



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

FACT SHEET



Rat für Formgebung
German Design Council

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ICONIC AWARDS

THE AWARDING AUTHORITY GERMAN DESIGN COUNCIL — RAT FÜR FORMGEBUNG

The German Design Council is the authority for design in Germany. It thinks holistically and brings together decision-makers from the world of architecture and industry.

As a leading platform, the ICONIC AWARDS are dedicated to the disciplines of architecture, interior design and product innovation and offer the best projects of the year an international stage. They create networking and business opportunities, increase visibility and connect you with influential decision makers. They also open doors to new markets.

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, CEO of the German Design Council.

PIONEERING ARCHITECTURE. HOLISTIC INTERIOR DESIGN. INNOVATIVE PRODUCTS.

ALL ON A SINGLE PLATFORM.

For over ten years, this internationally renowned award has celebrated groundbreaking projects and sustainable solutions: visionary urban and landscape concepts, intelligent renovation projects, sensitive new-build solutions, holistic interior design, innovative product developments, forward-thinking ideas for living and working environments, material innovations, and effective brand communication.

With five main categories and 42 subcategories, the ICONIC AWARDS 2025 provide an even broader platform for innovation and excellence in the world of architecture.

New categories such as ‘Circular Design’, ‘Healthcare’ and ‘Office and Workplace’ recognise solutions that provide answers to the challenges facing the industry. **You can discover the new categories on pages 10 to 13.**

WHO CAN PARTICIPATE?

The ICONIC AWARDS provide a platform for everyone contributing to the transformation of our built environment: architects, interior designers, engineers property developers and managers, real estate investors, agencies and design offices and manufacturers in the fields of materials, building technology, fittings, sanitation, furnishing industry etc..

All projects belonging to one of the categories listed 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.

HOW TO PARTICIPATE?

Designers and companies have the opportunity to submit their projects to the competition on their own initiative. 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 the next step, you are asked to upload the presentation for the jury session.

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

The next step is for the expert jury to evaluate the submitted projects and award prizes to outstanding projects. Read more about the jury process on **pages 14-15.**

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 18 to 19.**

BENEFITS FOR AWARD WINNERS



HONOURED TOGETHER

The ICONIC AWARDS bring together all disciplines of the architecture industry. An award means recognition at the highest level - by a jury of leading experts and with global appeal. **Discover the experts on the 2025 jury on page 16.**



CELEBRATE YOUR SUCCESS AT THE AWARDS CEREMONY

Experience the recognition of your achievements at the award ceremony on 7 October 2025 at BMW Welt in Munich - a highlight in the industry calendar. This is where the international architecture scene meets tomorrow's decision makers.

On this evening, the 'Best of Best' awards as well as the special and honour awards will be presented on stage.



MORE REACH, MORE NETWORKING, MORE RELEVANCE.

The awards ceremony will be framed by a unique networking event with expert talks, match-making events and best-of-best presentations.

Look forward to exciting discussions with international experts, insights into the projects and new opportunities for exchange and networking!



BECOME PART OF A INTERNATIONAL NETWORK OF ESPERTS

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

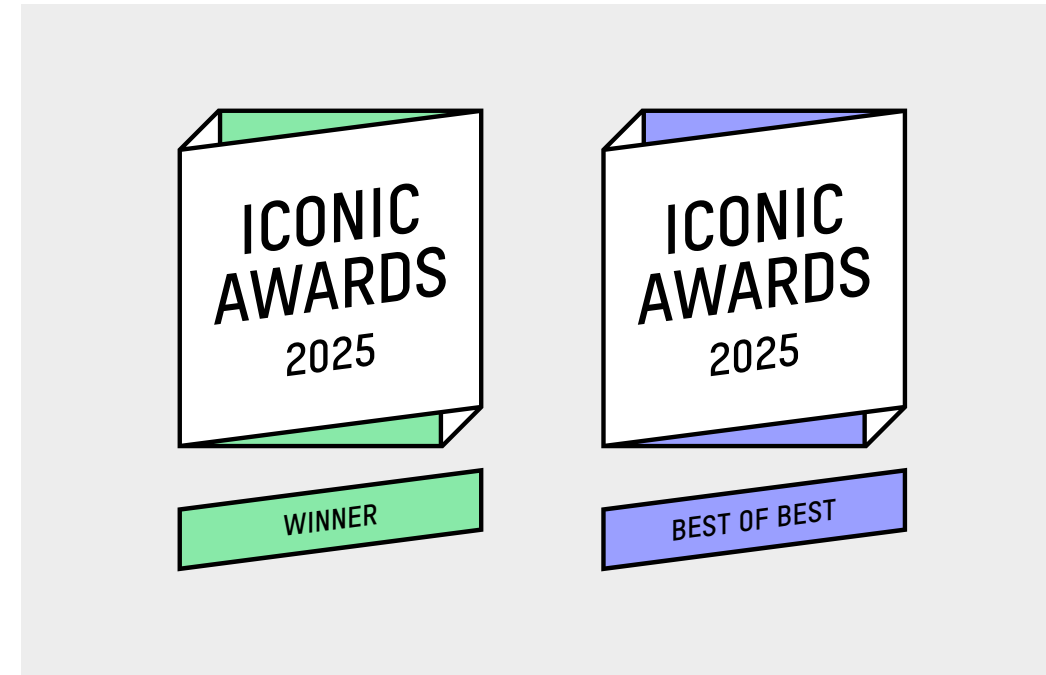
Take advantage of the networking opportunities at the ICONIC AWARDS to make valuable contacts and present your projects and products directly to the decision makers of current planning projects.

BENEFITS FOR AWARD WINNERS



GAIN INTERNATIONAL VISIBILITY

Benefit from high-profile communication via the German Design Council's channels and become part of the design community. Strengthened by media partnerships with archi- tonic, archdaily, designboom, ndion, atrium, meter and visibility in the magazines domus and DETAIL.



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.



YOUR SUCCESS IN PICTURES: EXPERIENCE, CELEBRATE, SHARE.

Capture the win with a photo in front of the photo wall during the awards ceremony and celebrate the special moment with your team or customers - you can download the photos the very next morning and use them for your press and social media activities.



A NOBLE HIGHLIGHT IS THE AWARD TROPHY

Outstanding projects will be honoured with the „Best of Best“ award. Awards winners receive an elegant award sculpture. The „Best of Best“ sculptures are presented exclusively on stage as part of the show.

BENEFITS FOR AWARD WINNERS



DRAW ATTENTION TO YOURSELF WITH THE SOCIAL MEDIA CLIPS

Award winners 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 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.



YOUR PROJECT IN THE EXCLUSIVE ICONIC CATALOGUE

All winners will be featured in a high quality publication with their own feature on the winning project and will receive a complimentary copy.



NOMINATION FOR THE GERMAN DESIGN AWARD

We would like to recommend you! As the winner of the ICONIC AWARDS 2025, you are automatically nominated for the German Design Award 2026 with your award-winning project.

DEADLINES & DATES

Call for Entries	4 March 2025
Deadline Early Bird Registration	28 March 2025
Deadline Grant Applications	11 April 2025
Closing Date	16 May 2025
Deadline Upload of the Presentations to the Jury Session	16 May 2025
Jury Session	28 May 2025
Notification of the Jury Results	June 2025
Publication of the Winners	August 2025
Award Ceremony	7 October 2025

REGISTRATION FOR THE AWARD

REGISTRATION

Registration for participation in the ICONIC AWARDS 2025 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.

SUPPORT PROGRAMME

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

The prerequisite is that the annual turnover in each of the last two years (2023 and 2024) did not exceed EUR 50,000.00.

The application must be submitted by 11 April 2025 using the online form (receipt by post or email to the German Design Council).

Click here to go to the [grant application form](#).

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/location
- Details of company / customer or client, agency / realisation
- Details of designers / architects / agency
- Details of manufacturer / building owner / client
- 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.

REGISTRATION FEES

Early Bird registration until 28 March 2025 (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

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

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 18 and 19**.

**REGISTRATION
CLOSES ON
16 MAY 2025**

CATEGORIES

MAIN CATEGORIES

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

SELECTION

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

A project can be registered in one or more main categories. It is also possible to submit the project in the additional categories "Innovative Material" and "Circular Design". 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 18 and 19.

ENDOWED SPECIAL PRIZE

The jury honours an early work ("debut") in architecture, interior design and landscape or open space planning worldwide with the endowed special prize "**Debut Work of the Year**".

HONOURARY AWARDS

The jury can award the following prizes of honour:

- Architects of the Year
- Interior Designers of the Year
- Brand of the Year
- Creator of the Year
- Architects' Client of the Year

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 outstanding achievements in design and innovation by an individual or office whose visionary ideas create sustainable spaces that meet the needs of users and create a high-quality environment.

BRAND OF THE YEAR

The jury will award this special prize to the brand of the year for outstanding achievements in Design and Innovation.

CREATOR OF THE YEAR

The jury will award this special prize to the designer of the year for outstanding design achievements.

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 AND COMMERCIAL

Branded spaces · shops · concept stores · show-rooms · department stores · shopping centres · outlets · etc.

HOSPITALITY

Hotels · boardinghouses · serviced apartments · spas and wellness resorts · bars · cafés · restaurants · pop-up bars · kiosk · etc.

RESIDENTIAL

Prefab buildings · detached homes · care homes · etc.

HEALTHCARE

Nursing facilities · hospitals · medical facilities · rehabilitation facilities · care facilities · hospices · etc.

CORPORATE

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

PUBLIC

Stadien · Verwaltungsgebäude · Sportanlagen · Bahnhöfe · Busbahnhöfe · Toilettenhäuschen · etc.

CULTURE

Museen · Konzerthallen · Theater · Opernhäuser · Sakralbauten · Tempelbauten · religiöse Stätten · Denkmäler · etc.

EDUCATION

Education buildings · schools · day-care centres · sports facilities · etc.

EVENT AND EXHIBITION

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

URBAN PLANNING

Villages · regions · urban branding · urban/district and neighbourhood development · mixed-use building complexes · ensemble · etc.

LANDSCAPE AND PUBLIC SPACE

Landscape architecture · open space planning · squares · roads · bridges · sports facilities · street furniture · etc.

SPECIAL

Mobile architectures · indeterminate typologies · installations · new building types · façade design · and constructions · etc.

CONCEPT

URBAN PLANNING AND LANDSCAPE

Plazas · streets · renovation · conversion · villages · regions · urban branding · urban/district and neighbourhood development · mixed-use building complexes · ensemble · open space planning · garden and landscape architecture · etc.

VISIONARY & UNCOMPLETED ARCHITECTURE

Concepts and unrealised designs for the design of: public buildings · cultural buildings · company buildings · office buildings · commercial buildings · stores · factories · warehouses · living spaces · prefabricated buildings · residential buildings · dormitories · concepts for temporary buildings · etc.

SPECIAL

Free designs · building designs (Metaverse) · etc.

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

Free concepts for architecture and interior design · not realised brand and corporate designs from architecture and interior · etc.

CATEGORIES

INTERIOR

RETAIL AND COMMERCIAL

Branded spaces · shops · concept stores · show-rooms · department stores · shopping centres · outlets · etc.

RESIDENTIAL

Prefab buildings · detached homes · care homes · etc.

CORPORATE

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

WORKPLACE

Office space · New Work concepts · etc.

PUBLIC

Schools · day-care centres · hospitals · stadiums · admin buildings · sports facilities · railway stations · bus stations · etc.

CULTURE

Museums · concert halls · theatres · opera houses · sacral buildings · temples · religious sites · monuments · etc.

EDUCATION

Education buildings · schools · day-care centres · sports facilities · etc.

HOSPITALITY

Hotels · boardinghouses · serviced apartments · Spa and wellness resorts · member clubs · spa and wellness resorts · gastronomy · bars · cafés · restaurants · etc.

HEALTHCARE

Nursing facilities · hospitals · medical facilities · rehabilitation facilities · care facilities · hospices · etc.

SPECIAL

Pop-up concepts · new or undefined typologies · installations · lighting design and lighting concepts · etc.

PRODUCT **NEW**

FACADE

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

WALL, FLOOR AND CEILING

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

ENERGY SOLUTION

Solar thermal energy · photovoltaics · materials · biomass · solar energy systems · etc.

SANITATION AND WELLNESS

Sanitary objects · fittings · bathtubs · Shower enclosures shower trays · bathroom furniture · ceramics · materials · swimming pools · saunas · water treatment · etc.

BUILDING FACILITY

Lifts · escalators · stairs · doors · windows · radiators · materials · switches and control panels · house and door signage · handles · home automation · letterboxes · fittings · etc.

OFFICE AND WORKPLACE

Office furniture · furniture systems · acoustic solutions · technical equipment for the workplace · etc.

KITCHEN AND HOUSEHOLD

Kitchen taps · kitchen sinks · large electrical appliances · kitchen furniture · etc.

LIGHTING

Lighting systems · outdoor luminaires · decorative luminaires · technical luminaires · work lights · etc.

MATERIAL, TEXTILE AND SURFACE

Materials and textiles · surfaces · decorative fabrics · furniture fabrics · etc.

FURNITURE

Cabinet and shelving systems · seating · tables · beds · etc.

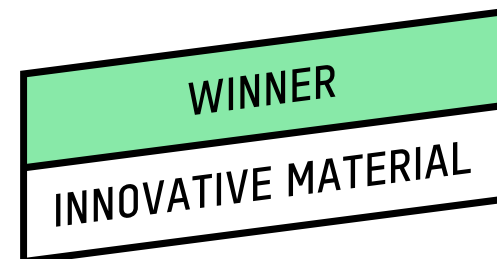
OUTDOOR

Garden furniture · equipment for winter gardens · pavilions · etc.

SPECIAL

New product typologies · etc.

CATEGORIES



ADDITIONAL CATEGORIES*

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.

CIRCULAR DESIGN

It highlights particularly innovative solutions that implement the current objectives of the circular economy and are a role model for circular strategies. circular design is crucial to address the challenges of resource scarcity, pollution and climate change and to build a more sustainable and resilient economy.

*If an award is made in the additional categories, additional service fees will be charged for the additional service package for each award. Detailed information can be found on pages 18 and 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 50 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.

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 - 50 MB
- The file name must begin with the project ID

**DATA UPLOAD
UNTIL
16 MAY 2025**

JUDGING

JURY MEETING

The evaluation will take place in the end of Mai 2025 by the independent and international jury of leading experts from the fields of architecture, interior design, design, brand communication 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
- Practical value
- Degree of innovation
- Marketing concept and marketing innovation
- Ecological sustainability, ecological quality

EVALUATION OF THE ADDITIONAL CATEGORIES

CIRCULAR DESIGN

The evaluation in the additional category is based on a special questionnaire that will be sent after registration. It is possible to provide certificates, labels, etc. via this form.

The jury assesses the degree of innovation and maturity based on these indicators:
Design strategies - Materials - Social context & society - Business model & value chain - Potential (additional)

INNOVATIVE MATERIAL

The jury assesses the degree of innovation and maturity using the following indicators*: Degree of Innovation - Utility Value - Manufacturing Technology and Quality - Circularity - Energy Efficiency - Environmental Impact.

The above order does not represent any criteria or ranking for the jury. The jury is free to give any weighting to any of the criteria.

DISTINCTIONS

The jury will make up to 15 'Best of Best' awards per category and several 'Winner' awards, with 'Best of Best' being the highest rating, followed by 'Winner'. The jury is free to place entries in other categories by majority decision. We offer a comprehensive package of benefits for each award.

Please see page 18 and 19 for an overview of the benefits according to the award level and the corresponding fees.

RESULTS

You will receive written notification of the judging results by email in June 2025. There will be no recourse to legal action.

JURIERUNG

JURY MEMBERS



Luis Bellera
Partner at
b720 Arquitectos,
Barcelona



Wei Wu
Executive Partner
at gmp,
Shanghai



Tina Kortmann
Associate Director
at UNStudio,
Amsterdam



Stefan Diez
Founder of
DIEZ OFFICE,
Munich



Carsten Schmidt
Associate Partner
at Topotek 1,
Berlin



Felizia Berchtold
Director of
TUTTO BENE,
Milan



Jonas Bjerre-Pulsen
Partner and Founder
of Norm Architects,
Copenhagen



Bram Aerts
Partner at ATAMA,
Gent



Annabelle von Reutern
Architect and expert in
circular construction,
Berlin

AWARD CEREMONY

AWARD CEREMONY

The ICONIC AWARDS ceremony is a highlight in the calendar of architects, interior designers and manufacturers.

On 7 October 2025, the brightest minds in international architecture - jurors, winners, press and industry experts - will gather at BMW Welt Munich for a festive evening to present the „Best of Best“ awards, as well as special and honorary prizes.

Guests can also look forward to an inspiring networking event with expert talks, matchmaking and „Best of Best“ presentations. An inspiring and motivational day, all award winners will collect their certificates and be immortalised by our professional photographic team in front of the photo wall.

INVITATION

All winners will receive a digital invitation with a registration link to the awards ceremony in Munich at the end of August 2025, and all details of the process and programme will be made available in good time.

IMPRESSIONS OF THE AWARDS CEREMONY 2024



SERVICE PACKAGES & SERVICE FEES

>WINNER<



Label	Use of the "Winner" label for your communication measures
Documents	Two personalised documents in a high-quality frame
Catalogue	Catalogue entry with image and text and a sample copy
Communication tools	Whitepaper and templates for your own press activities
Online showroom	Presentation of the project in the online showroom ICONIC Directory with link
Marketing Services	Access to our marketing services
Press activities	Press relations for the ICONIC AWARDS
Individual clips	Short clips about the project suitable for social media
Award ceremony	Invitation to the award ceremony in Munich
Press photos	Opportunity for a professional photo 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 your communication measures
Documents	Two personalised documents in a high-quality frame
Catalogue	Catalogue entry with image and text and a sample copy
Communication tools	Whitepaper and templates for your own press activities
Online showroom	Presentation of the project in the online showroom ICONIC Directory with link
Marketing Services	Access to our marketing services
Press activities	Press relations for the ICONIC AWARDS
Individual clips	Short clips about the project suitable for social media
Award ceremony	Invitation to the award ceremony in Munich
Press photos	Opportunity for a professional photo in front of the photo wall
Social media add (exclusiv)	Target group-specific advert on Facebook and Instagram with link
Award sculpture (exclusiv)	High-quality award sculpture with corresponding 'Best of Best' label
Handover on stage (exclusiv)	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

OVERVIEW

Deadline for early bird rate	28 March 2025
Deadline grant programme	11 April 2025
Deadline for online registrations	16 May 2025
Deadline upload presentations for the jury meeting	16 May 2025
Jury meeting	28 May 2025
Notification of jury's decision	June 2025
Award ceremony	7 October 2025

PARTNER SPECIAL PRIZE

dormakaba 

MEDIA PARTNER

**ARCHI
TONIC**

 **arch
daily**

 **competitionline**
Wettbewerbe und Architektur

designboom[®]

Atrium

meter Das
Onlinemagazin
für Wohnkultur

ndion

Do you have further questions?

Then contact us at any time:

ICONIC AWARDS

German Design Council

Rat für Formgebung Service GmbH

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