

**BraunPrize
2015**

THE **EXTRA** <sup>IN
THE</sup> **ORDINARY**

THE INTERNATIONAL COMPETITION FOR PRODUCT DESIGN CONCEPTS

BRAUN

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Challenge: Creating the Extra in the Ordinary

Open to students, professionals and enthusiasts, the 19th edition of the BraunPrize challenges creative minds to envision the extra in the ordinary. The concept can change the quality of individual or global life, can be simple or complex, big or small, physical or virtual... We are looking for solutions that offer better design and ideas that appear obvious and even extraordinary in hindsight.

Our everyday is becoming an artificial environment driven by architecture and technology. While it seems that the quantity of products around us is constantly increasing, their level of quality, both in execution and thinking, is not. We surround ourselves with things we don't really value, instead of focusing on fewer but better solutions that contribute to our lives. With this in mind,

the BraunPrize 2015 is looking for product design concepts, including interactive product experiences, that are extraordinary.

What is your Extra in the Ordinary?

Facts & Figures

19th BraunPrize

International competition for product design concepts since 1968

For everyone

The BraunPrize is open to everyone

For free

Participating in the BraunPrize is free of charge

2 categories

Students and Professionals & Enthusiasts are judged individually

\$75,000 USD

Total prize money for the 2015 winners

5 judges

International jury members

2,510 submissions

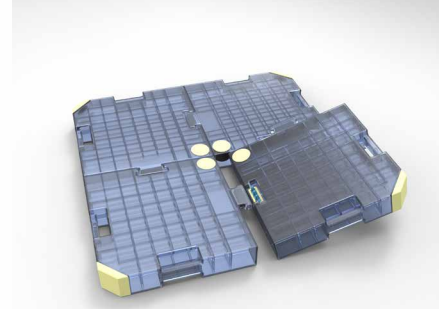
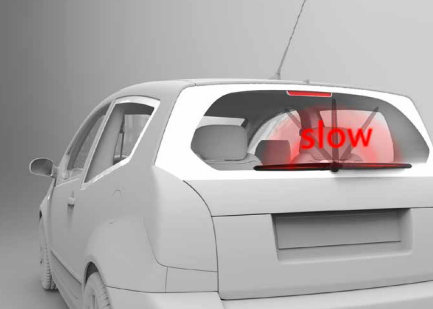
From 67 nations

8 awards

Gold, Silver, Bronze and Sustainability Award winners in two categories

21

Further extraordinary projects, inclusive 2 Special Mentions



Wiper Barricade Lights
Finalist Students

Printhesis
Finalist Students

Noah Balloon
Finalist Students

Gris
Sustainability Award Winner Students



Fuse
Finalist Professionals & Enthusiasts

Ahti X1
Finalist Professionals & Enthusiasts

Let Me In
Finalist Professionals & Enthusiasts

Fungi Mutarium
Sustainability Award Winner P&E

Promoting Good Design. In 1968 and 2015.



When Braun established Germany's first international design prize in 1968 – the BraunPrize – the original aim was to stimulate public debate about design. Understanding and awareness of design and its positive benefits were still low at the time.

Today, 47 years later, design has become ubiquitous. Cities, streets, gardens, houses, products – it is hard to find something around us that has not been designed by somebody. We designers are taking a journey into a connected and virtual world that is rapidly surrounding us, adding new challenges and opportunities to the scope of our profession. So if everything already seems designed, why should we still promote design?

The answer can be found in the history of Braun and the people who established the values behind the brand, their approach to products and the BraunPrize. When Erwin Braun, Fritz Eichler and Dieter Rams discussed design, it was all about the quality of things. Their aim was to create products that help people improve their lives by being thoughtful and useful, innovative yet understandable, honest, long-lasting, aesthetically pleasing and as environment-friendly as possible. These ideas were later defined by Dieter Rams as the ten principles of good design.

So while so-called design might be everywhere today, truly good design is still hard to find. And this is what the BraunPrize seeks to promote: design solutions that help to solve today's problems, that are meaningful and social, that improve

people's lives or at least create product experiences that are intuitive, simple and joyful to use over many years. As we move into an increasingly connected world, good design also needs to make its influence felt beyond hardware and to help shape the way we interact in the digital world, where values like simplicity and clarity are critical to structuring increasing complexity.

The format of the BraunPrize 2015 is embracing these changes. The creation of the Extra in the Ordinary is what this year's BraunPrize is about, promoting and awarding exceptional design concepts for the everyday, today or in the future. A new feature of the competition is a second virtual BraunPrize space on the website where anybody can post and share extraordinary design work created by others, widening participation and opening the dialogue about good design even further.

2015 has seen a record participation in the BraunPrize, showcasing the increasing relevance of good design in today's world. With the help of its creativity and extraordinary thinking, we believe design can make the world a better place. This is a journey we would love to continue taking.

Prof. Oliver Grabes
Chairman of the BraunPrize



The BraunPrize Jury 2015



Vivian Wai Kwan Cheng
Industrial designer, consultant
and founder of Vivian Design,
Hong Kong, China



Benjamin Hubert
Industrial designer and founder
of Benjamin Hubert Ltd,
London, United Kingdom



Stefan Schamberg
Director R&D Global Braun and
Managing Director R&D P&G Germany,
Kronberg, Germany



Heather Martin
Vice President Design,
Smart Design,
London, United Kingdom



Oliver Grabes
Design Director P&G Grooming ID and
Braun Design, Chairman of the BraunPrize,
Kronberg, Germany

JUDGING PROCESS



SUBMISSIONS

January 30 – May 10

Submission period: Students and Professionals & Enthusiasts were invited to enter innovative product ideas and extraordinary concepts to the BraunPrize competition. Participants were able to use the online registration and upload function to submit their projects during the submission period. We received 2,510 submissions from 67 nations, setting a new record in the history of the BraunPrize competition.



JURY SESSION

June 16 – 18

Jury session: in the jury session, the entries were evaluated by the five-member jury with great care and thoroughness; many discussions followed to select the best entries. In this judging step, the six finalists for Gold-Silver-Bronze Awards, as well as the winners of the Sustainability Awards, were chosen in the two categories Students and Professionals & Enthusiasts. In addition, the jury selected 21 further outstanding projects to be part of the exhibition.



BRAUNPRIZE EVENT

September 30

Final judging forum: the final selection of the award winners takes place in the "Design Forum". Here, the six finalists present their projects to the jury and an invited audience of about 200 representatives from the design sector and other areas of industry, technology and the media with a special interest in the field of design. The final Gold, Silver, and Bronze winners in each category are then selected by the votes cast in the Design Forum.

Award Ceremony: in the evening the BraunPrize award ceremony takes place and concludes with the announcement of all winners.



Life Paint by Volvo/Albedo100
Found on the web, posted by Andres Carpinelli from Argentina



Blooms: Strobe Animated Sculptures by Charlie Nordstrom/John Edmark
Found on vimeo, posted by Ina Verta from Germany



Tulle works by Benjamin Shine
Found on the web, posted by A'zam Ne'mati from Iran



Makeup Dolls by Tree Change Dolls, Sonia Singh
Found on the web, posted by Thomas Weiser from Germany

Post & Win

January 30 – April 30

“Good design needs to be spread around the world”

Prof. Oliver Grabes

A new feature of the BraunPrize 2015 is the Post & Win Section on the website, introduced because we believe that great design already exists in the world but may go unnoticed.

Find and post the extraordinary: whether the posters found extraordinary images, a story to tell, or compelling videos – contestants could post their discovery at www.braunprize.org and win Braun products.

Over 650 submissions were received from all over the world. The Braun Design team selected the “best submissions” out of 140 pre-curated entries.

Create & Win

January 30 – September 30

Following the established BraunPrize competition format, Students and Professionals & Enthusiasts were called upon to create an extraordinary product design concept and submit it to the BraunPrize 2015 competition.

Students and Professionals & Enthusiasts were judged separately. The total prize money for both categories is \$75,000 USD.

All winners of the 19th edition of the BraunPrize competition can be viewed at the newly designed online exhibition at www.braunprize.org. To keep updated about the BraunPrize competition like us on facebook.com/BraunPrize.

Looking for the Extraordinary since 1968

When the BraunPrize was established in 1968, it was Germany's first international competition with the aim to promote the importance of industrial design and the work of young designers. Braun's continuous commitment to this cause has been highly regarded by the design world and the design-aware public ever since.

The objective of the BraunPrize today is to promote the work of young and established designers from all over the world, to value the work of design schools, design teams and individuals, and to help

develop a greater appreciation of those factors and criteria which enable good product design. Furthermore, it serves to make the ingenuity and creativity of designers accessible to the public and to provide a link between designers and industry or potential clients.

In sponsoring the BraunPrize, Braun seeks to highlight the important role of industrial design in improving people's quality of life and finding solutions for the problems we are facing around the world.

International competition for product design concepts

Managed by Braun Design since 1968, endorsed by icsid and supported by Procter & Gamble Corporate Design.

P&G

icsid

BRAUN

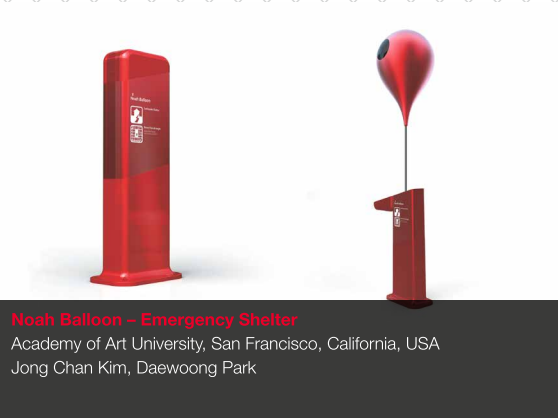
BraunPrize

2015

Finalists Students



Printhesis
- Cheap, Lightweight and Comfortable 3D-Printed Prosthetics
Design Academy Eindhoven, The Netherlands
Roel Deden



Noah Balloon - Emergency Shelter
Academy of Art University, San Francisco, California, USA
Jong Chan Kim, Daewoong Park



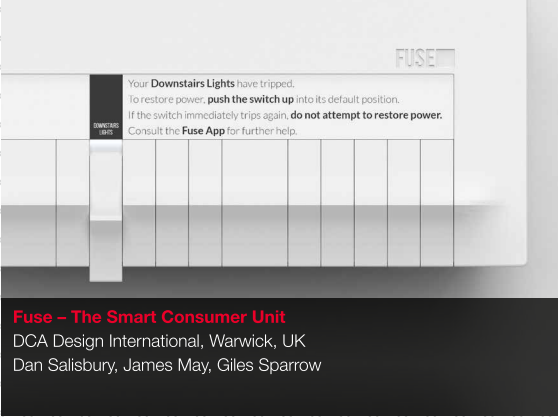
Wiper Barricade Lights
- Reduce the Risk of Accidents in Roadside Emergencies
Guangzhou Academy of Fine Arts, Guangzhou, China
Dong Ding, JinCai Ma, JunXi Huang

Sustainability Award Winner Students



Gris - Water Saving System for the Real World
Moholy-Nagy University of Art and Design, Budapest, Hungary
Alberto Vasquez

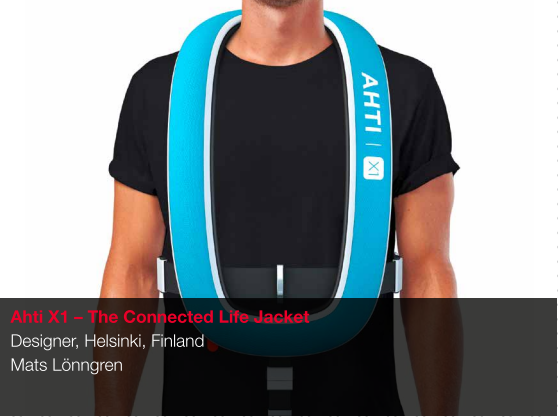
Finalists Professionals & Enthusiasts



Fuse - The Smart Consumer Unit
DCA Design International, Warwick, UK
Dan Salisbury, James May, Giles Sparrow



Let Me In - Door Handle
Designer, Milano, Italy
Sono Mocci



Ahti X1 - The Connected Life Jacket
Designer, Helsinki, Finland
Mats Lönngren

Sustainability Award Winner Professionals & Enthusiasts



Fungi Mularium - Growing Food on Toxic Waste
Lvin Studio, Graz, Austria
Katharina Unger, Julia Kaisinger

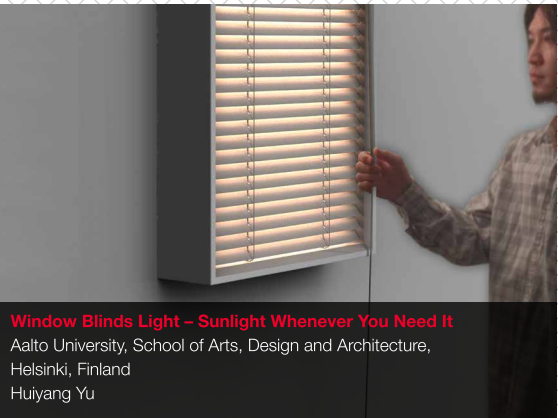
Shortlisted Projects Students



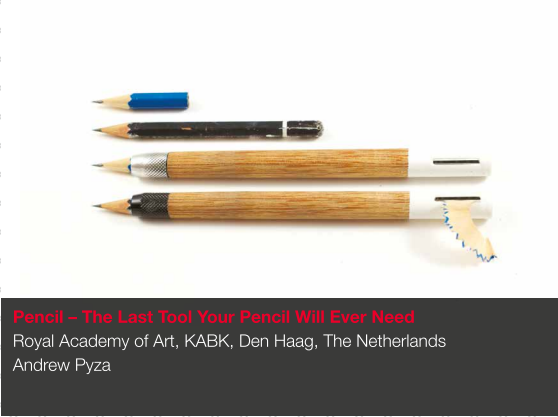
WEL-NX - Personal Health Assistant (Special Mention)
Glasgow School of Art, Glasgow, UK
Yi-Haur Lin, Shiyu Ji, John Lightbody



Iko - Creative Prosthetic System
Umeå Institute of Design, Sweden
Carlos Arturo Torres Tovar



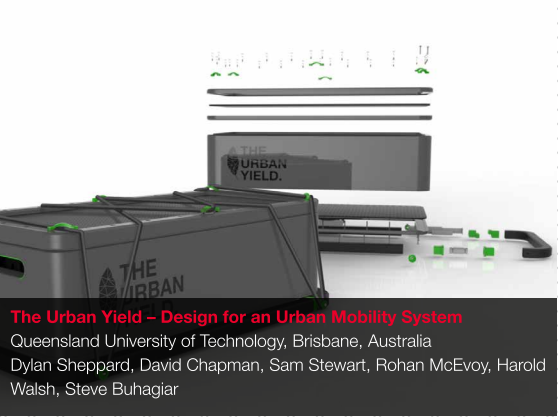
Window Blinds Light - Sunlight Whenever You Need It
Aalto University, School of Arts, Design and Architecture, Helsinki, Finland
Huiyang Yu



Pencil - The Last Tool Your Pencil Will Ever Need
Royal Academy of Art, KABK, Den Haag, The Netherlands
Andrew Pyza



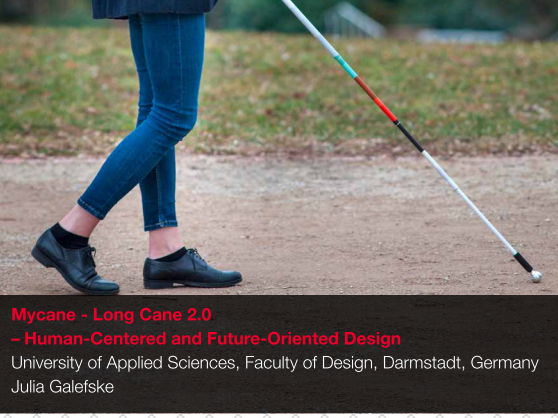
Spring Cape - A Raincoat Dries Quickly
National Taipei University of Technology, Taipei, Taiwan
Hsueh-Che Hsiao



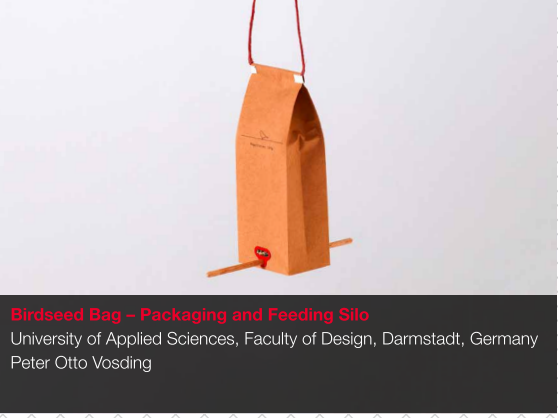
The Urban Yield - Design for an Urban Mobility System
Queensland University of Technology, Brisbane, Australia
Dylan Sheppard, David Chapman, Sam Stewart, Rohan McEvoy, Harold Walsh, Steve Buhagiar



Allergo Check - Allergy Kit
Technische Universität München, Industrial Design Department, Munich, Germany
Mahsa Haddad



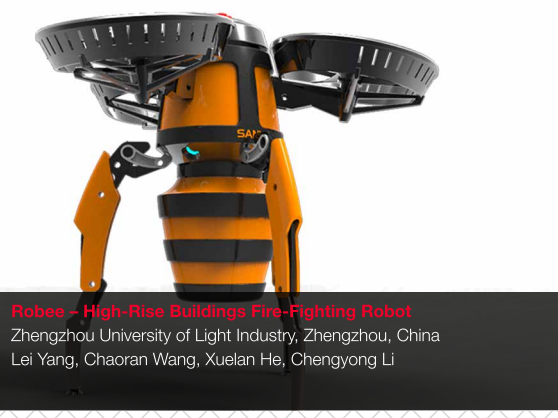
Mycane - Long Cane 2.0
- Human-Centered and Future-Oriented Design
University of Applied Sciences, Faculty of Design, Darmstadt, Germany
Julia Galefske



Birdseed Bag - Packaging and Feeding Site
University of Applied Sciences, Faculty of Design, Darmstadt, Germany
Peter Otto Vöding



Expression and Effect of Contemporary Prostheses/Orthotics
University of Applied Sciences, Potsdam, Germany
Jana Marlene Lippert



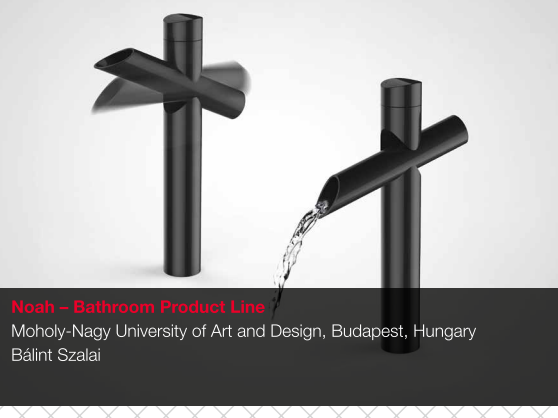
Robee - High-Rise Buildings Fire-Fighting Robot
Zhengzhou University of Light Industry, Zhengzhou, China
Lei Yang, Chaoran Wang, Xuelan He, Chengyong Li



RSX15 - The First Respiratory Mask for Safety Helmets
Umeå Institute of Design, Sweden
Andreas Enebrand



Aino - The Screwdriver for Your Home
Umeå Institute of Design, Sweden
Susanne Duswald



Noah - Bathroom Product Line
Moholy-Nagy University of Art and Design, Budapest, Hungary
Bálint Szalai



Navi - Sprinkler Concept
Academy of Art University, San Francisco, California, USA
Daewoong Park, Jong Chan Kim

Shortlisted Projects Professionals & Enthusiasts



Forcite Alpine - Smart Helmet for Snow Sports (Special Mention)
Forcite Helmet Systems Pty. Ltd., Sydney, Australia
Alfred Boyadgis, Julian Chow, George Constantinos, James Chen, Aaron Statthi



Escape Lighting Outlet - Power Outages, Fires, Lighting Escape
Honored Design, Kaohsiung City, Taiwan
Ying-Liang Yao, Wen-Liang Chen, Wen-Shih Yang, Kai-Han Chang, Ya-Chun Lin



Turn-Lock - Secure Glass Doors
inDare Design Strategy Limited, Shenzhen, China
Fengming Chen, Yujie Chen, Shaolong Chen, Meixian Su, Junlong Yang, Jianming Liang



Forest Wizard - Forest Fire Detection System
Hsiang Han Design, Taichung City, Taiwan
Hsiang-Han Hsu



Hal 2010 - The Projector for Your Home
Studio Montag, Munich, Germany
Stephan Bohm, Ronny Steps



Silver-Touch - Smart Refrigerator
Newplan Design Co. Ltd., Shenzhen, China
FangCheng Dong, HaiMeng Fang