

SIEMENS

Siemens
Home Appliances
**Design Award
2022**



The Siemens Home Appliances Design Award in a nutshell

Welcome to the Siemens Home Appliances Design Award. To get you started, let's give you an overview of what to expect.

About

The Siemens Design Award is a competition for young designers that will take place **from October 2021 to March 2022**. It is a chance to test their skills and compete against other teams from universities and young professionals from all over the world. It is a platform where students can apply their theoretical knowledge practically and present their ideas to an international audience. Young professionals on the other hand can show what they have learned in the early days of their career. All participants will get to know design experts and industry thought leaders who will expand the horizon of the young designers while they are solving an exciting assignment.

Independent registrations are open until 28th of November 2021.

Teaser

You will receive an exciting task revolving around the topic of resources and their responsible and sustainable use. How can we save resources? How can we handle them responsibly? Show us that you can make our brand future-proof with your innovative solutions.

Benefits:



Prize money:

15.000 € for the winner, 10.000 € for the second, and 5.000 € for the third place (additional 5.000 € audience award)



Networking:

- Inspiring personalities as speakers
- Renowned experts from various fields
- International jury



Career kickstart:

- Your ideas will be presented to an international audience
- We use our channels to promote your projects
- Innovative concepts have the chance for media interviews
- You can use this event and its hashtags to promote your idea on your own channels and receive attention

**So, what's
your task?**



Some background to get you into the topic

We live in a world of limited resources.

We need to act sustainably in order to preserve them. In the context of a world where all resources are precious goods, sustainability has more than one perspective.



- Sustainability can be interpreted in terms of resources and their **materiality**. We need to be aware of the materials we use. Some regrow – some don't. Some are recyclable – some are not. As designers, we need to pay attention to an ethical balance to create a responsible future product.
- But handling resources sustainably also has another dimension. **Energy** is a valuable resource as well. Designers need to be aware of how a product draws its energy. And even more importantly: how much.
- Talking about resources, one must not forget that human energy is a resource we tend to disregard when we speak about sustainability. The world is moving faster than ever. And in the future, sophisticated design should help us take care of one of the most valuable resources to exist: us and **our mental and physical wellbeing**.

Resources are what limits our progress and our possibilities. But they are also a driver for creativity – a spark that ignites innovation. We are curious to find out what solutions you have in mind for this pressing topic of our time: **resources**.

Assignment

Your task will be to create a **future-oriented design concept**. It can be a **product**, a **system** or a **service**. The challenge of '**resources**' (and how to save them) is the very centre of this edition. This year, we want you to focus on resources like **materials and energy**. However, please also consider resources like **human health**.

Know that everything has its limit, except for innovation – and **your creativity!**

Shape the world of tomorrow with innovative solutions that help society find the right balance between resource expenditure and conservation. Please consider environmental resources on the one and individual human resources on the other hand.

Let's look forward and create a **sustainable future for our target group**.

Award Mechanism

**How does it
work?**



Expert categories

Please have a look at our different expert categories.



Jury

This group of experts will judge your projects - once as the pre-jury and once as the final jury. The group of experts will not change. The contact between you and the jury will remain limited in order to guarantee equal chances. Even though you might encounter jury members in our educational content.



Design Coach Crew

You will come across this expert group quite often. They will be the protagonists of Learning Lessons, Inspiration Talks and Live Sessions. You will receive insights and inspiration from them on a whole spectrum of topics. They are your guides.

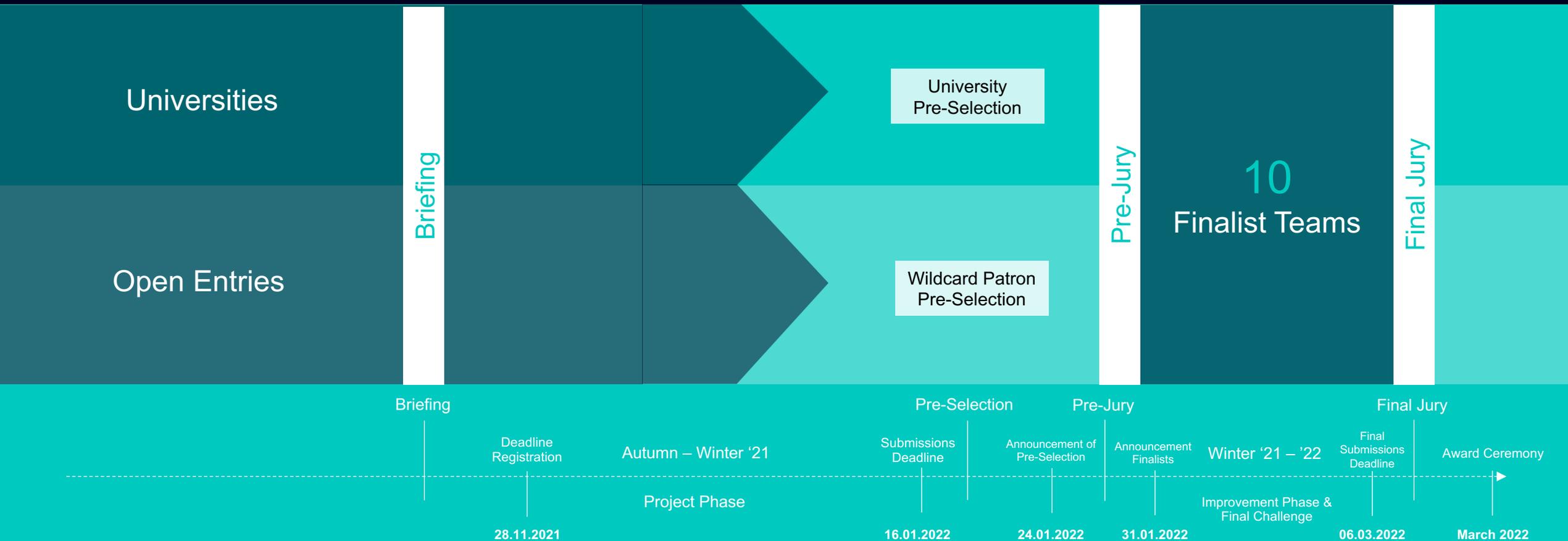


Wildcard Patrons

These experts will play a special role in the open entries track. After the briefing phase, when the universities select their best teams to enter the pre-jury pitches, the Wildcard Patrons will do the selection for the open entries. **Students from the universities will not have contact to this group of experts.**

Award mechanism

The award has two tracks: On the one hand, we will see entries from university students. On the other hand, we want to give young professionals a chance to show their skills as well. Both groups of people will compete against each other. So, give it your best shot!



Platform

Due to the current situation, the competition is designed as a hybrid concept and takes place mainly in the virtual sphere.

About the Siemens Home Appliances Design Award Campus

The website [Siemens-home-visions.bsh-group.com](https://siemens-home-visions.bsh-group.com) is the main virtual space where the Siemens Home Appliances Design Award takes place. The platform provides you with all the important information and allows you **to register for the award until the 28th of November 2021**.

The Siemens Home Appliances Design Award Campus is designed to grow over time. At first, basic information can be found here to get you started. And the press will be able to find information about the award, participants and experts. Then, inspiring educational content is added and will be constantly updated. It helps you to expand your horizon and challenge your ideas. A Participant Area supports you to keep an overview over your project status and will be the place to submit your final concept, as well.

Live events like learning lessons or inspiration talks will be hosted here, too. The biggest however being the award ceremony in March 2022. This is the only event, which will take place physically in Munich and is streamed virtually on the platform.

If you are the lucky one to win the Siemens Home Appliances Design Award 2022 with your project, you will even have your own space on the platform – your personal Hall of Fame.

Campus areas:

About the Competition

Guidance and information about the award mechanism.

Participant Area

Team and submission area.

Design Coach Content

Educational and inspirational content formats.

Hall of Fame

Virtual exhibition area for your project!

Event Space

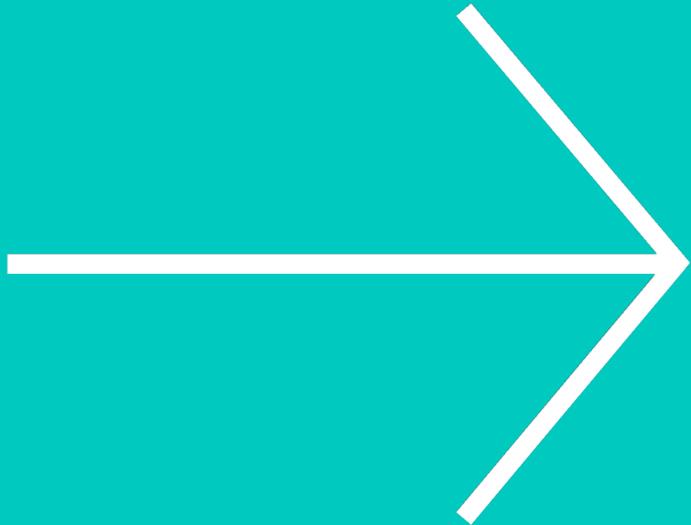
Event streaming page, including the winner announcement.

Media Information

All relevant information for the press.

Contact

In case you have any questions regarding the organisation of the award, you can reach out to us:



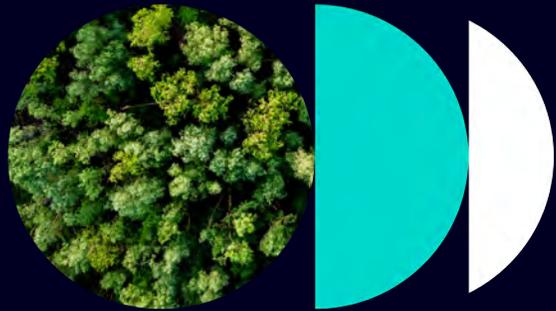
Contact Siemens Home Appliances

Jens Hoyer:
jens.hoyer@bshg.com

Devasmita Halder:
devasmita.halder@bshg.com

Communications contact

MSL:
SiemensDesignAward@mslgroup.com



Thank you!