

THE WHOLE WORLD OF ARCHITECTURE · DIE GANZE WELT DER ARCHITEKTUR  
ARCHITECTURE. INTERIOR. PRODUCT. COMMUNICATION. CONCEPT.

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Rat für Formgebung  
German Design Council

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**ICONIC AWARDS:  
INNOVATIVE ARCHITECTURE –  
THE WHOLE WORLD OF ARCHITECTURE**

**HOLISTIC DESIGN:  
THE AWARD FOR OUTSTANDING ACHIEVEMENTS IN  
ARCHITECTURE, INTERIOR DESIGN, PRODUCT  
DESIGN AND BRAND COMMUNICATION**

The German Design Council has been advocating an integrated design approach since 1953 and promotes design as a success factor in international industry and business. Our ICONIC AWARDS: Innovative Architecture competition awards the interplay between all disciplines: outstanding construction projects and innovative interior and product design, as well as convincing communications in the context of architecture.

The ICONIC AWARDS: Innovative Architecture competition promotes interdisciplinary dialogue and communicates the importance of architecture and design to an international public. Not least, it recognises those who provide fresh inspiration with visionary force.

Eligible participants include architects, interior designers, engineers, specialist planners, agencies and design studios, construction and real estate companies, as well as manufacturers of materials, building technology, fittings, plumbing and bathroom products, etc., provided they are listed under one of the ICONIC AWARDS 2021: Innovative Architecture categories.

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## OUR NETWORK – YOUR BENEFITS

As one of the world's most important centres of expertise in design and architecture, the German Design Council acts as an interface between designers and the construction industry. Its awards are considered as independent seals of quality of international standing for contemporary developments and creative achievements.

With over 320 foundation members and global alliances with companies, institutes, agencies, architects and designers, the German Design Council is part of a unique design network. As such, the **ICONIC AWARDS: Innovative Architecture** competition provides architects, planners and their partners in the industrial, design and brand communications sectors with an international platform. Thanks to the **ICONIC AWARDS: Innovative Architecture** competition's cross-sectoral networking and media presence, innovative developments are made visible and communicated to experts and to the general public across a vast spectrum.

## THE AWARDS CEREMONY – AN INTERNATIONAL INDUSTRY EVENT

The awards ceremony for the **ICONIC AWARDS 2021: Innovative Architecture** competition is guaranteed to attract media attention and will be held on 11 th October 2021 in the architecturally renowned Pinakothek der Moderne in Munich. »Best of Best«, »Architects of the Year« and »Interior Designers of the Year« prizes, as well as the honorary prize »Architects' Client of the Year«, will be presented on the occasion of the Expo Real trade fair also taking place in Munich.

Housing four significant museum collections under one roof, the Pinakothek der Moderne is one of the world's largest spaces for the art, architecture, and design of the 20th and 21st centuries. Four independent museums share the Pinakothek der Moderne's building: the Sammlung Moderne Kunst of the Bayerische Staatsgemäldesammlungen; Die Neue Sammlung – The Design Museum; the Architekturmuseum der Technischen Universität München; and the Staatliche Graphische Sammlung München.

The awards ceremony held at this important institution will bring together the best and most innovative actors in the international architectural sector.

# ANNOUNCEMENT

## ICONIC WORLD

To see the entire world of architecture and interior design at a glance, visit the ICONIC WORLD online platform at: [www.iconic-world.de](http://www.iconic-world.de). There you find all winners of the ICONIC AWARDS: Innovative Architecture and the ICONIC AWARDS: Innovative Interior.

## THE JURY

An independent jury will decide who wins the ICONIC AWARDS 2021: Innovative Architecture. The jury will be made up of representatives of the fields of architecture, interior design, design and brand communications.

- > **Linda Stannieder**, Huawei Research & Development, Berlin
- > **Michel Casertano**, Atelier Brückner GmbH, Stuttgart
- > **Silvia Olp**, aed e.V., aed e.V., Association for the Promotion of Architecture, Engineering & Design, Stuttgart
- > **Prof. Dr. Werner Sobek**, Werner Sobek AG, Stuttgart
- > **Song Zhaoqing**, Lacime Architects, Shanghai
- > **Susanne Brandherm**, brandherm + krumrey interior architecture, Cologne

# ANNOUNCEMENT

## JUDGING CRITERIA

The entries should convince the jury by demonstrating excellence in the following aspects:

- overall concept
- design quality, aesthetics
- context quality, social compatibility
- materials and details, manufacturing technology and quality
- ergonomics, functionality, user-friendliness
- safety and barrier-free accessibility
- sustainability, durability
- energy efficiency, environmental compatibility

The above list does not constitute an order of importance for the jury members in their judging. They are free to choose what weighting they give the individual criteria. The companies taking part will receive a written notification of the jury's decision. The judges' decision is final.

## PRIZE WINNERS

An appropriate number of entries for each award disciplines will be awarded with the label »Selection« and »Winner«. Moreover, up to 15 entries per category will win the »Best of Best« label. The jury is free to choose by majority vote to assign an entry to a different category than that for which it was registered.

# C A T E G O R I E S

## CATEGORIES

### ARCHITECTURE. INTERIOR. PRODUCT. COMMUNICATION. CONCEPT.

With their five main categories, the ICONIC AWARDS: Innovative Architecture create a forum for the entire world of architecture (p. 8-11).

In addition, all products and projects entered in the »Architecture«, »Interior« und »Product« categories can also be entered in the superordinate category »Innovative Material« (see page 12).

## SPECIAL CATEGORIES

Nominations for the special categories »Architects of the Year« and »Interior Designers of the Year« will be made by a specialist jury as well as representatives of the trade media.

### > ARCHITECTS OF THE YEAR

The jury will award this special prize to the architects of the year for outstanding achievements in architecture.

### > INTERIOR DESIGNERS OF THE YEAR

The jury will award this special prize to the interior designers of the year for outstanding achievements in interior design.

## HONORARY AWARD

### > ARCHITECTS' CLIENT OF THE YEAR

The »Architects' Client of the Year« award is an honorary prize awarded by the jury either to a client company or to a private or public sector institution for outstanding services in relation to promoting the concept of integrated architecture.

# C A T E G O R I E S

## ARCHITECTURE

### > RETAIL

Branded spaces · shops · concept stores · showrooms · department stores · shopping centres · outlets · etc.

### > HOSPITALITY

Hotels · spas and wellness resorts · bars · cafés · restaurants · etc.

### > DOMESTIC

Prefab buildings · detached homes · care homes · landscape planning · garden planning and landscape architecture · etc.

### > CORPORATE

Company buildings · office buildings · factories · warehouses · landscape planning · etc.

### > PUBLIC / CULTURE / EDUCATION

Museums · concert halls · theatres · opera houses · landscape planning · landscape architecture · bridges · schools · day-care centres · sacral buildings · hospitals · stadiums · admin buildings · sports facilities · monuments · education buildings · train or bus stations · etc.

### > EVENT / EXHIBITION

Exhibitions · special settings · trade fair stands · pop-up stores · events · light installations · etc.

### > URBAN PLANNING

Plazas · streets · renovation · conversion · villages · regions · urban branding · urban / district and neighbourhood development · sports facilities · urban furnishings · etc.

### > SPECIAL



# C A T E G O R I E S

## INTERIOR

### > RETAIL

Branded spaces · shops · concept stores · showrooms · department stores · shopping centres · outlets · etc.

### > DOMESTIC

Prefab buildings · detached homes · care homes · etc.

### > CORPORATE

Company buildings · office buildings · business premises · factories · warehouses · etc.

### > PUBLIC / CULTURE / EDUCATION

Museums · concert halls · theatres · opera houses · schools · day-care centres · sacral buildings · hospitals · stadiums · admin buildings · etc.

### > HOSPITALITY

Hotels · spas and wellness resorts · bars · cafés · restaurants · etc.

### > SPECIAL

## CONCEPT

### > URBAN PLANNING

Plazas · streets · renovation · conversion · villages · regions · urban branding · urban/district and neighbourhood development · etc.

### > VISIONARY LIVING & WORKING

Concepts and designs for dwellings and workspaces · temporary housing concepts · etc.

### > VISIONARY ARCHITECTURE

Concepts and designs for prefab buildings · detached homes · care homes · landscape planning · garden planning and landscape architecture · company buildings · office buildings · business premises · factories · warehouses · etc.

### > SPECIAL

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## COMMUNICATION

### > B2B COMMUNICATION

Trade fair stands · ad campaigns · ads · flyers · brochures · catalogues · outdoor advertising · websites · image films · architectural photography · books · etc.

### > B2C COMMUNICATION

Trade fair stands · book publications · ad campaigns · ads · brochures · flyers · outdoor advertising · websites · image films · architectural photography · catalogues · etc.

### > CORPORATE DESIGN

Branding · websites · letterhead stationery · business cards · flyers · posters · banners · signs · flags · etc.

### > SIGNPOSTING SYSTEM

Guidance systems for cities · public institutions · office and business premises · shopping centres · detached homes · etc.

### > SPECIAL

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## PRODUCT

### > FACADES

Paint · insulation · plaster · windows · doors · balconies · materials · fittings · railings · etc.

### > WALL / FLOOR / CEILING

Tiles · wallpaper · plaster · carpets · parquet · materials · floor laminates · ceiling elements · etc.

### > ENERGY SOLUTIONS

Solar thermal · photovoltaics · materials · biomass · solar energy systems · etc.

### > SANITATION / KITCHEN

Fittings · bathtubs · kitchen sink · shower trays · bathroom furniture · kitchen furniture · ceramics · materials · swimming pools · saunas · water treatment · etc.

### > BUILDING TECHNOLOGIES

Illumination concepts · lifts · escalators · doors · windows · radiators · materials · switches and control panels · handles · etc.

### > SPECIAL

# C A T E G O R I E S

## THE SUPERORDINATE CATEGORY – INNOVATIVE MATERIAL

When you enter a project or product in one of the main categories – »Architecture«, »Interior« or »Product« – you also have the option of entering it in the superordinate category »Innovative Material«.

This applies to all participants whose entries are particularly distinguished by the use of innovative materials and thus have a distinctive influence on the design of buildings, interior rooms and products. The focus here is squarely on the development of sustainable, energy-efficient materials that are also versatile in terms of function as well as design.

The jury can award an appropriate number of »Selection«, »Winner« and »Best of Best« prizes in the superordinate category »Innovative Material«.

### > YOUR BENEFITS

Participation in the award increases the exposure of your material innovation and your project/products to the media, and you benefit from a network of industry representatives and interdisciplinary contacts. As a winner, you can use the renown of the award and the extensive marketing services of the German Design Council for your communications. You will receive the exclusive label »ICONIC AWARDS 2021: Innovative Material« for unlimited use in your own communications.

### > REGISTRATION

To take part, you must register your entry under one of the main ICONIC AWARDS 2021: Innovative Architecture award categories via »[My Design Council](#)«, our online registration portal. During the registration process, you can also register your project or product in the superordinate category »Innovative Material«. Only projects that were launched on the market or made public no more than five years ago are permitted.

Please note that if your product/project wins an award, the service fees for winners as listed on page 18 to 20 will be incurred.

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## HOW WINNERS BENEFIT

Winning a prize in the ICONIC AWARDS 2021: Innovative Architecture award will provide you with an effective communications tool, as well as access to the German Design Council's diverse marketing services.

### > LABEL

Use your winner label in your communications.

### > THE AWARD

All award winners will receive two winner's documents. We are offering to have a professional photograph taken of the prize winners with their document to commemorate the awards ceremony. Prize winners of the »Best of Best« award will also be handed a prize sculpture representing the award during the presentation.

### > CATALOGUE ENTRY

Depending on your prize, you'll also get a one to two-page article in our ICONIC AWARDS 2021: Innovative Architecture publication. Special or honorary prize winners will be given a four-page article.

### > SPECIMEN COPY OF THE CATALOGUE

Your company receives a specimen copy of the publication and special conditions for ordering additional copies.

### > ONLINE PRESENTATION

The prize-winning projects and products will be presented online in the ICONIC Directory, our winners' gallery.

### > PR WORK & SOCIAL MEDIA

You'll benefit from the international press and public relations work as well as the social media, communications and marketing activities that we carry out in relation to the ICONIC AWARDS 2021: Innovative Architecture award.

# B E N E F I T S

## > AWARDS CEREMONY

Participation in the ICONIC AWARDS 2021: Innovative Architecture awards ceremony, which will be held at the Pinakothek der Moderne during the Expo Real trade fair on 11 October 2021.

## > MARKETING SERVICES

As a winner you'll be given access to exclusive marketing tools, which you can order via our Marketing Services Department.

## > NOMINATION FOR THE GERMAN DESIGN AWARD 2022

We offer all ICONIC AWARDS 2021: Innovative Architecture prize winners the opportunity to submit their winning products/projects for the German Design Award 2022 as well.

Please note: If you receive an award, you will be charged service fees. Detailed information on mandatory service fees for winners can be found on pages 18 to 20.

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## REGISTRATION FOR THE COMPETITION

Registrations to participate in the ICONIC AWARDS 2021:  
Innovative Architecture must be made online at:

[www.mdc.german-design-council.de](http://www.mdc.german-design-council.de)

The deadline for registration is **21 May 2021**.

After successful registration, you will be sent confirmation by email along with a data sheet and additional information on submitting your entry.

Communication about the competition takes place primarily via e-mail, so please always enter a currently valid e-mail address. We also recommend that you save our sender address @gdc.de as a secure sender in the settings of your e-mail account to ensure that our messages don't end up in your spam folder.

## NOTE

We would like to point out that when prizes are awarded, the data of the winning participants and products/projects submitted during online registration will be used for the pr work, the ICONIC AWARDS 2021: Innovative Architecture catalogue and the ICONIC Directory. The organiser assumes no liability for incorrect or erroneous information.

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## REGISTRATION FEES

Registration fee per submission

Early bird rate until 09 April 2021 .....	EUR 180
afterwards .....	EUR 230

Organizational fee per submission

digital presentation charts (4 charts sized A2) .....	EUR 50
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In exceptional cases, digital datas (films, websites, apps, etc.) can be submitted in the »**Communication**« category.

The registrant will be invoiced for these mandatory fees. All prices apply per entry submitted and do not include the applicable statutory VAT.

Please note that in case of a distinction, the service fees for winners listed on pages 18 to 20 will apply.



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## SUBMISSION

The submission will be made in the form of **digital presentation charts** with pictures, photographs and, if necessary, text of the projects/products. In exceptional cases, digital datas (films, websites, apps, etc.) can be submitted in the **»Communication«** category.

After successful online registration, you will receive the **upload link** for the digital data with the registration confirmation by e-mail. Please upload the data by **28 May 2021** at the latest.

Requirements of the **digital presentation charts**:

- per submission: one PDF file with up to 4 pages, sized A2 (project images, if necessary short English texts),
- portrait or landscape format
- file size: maximum 50 MB
- resolution: at least 70 dpi
- file name with the project-ID at the beginning

Requirements **digital data** in the category **»Communication«**:

- One ZIP file per submission
- Format: GIF, JPEG, TIFF, MPEG4, QuickTime, URL
- max. 180 seconds for submissions of film material
- max. 15 pages for PDF presentations
- file size max. 50 MB
- file name with the project-ID at the beginning



## SELECTION

### Label

Use of the Selection-label for your communications

### The Award

Two personalised winner documents

### Catalogue

One-page entry in the catalogue, one specimen copy of the catalogue per entrant and special conditions for ordering additional copies

### Online presentation

Presentation of the prize-winning project/product in the ICONIC Directory

### PR work & Social Media

Basic public relations communications, social media coverage and individual winner clips

### Awards ceremony

Attendance at the awards ceremony, optional professional photograph of winners with document

### Marketing Services

Access to our exclusive marketing services

### Nominee German Design Awards

We offer all ICONIC AWARDS 2021: Innovative Architecture prize winners the option of participating with their honoured products/project in the German Design Awards 2022 competition as well.

### > Service fee: EUR 1,300

The winners will be invoiced for these mandatory fees. All prices apply per award and do not include the applicable statutory VAT.

These fees will be waived for winners of the special categories and the Honorary Award. Participants in the competition whose applications for grant were approved will likewise have their winners' fees waived.



## WINNER

### Label

Use of the Winner-label for your communications

### The Award

Two personalised winner documents

### Catalogue

One-page entry in the catalogue, one specimen copy of the catalogue per entrant and special conditions for ordering additional copies

### Online presentation

Presentation of the prize-winning project/product in the ICONIC Directory

### PR work & Social Media

Comprehensive public relations communications, social media coverage and individual winner clips

### Awards ceremony

Attendance at the awards ceremony, optional professional photograph of winners with document. Following the ceremony, all »Winner« projects will be presented to the guests through a digital presentation on screen.

### Marketing Services

Access to our exclusive marketing services

### Nominee German Design Awards

We offer all ICONIC AWARDS 2021: Innovative Architecture prize winners the option of participating with their honoured products/project in the German Design Awards 2022 competition as well.

### > Service fee: EUR 1,700

The winners will be invoiced for these mandatory fees. All prices apply per award and do not include the applicable statutory VAT. These fees will be waived for winners of the special categories and the Honorary Award. Participants in the competition whose applications for grant were approved will likewise have their winners' fees waived.



## BEST OF BEST

### Label

Use of the Best of Best-label for your communications

### The Award

Two personalised winner documents, one in a high-quality frame

### Catalogue

Two-page entry in the catalogue, one specimen copy of the catalogue per entrant and special conditions for ordering additional copies

### Online presentation

Presentation of the prize-winning project/product in the ICONIC Directory

### PR work & Social Media

Exclusive public relations communications, social media coverage and individual winner clips

### Awards ceremony

On-stage presentation of prize sculpture and personalised document, with professional photograph taken

### Marketing Services

Access to our exclusive marketing services

### Nominee German Design Awards

We offer all ICONIC AWARDS 2021: Innovative Architecture prize winners the option of participating with their honoured products/project in the German Design Awards 2022 competition as well.

### > Service fee: EUR 2,200

The winners will be invoiced for these mandatory fees. All prices apply per award and do not include the applicable statutory VAT.

These fees will be waived for winners of the special categories and the Honorary Award. Participants in the competition whose applications for grant were approved will likewise have their winners' fees waived.



## GRANT PROGRAMME

The German Design Council offers all small companies and start-ups the opportunity to obtain an exemption from the possible winner's fees for the »Selection«, »Winner« and »Best of Best« awards via a request for support.

The prerequisite for support is an annual turnover of up to EUR 50,000 in the last two years. Funds will be released after a thorough review of the firm's financial situation.

The prerequisite for participation in the promotional programmes is successful online registration for the ICONIC AWARDS 2021: Innovative Architecture. The application forms for the relevant support can be downloaded via the online registration portal »[My Design Council](#)« or will be provided by the German Design Council upon request. Please address all inquiries to: [iconicawards@gdc.de](mailto:iconicawards@gdc.de)

The winner's fee will be waived after a thorough review of the corresponding documentation provided. The application must be filed no later than **30 April 2021** (the date of receipt by the German Design Council is what counts in this regard).

Applicants will be informed in writing of the results of the review.

## OVERVIEW

Deadline for early bird rate .....	09 April 2021
Deadline grant programme .....	30 April 2021
Deadline for online registrations .....	21 May 2021
Upload digital submissions .....	28 May 2021
Jury meeting .....	16 June 2021
Notification of jury's decision .....	June 2021
Awards ceremony .....	11 October 2021

### RAT FÜR FORMGEBUNG GERMAN DESIGN COUNCIL

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Media partners:



Partner for the awards ceremony:

