

DESIGNPREIS 2014 HALLE

INTERNATIONAL DESIGN COMPETITION



Designpreis Halle (Saale) e.V.
Ernst-König-Str. 1, 06108 Halle (Saale), Germany

Press Release

Enriching Ideas

***Designpreis Halle* enjoys great international popularity and will present its awards at Halle's historic baths in June.**

Halle (Saale), February 17, 2014. The International Design Competition is now closed and the committee has assessed the best entries. The award ceremony will take place at the historic baths in June.

Designpreis Halle, which was created in 2007, is being offered for the third time on the initiative of the region's economic partners, Burg Giebichenstein University of Art and Design Halle and the City of Halle. This unusual combination has proven to be successful: students and young designers from all fields are invited to enter their ideas on a set topic that is deliberately chosen to provide a broad scope. After selecting *Current* and *Travel*, curator Professor Vincenz Warnke chose *Water* to be this year's subject. And designers from all over the world participated in this competition for the best ideas. This year, some 336 works were sent in by individual participants or teams from 41 countries, more than doubling the last competition's figures of 166 entries from 13 countries. The prize money has, accordingly, been doubled to 10,000 Euros.

Last Thursday, a jury composed of professionals from a variety of backgrounds who are amongst the top experts on the international design scene met. Curator Tulga Beyerle, for instance, co-organized the Vienna Design Week until recently and is now the new director of the Museum of Decorative Arts in Dresden. Entrepreneur Nils Holger Moormann leads a furniture company of the same name that mostly produces designs by young people. And a number of university teachers are the heavyweights on the jury: Professor Peter Raacke who taught Design in Hamburg, Ulm and Saarbrücken; Professor Volker Albus who teaches at the Karlsruhe University of Arts and Design; Professor Axel Kufus from Berlin University of the Arts; Professor Axel Müller-Schöll who is Rector of Burg Giebichenstein University of Art and Design Halle where he also teaches together with Professor Vincenz Warnke. Thomas Edelmann who has been working as a critic and freelance journalist and observes what is going on in international design from Hamburg. He chairs this year's jury.

"Competitions such as *Designpreis Halle* are very important for the development of product design and communication", he says. "In the past few years, our view of design

has narrowed. When we think of design we might be able to come up with the latest smartphone or the names of some fashion designers. We have, however, almost forgotten that design is not there to make us dependent on single products and services. The basic idea is to improve our lives." He goes on to state that he is not only impressed by the competition's internationality with entries from all five continents, but also by the designers' almost palpable wish to offer realistic visions that really aim to enhance the quality of life or to change it through a humorous or poetic approach.

The subject, *Water*, provides a perfect framework for ideas of that kind: The designers showed great interest in our handling of this basic component and source of life, but they also sought to improve everyday life with their designs. They offered new communication strategies and invented filtering systems, scenarios, games and ideas that can turn so-called "bad weather" into a pleasant experience.

So far, the jury is keeping silent about the 20 or so works selected for the exhibition and the catalogue. We will only reveal this much: there are some Halle-based entries amongst the finalists. They will all be presented to the public on June 3, 2014, when the award ceremony will take place and the exhibition will open at Halle's historic baths, the *Stadtbad*. From the beginning, the site has been an important part of *Designpreis Halle*: in order to put a temporary spotlight on it, curator Vincenz Warnke always selects a special, sometimes neglected, site in Halle that bears reference to the chosen topic. In the case of the old transformer station at Hallmarkt, this led to a reactivation and contemporary conversion of the building. This time, the city's mayor Dr. Bernd Wiegand kindly helped to make accessible Halle's municipal baths, the *Stadtbad*, as a venue. The future of this building which was built in 1916 is currently under discussion. With a record-breaking number of participants in 2014, *Designpreis Halle e.V.* is looking for new partners and sponsors who can get enthusiastic about the idea to bring to Halle design in all its diversity.

The aim of the registered society *Designpreis Halle* is to bring together the worlds of commerce, design and the public and to sharpen the senses for excellent design. It also aims to offer an incentive for young designers to seek competition and to present their works to a wider audience. *Designpreis Halle* is being offered by *Designpreis Halle e.V.* every three years and is awarded together with the City of Halle, the region's economic partners and Burg Giebichenstein University of Art and Design Halle. Awards are made for design products, ideas and concepts of outstanding quality. The winners are selected by an expert jury.

www.designpreis-halle.de

info@designpreis-halle.de

Designpreis Halle (Saale) e.V.

Ernst-König-Str. 1, 06108 Halle (Saale), Germany

Managing director: Doris Sossenheimer

