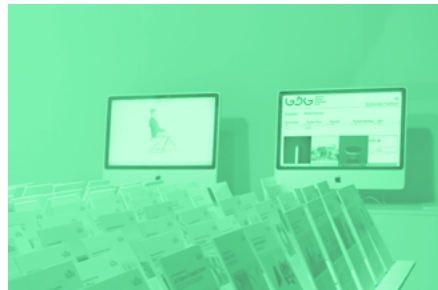


Benefits

“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 *Ambiente*, 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.

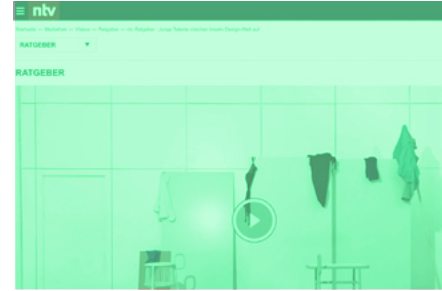
Benefits



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*®



German
Design
Graduates
2021