THE EXTRA IN THE ORDINARY

THE INTERNATIONAL COMPETITION FOR PRODUCT DESIGN CONCEPTS
Challenge: Creating the Extra in the Ordinary

Open to students, professionals and enthusiasts, the 19th edition of the BraunPrize challenges creative minds to envision the extra in the ordinary. The concept can change the quality of individual or global life, can be simple or complex, big or small, physical or virtual... We are looking for solutions that offer better design and ideas that appear obvious and even extraordinary in hindsight.

Our everyday is becoming an artificial environment driven by architecture and technology. While it seems that the quantity of products around us is constantly increasing, their level of quality, both in execution and thinking, is not. We surround ourselves with things we don’t really value, instead of focusing on fewer but better solutions that contribute to our lives. With this in mind, the BraunPrize 2015 is looking for product design concepts, including interactive product experiences, that are extraordinary.

What is your Extra in the Ordinary?

Facts & Figures

19th BraunPrize
International competition for product design concepts since 1968

For everyone
The BraunPrize is open to everyone

For free
Participating in the BraunPrize is free of charge

2 categories
Students and Professionals & Enthusiasts are judged individually

$75,000 USD
Total prize money for the 2015 winners

5 judges
International jury members

2,510 submissions
From 67 nations

8 awards
Gold, Silver, Bronze and Sustainability Award winners in two categories

21
Further extraordinary projects, inclusive 2 Special Mentions
Promoting Good Design.
In 1968 and 2015.

When Braun established Germany’s first international design prize in 1968 – the BraunPrize – the original aim was to stimulate public debate about design. Understanding and awareness of design and its positive benefits were still low at the time.

Today, 47 years later, design has become ubiquitous. Cities, streets, gardens, houses, products – it is hard to find something around us that has not been designed by somebody. We designers are taking a journey into a connected and virtual world that is rapidly surrounding us, adding new challenges and opportunities to the scope of our profession. So if everything already seems designed, why should we still promote design?

The answer can be found in the history of Braun and the people who established the values behind the brand, their approach to products and the BraunPrize. When Erwin Braun, Fritz Eichler and Dieter Rams discussed design, it was all about the quality of things. Their aim was to create products that help people improve their lives by being thoughtful and useful, innovative yet understandable, honest, long-lasting, aesthetically pleasing and as environment-friendly as possible. These ideas were later defined by Dieter Rams as the ten principles of good design.

So while so-called design might be everywhere today, truly good design is still hard to find. And this is what the BraunPrize seeks to promote: design solutions that help to solve today’s problems, that are meaningful and social, that improve people’s lives or at least create product experiences that are intuitive, simple and joyful to use over many years. As we move into an increasingly connected world, good design also needs to make its influence felt beyond hardware and to help shape the way we interact in the digital world, where values like simplicity and clarity are critical to structuring increasing complexity.

The format of the BraunPrize 2015 is embracing these changes. The creation of the Extra in the Ordinary is what this year’s BraunPrize is about, promoting and awarding exceptional design concepts for the everyday, today or in the future. A new feature of the competition is a second virtual BraunPrize space on the website where anybody can post and share extraordinary design work created by others, widening participation and opening the dialogue about good design even further.

2015 has seen a record participation in the BraunPrize, showcasing the increasing relevance of good design in today’s world. With the help of its creativity and extraordinary thinking, we believe design can make the world a better place. This is a journey we would love to continue taking.

Prof. Oliver Grabes
Chairman of the BraunPrize

braunprize.org
The BraunPrize Jury 2015

Stefan Schamberg
Director R&D Global Braun and Managing Director R&D P&G Germany, Kronberg, Germany

Heather Martin
Vice President Design, Smart Design, London, United Kingdom

Vivian Wai Kwan Cheng
Industrial designer, consultant and founder of Vivian Design, Hong Kong, China

Benjamin Hubert
Industrial designer and founder of Benjamin Hubert Ltd, London, United Kingdom

Oliver Grabes
Design Director P&G Grooming ID and Braun Design, Chairman of the BraunPrize, Kronberg, Germany

The BraunPrize

Submission period: Students and Professionals & Enthusiasts were invited to enter innovative product ideas and extraordinary concepts to the BraunPrize competition. Participants were able to use the online registration and upload function to submit their projects during the submission period. We received 2,510 submissions from 67 nations, setting a new record in the history of the BraunPrize competition.

Jury session: in the jury session, the entries were evaluated by the five-member jury with great care and thoroughness; many discussions followed to select the best entries. In this judging step, the six finalists for Gold-Silver-Bronze Awards, as well as the winners of the Sustainability Awards, were chosen in the two categories Students and Professionals & Enthusiasts. In addition, the jury selected 21 further outstanding projects to be part of the exhibition.

Final judging forum: the final selection of the award winners takes place in the “Design Forum”. Here, the six finalists present their projects to the jury and an invited audience of about 200 representatives from the design sector and other areas of industry, technology and the media with a special interest in the field of design. The final Gold, Silver, and Bronze winners in each category are then selected by the votes cast in the Design Forum.

Award Ceremony: in the evening the BraunPrize award ceremony takes place and concludes with the announcement of all winners.
A new feature of the BraunPrize 2015 is the Post & Win Section on the website, introduced because we believe that great design already exists in the world but may go unnoticed. Find and post the extraordinary: whether the posters found extraordinary images, a story to tell, or compelling videos – contestants could post their discovery at www.braunprize.org and win Braun products. Over 650 submissions were received from all over the world. The Braun Design team selected the “best submissions” out of 140 pre-curated entries.

Following the established BraunPrize competition format, Students and Professionals & Enthusiasts were called upon to create an extraordinary product design concept and submit it to the BraunPrize 2015 competition. Students and Professionals & Enthusiasts were judged separately. The total prize money for both categories is $75,000 USD. All winners of the 19th edition of the BraunPrize competition can be viewed at the newly designed online exhibition at www.braunprize.org. To keep updated about the BraunPrize competition like us on facebook.com/BraunPrize.

When the BraunPrize was established in 1968, it was Germany’s first international competition with the aim to promote the importance of industrial design and the work of young designers. Braun’s continuous commitment to this cause has been highly regarded by the design world and the design-aware public ever since.

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

In sponsoring the BraunPrize, Braun seeks to highlight the important role of industrial design in improving people’s quality of life and finding solutions for the problems we are facing around the world.

“Good design needs to be spread around the world”
Prof. Oliver Grabes

Managed by Braun Design since 1968, endorsed by iccsid and supported by Procter & Gamble Corporate Design.