



THE WHOLE WORLD OF ARCHITECTURE  
ARCHITECTURE. INTERIOR. PRODUCT. COMMUNICATION. CONCEPT.

# FACT SHEET

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# ICONIC AWARDS: INNOVATIVE ARCHITECTURE

## THE WHOLE WORLD OF ARCHITECTURE

For over 10 years, the internationally renowned award has honoured holistic projects from the fields of urban and architectural design, interior design, product design and brand communication, thus promoting the interplay of disciplines in a unique way.

The award honours the best achievements of internationally renowned architecture firms, innovative manufacturers and committed real estate companies, as well as young designers. Here, the entire spectrum of the architectural landscape is given a stage and overarching trends are recognised.

## FUTURE-ORIENTED. HOLISTIC. INNOVATIVE.

The ICONIC AWARDS: Innovative Architecture focus on pioneering architectural projects and sustainable solutions: Urban and landscape design that is socially and ecologically compatible, clever revitalisation and conversion projects and new buildings with added value for the city and people.

Outstanding interior design concepts are characterised by a successful relationship with people, the perception of the brand and an equally careful use of resources. This standard continues down to the last detail and applies to every product design.

## PARTICIPATION REQUIREMENTS

The award is open to architects, interior designers, engineers, specialist planners, agencies and design offices, companies in the construction and property industry and manufacturers in the fields of materials, building technology, fittings, sanitation, etc..

All projects belonging to one of the categories listed on page 11 can be submitted.

The publication or implementation of the project may not date back more than five years ago. Excluded are projects in the „Concept“ category, in which unrealised designs and visionary ideas are expressly allowed to be submitted.

The number of entries per company is not limited.

## PLEASE NOTE

companies have the opportunity to submit projects on their own initiative for the award. After a review by our internal group of experts, you will receive written notification from the German Design Council as to whether your project meets the required criteria and has thus been approved for participation in the award.

In case of non-admission, you will also receive a notification and you will not incur any costs.

In addition, the German Design Council continuously recommends projects that have attracted attention through outstanding design achievements.

In the event of an award, service fees will apply for the benefits included in the service package.

For detailed information, please refer to [pages 16 to 19](#).



# BENEFITS FOR AWARD WINNERS

## YOUR AWARD IN A PACKAGE

To be honoured at the ICONIC AWARDS: Innovative Architecture means competing internationally against the best in architecture and design and being selected by a jury of leading personalities from the industry. Use this for your communication - we provide you with a comprehensive package for this purpose.



## CELEBRATE YOUR SUCCESS AT THE AWARDS CEREMONY

As winner, you will receive an invitation to the exclusive award ceremony, which will take place in a prominent location in Munich in October 2024. On this special evening, the „Best of Best“ awards as well as the special awards „Architects of the Year“, „Interior Designers of the Year“ and the „Architects’ Client of the Year“ prize of honour will be presented on stage on the occasion of the Expo Real trade fair.



## INSPIRATION AND DIALOGUE AT THE ICONIC AWARDS PANAL

Every year, the award ceremony becomes a meeting place for the brightest minds in the international architecture industry. During the panel discussion, experts from the jury engage in an inspiring dialogue with the winners and bring current trend topics to the stage.



## BECOME PART OF A UNIQUE NETWORK

All award winners, jury members and industry guests of the ICONIC AWARDS: Innovative Architecture form a unique and international network for design and architecture. Make new contacts with experts and personalities from design management.

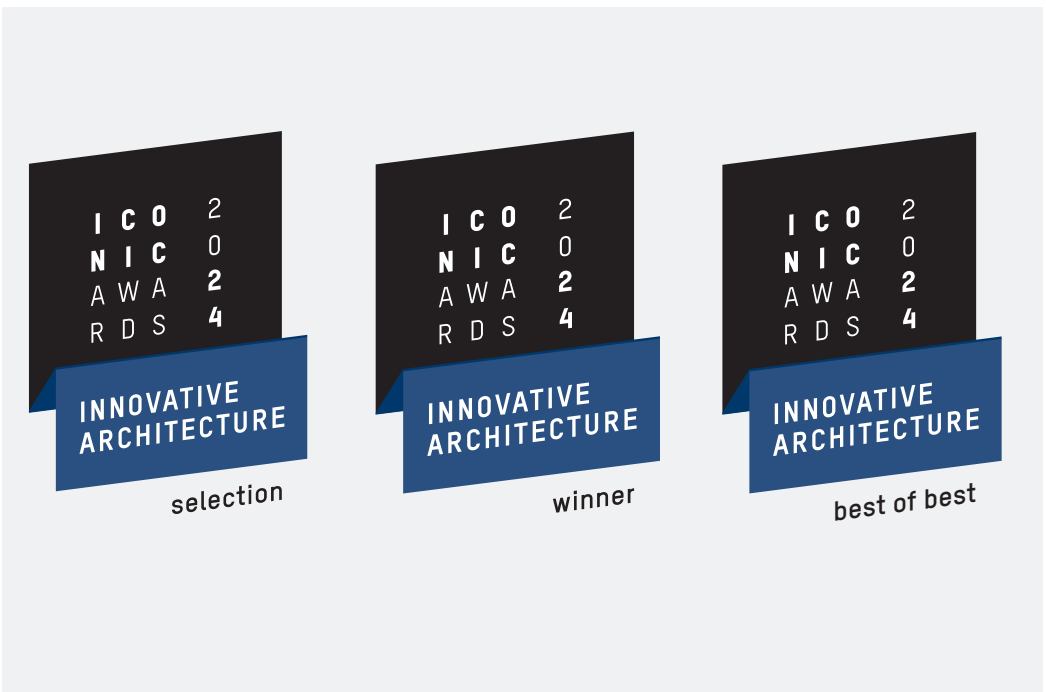


# BENEFITS FOR AWARD WINNERS



## BENEFIT FROM THE INTERNATIONAL REACH

We present the winning projects with a wide reach in selected and relevant specialised media. You benefit from our international mailing lists and marketing measures. Strengthened by media partnerships with architonic, archdaily, designboom, ndion, atrium, meter, competitiononline and cooperations with the trade magazines Bau-meister, baunetz, domus and baunetz id.



## TELL YOUR SUCCESS STORY WITH THE LABELS

We provide you with the corresponding label for your own marketing measures. Communicate your success with the award by using the label - on websites, in digital communication, in signatures, in print, in advertising measures and at trade fairs.



## PROFESSIONAL PHOTOS IN FRONT OF THE PHOTO WALL

At the award ceremony, winners will have professional photos taken with their award. The photos will be available to download the very next morning after the award ceremony and can be used for your own press and social media activities.



## A NOBLE HIGHLIGHT IS THE AWARD TROPHY

„Best of Best“ winners also receive a award trophy - a real highlight e.g. for your company foyer. „Best of Best“ trophies are handed over exclusively on stage during the award ceremony.



# BENEFITS FOR AWARD WINNERS



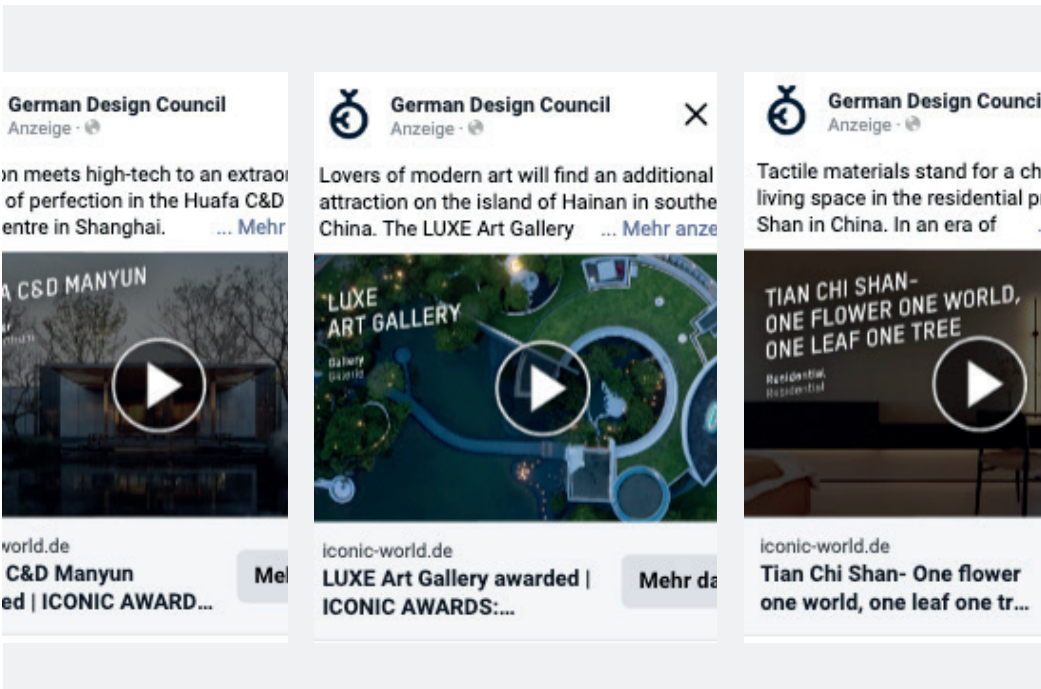
## DRAW ATTENTION TO YOURSELF WITH THE SOCIAL MEDIA CLIPS

Award winners with the „Best of Best“ and „Winner“ awards receive individual clips for a brief presentation of the award-winning project. These are tailored to the formats for LinkedIn, Facebook and Instagram.



## PERMANENT PRESENTATION IN THE ONLINE-SHOWROOM

All award-winning projects are presented in our online showroom for architecture, interior & product design at [www.iconic-world.de/directory](http://www.iconic-world.de/directory), including a link to the company and/or project page. Winners are permanently present here with their submission - beyond the award ceremony.



## INCREASE YOUR REACH WITH OUR SOCIAL MEDIA ADS

We present the award-winning „Best of Best“ projects to specific target groups and with a wide reach using individual adverts on Facebook and Instagram.



## INCREASE YOUR VISIBILITY THROUGH JOINT PRESS RELATIONS

We strengthen international visibility through professional press work and editorial contributions in relevant specialised media. We communicate the award to decision-makers from business, politics and the media and invite them to our networking events. We also provide you with professional text modules and a white paper with useful tips and examples to communicate your success.



# BENEFITS FOR AWARD WINNERS



## VALUABLE AWARDED WITH PERSONALISED DOCUMENTS

Award winners will receive two copies of their certificate in a high-quality frame. You can receive these at the award ceremony or they will be sent to you by mail afterwards.



## USE THE OFFER OF OUR MARKETING SERVICES

As a winner, you will receive exclusive access to our marketing services. Here you can order additional marketing items for your award, such as cuboids, acrylic glass certificates, stickers or wall plaques.



## SHARE YOUR SUCCESS WITH OUR COMMUNICATION TOOLS

All award winners will be presented in a high-quality publication with their own entry about the award-winning project and will receive a specimen copy. Projects honoured with the „Best of Best“ award receive a two-page entry.



## NOMINATION FOR THE GERMAN DESIGN AWARD

We would like to recommend you! As the winner of the ICONIC AWARDS 2024: Innovative Architecture, you are automatically nominated for the German Design Award 2025 with your award-winning project.

# DEADLINES & DATES

Call for entries	March 2024
Deadline Early Bird registration	5 April 2024
Deadline grant applications	15 April 2024
Closing date	17 May 2024
Deadline upload of the presentations to the jury session	22 May 2024
Jury session	5 June 2024
Notification of the jury results	June 2024
Publication of the winners	September 2024
Award ceremony	7 October 2024



# REGISTRATION FOR THE AWARD

## REGISTRATION

Registration for participation in the ICONIC AWARDS 2024: Innovative Architecture takes place online. With every open invitation or recommendation, we send a user name or e-mail address for registration in the „**My Design Council**“ registration portal. There you can add all the information about your project and register for participation.

## ONLINE APPLICATION

In the „**My Design Council**“ registration portal the following information is requested:

- Discipline
- Project name (+description)
- Descriptive texts German / English (max. 500 characters)
- Website, place and date of launch
- Details of company / customer or client, agency / realisation
- Category and any additional category
- Billing address
- Images of the project (max. 5 images)

You will need an average of 25 minutes for an online application.

Please note that the information and image/text material from your registration will be used both for the jury meeting and for publication in the event of an award.

After successful registration you will receive a confirmation by e-mail as well as an invoice for the registration fees.

## REGISTRATION FEES

Early Bird registration until 5 April 2024 (incl. digital data preparation)	EUR 300*
Regular registration (incl. digital data preparation)	EUR 350*

\*All prices are per registered project and plus the legally valid value added tax

### Please note

In the event of an award, service fees will apply for the benefits included in the service package. You will find detailed information on this on [pages 16 to 19](#).

## REGISTRATION CLOSES ON 17 MAY 2024



# CATEGORIES

## MAIN CATEGORIES

ARCHITECTURE. INTERIOR. PRODUCT. COMMUNICATION. CONCEPT. With five main categories, the ICONIC AWARDS: Innovative Architecture provide a forum for the entire world of architecture.

## SELECTION

When registering for the award, one regular category and the additional category „Innovative Material“ can be selected per project. The registration fees only have to be paid once.

## PLEASE NOTE

In the event of an award, service charges will apply for the benefits included in the service package. For detailed information, please refer to [pages 16 to 19](#).

## SPECIAL CATEGORIES

The nominations for the two special categories „Architects of the Year“ and „Interior Designers of the Year“ are made by the specialist jury and representatives of the trade media.

### > ARCHITECTS OF THE YEAR

For outstanding design and innovation achievements by an individual or office whose projects provide valuable impetus for the sustainable development of the industry.

### > INTERIOR DESIGNERS OF THE YEAR

For the interior designer of the year for, who significantly shapes the interaction of cities, people and the environment with visionary ideas



## HONOURARY AWARD

### > ARCHITECTS' CLIENT OF THE YEAR

Honorary award for a commissioning company or institution in the private or public sector for outstanding achievements in promoting a holistic understanding of architecture.



# CATEGORIES

## ARCHITECTURE

### > RETAIL

Branded spaces · shops · concept stores · showrooms · department stores · shopping centres · outlets · etc.

### > HOSPITALITY

Hotels · spas and wellness resorts · bars · cafés · restaurants · etc.

### > DOMESTIC

Prefab buildings · detached homes · care homes · landscape planning · garden planning and landscape architecture · etc.

### > CORPORATE

Company buildings · office buildings · factories · warehouses · landscape planning · etc.

### > PUBLIC / CULTURE / EDUCATION

Museums · concert halls · theatres · opera houses · landscape planning · landscape architecture · bridges · schools · day-care centres · sacral buildings · hospitals · stadiums · admin buildings · sports facilities · monuments · education buildings · train or bus stations · etc.

### > EVENT / EXHIBITION

Exhibitions · special settings · trade fair stands · pop-up stores · events · light installations · etc.

### > URBAN PLANNING

Plazas · streets · renovation · conversion · villages · regions · urban branding · urban/district and neighbourhood development · sports facilities · urban furnishings · etc.

### > SPECIAL

## INTERIOR

### > RETAIL

Branded spaces · shops · concept stores · showrooms · department stores · shopping centres · outlets · etc.

### > DOMESTIC

Prefab buildings · detached homes · care homes · etc.

### > CORPORATE

Company buildings · office buildings · business premises · factories · warehouses · etc.

### > PUBLIC / CULTURE / EDUCATION

Museums · concert halls · theatres · opera houses · schools · day-care centres · sacral buildings · hospitals · stadiums · admin buildings · etc.

### > HOSPITALITY

Hotels · spas and wellness resorts · bars · cafés · restaurants · etc.

### > SPECIAL

## CONCEPT

### > URBAN PLANNING

Plazas · streets · renovation · conversion · villages · regions · urban branding · urban/district and neighbourhood development · etc.

### > VISIONARY LIVING & WORKING

Concepts and designs for dwellings and workspaces · temporary housing concepts.

### > VISIONARY ARCHITECTURE

Concepts and designs for prefab buildings · detached homes · care homes · landscape planning · garden planning and landscape architecture · company buildings · office buildings · business premises · factories · warehouses · etc.

### > SPECIAL

## COMMUNICATION

### > B2B COMMUNICATION

Trade fair stands · ad campaigns · ads · flyers · brochures · catalogues · outdoor advertising · websites · image films · architectural photography · books · etc.

### > B2C COMMUNICATION

Trade fair stands · book publications · ad campaigns · ads · brochures · flyers · outdoor advertising · websites · image films · architectural photography · catalogues · etc.

### > CORPORATE DESIGN

Branding · websites · letterhead stationery · business cards · flyers · posters · banners · signs · flags · etc.

### > SIGNPOSTING SYSTEM

Guidance systems for cities · public institutions · office and business premises · shopping centres · detached homes · etc.

### > SPECIAL

## PRODUCT

### > FACADES

Paint · insulation · plaster · windows · doors · balconies · materials · fittings · railings · etc.

### > WALL / FLOOR / CEILING

Tiles · wallpaper · plaster · carpets · parquet · materials · floor laminates · ceiling elements · etc.

# CATEGORIES

## > ENERGY SOLUTIONS

Solarthermie · Photovoltaik · Materialien · Biomasse · Solarenergiesysteme · etc.

## > SANITATION / KITCHEN

Fittings · bathtubs · kitchen sink · shower trays · bathroom furniture · kitchen furniture · ceramics · materials · swimming pools · saunas · water treatment · etc.

## > BUILDING TECHNOLOGIES

Illumination concepts · lifts · escalators · doors · windows · radiators · materials · switches and control panels · handles · etc.

## > SPECIAL

## ADDITIONAL CATEGORY INNOVATIVE MATERIAL\*

Projects entered in one of the main categories „Architecture“, „Interior“ or „Product“ also have the opportunity to be entered in the superordinate category „Innovative Material“.

The projects should be characterised in particular by the use of innovative materials and significantly shape the design of buildings, interiors and products. The focus is on sustainable, energy-efficient and functional materials that are versatile in terms of design.



\* If an award is also made in the additional category, additional service fees will be charged for the additional service package. Detailed information on this can be found on [pages 16 to 19](#).



# SUBMISSION OF THE PRESENTATION TO THE JURY MEETING

## PREPARATION

After successful online registration, please provide us with a presentation of your project, which will be viewed and evaluated by the jury. To facilitate your preparation, you will find an overview of the information relevant for the judging here.

Please remember that an appealing presentation of the projects, with further information on the product specification and innovative idea, will increase your chances of winning an award.

## FORMATS

You can design your submission as a PDF presentation with images, photos and text and/or as a short movie. Only PDF and MPEG4 files are accepted. Data such as websites, apps, films, etc. can also be submitted in the „**Communication**“ category

## SCOPE

Multiple PDF presentations can be combined, but should not exceed the maximum page count of 10 pages. The maximum movie length is 180 seconds. The maximum file size when uploading is 20 MB.

## UPLOAD

With the registration confirmation you will receive an upload link to provide us with your presentation. A maximum of 2 files can be uploaded: 1x PDF and/or 1x MPEG4. All files must be clearly marked with the project ID.

## DATA CHECK

All incoming data is checked by us before it is prepared for the jury meeting. If any technical or content-related questions arise in the process, we will contact you in good time.

## CONTENT

### REQUIREMENTS FOR DIGITAL PRESENTATION

The following contents clearly and understandably brought to the point:

- Maximum 2 files per submission
- 1x PDF and/or 1x MPEG4
- English text if required
- maximum number of pages - 10 pages
- maximum film length - 180 seconds
- portrait or landscape format
- CMYK, 300 dpi
- maximum file size - 20 MB
- The file name must begin with the project ID

**DATA UPLOAD UNTIL 22 MAY 2024**

## JURY MEETING

The evaluation will take place at the beginning of June 2024 by the independent and international jury of leading experts from the fields of architecture, interior design, retail and media. The jury reviews all submissions, compares, discusses and decides on the awards.

## EVALUATION CRITERIA

- Overall concept
- Design quality, aesthetics
- Contextual quality, social compatibility
- Choice of materials and detail
- Manufacturing technology and quality
- Ergonomics, functionality and usability
- Safety and accessibility
- Sustainability, durability, circularity
- Energy efficiency, environmental compatibility

The preceding list does not represent a ranking of the criteria and assessments for the jury. The jury is free to adjust the weight of individual criteria in its assessment.

## RESULTS

You will receive a written notification of the results of the judging by e-mail in June 2024. Legal recourse is excluded.

## DISTINCTIONS

The jury awards up to 15 „Best of Best“ awards per category, as well as a number of „Winner“ and „Selection“ awards, with „Best of Best“ being the highest rating, followed by „Winner“ and „Selection“.

The jury is free to classify submissions in other categories according to the majority decision.

We provide a comprehensive benefits package for each award. On [page 16](#) you will find an overview of the benefits depending on the award level as well as the corresponding fees.

## JURY MEMBERS



**May-Britt Frank-Grosse**  
Editor-in-chief at  
baunetz interior|design,  
Berlin



**Daniel Blum**  
Associate Partner at  
IttenBrechtbühl,  
Bern



**Virginia Lung**  
Co-founder of  
One Plus Partnership,  
Hongkong



**Wei Wu**  
Executive Partner  
at gmp,  
Shanghai



**Carsten Schmidt**  
Associate Partner  
at Topotek 1,  
Berlin



# AWARD CEREMONY

## AWARD CEREMONY

On 7 October 2024, the exclusive award ceremony of the ICONIC AWARDS 2023/4: Innovative Architecture will take place at a prominent location in Munich. On this evening, the „Best of Best“, „Architects of the Year“, „Interior Designers of the Year“ and the „Architects’ Client of the Year“ award will be presented on stage on the occasion of the Expo Real trade fair. The jurors, relevant industry guests and press representatives are also invited to the festive event to celebrate with the winners and engage in dialogue. The award ceremony thus becomes an annual meeting point for the brightest minds in the international architecture industry.

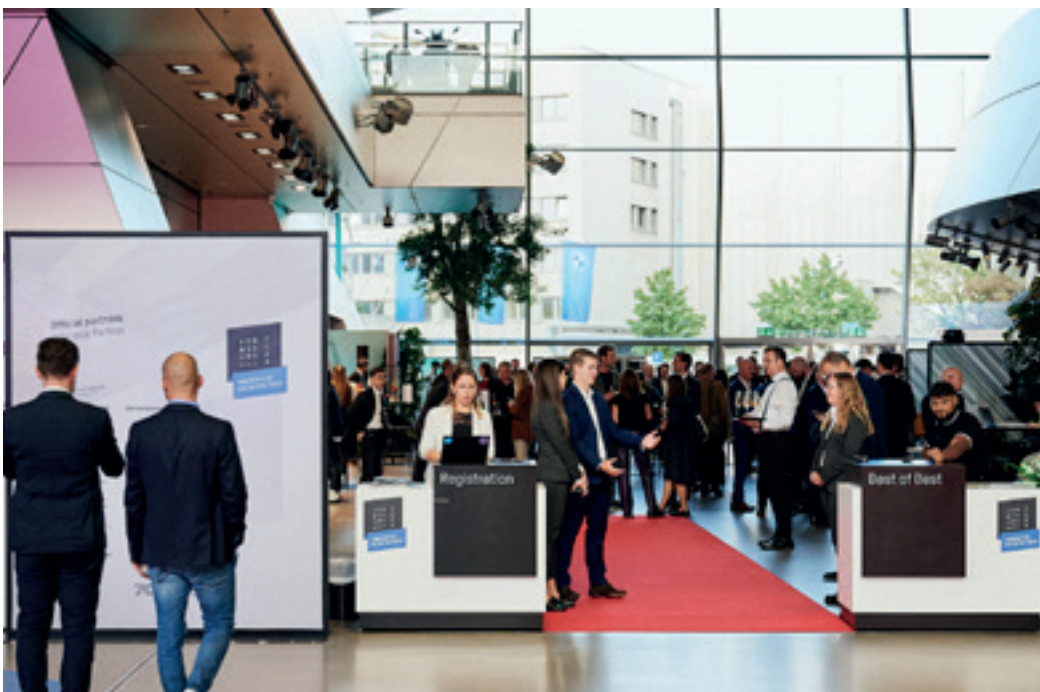
In addition to many other offers, all prize winners can have their photo taken on site by our professional photo team with their certificate and, if applicable, award sculpture. The pictures will be made available the following day..

## INVITATION

All award winners will receive a digital invitation, including a registration link, to the award ceremony in Munich at the end of August 2024.

Full details of the procedure and programme will be made available in good time.

## IMPRESSIONS OF THE 2023 AWARDS CEREMONY



# SERVICE PACKAGES & SERVICE FEES OVERVIEW

		Distinction Selection	Distinction Winner	Distinction Best of Best
Label	Use of the label for print and web applications	✓	✓	✓
Documents	Two personalized documents in a high quality frame	✓	✓	✓
Catalogue	Entry in the ICONIC catalogue with image and text and one specimen copy per submitter	✓	✓	✓
Communication tools	Whitepaper and templates for own press activities	✓	✓	✓
Online showroom	Presentation of the project in our online showroom with linking	✓	✓	✓
Marketing Services	Access to additional Marketing Services	✓	✓	✓
Press work	Press work around the ICONIC AWARDS: Innovative Architecture	✓	✓	✓
Award ceremony	Invitation to the award ceremony in Munich	✓	✓	✓
Press photos	Professional photos in front of the photo wall	✓	✓	✓
Individual clips	Short clips about the project suitable for social media		✓	✓
Social media add	Target group-specific advert on Facebook and Instagram with link			✓
Award sculpture	High-quality award sculpture with label			✓
Handover on stage	The award handover will take place on stage during the award show			✓
		EUR 1,500.00*	EUR 1,900.00*	EUR 2,500.00*

\*In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded.  
All figures apply per award and plus the legally valid value added tax



# SERVICE PACKAGES & SERVICE FEES

## SELECTION



Label	Use of the "Selection" label for print and web applications
Documents	Two personalised documents in a high-quality frame
Catalogue	1 -page entry with image and text and a specimen copy
Communication tools	Whitepaper and templates for your own press activities
Online showroom	Presentation of the project in the online showroom with link
Marketing Services	Access to our marketing services
Press work	Press work for the ICONIC AWARDS: Innovative Architecture
Award ceremony	Invitation to the award ceremony in Munich
Press photos	Professional photos in front of the photo wall

Service package „Selection“    EUR 1.500,00\*

\*In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded.  
All figures apply per award and plus the legally valid value added tax.

# SERVICE PACKAGES & SERVICE FEES

## WINNER



Label	Use of the "Winner" label for print and web applications
Documents	Two personalised documents in a high-quality frame
Catalogue	1-page entry with image and text and a specimen copy
Communication tools	Whitepaper and templates for your own press activities
Online showroom	Presentation of the project in the online showroom with link
Marketing Services	Access to our marketing services
Press work	Press work for the ICONIC AWARDS: Innovative Architecture
Individual clips	Short clips about the project suitable for social media
Award ceremony	Invitation to the award ceremony in Munich
Press photos	Professional photos in front of the photo wall

Service package „Winner“    EUR 1.900,00\*

\*In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded.  
All figures apply per award and plus the legally valid value added tax.



# SERVICE PACKAGES & SERVICE FEES

## BEST OF BEST



Label	Use of the "Best of Best" label for print and web applications
Documents	Two personalised documents in a high-quality frame
Catalogue	1-page entry with image and text and a specimen copy
Communication tools	Whitepaper and templates for your own press activities
Online showroom	Presentation of the project in the online showroom with link
Marketing Services	Access to our marketing services
Press work	Press work for the ICONIC AWARDS: Innovative Architecture
Individual clips	Short clips about the project suitable for social media
Social media add	Target group-specific advert on Facebook and Instagram with link
Award ceremony	Invitation to the award ceremony in Munich
Press photos	Professional photos in front of the photo wall
Award sculpture	Professional photos in front of the photo wall
Handover on stage	The award handover will take place on stage during the award show

Service package „Best of Best“    EUR 2.500,00\*

\*In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded.  
All figures apply per award and plus the legally valid value added tax

# GRANT PROGRAM

## FUNDING

The German Design Council offers all small businesses, freelancers and start-ups the opportunity to be exempted from the service fees for winners by applying for funding. The exemption is granted after an examination of the economic circumstances.

## REQUIREMENTS

The prerequisite is that the annual sales in each of the last two years (2022 and 2023) did not exceed € 50,000.00.

## APPLICATION

The application must be submitted via the online form by 15 April 2024 (receipt by the German Design Council).

Here you can find the [funding application form](#).



OVERVIEW

Deadline for early bird rate .....	5 April 2024
Deadline grant programme .....	19 April 2024
Deadline for online registrations .....	17 May 2024
Deadline upload presentations for the jury meeting .....	22 May 2024
Jury meeting .....	5 June 2024
Notification of jury’s decision .....	June 2024
Award ceremony .....	7 October 2024

Do you have further questions??  
Then contact us at any time:

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