

PRESS RELEASE _____ 24-2019

ICONIC AWARDS 2020: Innovative Interior: Gewinner des internationalen Wettbewerbs setzen Trends

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Minimalistic design language, smart product solutions, but also the return of the ornament: the winners of the ICONIC AWARDS 2020: Innovative Interior competition have been named, and they are indicative of new trends that draw on a wide range of inspiration. The German Design Council will be presenting the winning projects in an exhibition at the Kölner Kunstverein (Cologne Art Society) in Cologne from 13–19 January 2020, as part of the ‘Design im Kunstverein’ programme.

The awards ceremony will be held on 12 January 2020 at the Kölner Kunstverein. The winners’ exhibition will be opened the same evening – the public is cordially invited to attend.

From 13–19 January – when Cologne turns into a meeting place for the interior design and furniture industry during the imm cologne trade show – visitors are invited to seek inspiration from the winning projects in the exhibition, and to discuss different approaches to design. Thanks to the ‘Design im Kunstverein’ programme, the exhibition will be an attractive highlight for design and art-loving visitors throughout the entire period of the trade show.

You’ll find all the winners in our online gallery at www.innovative-interior.com/winner

The competition as a trend barometer

Every year, the ICONIC AWARDS: Innovative Interior competition honours products with outstanding design from the interior design and furniture industry. Exceptional achievements in all product areas serve to shape the image of the competition, capture attention in the market and spread the word about quality and trends within the industry. With this event the German Design Council has created a unique platform for architects and property developers to network with the interior design and furniture industry.

The major trends for 2020

Minimalism/Small Spaces: this trend represents freedom and generosity of spirit – even in tightly confined spaces. Taste and elegance are embodied in simple, mostly monochromatic designs with a consistent design language. This approach makes use of clean, reduced shapes

such as circles, squares and rectangles. In terms of design, minimalism is naturally related to modular systems and multifunctionality; objects are flexible, stackable and stowable.

Digital Turn/Smart: digital innovations are revolutionising the way we work, play and live. However, users can only benefit from the potential of digitalisation if designers provide appropriate solutions, because it is only the transformation of the new possibilities into convincing objects and eloquent forms that can bring about positive change in our thinking and actions.

Neo-decadence: sophisticated materiality and the return of ornamentation represent the discerning attitude of the neo-decadence trend. Consciously historicising references, as well as muted or shimmering colours, lend the design objects a special lustre. The focus is on creating a tactile atmosphere which represents aestheticism sensuality and joy in design.

German Design Council

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer in the area of design, innovation and branding. Currently, more than 320 companies belong to its foundation. The German Design Council was founded in 1953 on the initiative of the German Bundestag to support and enhance the design expertise of German industry. It pursues a wide range of activities with a single goal: to enhance awareness of how to increase brand value on a sustained basis through the strategic use of design.

Contact

German Design Council

Janine Wunder, Vice President Communications and Marketing

Phone +49 (0) 69 24 74 48 699

E-mail presse@german-design-council.de

www.german-design-council.de