



Living  
Kitchen

The international  
kitchen show  
at imm cologne.



THE INTERNATIONAL INTERIORS SHOW  
19.-25.01.2015

**PURE TALENTS CONTEST**

APPLICATION DOCUMENTS



# PURE TALENTS CONTEST 2015



## INTENTION

The Pure Talents Contest that has been operated for several years under the name D3 Contest, is one of the best known international competitions for young designers. Since the first announcement in 2004 the number of participants increased continuously for the exhibition at imm cologne. Within the last eleven years all in all 355 products from 448 designers from all around the world have been exhibited at imm cologne. A large number of these products had been taken into production by well-known manufacturers. In 2011 the designers' and products' database D3 Alumni was launched by imm cologne by which the successful story of the competition was documented and will be continued.

For the twelfth time in a row Koelnmesse has commissioned the Rat für Formgebung/German Design Council to act as overseers and organizers of the young designers' exhibition and prize at imm cologne 2015, the international furnishing show. Up to 20 new works of design students and young designers from around the world, will be pre-selected and featured in a special exhibition. The three most talented up-and-coming international designers for 2015 will be chosen from these nominees. A publication will come out on the occasion of the exhibition and the nominated participants will be actively involved in the press activities associated with imm cologne.

## PARTICIPATION

Entries are sought from design students and young designers from around the world who have gained their degree not more than three years ago, with a graduation date after 1 January 2011. Applications will also be accepted from groups consisting of a maximum of three people which have to be named upon entry in the competition. Late nominations of group members will not be considered.

Products from the interiors sector, including furniture, home accessories, lighting, flooring, wallpaper and textiles, will be accepted for inclusion in the nomination process. The designs should have been produced within the previous twelve months. Only prototype products may be submitted which have not yet been included in series productions, although those in the preparatory stages of series production may be eligible for entry. Products submitted may have already been on show at other exhibitions or have been featured in publications. Not more than three products may be entered by the same applicant. A 1:1 model(s) of the product(s) submitted should already be available for display in the exhibition or the entrant must be in a position to produce the said 1:1 design model at his/her own expense by the time of the exhibition.

## REGISTRATION

Registrations to participate in the Pure Talents Contest must be made online at [www.german-design-council.de/puretalentscontest](http://www.german-design-council.de/puretalentscontest). With the registration you have to upload a certificate of matriculation / the certificate of graduation and two images (JPG) of the product (max. size 2mb).

Parallel to the direct application process, university professors will be asked to recommend individual students.

## SELECTION PROCEDURE

From the applications received, the German Design Council will nominate a maximum of 20 products, whose designers will be invited to take part in the competition and thereby in the exhibition at imm cologne 2015. Out of these nominees the jury for the design competition Interior Innovation Award 2015 (due to be held at imm cologne) will choose the three winners. The jury will be announced when the supplementary regulations for Interior Innovation Award 2015 are published. The choice of designers will be made taking account of the German General Equal Treatment Act (Allgemeines Gleichbehandlungsgesetz). The judges' decision is final.

Entries will be evaluated first and foremost in accordance with the following criteria: Overall concept, Individuality of the design / Originality, Conceptual and visionary quality, Functionality / Practical value, Quality of design and presentation. The jury is free to weight the individual criteria as it sees fit.

## EXHIBITION AND COMPETITION

All the products included in the exhibition will be on display from 19 to 25 January 2015 at imm cologne 2015. Designers nominated to take part in the exhibition and competition pledge to make a 1:1 model of their product available for collection by 1 December 2014. From the time of collection the model will remain at imm cologne for the entire duration of the exhibition before being delivered back to the address from where it was collected. During imm cologne 2015, the products selected may not be displayed elsewhere at the same time. Before the fair the jury session will be held at which the up-and-coming designers personally present their works to the jury in the exhibition itself. Participants nominated (or a representative from the design group) must undertake to be present for the judging, press activities and award ceremony at least during the period from 17 to 25 January 2015 (excluding arrival and departure days). Furthermore, the designers must organize the dismantling of the exhibits at the end of the fair. Should it not be possible for the designer to be present in person for the dismantling, he is obliged to organize the dismantling of the exhibit by a third party, and to inform the organizer accordingly.

## AWARD

The following prize money will be awarded to the winners: € 3,000 for 1st prize; € 2,000 for 2nd prize and € 1,000 for 3rd prize. The prizes will be awarded at the ceremony for the Interior Innovation Award on Sunday, 18 January 2015.

## COSTS

Entry for pre-selection is free. Exhibition participants will be entitled to organizing and financial assistance, made available by Koelnmesse, in respect of their transportation, travel and accommodation costs. The level of financial reimbursement awarded will be based on objective in-house regulations of Koelnmesse, that take into account the circumstances of the individual case. Insurance cover for the products on show at the exhibition will be assumed by Koelnmesse.

## RIGHTS

Entrants retain at any time the copyright to the products submitted. Competition participants grant the organizers unrestricted user rights in respect of publications, press and advertising activities in the context of the event. No liability whatsoever, not even third party claims, can be assumed by Koelnmesse and the German Design Council.

## IMPORTANT DATES

Closing date for applications	26. September 2014
Nominee selection	Mid of October 2014
Notification	End of October 2014
Jury session	17 January 2015
Exhibition during the imm cologne 2015	19 to 25 January 2015

According the submission of prototypes all the young designers nominated will be informed individually.

## CONTACT ADDRESS FOR ENQUIRIES

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## IMM COLOGNE - AN OVERVIEW

With over 1,200 exhibitors and the expectation of more than 150,000 visitors, domestic and international, imm cologne and LivingKitchen will be regarded as one of the most important events in the field of interior design in 2015. At the beginning of every year imm cologne and LivingKitchen offer with international trends and marketable innovations the basis for successful business relationships within the interior design branch. The renaming of the event in 2003 to imm cologne was the starting point to the focus on innovation and design themes which found its expression in starting the Interior Innovation Award. Therewith involved began the continued promotion of young designers which became the D<sup>3</sup> Design Talents project in 2006.  
[www.imm-cologne.de](http://www.imm-cologne.de)

## GERMAN DESIGN COUNCIL - AN OVERVIEW

The German Design Council is an independent and internationally active institution supporting companies in efficiently communicating design expertise and at the same time works to improve the wider public's understanding of design. Established as a foundation in 1953 at the initiative of the German Parliament, the German Design Council champions good design through its competitions, exhibitions, conferences, seminars and publications. Another key component of the German Design Council's strategy for encouraging good design is its specific promotion of young talent. It aims to offer financial support to outstanding up-and-coming designers to facilitate their progression into professional life.  
[www.german-design-council.de](http://www.german-design-council.de)