

The logo for interzum, featuring the word in a white, lowercase, sans-serif font on a red background.

interzum

The title 'interzum award 2023' in a large, lowercase, sans-serif font, with 'interzum' and 'award' in red and '2023' in white, set against a dark blue background.

# interzum award 2023

Call for Entries

[www.interzum.com/en](http://www.interzum.com/en)

# interzum 2023

## Shaping the Change

Just a few years back, the concepts of environmental protection, sustainability and the circular economy had scarcely any role to play in the global economy. Out of necessity, this situation has now changed fundamentally. Innovations in products and production methods as well as new materials are the types of impetus for a sustainable economy that are being driven by the companies themselves and that have inspired this year's "interzum" motto "Shaping the Change". It is precisely these innovations that deserve our special attention – also and particularly as part of a leading international trade fair like "interzum 2023".

One way of helping the achievements of our exhibitors in this field to attain more visibility is to award a distinction at "interzum award 2023" to products, methods and concepts that are ecologically innovative. We have created a new competition category called "Neo Ecology" dedicated to this purpose. You can find out more about this category and the assessment criteria on page 4 of this brochure.

### Invitation to the "interzum award"

At the "interzum award", the best products in the international supply industry for furniture and interior design are recognised by an international jury of experts. Only "interzum" exhibitors are permitted to take part in the design competition, which Koelnmesse is already hosting for the twelfth time in collaboration with Red Dot. The award emphasises the significance of design, sustainability and innovation as value added factors and is used by the award winners as a meaningful label to set themselves apart from competitors in a positive way on a broad market.

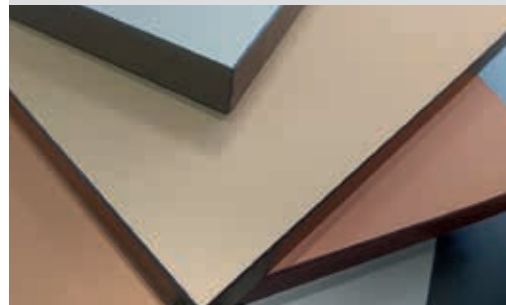
As an "interzum 2023" exhibitor, you are cordially invited to register your products for the "interzum award" up until 24 February 2023 and to demonstrate your expertise through your product innovations. I wish you every success in the competition!



Maik Fischer  
interzum Director  
Koelnmesse GmbH



Lighting Pad Lounge  
Light and lighting systems  
Nimbus Group GmbH,  
Nagold, Germany  
In-house design



Zenit Metal Plus  
Decorative panels  
Grupo Alvic,  
Al Caudete, Spain  
In-house design



MERIVOBX  
Box system  
Julius Blum GmbH,  
Höchst, Austria  
In-house design

# Registering for “interzum award 2023”

## Eligibility to Participate

Only the exhibitors at “interzum 2023” are entitled to take part in “interzum award 2023”. The fee for taking part in the competition is 990 euros plus VAT. Participants can register several entries. A separate online registration form must be completed for each entry. The registration fee is due only once and not for each separate entry.

The products entered must be launched on the market by 8 May 2023, and at the same time their market launch cannot be more than two years ago (8 May 2021). In addition, concepts can be entered in the new category “Neo Ecology”. However, there must be proof that these concepts are already in the realisation phase.

When entering the competition, please send us a product description, images of your entry and — especially for products that require explanation — a short film about the object by no later than 24 February 2023.

## One video can be uploaded for each product entered:

**Format:** MP4 or MOV

**Size: per file:** max. 1.4 GB

**Number:** 1 file per product

**Length:** max. 2 minutes

## Online Registration

You can find all of the information about the competition and about registering online at: [www.interzum.com/en/award](http://www.interzum.com/en/award)

Online registration and detailed information  
about the competition:  
[www.interzum.com/en/award](http://www.interzum.com/en/award)



# Categories

## Function & Components

Lights and (digital) lighting systems, semi-finished components for modular furniture, kitchen furniture, office furniture and tables and chairs, fittings, (digital) locks, built-in components, hinges, connectors etc.

## Materials & Nature

Wood, veneer, parquet flooring, interior design, decorative surfaces, decorative wallpapers, floor coverings, wooden materials, laminates, solid surface materials, edging, surface treatments, embossing cylinders, sheet metal, natural materials, clamping plates etc.

## Textile & Machinery

Machines for upholstery and mattress production, upholstery materials, upholstery accessories, covering materials, leather, adhesives, temperature and humidity sensors for mattresses, smart textiles (fibre optic and similar) etc.

## New: Neo Ecology

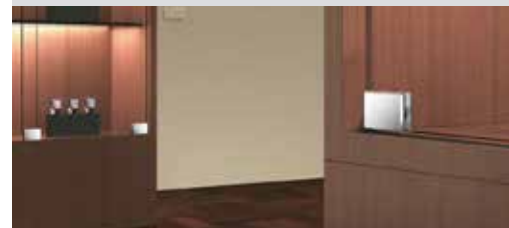
For the first time, products, production methods and concepts in the realisation phase can be entered in the newly introduced category “Neo Ecology” in 2023. This category is focused on aspects such as minimising, replacing or saving resources, the circular economy, cradle to cradle, material substitution etc. as well as on compliance with social, ethical and ecological standards. The products and projects entered should pursue the goal of reducing the resources used and the carbon footprint of the product or of the production method and of raising the social and ethical standards in connection with the product or production method. The United Nations Sustainable Development Goals serve as a guide for assessment in this category. The primary focus is on Goal 12 (Responsible Consumption and Production) and Goal 13 (Climate Action), but the other goals are also taken into consideration.



Clamex P-14 Flexus  
Detachable furniture connector  
with flexible positioning pins  
Lamello AG,  
Bubendorf, Switzerland  
In-house design



Bloom Technology FENIX NTM®  
and Arpa HPL  
Surface materials  
Arpa Industriale SpA,  
Bra, Italien  
Design: Musa and Nemho



EXCELOCK  
Contactless electronic lock system  
Sugatsune Kogyo Co., Ltd.,  
Tokio, Japan  
Design: Tokyo R&D department



Innovus Feel Light Grey | Cosmos  
Decor-coated panel  
Sonae Arauco,  
Madrid, Spain  
In-house design

# Distinctions

All of the entries that win a distinction in the “interzum award” are characterised by high design quality, innovation and sustainability. However, the jury can decide between two different distinctions during the judging process – “High Product Quality” and “Best of the Best”.

## High Product Quality

The “High Product Quality” distinction in the “interzum award” is given to design achievements that are special in terms of their form, function and sustainability. The jury only awards this distinction to products that set themselves apart significantly from comparable products.

## Best of the Best

Outstanding achievements that set new standards for form, function and sustainability in their industry receive the distinction “Best of the Best” from the jury. Only innovations that qualify as groundbreaking receive this top distinction in the “interzum award”.

Certificates for the award winners  
„High Product Quality“ and „Best of the Best“.



# Value Added from Winning a Distinction

Winning a distinction in the competition steers the attention of international executives and media to the award winners. A distinction allows you as an innovative company to garner attention at the world's leading trade fair and beyond, both for yourself and for the excellent quality of your products. In addition to taking part in the competition, an extensive package of support measures is provided to all of the laureates by Koelnmesse.

- A distinction from an expert jury
- Recognition at the award ceremony on the day before the trade fair during the "interzum" opening ceremony at Tanzbrunnen Köln
- Official certificate as recognition for award-winning quality
- Use of the winner label as a PR and marketing tool for adverts, brochures and online
- Presentation of the products that won the "Best of the Best" distinction in an exhibition during "interzum 2023"
- Presentation of the products that won the "High Product Quality" distinction in the form of video clips in an exhibition during "interzum 2023"
- Presence at the digital event "interzum @home 2023"
- Permanent online presence of the award-winning products at [www.interzum.com/en/award](http://www.interzum.com/en/award)

Show your success to your customers and business partners.





# Award Ceremony & Exhibition

## Glamorous Highlight

Successes must be celebrated: The companies that win a distinction in the competition will be celebrated on 8 May 2023 at an official award ceremony held at the opening event for “interzum 2023”. This is the first of many highlights within the scope of the trade fair.

## Presentation of the “Best of the Best” Products at “interzum 2023”

Products, materials and concepts that win a “Best of the Best” distinction at “interzum award 2023” will be on show to the international trade visitors in a special exhibition that runs for the entire duration of the trade fair.

## Presentation of the Products Awarded the “High Product Quality” Distinction at “interzum 2023”

Products, materials and concepts that win a “High Product Quality” distinction at “interzum award 2023” will be on show to the international trade visitors in the form of video clips as part of the “interzum award” exhibition.



# Online Presentation

## Presentation at the Digital Event “interzum @home 2023”

The award-winning objects, works and concepts will initially be presented at the digital event “interzum @home 2023” on 15 and 16 May 2023 and will also have a dedicated digital showroom on that platform. All of the content from the digital event will also be available afterwards as on-demand content.

## Permanent Online Presentation

In addition to the exhibition of the award-winning products during the trade fair, you can also look forward to the online presentation.

The online exhibition at [www.interzum.com/en/award](http://www.interzum.com/en/award) will permanently showcase the award-winning products and projects with texts and images. This makes the website an interesting research tool and a source of inspiration for people working in product development, design and architecture all over the world who are searching for innovative detail solutions and materials.

The online exhibition is a source of inspiration and an interesting research tool for decision-makers in the fields of design, architecture and product development.





# Communication

## Differentiation through Design

Winning a distinction in the “interzum award” is an important step in setting you apart from your competitors and moves you and your products and materials into the focus of the world of specialists and the media.

The winner label provides objective proof of the outstanding quality of your award-winning products. Use it as a PR and marketing tool to give your products a high profile at the trade fair and on the market. The sought-after industry prize ensures that your company will be consistently associated with good quality and highlights your power to innovate.

Communicate your success and steer the interest of executives from industry, trade and the retail sector to your award-winning products. This is how you will also draw lasting benefits from your award.

## News Embargo

Please note that an embargo will be in place up until and including 8 May 2023 on communicating news of winning a distinction at the “interzum award”. You may not communicate news of your success to the press and the public until after that date.

The award-winning products, concepts and processes will be communicated and presented to the global public at the start of interzum 2023.



# Judging

## In-Depth Expertise

The competition entries to the “interzum award” are assessed by an expert jury. Seven respected experts from the fields of design, materials and architecture inspect the products’ design and technical quality as well as their sustainability. They take the final decision on awarding the industry distinction. Thanks to their experience and expertise, a fair assessment with the highest degree of objectivity is ensured. This guarantees both the high quality standard of the competition and the meaningfulness of the award.

## Assessment Criteria

### Level of Innovation

Is the material or product new, or does it have new features or components that give it added value? Does it open up new design possibilities for the trades, architecture or interior design?

### Sustainability

Is the material or product produced in a way that saves resources? Can it be fully or partly recycled? Is it designed to have a long service life? Do the suppliers and manufacturers uphold ethical standards?

In the category “Neo Ecology”, the United Nations Sustainable Development Goals serve as a guide for assessment, in particular Goal 12 (Responsible Consumption and Production) and Goal 13 (Climate Action).

### Functionality

Is the product entered easy to handle, safe and easy to use and to service?

### Material Quality

Does the choice of material fit the purpose of the object? Does the material have the requisite characteristics? Are the materials of high quality, eco-friendly and durable?

### Design

Is there harmony between form and function? Is ergonomics taken into consideration? Is there an emotional component? Has the finish been done carefully?

### Digitalisation

Are new technologies and digital components integrated in a way that offers real added value?



VitaRest Origin Pillow  
Sustainable pillow  
The Vita Group,  
Manchester, United Kingdom  
Design: The Vita Group, Lithuania



AvanTech YOU Illumination  
Drawer system with optional lighting  
Hettich Marketing- und  
Vertriebs GmbH & Co. KG,  
Vlotho, Germany  
Design: Paul Hettich GmbH & Co. KG



Häfele JobTisch  
Semi-finished products for office furniture  
Häfele SE & Co KG,  
Nagold, Deutschland  
Design: Nimbus Group GmbH

# Jury

## Dr. Luisa Bocchietto

Freelance architect and designer with her own studio in Biella (Italy), guest lecturer, Senator of the World Design Organization



## Katrin de Louw

Owner of "TRENDFILTER®- Design-zukunft für Möbel und Materialien", founder of "FURNITURE FUTURE FORUMS®" and of COLONET-WORK®, Bad Oeynhausen and Bünde



## Frederik Lauwaert

Managing director of EBIA – European Bedding Industries Association, Ghent



## Kristina Meyer

Designer, founder and co-owner of byform produktedesign, Cologne and Bielefeld



## Hon.-Prof. Dr. Sascha Peters

Founder and owner of the materials and technology agency HAUTE INNOVATION, Berlin



## Prof. Martin Stosch

Lecturer for industrial furniture building, Production Engineering and Wood Technology Department at OWL University of Applied Sciences and Arts, Lemgo



## Prof. Dr. Peter Zec

Founder and president of Red Dot, Essen



# Dates and Deadlines

December 2022	Start of registration phase
24 February 2023	Close of registration phase
27 February – 13 March 2023	Delivery of products for judging
14 March 2023	Self-assembly of products for judging
16 March 2023	Judging by international experts
17 March 2023	Self-disassembly for collection/pickup
17 March 2023	Collection/pickup of products
March 2023	Notification of results
up to and including 8 May 2023	Embargo period for communicating news of the distinction
8 May 2023	Award ceremony as part of the opening of "interzum 2023"
from 9 May 2023	Online exhibition of all award-winning products
09–12 May 2023	Exhibition of all award-winning products during "interzum 2023"
15–16 May 2023	Presentation of the award-winning entries at the digital event "interzum @home 2023"



skai PureLux  
Decorative surface  
Continental,  
Weißbach, Germany  
In-house design

All products shown here have won in  
the „interzum award 2021“.

# interzum



#### Host

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
[www.koelnmesse.com](http://www.koelnmesse.com)  
[interzum@home2023](mailto:interzum@home2023)  
[www.interzum.com/en](http://www.interzum.com/en)

#### Organiser

Red Dot GmbH & Co. KG  
A Red Dot Group Company  
Martin-Kremmer-Str. 14-16  
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Germany  
[www.red-dot.org](http://www.red-dot.org)

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Information & registration for the competition:  
[www.interzum.com/en/award](http://www.interzum.com/en/award)



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