

# BraunPrize 2012

The new BraunPrize 2012 is embracing the increased relevance of well-designed products that help improve all aspects of everyday life. With most people's daily challenges becoming increasingly complex and demanding, we are relying on ubiquitous technology, highly connected social structures and our ability to cope with a fast, 24/7 lifestyle. Our everyday has become an artificial environment of architecture and technology and while it seems that the quantity of products around us is consistently increasing, their level of quality is not. We have surrounded ourselves by many things we don't really value, instead of focusing on fewer but better solutions to help us live our lives. With this in mind, the BraunPrize 2012 is looking for ingenious solutions and product ideas to make our everyday a better place.

The product concepts submitted should represent innovations in design and technology, focusing on the essential topics of today like sustainability, health & well-being, the aging population, mobility and individuality. The conceptual designs should be developed with users needs in mind showing applications which support them in their everyday lives – in the home, at work, school or on our daily commute, during sports and leisure activities, or in the context of health and personal care. Concepts can address global problems or find simple, ingenious solutions for daily routines. Participants are free to choose any subject for their product concepts as long as there is a connection to the everyday theme.

#### **BraunPrize now open to everyone**

For the first time in the history of the BraunPrize, students, professionals and enthusiasts can enter innovative product ideas and concepts that help improve aspects of our everyday lives. Now as a public competition, we open up the accessibility of design to more people around the world and make the prize even more relevant and visible. In addition to student participants we have added a new category for professionals/enthusiasts. Both categories are judged individually.

#### **New, later closing date**

Aspiring design students, professionals and enthusiasts across the world are asked to submit their entries by March 31, 2012. This new closing date allows students to define and enter their upcoming thesis or project work relevant to the BraunPrize theme. The upload function for project entries will be available at [www.braunprize.com](http://www.braunprize.com).

#### **New awards and increased prize money**

With a particularly strong focus on sustainable solutions for everyday life, the BraunPrize 2012 will introduce new Sustainability Awards in addition to the traditional Global Design Awards. National BraunPrize winners will also be announced, highlighting the very best talents in individual countries. The total prize money for the BraunPrize 2012 was raised to \$100,000 USD.

## BraunPrize jury 2012



**Oliver Grabes**  
Head of Braun Design,  
Chairman of the jury, Kronberg, Germany  
Professor of Industrial Design at  
University of Wuppertal, Germany



**Naoto Fukasawa**  
Industrial designer, founder of Naoto  
Fukasawa Design, Tokyo, Japan  
Professor at Musashino Art University  
Tokyo, Japan



**Jane Fulton Suri**  
Managing Partner and Creative Director  
at IDEO, Boston, USA



**Anne Bergner**  
BraunPrize winner 1999  
Design consultant, Munich, Germany  
Professor of Integrated Product Design  
at University of Applied Sciences  
Coburg, Germany



**Dr. Dirk Freund**  
Director R&D, Global Braun,  
Kronberg, Germany  
PhD in Solid-State Electronics

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## Assessment criteria

The jury assesses all product concepts with the following criteria:

- Design – the combination of innovation, usability, ergonomics and aesthetics
- Technology – the use of innovative technology to improve product functionality
- Sustainability – the environmental compatibility of the product concept

The product concept should be designed with the benefit it provides for the user and society as the focal point.

The following additional factors are also taken into account during the assessment process:

- The clarity of the content
- The quality of the presentation
- A thorough analysis of the assumptions on which the product concept is based
- The feasibility of the concept with regard to processes and costs

## Entry conditions

The BraunPrize is pleased to welcome all global submissions from entrants that are 18 years of age or older.

Entries will be separated into two categories and be judged individually:

**Students:** students who are still studying, or young designers who have graduated since January 2009

**Professionals/Enthusiasts:** professional designers, design interested enthusiasts and inventors who have a clever product concept.

Entries must be product concepts and projects not yet in production. The focus of the Braun Prize is product design. Software, interaction or media design will be considered as an integral part of a submitted overall (hardware and software) product concept. There is no fee. Submissions from all countries will be considered. Several projects can be submitted.

Individual or team participation is accepted and there is no limit in group size. Please choose one contact person and fill in that person's data in the registration form. The names of all other team members must be listed and all team members will receive equal recognition. Personnel of P&G and Braun are excluded from the competition.

## Participation guidelines

Participants must first register online and use the online upload function to submit the required documents at [www.braunprize.com](http://www.braunprize.com). Online Registration and Upload:

**October 1, 2011 – March 31, 2012**

Participants who submit all requested materials by the end of February 2012 may take part in a drawing for three exclusive Braun wristwatches. All documents must reach Braun by March 31, 2012. Product concepts can be uploaded online or can be mailed on a digital data medium to Braun GmbH.

If submitted by post or courier, please send to:  
Braun GmbH  
"BraunPrize"  
Frankfurter Str. 145  
61476 Kronberg  
Germany

If you have any questions about the competition please send an e-mail to:  
[braunprize.im@pg.com](mailto:braunprize.im@pg.com)

## Online registration

Participants must first register online and enter general personal and project information. After sending your data you will receive a confirmation and registration number via e-mail. With this you have access to your personal online account and you can save your documents via upload. Detailed explanations will lead you through the process.

## Online upload

In the online upload function you can save your data directly on a server via upload. All data will be submitted via a secure SSL encrypted connection. Once registered you will reach your personal account. You may also send us your submission via post mail. In either case you must first register online. The information must be sent as digital documents copied on a CD/DVD or memory card/stick identified with your registration number.

## Required documents

Participants must register online and enter general personal and project information.

The name of the entrant or a company logo must not appear on any of the items. However, project names – such as "LeapFrog" – are permitted on all elements and are a helpful feature. In order to ensure complete anonymity, projects are only identified by a number throughout the entire competition. All material must be in English.

Please consider that the jury has a limited amount of time for each project to capture essential details. Please select documents that will describe the project clearly and concisely.

Objects are transported to Braun at the entrant's risk. Only specially requested objects will be returned. The organizer is liable only for damage caused intentionally or by gross negligence.

**The following documents and digital elements must be uploaded or sent by post.**

**Printed documents will not be accepted.**

What?	description	dimensions	data size	data format
A brief project description	clearly describes the concept and the innovative character of the project	max. 300 words	max. 1 MB	text format, .doc, .txt, .rtf
Three descriptive pictures of the project	without logos, frames or text	3 pictures in landscape format, DIN A4 or Letter size, 72–96 dpi resolution	each max. 1 MB	.jpg or .pdf
Documentation	shows the product concept using design sketches, photographs, renderings, technical drawings and/or text	max. 10 pages in landscape format, DIN A4 or Letter size, 72–96 dpi resolution	max. 5 MB	.pdf
Video and/or animation (optional)		max. 5 minutes footage	max. 25 MB	QuickTime or AVI-format

# About BraunPrize

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When it was established in 1968, the BraunPrize was Germany's first international competition to promote the work of young designers. Braun's commitment to this cause has been highly regarded by the design world and the design-aware public ever since. In sponsoring the BraunPrize, Braun seeks to highlight the importance of industrial design and innovative products and to promote ideas for consumer items which help people in all aspects of their daily lives.

## Judging process

It is part of the BraunPrize tradition that all members of the panel of judges examine, discuss and evaluate the submitted entries with great care. In order to be able to do this effectively, the jury has only a small number of members devoted to the judging process, which is divided into three stages.

In the first judging session, the entries are evaluated by the five member jury on the basis of sketches, images, technical drawings, movies, animations and project descriptions. The jurors will choose 2 (1 Student and 1 Professional/Enthusiast) National Winners from each of the 15 regions below. All 30 National Winners will receive prize money of \$1,000 USD.

- USA/Canada
- Latin America
- Denmark/Finland/Iceland/Norway/Sweden
- United Kingdom/Ireland
- Belgium/Netherlands/Luxembourg
- Germany
- France/Switzerland/Austria
- Spain/Portugal
- Italy
- Turkey/Greece/Arabian Peninsula
- Russia/Ukraine
- Africa/India
- China
- Japan
- South Korea/Taiwan/Singapore/  
Australia/New Zealand

Submissions from all countries will be considered.

In addition to the 30 National Winners, the jury selects 20 additional outstanding projects (10 Students and 10 Professionals/Enthusiasts). These 50 total projects continue to the second judging level.

In the second step the finalists are chosen (3 Students and 3 Professionals/Enthusiasts) as well as the winners of the Sustainability Awards (1 Student and 1 Professional/Enthusiast).

The third stage takes place at the BraunPrize 2012 forum. Here the finalists present their projects to an invited audience made up of representatives from the design sector and other areas of industry, technology and the media with a special interest in the field of design. The Gold, Silver and Bronze winners will be selected on the basis of votes cast by the guest jurors attending the forum.

## BraunPrize event and exhibition

The design competition concludes with the BraunPrize event which consists of a workshop, the BraunPrize forum and the award ceremony. The workshop provides an opportunity for the finalists to prepare their presentations.

## Forum and award ceremony

The BraunPrize forum is part of the judging process; it is here that the Gold, Silver and Bronze winners of each category are selected. Following the award ceremony, all those who are interested in the BraunPrize competition and its outcome are invited to the exhibition.

## Exhibition

The 50 best entries will be presented in the BraunPrize exhibition and will also be published in the international press and on the internet. After the prizes have been awarded, the BraunPrize exhibition is always shown first at Braun's headquarters in Kronberg, Germany.

## The objective of the BraunPrize

The BraunPrize seeks to promote the work of young and established designers from all over the world, to value the work of design schools and to help develop a greater appreciation of the factors and criteria which make for good product design. Furthermore, it serves to make ingenuity and creativity of designers accessible to the public and to provide a link between designers and industry or potential clients.

## Prize

The total prize money is \$100,000 USD. With the addition of the new Professional/Enthusiast category, this amount has doubled from previous years. The Gold winners will each receive \$15,000 USD, Silver \$10,000 USD and Bronze winners \$5,000 USD. The winners of the Sustainability Awards will each receive \$5,000 USD. In addition, the 30 National Winners will each receive \$1,000 USD in prize money.

## Intellectual property rights

Participants are responsible for applying for legal protection for intellectual property. Rights to the designs must not have been transferred to a third party at the time that they are entered for the competition. The copyright and right of use belong to the participant. The legal regulations governing intellectual property rights shall apply.

By sending the entry form, participants declare their acceptance of the entry conditions and that they own the copyright for the project submitted. They also consent to the publication of material associated with the project submitted and with the persons involved.