

Call for Entries



German
Design
Graduates
2023



Rat für Formgebung
German Design Council

About Us

Important Dates 2023

March 1 – April 15	University registration
April 15 – May 15	Call for Entries
June 23	Jury meeting
September 1 – October 8	GDG Exhibition at the Museum für Kunst und Gewerbe Hamburg www.mkg-hamburg.de/en
October 21 – 29	GDG Interconnected at the Dutch Design Week Eindhoven www.ddw.nl

German Design Graduates

German Design Graduates (GDG) is the only national initiative aimed at supporting young graduates from the fields of product and industrial design as well as presenting renowned German universities, art academies, and technical colleges.

The enormous scope of graduation projects, as well as their varied approaches to design, offer room for discourse: not only on the subject of design, but also about research and future issues in particular. The most important task of the GDG is to present and promote the quality and variety of the achievements and solutions developed by the graduates.

The graduation projects will be presented in a variety of formats such as a comprehensive online presentation, during international exhibitions, and at networking activities. Awards and individual grants are there to provide a springboard into a career in design for the graduates.

germandesigngraduates.com

German Design Council

The GDG is supported by the German Design Council foundation, which has held the project sponsorship for the initiative since 2022. The German Design Council has served as the leading international centre of excellence for communication and knowledge exchange in the fields of design, brand, and innovation. It is a part of the global design community with its international services, support for young talents, and memberships, and has always contributed to establishing communication and networks worldwide. The German Design Council provides networking opportunities to its members and numerous other international design and brand experts in the form of events, conferences, awards, jury meetings, and expert panels; promotes discourse; and delivers important stimuli to the global economy. Its members currently include more than 350 companies.

german-design-council.de

Graduate Benefits

GDG is a door opener for graduates and helps them achieve visibility in front of a professional audience and in the media. We are using targeted measures to close the gap between a university degree and a professional design career.

The potential of young designers lies in their ability to recognize that the urgent challenges of both our time and the future are an opportunity, and that they can use design methods to actively shape an economy that more compatible for both people and the environment. GDG helps to address the interests, topic, and ideas of the young generation in society and to advance the discourse about the role and value of design and its methods today and for the future, both nationally and internationally.

We do this by:

- Judging and presenting the most interesting graduation projects at national and international GDG exhibitions in museums and at design festivals and relevant trade fairs
- Honouring the best graduation projects annually with GDG Awards through independent experts in the field
- Using targeted communication measures, such as addressing national and international media representatives
- Connecting with the industry network through targeted and exclusive graduate partner programmes (GDG Supports)
- Participating in discourse about urgent questions of the future in design
- Including them in the GDG community and participating in events with an opportunity to come together with numerous major players from an educational, industrial, and cultural background



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Funding Opportunities at a Glance

Graduates are able to apply for various funding opportunities with their submissions. More detail about content, benefits, and timings will be provided on the following pages.

GDG Platform

All submitted graduation projects will be published on the GDG Platform following an editorial review. Together with projects from previous years, they will establish a permanent and growing archive of graduation projects, topics, and perspectives.

GDG Exhibition

Approximately 45 fascinating graduation projects are selected annually by a jury and presented in a group exhibition at a renowned German museum.
2023 Host: Museum für Kunst und Gewerbe Hamburg

GDG Interconnected

Approximately 25 graduation projects will be selected by an international team of curators and exhibited as a group at an international design festival.
2023 Host: Dutch Design Week

GDG Awards

Four outstanding graduation projects from the areas of product and industrial design will be honoured by a high calibre jury.

GDG Supports

Ambassadors will choose young designers from the GDG network according to company-specific criteria. The graduates will be fostered through individual supports that change yearly.

GDG

Exhibition

2023 Host

Museum für Kunst und Gewerbe Hamburg
mkg-hamburg.de/en

Duration

September 1 – October 8, 2023

Programme Framework

August 31	Opening
September 1	Design Talks
October 7 – 8	Workshops

About the Exhibition

Outstanding graduation projects from the fields of product and industrial design, created by graduates of the most renowned German art and design colleges, will be presented from September 1 to October 8, 2023 by the German Design Graduates initiative and its sponsor, the German Design Council, in cooperation with the Museum für Kunst und Gewerbe Hamburg.

Approximately 45 works will present perspectives on pressing questions and current challenges at the intersection of culture, society, research, technology, and sustainability during the exhibition.

The exhibition will be accompanied by a discursive programme in the museum space. Graduates and experts in the field will discuss the future of design and perspectives for young talents during presentations, workshops, and talks.

Benefits for the 45 Selected Exhibitors

- Presentation space in a curated, structured group exhibition
- Invitations to the opening, talks, and workshops
- Unlimited use of the exhibitor label for their own communication strategies
- Press release and PR work
- Online gallery
- Presence of the German Design Council and GDG on social media and the internet



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GDG

Interconnected

Host 2023

Dutch Design Week
www.ddw.nl

Duration

October 21 – 29

About the Exhibition

To mark the occasion of the 70th anniversary of their sponsor, the German Design Council, the GDG 2023 has initiated an additional exhibition format to present the graduates of German universities in a broader European context. GDG Interconnected will present the most fascinating concepts from approximately 25 outstanding graduates of the most renowned German universities during Dutch Design Week in Eindhoven.

GDG Interconnected is a platform for young German talents which enables them to come into contact with the most interesting designers in Europe, as well as a wider international expert audience from the design community.

The exhibition will demonstrate a broad spectrum of the perspectives of young product design talents, from industrial to experimental, artistic, and explorative points of view.

During our accompanying, discursive community events, the exhibitors will discuss the future-oriented

role of design in a European context with designers from all over Europe and experts in culture and the economy in a series of conversations.

Curation

The selection of the approximately 25 exhibitors out of submissions from the current and previous GDG year (2022/23), as well as the topic and title selection, is performed by a team of international curators appropriate to this year's Dutch Design Week theme. Graduates are also able to register for GDG Interconnected with their registration to the GDG programme.

Benefits for the 25 Selected Graduates

- Presentation space in a curated, structured group exhibition
- Travel allowance and three nights of lodging
- International PR work
- GDG presence on social media and the internet
- Online gallery
- Community events

GDG Award

In the world of design as a discipline, its roles and responsibilities are constantly changing. Young talents who wish to actively shape this change with their attitude and innovative ideas must remain alert and recognize developments and opportunities as early as possible, and bring relevant concepts into the world at the right time and with appropriate resources. Exceptional design ideas that react to this change will be honoured.

Categories

Four prizes will be awarded from the areas of Design Culture, Circular Design, Social Design, and Design Research. The jury reserves the right to award several prizes in one area and to name new categories.

Design Culture: One project will be honoured that reacts to current, urgent societal and cultural challenges.

Social Design: The chosen project will respond to social challenges with a concrete solution and trigger processes of social change through design.

Design Research: One project will be selected that operates at the intersection of theory and practice, and which generates special results through its combination with, and integration in, the design process.

Circular Design: The project that will be distinguished is one that takes consistent circular thinking into account and examines its opportunities, challenges, and (societal) effects.

Benefits for the Award Winners

- Every award will be accompanied by prize money in the amount of 2,500 EUR, donated by the German Design Council Foundation
- Unlimited use of the “Award” label for their own communication strategies
- Photoshoot with an interview / video clip with an interview
- Press release and PR work
- Online gallery
- Presentation of their work in the GDG Exhibition
- Award ceremony at the opening of the exhibition
- Invitation to a networking opportunity with the German Design Council community

Jury

Exhibition & Awards

Timeline 2023

June 15	Digital pre-assessment by the expert jury
June 23	Jury meeting
July 10	Exhibitors notified
August 30	Viewing of the awards by the jury
August 31	Opening of the GDG Exhibition & presentation of GDG Awards
September 1 – October 8	Duration of the GDG Exhibition

Selection Process

A top-class jury of experts will select approximately 45 projects for the GDG Exhibition and 4 award winners for the GDG Awards from all submitted graduation projects in one GDG year. The evaluation will be based on the text and photographic material submitted with the registration form.

Jurors

The six-person, high calibre jury of experts represents a multitude of perspectives and is distinguished by a wide range of expertise. In order to enable a diverse evaluation process, we strive to have a diverse mix of qualifications, experience levels, genders, and nationalities on the jury. In addition to the jurors, further experts with specialist knowledge may be brought in. Information about the jury members will be published by the Call for Entries in April/May at the latest.

Selection Criteria

The selection by the jury is based on how they individually weight both the general and specific criteria. They are free to weight and interpret the criteria as they see fit. The criteria serve as reference points and are not legally binding.

General Criteria

Innovation & Impact
Design & Construction
Representation & Communication

Specific Criteria

Society & Culture
Sustainability & Circularity
Research & Transfer

GDG

Supports

GDG is the platform for industry experts from the fields of culture and economics to find young talents. GDG ambassadors select young design talents according to company-specific criteria. The graduates are fostered with individual supports which offer in-depth opportunities for professionalization. The GDG Supports promote essential professional and personal development potential.

The GDG Supports may change annually. The cooperating partners are each responsible for the substance and implementation of the supports. Individual agreements are made directly between the graduates and the cooperating partners.

Presentation

Renowned companies and institutions select graduates to be presented in front of an international audience of experts. That includes exhibition space, free of charge, as well as the associated partner's public relations work, and enables in-depth and multifaceted contact to potential customers and partners from each industry. Previous presentation partners include: *Ambiente, Haute Innovation, one&twenty (Milan Design Week).*

Publication

Our media partners report on young talents and their graduation projects in print, online publications, and podcast productions. Previous publication partners include: *ndion, Baunetz ID, DD-Cast, Affilii, FORM, Experimenta91, Arts Thread.*

Workshop

Industry and design partners invite select design graduates to workshops in their companies, in order

to implement an existing product or project in a targeted manner. Previous workshop partners include: *BASF, Designfarm.*

Residency

The GDG industry and culture partners make it possible for young graduates of design to prove themselves and their skills in a professional environment. The residency offers designers the opportunity to develop a specific project that is connected to the context of the company or the cultural centre. The basis for this is mutual responsibility, experimentation, communication, and dialogue. The residency comes with financial compensation for the graduates, which will include, at a minimum, the assumption of travel and production costs. Previous partners: *BASF, Magazin, RSW Design, ID Berlin, Mono.*

Eligibility Requirements for Universities

Timeline 2023

By the end of February	University nomination
By mid-April	University registration
By mid-April	Log-in information sent to facilities
April 15 – May 15	Call for Entries: submission of graduation projects

Target Audience

The annual Call for Entries is aimed at nationally accredited art colleges, universities, and technical colleges specializing in product or industrial design and related fields such as design research, UX and service design, material design, social design, and their graduates from the last two semesters (April of the previous year to May of the current year).

1. Nomination of universities

A limited number of universities will be nominated for participation by the GDG advisory board by the end of February this year. Authorized representatives from the universities may submit nomination proposals to the GDG advisory board at any time.

2. Registration of universities

In the event of a nomination, the university will receive a registration form. The registration must be completed by an authorized representative by mid-April. Upon registration, a one-time participation fee of 2,000 EUR (before tax) will be due per university.

3. Log-in information sent to facilities

After the registration is received, the authorized representatives will be sent log-in information for the online submission of graduation projects, which will need to be forwarded to the participating graduates. **IMPORTANT:** GDG will have no direct contact to the graduates prior to submission, which is why the professors must forward the log-in information. The graduates themselves are responsible for the submission of their final project to GDG.

4. Call for Entries: submission of graduation projects

The submission of the graduation projects consists of uploading high-quality images, written responses to questions, the option to upload the graduation project as a PDF, and the option to link video material. The registration and submission of the graduation projects is free of charge.

Submission Requirements for Students

The submission of the graduation project will be performed exclusively via a digital submission form (available on April 15). The criteria are presented here in order to provide a preliminary impression of the scope of the image and text materials to be submitted.

In the event that the online process presents a hindrance, an alternative arrangement may be made with the organizers.

The submitted texts and data will be published in part on the Graduates Platform and the German Design Council/GDG social media channels, as well as used for public relations.

Correct and high-quality spelling and grammar are therefore essential for the evaluation.

The submission form is online from April 15 – May 15
germandesigngraduates.com/einreichung-2023/?lang=en

General Information

- Project title
- Project subtitle
- Cooperating partner
- Short description (1,000 characters including spaces)
- Conclusion
- Single person or group submission
- University
- Date of graduation
- Title image (photography, sketch, or rendering, max. 200dpi, max. 2,000 pixels wide or high, RGB only, max. 3 MB, credited)
- No more than 3 additional images (photography, sketch, or rendering, max. 200dpi, max. 2,000 pixels wide or high, RGB only, max. 1 MB, credited)
- Video (option to link a video, max. 3 minutes)
- Documentation of the graduation project (optional upload as a PDF, max. 5MB)

Innovation & Impact **required**

max. 2,500 characters including spaces
To what extent does the project respond to current, concrete challenges and/or future concerns? To what extent is the project transformative in nature? To what extent does it use design to initiate processes of change? The presentation of the specific innovative aspects of the project with regard to its thematic autonomy, originality, and strategic development are of particular importance in this category.

Design & Construction **required**

max. 2,500 characters including spaces
This category is about the formal and functional qualities of the proposed solution in particular. Materials, production methods, the use of new technology and/or craftsmanship, aesthetics, and the integration of user-friendly aspects are the focus here.

Society & Culture **optional**

max. 2,500 characters including spaces
To what extent does the project advocate for necessary social and cultural paradigm shifts while negotiating the space between potential and existing sustainable cultural practices? What are the aspects of the culturally and socially compatible design proposal with regard to the acceptance of innovative concepts and technologies? The description will provide insight into the discourse on the meaning of product design in culture and society.

Sustainability & Circularity **optional**

max. 2,500 characters including spaces
Which aspects indicate that the project is a sustainable design proposal? The description will address the integration of principles relating to efficiency, sufficiency, resilience, and consistency in the specific design proposal concerning a product, material, and/or process. The stages of a life cycle are to be taken into account: from sourcing material, to production, distribution, and use, up to end of life/reuse/reintegration. It is also important to demonstrate consistent circular thinking. To what extent have sustainable materials and/or the integration of energy-efficient production processes been considered?

Research & Transfer **optional**

max. 2,500 characters including spaces
In this category, the depth of the work should be discussed. The methods used in the research and design process and any interdisciplinary collaborations or methods should be given equal consideration. Where applicable, the use of your own and/or other research results in the project should be mentioned.

Rights

All submitted projects will be published on the Graduates Platform following the close of the Call for Entries. All registered graduates will receive the opportunity to be chosen for the GDG Exhibitions, Awards, and Supports with their submitted graduation projects.

An expert jury will make the selection for the GDG Exhibition and Awards; curators will make the decision for GDG Interconnected; experts from the fields of industry and culture will choose for GDG Supports. The judges' decision is final.

Copyright

The copyrights to the submitted works remain with the participants at all times.

As part of the competition, the participants provide the German Design Council with the unlimited rights to use the image and text materials provided for future publication as well as for press and advertising purposes.

The graduates selected for Awards & Supports will be provided with suitable communication strategies. The participants have no right to exert any influence on the appearance of the presentation.

With their submission, the graduates agree that minor spelling corrections may be made to the submitted texts. Changes in content will require consultation with the author(s).

Each participant is responsible for all questions regarding utility, design, copyright, or patent law. The German Design Council is exempt from any claims made by third parties.

Costs

Universities

The participation fee for the nominated and registered universities is 2,000 EUR (before tax). There are no further fees in the event of a graduate's selection for Exhibition, Awards, or Supports.

Graduates

Submission is free of charge for graduates of participating universities. In the event of selection for an exhibition, an award, or partner support, the costs for model construction, as well as transportation and lodging (where applicable) must be borne by the graduate unless otherwise agreed.

The participants accept these conditions upon the binding submission of the graduation project in the annual Call for Entries.

Sponsor

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