



## Cross-category Awards

### 1. LIFE CHANGING DESIGN (*GRAND PRIX*)

Design can change people's lives by offering solutions that create value both to individuals and society at large. It can happen at times through relatively small and clever changes - other times through groundbreaking ideas.

Life Changing Design award is bestowed to the design with the greatest impact submitted to the Estonian Design Awards competition - to a product, service, or other design, regardless of its field.

The jury selects a design solution from all the design award categories that have already proven to solve modern complex environmental, social, and economic problems. This (potential) impact must be assessable.

We expect such a design solution to change people's thinking, behaviour, and culture towards a more sustainable way of life, which would also benefit the customers, users, and the community at large.

It is not possible to submit separate works in this category, the nominees will be selected by a cross-category jury from all the submitted works.

**Up to 2 prizes will be awarded**, but only if there is a reason to:

Small - SEEDLING - promising, visionary design deed;

Great - IMPACT - a design deed with a proven effect.

### 2. GAME CHANGER

**The purpose of the Design Change-Maker Award** is to recognize innovative design activities where design processes have been developed and applied in a new and effective way in new areas or for new purposes. The field of design is actively developing, discovering, and establishing itself in ever new fields and playgrounds. The process and methods are in constant flux.

**The competition looks for** design projects (activities, research) and solutions created in the last 2 years that show the implementation of design from an innovative point of view, the ability and the potential of the design to start doing things differently and / or penetrate new playgrounds where design has yet to reach.

**We assess** the innovativeness of the work submitted, its ability to rethink the problems and situations facing society and business in a new and effective way and to create and manage new processes for implementing the desired changes. We also assess ways in which the submitted work has had a positive impact on the existing market, practices, and the consequent opening of new markets for the design itself and our partners.

#### **TO TAKE PART OF THE DESIGN CHANGE-MAKER COMPETITION, YOU MUST SUBMIT:**

1. Introduction of the design project (activity) (maximum 2 A4 pages) - in Estonian and English. This must include:

- Summary of the design project;

- An explanation of how the submitted design is innovative, what impact it has and who it has affected, and how the impact of the solution or activity has been measured.

2. Visual examples of the different parts of the process and the final result. Submit up to 10 high-quality photos or illustrations. Nominated works will be used for communication purposes.

3. A summary of the design project and its impact for the catalogue and exhibition (up to 1000 characters in Estonian and English in total).

#### **WORK SUBMISSION FEE:**

Early bird - 23 April 2020 - 22 June 2020 - 40 € + VAT / work

Sleepy bird - 23 June 2020 - 6 July 2020 - 80 € + VAT / work

[WORKS TO THE DESIGN CHANGE-MAKER AWARD CAN BE SUBMITTED VIA THE DEFOLIO ENVIRONMENT](#)

If you have any questions about applying for the award, please send an e-mail to [auhinnad@disainikeskus.ee](mailto:auhinnad@disainikeskus.ee)

### **3. DESIGN DEED OF THE YEAR**

**Design Deed of the Year** aims to highlight outstanding activities in promoting design awareness and use, influencing developments in the field of design, and to recognize the individuals or organizations under whose leadership or support it has been done.

**We expect nominations to be** events, undertakings or other achievements of the last 2 years that have made a significant contribution and have had a positive impact on the growth of design awareness, development of the design field, use of smart design, development of design-based business.

Nominations can be sent by companies, institutions, and design agencies.

**We assess** the extent of the deed and its impact, which can be described and measured.

**TO PARTICIPATE IN THE DESIGN DEED OF THE YEAR COMPETITION, THE FOLLOWING MUST BE SUBMITTED:**

- Justification for the work in Estonian and English (up to 2 A4), which explains the nature of the work, what is the assessed contribution and impact of the work to the organization, relevant users, and the wider community. If possible, add real examples of user feedback (quotes, FB comments, e-mails, interviews, etc.)

- Visual examples (up to 10 photos). If possible, include high-quality illustrative photos or drawings. Nominated works will also be used for communication purposes.

- For the catalogue and the exhibition, a summary of the work and its impact (in both Estonian and English, up to a total of 1000 characters).

Nominating a work for the award is FREE.

**DEADLINE:**

July 6, 2020

If you have any questions about applying for the award, please send an e-mail to [auhinnad@disainikeskus.ee](mailto:auhinnad@disainikeskus.ee).

**General conditions for all categories:**

1. Submissions to the design awards can be sent by all private and public sector organizations registered in the Republic of Estonia and designers with permanent residence and / or residence and work permits in Estonia, including design clients who have worked

with a non-Estonian designer or Estonian designers who have worked with a non-Estonian organization.

2. Design award nominations may include designs (products and services, graphic design works, etc.) that have been fully developed and are in use/production, except for special categories where the right to submit projects/concepts/prototypes is specified.

Products and services submitted for design awards must not have been on the market or in use for more than 2 years at the time of submission to the competition, except in categories where it is otherwise indicated (e.g. service design).

3. If a design has previously been selected in at least one of the nominees in a category of the Design Awards, it cannot be re-submitted in the same category.

4. Entries in each category will be judged and selected by an international jury. In the event that a jury member can be expected to have a conflict of interest in relation to the work submitted to the competition, said member must withdraw from the jury.

5. By submitting works to the competition, the submitter grants the Estonian Design Centre a free and indefinite simple license, i.e. the right to reproduce the submitted works (photos, etc.) for public display, including exhibitions and websites such as disainikeskus.ee, eestidisainiauhinnad.ee, etc., competition publications, and media thereof. By participating in the competition, the candidate(s)/author(s) confirms that the works submitted to the competition are the author's(s') own creation and that they have all the rights to submit the works to the competition.

#### **General evaluation criteria for submitted works:**

1. **Economic, social, and personal impact** - does it create value for people, companies, and society?
2. **Innovation** - an innovative idea, implementation, form, or process, whether it is an inspiration to others.
3. **Environmental friendliness and resource efficiency.**
4. **Contextual fit** - whether it is relevant, reflects an understanding of user needs and situations, changes our behaviour in the desired direction.
5. **Quality of execution** - mastery of technology, technical skills, and aesthetics.