



beyond

bauhaus

PROTO TYPING ↑ THE FUTURE



Fact Sheet "beyond bauhaus – prototyping the future"

The competition "beyond bauhaus – prototyping the future" seeks groundbreaking design concepts by visionary international designers. Launched by the "Germany-Land of Ideas" initiative, the competition is focused on design prototypes and cutting-edge projects aimed at making the world a healthier, fairer, more sustainable and better place.

Prizes will be awarded to projects that provide large- and small-scale solutions to some of today's most urgent questions—projects that open new, sustainable perspectives and prospects for current and future generations:

- *How will we make our growing cities healthier places to live?*
- *How can we ensure quality housing for all?*
- *How can we achieve environmentally friendly mobility?*
- *How can we reduce the flood of plastic waste?*
- *How can we dress comfortably without exploiting others?*

"beyond bauhaus – prototyping the future" will open in February 2019, the one-hundredth anniversary of the visionary Bauhaus design school. As such, the competition echoes modernity's central conviction about the world-altering power of design, and brings that conviction into the present by focusing on projects that offer solutions to some of the most pressing contemporary social, ecological and global challenges. "beyond bauhaus – prototyping the future" is included in Bauhaus 100, the official programme of the national Bauhaus Association 2019.





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Who can participate?

The competition is open to designers and creative people internationally, and from all design disciplines: from basic research and materials science to product design and fashion to architecture and urban development, mobility and new technologies. Individuals, social entrepreneurs, companies and start-ups may apply, as may universities, research institutions and private initiatives.

Like the Bauhaus a century ago, this competition aims to overcome disciplinary boundaries and to bring disparate design disciplines together under a large umbrella. Explicit reference to the Bauhaus is not a criterion for participation. A jury of international experts from architecture, design, fashion, art, new media and science will select twenty winners.

What should be submitted?

We are seeking prototypes still in the development stage, or cutting-edge projects that have already been implemented. Projects should be addressed to a specific social topic and offer concrete proposals for solutions. The projects may come from the following example areas:

- Architecture and urban development
- Mobility and transportation
- Utilitarian objects and recycling management
- Fashion and textiles
- Future technologies

The application is in English. All project descriptions must be submitted in English.



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Selection criteria

1. Creative vision

The project contains a future-oriented core idea articulated in a coherent design concept. We understand design in a fundamental sense, and therefore include concrete objects as well as digital applications, urban processes or forms of social organisation.

2. Sustainability

The project offers convincing answers to present and future challenges, particularly with regards to sustainability, resources and opportunities for participation, health, prosperity or intergenerational justice. The project is committed to the fundamental values of an open, globally connected society, and offers sustainable solutions.

3. Social impact

The project aims to have a concrete social impact, i.e. positive, representable effects on individual lifestyles and their ecological ramifications.

What is the award?

A jury will select the best twenty projects from the projects submitted.

The twenty winners will be acknowledged internationally. In August 2019, they will be invited to Berlin to present their award-winning projects in an exhibition dedicated to their designs (Travel and accommodation costs will be paid by the organizer). In Berlin, they will have the opportunity to participate in an accompanying programme of events, talks and workshops, and to network with each other and Berlin's creative scene. Here, the competition's central themes may be further explored and new cooperation partners can be found.



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Timetable

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| Call for entries | 12. February 2019 |
| Application deadline | 31. March 2019 |
| Announcement of winners | June 2019 |
| Exhibition | August 16 to September 1, 2019, in Berlin |

Organisation

The project is an initiative of Germany-Land of Ideas. For the project's conception and implementation, the initiative is working closely with art director and curator Anja Rosendahl (Rosendahl Berlin), communication expert and strategy consultant Prof. Ralf Kemmer (Design Akademie Berlin), curator and cultural historian Dr. Sven Sappelt (CLB Berlin), among other experts.

"beyond bauhaus – prototyping the future" is supported by the Federal Foreign Office, Lotto Foundation Berlin and SAP.

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