

Call for Entries: UX Design Awards 2020 – International Competition for User Experience

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Registration for the international competition for user experience is possible until 15 April 2020

From now until 15 April, companies, agencies, UX professionals and young designers worldwide can submit their experience solutions for the UX Design Awards 2020. Two newly introduced award categories – "New Talent" and "Vision" – complement the competition for the best user-centric projects this year.

Berlin, 14.01.2020 – The UX Design Awards is a global competition with a specific focus on user experience. They are open for projects from all application areas and industries. Eligible are market-ready products, services and environments, prototypes and concepts as well as future-oriented research projects and visions. Companies, agencies, research institutions, young designers and other UX professionals are eligible to participate.

With "New Talent" and "Vision" two new award categories have been added this year: The "New Talent" award is open to bachelor and master projects in the fields of Experience Design, Interaction Design, Industrial and Product Design and Service Design. Students and graduates of all disciplines worldwide are eligible to participate. The category "Vision" was introduced to honor outstanding foresight concepts, advanced design studies and research projects with a development horizon of more than ten years.

"With the UX Design Awards we honor innovative design and positive UX. We give visibility to award-winning solutions from all over the world," explains Ake Rudolf, strategic director of the International Design Center Berlin, the organizer of the competition. "We want to contribute to ensuring that UX Design is perceived in its relevance by the general public".

The submission deadline for #UXDA20 is 15 April. Among the submissions, a high-ranking jury will nominate the outstanding solutions for the competition for the UX Design Awards. From the nominated projects, the jury then selects the winners in the categories "Product", "Concept", "Vision" and "New Talent". From all categories, the jury can select a "Gold" winner who is considered the "Best of the Best" in the competition. In addition, users worldwide decide on the winner of the Public Choice Award in an online vote

All nominated submissions will be presented in a special exhibition at the global technology fair IFA in Berlin from September 4 to 9, 2020. The winners will be honored at a festive award ceremony.

Further information on the UX Design Awards

Website and registration: ux-design-awards.com

Download participation details: ux-design-awards.com/registration/downloads

Organizer

The UX Design Awards are organized by IDZ Designpartner Berlin GmbH on behalf of the International Design Center Berlin e. V. (IDZ). For more than 50 years, IDZ has been a leading independent institution for the promotion of design as a motor for innovation in business and society.

IDZ offers companies access to consulting and expertise in the field of design, promotes the exchange of knowledge, and realizes projects and events. The institution works in active exchange with representatives from politics, culture and science on a national and international level.

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