

Press

April 2010

Light+Building

The leading international trade fair for architecture and technology
Frankfurt am Main, 11 to 16 April 2010

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Design Plus powered by Light+Building singles out 44 top products

Twice as many submissions following the revamping of this international competition

Awards for products which feature technological innovation, energy-efficiency and outstanding design

Technological innovation, energy-efficiency and outstanding design: 44 top products with these qualities will be receiving the Design Plus powered by Light+Building Award at this year's Light+Building between 11 and 16 April in Frankfurt. A total of 385 exhibitors and young designers entered Messe Frankfurt's newly revamped competition, which combines the Design Plus and Lights of the Future competitions that previously took place during the leading international trade fair for architecture and technology. This competition is overseen for Messe Frankfurt by the German Design Council, a center of excellence for design active throughout Germany. All of the award winning products will be on display during Light+Building as part of a special exhibition in Hall 5.1 (Stand C 40) – 32 in the exhibitors category, 12 in the young designers category.

“There have been twice as many submissions as at the previous event, and more than half of the competition entries in the “Exhibitors” category came from abroad. The outstanding and international response clearly demonstrates that revamping this competition was the right step,” says Dr. Michael Peters, Member of the Board of Management of Messe Frankfurt.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

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For 26 years, Messe Frankfurt has been presenting the Design Plus award, which has established itself worldwide as a recognised seal of quality. The addition of “powered by Light+Building” not only reflects the new award concept, but is also a clear expression of its new focus on trade fair themes. Design Plus powered by Light+Building places greater emphasis on technical innovation and energy efficiency, the major theme of the 2010 event. This means that this seal of quality also stands for the factors that set Light+Building – the world’s largest industry gathering for lighting, electrical engineering and home and building automation – apart: it is the platform for pioneering products that combine innovative design with energy-efficient technology.

In the past, products submitted for the Design Plus competition were evaluated separately for the lighting and building technology categories. They will no longer be divided in this way, as all products will now be subjected to a horizontal evaluation. In other words, a jury of experts evaluates all submissions not only on their overall concept and practical value, but also according to their technology, ecology and design. In this new competition, design does not primarily refer to visual characteristics, but rather to the product design as it concerns functionality, innovation and technology. Another new feature of this award is the young designers category for students and young graduates of the creative disciplines.

“Our award helps companies and designers to target their communications towards the outstanding qualities of their products,” says Peters, “and Design Plus powered by Light+Building is an excellent platform for young designers to establish lasting ties to the world of industry.”

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The jury is comprised of seven industry experts:

- Sebastian Brink, Managing Director, Prediger Lichtberater, Hamburg
- Manfred Disser, Director of Department F1, VDE Prüf- und Zertifizierungsinstitut GmbH, Offenbach
- Michael Frielinghaus, President of the BDA (Association of German Architects), Berlin
- Prof. Tom Philipps, Faculty of Design, Darmstadt University of Applied Sciences
- Christian Vogt, Managing Director, Vogt & Partner Light Designing Engineers, Winterthur, Switzerland
- Regina Welk, Editor in Chief, LICHT und TAGESLICHT magazine, Richard Pflaum Verlag, Munich
- Moni Wolf, UX Director Device Strategy & Commercialization, Microsoft Mobile Communication Business BC, Redmond, USA

You will find more information and the registration documentation for this new award on the Light+Building homepage

www.light-building.com under "Events".

Background information on Messe Frankfurt

Messe Frankfurt is Germany's largest trade fair organiser, with 424 million* euros in sales and more than 1,500 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2009*, Messe Frankfurt organised more than 90 trade fairs, of which more than half took place outside Germany.

Comprising an area of 578,000 square metres, Messe Frankfurt's exhibition grounds are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

*Preliminary figures for financial year 2009