

Press release

Siemens Home Appliances Design Award 2022:

Siemens Home Appliances is looking for visionary, sustainable design concepts.

Resource scarcity is a problem that is affecting the world more than ever before. And solutions are needed. This is why this year's Siemens Home Appliances Design Award focuses entirely on resources and how to use them sustainably. As part of this global competition, young designers from all over the world are invited to present their ideas to a wider audience. Between October 2021 and March 2022, students and young professionals are tasked with developing a forward-looking design concept for the world of tomorrow.

The scarcity of resources is a problem that makes itself felt everywhere today. Not only are energy and materials scarce, but human health as a resource is also nearing its breaking point in our modern performance-oriented society. It is of fundamental importance to find innovative and sustainable solutions today to bring about changes tomorrow. The design industry has a key role in this regard. After all, designers make fundamental decisions that have a significant influence on production technology and material selection.

As Jürgen Griebisch, Executive Vice President Global Brand Siemens Home Appliances, explains: "We want to give young talents an understanding of how much influence designers can have on the world. Especially when it comes to resources and sustainability, there will be an urgent need for smart designs in the future." As Sonja Schiefer, Global Head of Design at Siemens Home Appliances, explains, the human aspect is also of great interest here: "Mental health really came to the fore as an issue during the pandemic. It will be interesting to see what ideas the young generation has for protecting human resources. Regardless of what area it is in, an ingenious design can change everything." When developing their solutions, participants will have a panel of international experts at their disposal, providing inspiration with various content and encouraging them to take a broader view.

As well as students at the five European partner universities, the competition is aimed at young professionals from various disciplines – ranging from industrial designers and young entrepreneurs to industrial engineers – and from all over the world. Anyone who is interested can register on the Siemens Design Award platform: <https://siemens-home-visions.bsh-group.com/>

This virtual platform is for interacting about this year's Siemens Design Award. At the same time, it is available to the general public and participants as a source of inspiration and information. The hybrid award ceremony will take place in Munich in March 2022. Here, the panel of international expert judges, led by Sonja Schiefer, will choose the winners of the award. Prize money of €15,000 will be awarded for first place, €10,000 for

second place and €5,000 for third place. There will also be a special award of €5,000 for the design voted for by the audience on the day of the presentation.

The **Siemens Design Award** was initiated in 2016 with a view to singling out and encouraging up-and-coming talent and their product innovations and promising business models. Every two years, creative visionaries have the chance to submit their best ideas for tackling current and future challenges. In 2020, the theme of the award was 'Visions that work' and was geared towards Master's students and young professionals from all disciplines. Further information on the Siemens Home Appliances Design Award, the winners and the nominees can be found at: <https://www.siemens-home.bsh-group.com/designaward>

Siemens is the leading German home appliances brand and sets new standards in technology, innovation and design worldwide. Its range includes stand-alone and built-in devices from a number of product categories such as cookers, washing machines, refrigerators, freezers and dishwashers. This range is rounded off by consumer products for coffee preparation and floor care. For more than 165 years, the name Siemens has been a byword for performance, innovation, quality, reliability and internationality. Siemens is also a world leader in developing and manufacturing resource-efficient home appliances. Since 1967, the brand has belonged to BSH Hausgeräte GmbH, which is based in Munich. www.siemens-home.bsh-group.com/de/

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