

HESSEN DESIGN COMPETITION

The Newcomer Award present the following forward-looking, innovative achievements in design from the German state of Hesse.

Hessen Design e.V.

Hosted by: Dipl. Des. Cornelia Dollacker

Project Information (EN)

The HDC provides young talents a platform to exchange ideas and the room they need to grow.

The competition draws considerable interest not only because of its award monies, but also because it provides support with product development and self-marketing through an intensive mentoring program. Through their mentors, each award winner gains knowledge about and valuable experience with the process of product development. The marketing strategies they develop in the process helps them to position their product and themselves in the designer industry. The competition aims to promote young design talent from Hesse in establishing and launching a successful career in design. Recognizing the importance of design in stimulating the Hessian economy, the competition increases the visibility of design in everyday life and promotes Hesse as an attractive location for the development of design. Particularly in the modern context of advancing digital transformation and sustainability, innovations in design offer a way forward into the future for newcomers and established companies alike. Particularly in the modern context of advancing digital transformation and sustainability, innovations in design offer a way forward into the future for newcomers and established companies alike. Successful design development rarely arises from a single design idea. The product of innovative design development – from the initial idea to the selection of materials to production methods to marketing strategies – almost always involves a collaborative, team-driven approach to design, craftsmanship and marketing. This kind of interaction is reflected in the symbol representing the Hessen Design Competition award. In addition to highlighting the outstanding design ideas of young talents, the award is a marker of the mentors' experience and their networks, and the participating industry leaders' expertise with serial production processes. We need now more than ever radically rethought products that are part of a circular economy. In addition to the certificate and prize money, each honoree receives a lovely figurine in the theme colors of that year's HDC award. The competition is open to students and graduates of design, architecture or an engineering degree program who are not over the age of 35. Participation is free of charge. Competition entries can be submitted in one of the four following categories: Living, Kids, Mobility and Outdoor.

Image List

Filename	Caption	Credit
hdc-2022-nl-winner-1800x1010px-72dpi-rgb_1666543780.jpg	HDC-Winner 2022	Britta Hüning
habiton_1666312520.jpg	HABITON designed for 560 species of wild bees	Maurice Riegler
bildschirmfoto-2022-10-21-um-030443_1666314321.png	KOPA multifunctional table concept	Britta Hüning
pelle_1666313447.jpg	PELLE dynamic children bike	Britta Hüning
bildschirmfoto-2022-10-21-um-030813_1666314522.png	SIMO a visual and haptic free-form game	

The images above are included in the ZIP under /images.