



PRESS RELEASE \_\_\_\_\_ 08-2018

**‘ein&zwanzig’ in Milan: curtain up on the stars of tomorrow**

Frankfurt, 23 March 2018

On the occasion of Salone del Mobile 2018 in Milan, the German Design Council is showcasing the 21 up and coming talents in the newcomer competition called ‘ein&zwanzig’ (German for “21”). Of 736 projects that were submitted from 60 countries from the fields of interior design and lifestyle, these 21 individuals are the core group that will shape the future. This year 30 percent more projects were submitted than last year. The exhibition opening and awards ceremony will be held this coming 16 April in the Tortona Design District, which is also a hubbub of design excitement during Milan Design Week.

You are cordially invited to attend the exhibition in the Tortona Design District:

3 p.m.: press review

5-9 p.m.: opening of the exhibition and awards ceremony

Address: Via Tortona, 31, 20144 Milan

The German Design Council’s ‘ein&zwanzig’ competition aims to promote and support outstanding young designers. The 21 winners were selected, from a shortlist consisting of 54 projects, by an outstanding jury of experts from around the world from the fields of design and business – including prominent designers such as Konstantin Grcic, Stefano Giovannoni, Philipp Mainzer and Stephen Burks. During the awards ceremony in Milan, awards will be bestowed on the 21 winners, one of whom will be selected as the winner of the Best of Best award.

“The fact that around 30 percent more projects were submitted this year than last year shows that, in a very brief space of time, ein&zwanzig has established itself as a competition for long-term support of up and coming talent in the international design industry. The event affords young creative and talented individuals to showcase their work at an international event held in the heart of the highly popular Tortona Design District,” said Andrej Kupetz, ein&zwanzig jury chairman and CEO of the German Design Council.

This year’s exhibition was designed for the German Design Council by Danish design consultant and trend expert Nina Bruun. Ms. Bruun has created a setting for the work of these talented young

individuals comprising a high-impact, visual universe made of reflecting and matte surfaces. Her design reflects the creativity and the outstanding design quality of the newcomers.

To share your personal impressions of and stories about 'ein&zwanzig' 2018, use the following hashtag on social media: #einundzwanzigmilan

For further information visit: [www.ein-und-zwanzig.com](http://www.ein-und-zwanzig.com)

The winners and shortlist can be viewed here: [www.ein-und-zwanzig.com/awardees/](http://www.ein-und-zwanzig.com/awardees/)

Photos of the 21 winners are available from our dropbox: <http://bit.ly/presse21>

From 17 -22 April 2018 the prizewinning projects by the international newcomers will be showcased at Via Tortona 31; the exhibition will be open daily from 10 a.m. to 9 p.m.

### **ein&zwanzig**

With the international competition 'ein&zwanzig', the German Design Council promotes and supports talented young designers: Design students and graduates who are producing innovative, pioneering work in the areas of furniture, home accessories, lighting, floor coverings, wall coverings, textiles and lifestyle can compete for the awards. An international jury of experts will select 21 outstanding works from the entries submitted, one of which will be the winner of the Best of Best award. The awards ceremony will take place on 16 April 2018 during Tortona Design Week on the occasion of the Salone del Mobile 2018, at Via Tortona 31. Concurrently, an exhibition designed by Nina Bruun will open that will showcase outstanding products; the show closes on 22 April.

### **The 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. Currently, more than 290 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 communicate increased brand value on a sustained basis via the strategic use of design.

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