**PRESS RELEASE**
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# DesignEuropa Awards 2025: applications open for next edition in Copenhagen

- **The call for entries for the awards, which recognise outstanding designs and their designers, is now open**
- **The 2025 awards ceremony will be held in Copenhagen in September 2025**
- **More than 100 000 designs are filed at the EU Intellectual Property Office every year, accounting for nearly 2 million designs in total. Germany, Italy and China are the top applicants**
- **Previous winners include world-renowned designers Giorgetto Giugiaro and Hartmut Esslinger and designs from companies such as Smeg and Philips**

The call for entries for the 2025 DesignEuropa Awards, the EU's premier event for industrial design, is now open.

The DesignEuropa Awards are organised annually by the European Union Intellectual Property Office (EUIPO) and recognise outstanding products from designers and companies who have registered their designs in the EU.

The 2025 edition of the awards will be held in **Copenhagen** in late September. Each edition takes place in a Member State and brings together designers, industry leaders and representatives from EU and international institutions to honour the best of European design and innovation.

**João Negrão**, Executive Director of the EUIPO, said:

> *Europe is synonymous with world-class design – from our historical roots to today, we see design embedded throughout our culture and economy. Copenhagen is a prime example of our strong design heritage, and we are delighted the city will host the DesignEuropa Awards in 2025. We look forward to receiving applications and to recognising the designs and creativity that are driving growth in Europe.*

The Awards feature four categories, all of which are open for applications and nominations:

**For individuals**

- **Lifetime Achievement Award**: For designers with significant career contributions and impact on the design industry.

**For companies**

- **Industry Award**: Recognising impactful designs from large and medium-sized companies in various sectors.

- **Next Generation Desing Award**: For young designers up to 29 years old, showcasing fresh ideas and innovative approaches that push boundaries in design.
- **Entrepreneurs and Small Companies Award**: For newly established or small companies making a significant mark in their fields.

Applications will be assessed by a professional jury based on their design merit, usability, market impact, social and environmental considerations and innovative use of the registered Community design system.

From over 800 applications, the 2024 edition recognised German designer Dieter Rams with the Lifetime Achievement award, the Czech company Linet with the Industry award for its advanced hospital bed and Sweden's Transparent with the Entrepreneurs and Small Companies award for its modern reinterpretation of a classic record player.

*"I'm a firm believer that design can help bring about positive change in society," said* Per Brickstad, co-founder and creative director of Transparent, after receiving the DesignEuropa Award in September 2024. *"I'm humbled and honoured that the work that we have done so far is acknowledged in this way by this award, and it's an incredible honour for me"*. Lifetime Achievement winner Dieter Rams also commented: *"It's not just an honour from a single country, but from the European Union".*

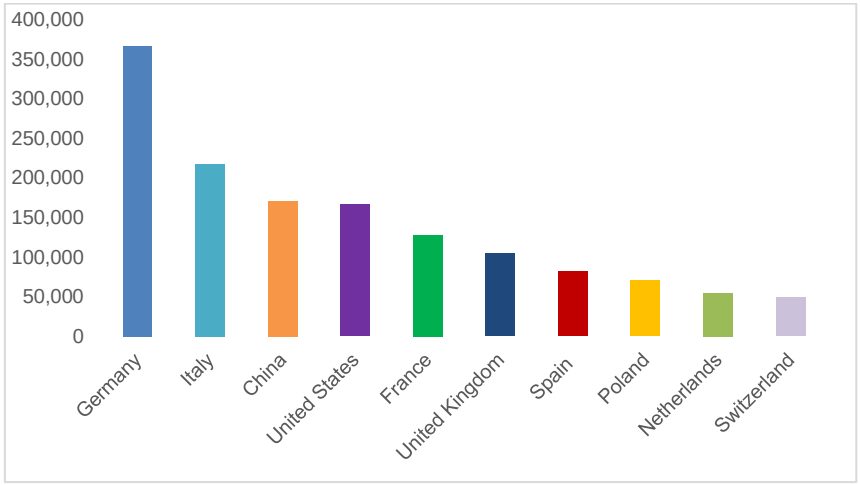
The **Next Generation Design Award** was introduced in the 2024 edition and aims to encourage and support young designers and innovators. Eligible candidates must be under the age of 30, and they can apply with one or more of their designs. Italian designer Chiara Mignani won the first Next Generation Design Award for her sustainable yacht designs.

**THE EUROPEAN DESIGN INDUSTRY**

Design is a vital engine of economic growth and job creation. According to a 2022 report, design-intensive industries create **26.8 million direct jobs** in the EU and contribute 16% of the EU's total GDP.

The registered Community design is an intellectual property right that grants exclusive protection to the appearance of a product in all EU Member States. The EUIPO currently registers over **100 000 designs** per year and has received almost **2 million designs** in total since 2003. Some well-known registered designs are the Bialetti Moka pot, the Lego brick and the Porsche Turbo.

In terms of top applicants, **Germany** is the leading country protecting designs at EU level, with 367 000 designs, followed by **Italy** (217 000) and **China** (170 000). The United States and France round out the top five. Overall, 64 % of applications have come from filers based in the EU.



Top applicant countries for designs in the EU. Source: EUIPO, October 2024.

**ABOUT THE DESIGNEUROPA AWARDS**

The DesignEuropa Awards are the European Union's awards for industrial design. They recognise creativity in design, as well as influential figures in the field. The DesignEuropa Awards are a non-commercial competition and are open to any person, entity or institution of any nationality that owns a valid registered Community design.

Now in their sixth edition, the DesignEuropa Awards have become a firm fixture on the international design calendar. Previous editions have taken place in Milan (Italy), Warsaw (Poland), Eindhoven (the Netherlands), Berlin (Germany) and Riga (Latvia). The upcoming edition in Copenhagen will be organised in close collaboration with the Danish Patent and Trademark Office. The current call for applications will close on 28 February 2025.

The Lifetime Achievement Award has been previously presented to Dieter Rams, pioneer of sustainable design; Maria Benktzon, who designed the drip-free coffee pot and many other inclusive designs; André Ricard, designer of the Olympic torch of Barcelona 1992; Hartmut Esslinger, who created many designs that characterised the Apple brand; and Giorgetto Giugiaro, known for his iconic car designs.

***Apply now for the DesignEuropa Awards 2025***

**ABOUT THE EUIPO**

The European Union Intellectual Property Office (EUIPO) is one of the largest decentralised agencies of the European Union, based in Alicante, Spain. In 2024, it was ranked as the most innovative IP office in the world for the fifth time. Celebrating its 30th anniversary in 2024, the EUIPO has managed the registration of EU trade marks since 1994 and designs since 2003, both of which are intellectual property rights that cover the 27 Member States of the European Union. In 2023, the agency added another IP right, craft and industrial geographical indications, to its portfolio. The EUIPO also carries out cooperation activities at EU and international level to create a level playing field in the world of IP and hosts the European Observatory on Infringements of Intellectual Property Rights.

**Media contact**
**EUIPO Communication Service**
+34 653 674 113
press@euipo.europa.eu