose development, design or production jury members were directly involved are excluded from the competition. Cooperation in university education is excluded.
  11. The jury meeting is not public. All entries submitted to the jury meeting will be viewed only by the jury members, the organizer and, if applicable, other persons authorized by the organizer.
  12. Decisions of the jury are made by simple majority of votes.
  13. All participants selected for the exhibition will be informed in writing by the organizer about the result of the jury meeting and will be announced in due course on the *GDG* website, via the newsletter as well as social media channels and the press distribution lists of the organizer and the museum.

They will receive the logo “German Design Graduates Exhibitor 2021” for their use. Exhibitors will be informed separately about the next steps.

#### **§5 Exhibition, transport, storage and insurance of the selected projects**

1. The works selected by the jury are shown in an annual museum exhibition. Physical prototypes must be available for this.
2. The prototypes must remain in the museum for the entire duration of the exhibition.
3. It is planned to make the exhibition accessible to the press and public. The decision on this will be made by the organizer in consultation with the museum and depending on the spatial conditions and the necessary safety precautions.
4. The participants are responsible for the delivery and collection of exhibitor projects. They organise the transport and bear the costs for both transport and, if necessary, storage and insurance.
5. If possible, *GDG* will centrally take over the transport of the exhibits to and from the respective university locations. This will be explicitly communicated to the universities and exhibitors.
6. Place and time for delivery and collection will be determined by the organizer and communicated to the participant.
7. If return by post is agreed, the participant must use reusable transport packaging and enclose instructions for packaging. The costs for the return shipment shall be borne by the participant. In this case the participant must arrange transport insurance himself. The exhibited works will be retained after the jury meeting in order to show them at the award ceremony.
8. All prototypes travel at the risk of the participant. The organizer does not offer insurance for the entries. If the participant wishes to have insurance, he/she must take out such insurance himself/herself.
9. The exhibits must be delivered in a presentable form suitable for exhibition (e.g. fully assembled). In the case of products that are delivered in individual parts, assembly on site must be carried

out by the participant or by a person appointed by him. The same applies to disassembly on collection. In the case of particularly large and bulky goods, a separate agreement must be made between the organizer and the participant. If this is not possible, precise instructions must be provided. This must be agreed individually with the organizer and may only generate a moderate amount of work. The organizer cannot be held responsible for any damage that occurs during assembly or disassembly.

10. Video contributions to be shown at the exhibition will be provided to the organizer as data in a form determined by the organizer.

#### **§6 Matchmaking, Awards & Supports**

1. At a matchmaking event prior to the exhibition opening, ambassadors from various fields select outstanding works for self-initiated individual awards & supports. This could be, for example, a green card for the presentation of the work at a trade fair or coaching with a well-known designer. A complete overview for the current year can be found on the *GDG* website.
2. To be selected for an Award or Support, personal participation in the Matchmaking Event is mandatory. The ambassadors would like to get to know the graduates personally and get into conversation with them.
3. The graduates\* selected by the ambassadors will be publicly announced and honoured at the award ceremony on the opening day. They will receive a certificate and are allowed to use the logo ‘German Design Graduates + Year + Award/Support’ officially.
4. The support will be carried out individually and according to a personal agreement between the sponsor and the sponsoring person.
5. The *GDG*-Initiative accompanies these supports, but does not assume any guarantee or warranty.
6. The winner of the *GDG* Culture Award will receive a prize money of 2500 EURO. This will be paid out by the project sponsor.
7. The winner of the Social Design Award receives prize money of 500 EURO from the Hans Sauer

Foundation. The Hans Sauer Foundation will handle the prize money directly.

#### **§7 Liability**

1. For the duration of the exhibition, the exhibits are insured directly with the exhibiting museum via an export insurance policy.
2. The organizer is only liable for damage or loss of an exhibit in the event of intent or gross negligence.
3. The participant is recommended to take out a transport and exhibition insurance policy to cover any damage, loss or theft during transport.
4. The organizer is not liable if the rights of third parties are infringed by the participant or his exhibit and does not guarantee that no rights of third parties are infringed by the submitted contributions.

#### **§8 Property rights**

1. The participant grants the organizer the non-exclusive right of use, unlimited in time, space and content, to all data and information on the participant and on the final thesis (pictures, texts, proofs, certificates etc.) provided in the registration procedure, free of charge. This applies to all types of use in connection with the *GDG* call for entries: for publication on the Internet, in the newsletter, on social media channels, in printed works, on data carriers, etc. as well as in advertising related to *GDG* and the call for entries.
2. The organizer is entitled to make the information and materials provided available to the press and comparable institutions upon request, for the purpose of reporting on German Design Graduates and their work.

#### **§9 Exclusion from the registration procedure | Revocation of the prize**

All information provided by the participant must be true. The organizer can exclude participants who have demonstrably given false information about their project or person from the registration procedure. If false information is suspected, the organizer can demand proof from the participant which will exonerate him. If a project is awarded a prize and false information

becomes known only after the awarding of the prize, the organizer can withdraw the prize and make this publicly known.

#### **§10 Final provisions**

1. Place of performance and jurisdiction is Berlin, the law of the Federal Republic of Germany applies exclusively.
2. Should individual parts of these General Terms and Conditions be or become invalid in whole or in part, the validity of the remaining terms and conditions shall remain unaffected. In this case, the invalid provision shall be replaced by a valid or feasible provision that comes as close as possible to the meaning and purpose of the economic intent. The same applies in the event of a loophole.