

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.



German
Design
Graduates
2021

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.



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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

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*.