



PRESS RELEASE

Two ICONIC AWARDS turn into one strong platform

Frankfurt am Main, 4 March 2025

From 2025, the German Design Council will combine the **ICONIC AWARDS: Innovative Architecture** and **ICONIC AWARDS: Interior Products** in a new format. As a leading platform, the new **ICONIC AWARDS** are dedicated to the disciplines of architecture, interior design and product innovation and will strengthen the visibility of each participant among their target groups.

At the awards ceremony on **7 October 2025 at BMW Welt Munich**, manufacturers, architects, designers, builders and real estate developers will have the opportunity to interact and exchange ideas in a new way. Registration for participation starts today, 4 March 2025.

A consistent decision for the future of the industry

Uniting the entire value chain of the construction and design industry on one platform is the declared aim of the new format: 'We see this as a special opportunity to create synergies and to network the various target groups in the industry even more closely,' explains Lutz Dietzold, Managing Director of the German Design Council. 'With the new **ICONIC AWARDS**, we are creating an even stronger platform for the **transfer of knowledge within the various target groups** that are actively shaping our world. Architecture, interior design and product innovation are inextricably linked. And we want to make this visible.'

With 5 main categories and 42 sub-categories, the **ICONIC AWARDS** are the biggest stage for architecture, interior design and innovative products. New categories such as 'Circular Design', 'Healthcare' and 'Office and Workplace' recognise solutions that provide answers to the challenges facing the industry.

The call for circularity, growing digitalisation and awareness of resource scarcity are fundamentally changing the industry. As a result, there is a growing need for liveable architecture and high-quality interiors that respond flexibly to changing social requirements. 'The jury of the new **ICONIC AWARDS**, consisting of renowned experts from various disciplines - from architecture and interior

design to product design - will make the immense innovative power of the industry visible,' explains Dietzold.

All information about the high-calibre jury and registration can be found [here](#).

More reach, more networking, more relevance.

On 7 October 2025 experts, companies and designers will meet for the Award Show at BMW Welt Munich, which will be framed by a unique networking event with expert talks, match-making events and best-of-best presentations.

Everything at a glance:

Start: 4 March 2025 | Early Bird until 28 March 2025 | Registration deadline: 16 May 2025

About the ICONIC AWARDS

For over ten years, the internationally recognised award has honoured visionary architecture and sustainable solutions. The ICONIC AWARDS bring outstanding projects from the fields of urban and landscape concepts, interior design, product development and innovative materials into the international spotlight. They promote dialogue between leading players in the industry and provide new impulses for the future of architecture.

About the German Design Council

The German Design Council is the authority for design in Germany. Since 1953. As a thought leader, it has a special responsibility to realise the potential of design for a sustainable future. To this end, it brings business and design together - for circular design, transformation and economic success.

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