

PRESS RELEASE

## **German Design Award: Finalists for “Newcomer of the Year” Announced**

**Frankfurt, 31 October 2024 – The five finalists for the German Design Award’s “Newcomer of the Year” prize have been selected. From a pool of 187 portfolios submitted by over 35 universities across categories such as Architecture, Communication Design, Digital Design, Fashion & Textile Design, and Product & Industrial Design, an interdisciplinary jury selected five particularly outstanding projects. The winner of the “Newcomer of the Year 2025” title will be announced at the award show in Frankfurt am Main on 7 February 2025.**

The finalists for the Newcomer Award all share a focus on sustainable, future-oriented approaches, working at the intersection of technology, materials research, and creativity. Whether through the development of circular materials, innovative architectural concepts, or the fusion of art and digital technologies, these emerging designers are committed to resource-saving solutions and transformative design methods. Their work demonstrates a clear drive to address societal and environmental challenges through creative, interdisciplinary projects.

"Young design is a crucial driver for the transformation of the economy. The innovative ideas and approaches of young talents show how design solutions can contribute to developing sustainable and resilient economic models for the future. The German Design Council’s essential task is to bring these projects into the spotlight and connect design talent with industry," said Lutz Dietzold, CEO of the German Design Council.

### **Newcomer of the Year – The Five Finalists:**

- **Architecture | Amelie Kurz, Fachhochschule Dortmund:** Amelie utilises existing resources in her architectural concepts, creating future-oriented spaces through resource-conscious designs that address both ecological and social issues.
- **Fashion & Textile Design | Juni Sun Neyenhuys, Weißensee Academy of Art Berlin:** Juni specialises in biomaterials and algae as sustainable raw materials, focusing on developing circular materials as solutions for the packaging industry.
- **Industrial & Product Design | Sophia Reißenweber, Burg Giebichenstein Halle:** Sophia merges materials research and biotechnology to create closed-loop material cycles. Her designs are based on research-driven methodologies aimed at developing resilient systems.
- **Digital Design | Max Seeger, University of Applied Sciences Würzburg-Schweinfurt:** Max has received multiple awards for his work in digital design, focusing on generative design and creative technologies that are both artistically and scientifically innovative.
- **Communication Design | Lena Weber, Bauhaus University Weimar:** Lena integrates communication design with technology and philosophical theory, developing design tools and typographic systems to explore the aesthetics of the digital and coded worlds.

"We were impressed by the diversity and depth of the submitted work. Each entry showcased innovative design responses to current challenges, such as sustainability, materials research, or technological advancements. Selecting the finalists was challenging, as there were many outstanding projects. However, the nominated projects stood out with their clear visionary approaches and their ability to create aesthetic and functional solutions for the future," explained the jury in detailing their selection of the finalists.

### **The Jury:**

- Teresa Franquera, International Coordinator of the DESIS Network – Design for Social Innovation and Sustainability, and Cumulus Association Board Member
- Luzia Hein, Founder of Studio Luzia Hein, Newcomer of the Year 2019
- Ole Heydekamp, Lead Customer Experience Management, Deutsche Telekom AG
- Jasmin Jouhar, Design Critic and Journalist
- Andreas Murkudis, Curator and Founder of the concept store “Andreas Murkudis”

The winner of the Newcomer Award, endowed with €15,000, will be announced on 7 February 2025 during the German Design Award ceremony in Frankfurt am Main. All other finalists will receive a prize of €2,500 each.

More information on the award can be found at [german-design-award.com/newcomer](https://german-design-award.com/newcomer).

You are welcome to download photos [here](#).

### **Talent Development**

Since 2012, the German Design Council, organiser of the German Design Award, has supported young German design talents in a dedicated category with the “German Design Award Newcomer.” The award is supported by Deutsche Telekom, which has again sponsored the prize money of €25,000 this year.

Through this award, the German Design Council enhances the visibility of young designers, providing them the opportunity to showcase their work to the international design community, industry, and the public. As guests at various German Design Council events, the finalists also have the chance to meet members of the Council, helping them to establish essential industry contacts. Recognition as “Newcomer of the Year” often marks a significant milestone in the careers of successful designers, with former winners including renowned names such as Eva Marguerre, Marcel Besau, Sebastian Herkner, and Christian Zanzotti.

### **German Design Council**

The German Design Council is the leading authority for design in Germany, uniting key representatives from business and design professionals to leverage design as a driver of transformation and economic success. With a focus on circular design, it aims to realise the potential of design and design talent for a sustainable future. Through awards, conferences, knowledge transfer, research, consulting, talent development, and inspiring content, it fosters awareness of the power of design in politics and business. Since its founding in 1953 by a resolution of the German Bundestag, the Council has advocated for design excellence. Today, over 330 of Germany’s most significant companies belong to its foundation.

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