



German Design Awards 2024: Architecture graduate Nicolas König is "Newcomer of the Year". Festive award show with supporting programme. Focus topics: Transformation and circular design.

Frankfurt am Main, 26 January 2024

With the German Design Awards, the German Design Council Foundation honoured significant design trends as well as pioneering and innovative design achievements at the festive award show on 26 January 2024. Architecture graduate Nicolas König was also announced as the "Newcomer of the Year". This year, the Award Show took place for the first time at Kap Europa, Messe Frankfurt's congress centre, at the same time as the Ambiente consumer goods fair. To honour the winners, the new location offered space for an extensive programme and panel talks, additionally to the award show, under the motto "From Design to Success", which focused on design as a strategic lever for solving transformation tasks.

"Whether circular, inclusive or digital: the pressure to transform the global economy is putting design at the centre. The German Design Awards make visible what is possible and provides incentive and orientation for systemic change," emphasises Lutz Dietzold, CEO of the German Design Council.

The Award Show of the German Design Awards 2024 took place with an enhanced concept on 26 January 2024 at Kap Europa, Messe Frankfurt's congress centre. The high-calibre event attracted around 1,600 international guests, including the winners of the "Excellent Product Design", "Excellent Communications Design" and "Excellent Architecture" disciplines as well as invited guests from the design scene, press, culture and business, who took the opportunity to exchange ideas. The organiser, the German Design Council Foundation, thus turned the event into a unique networking event for the design community. New this year was the concentration of all activities under one roof: in the run-up to the award show, where the award winners were ceremoniously honoured on stage, guests were offered an extensive programme: In addition to the exhibition of the award-winning projects, panel discussions were held under the theme "From Design to Success", which promoted the exchange and discourse on current design topics and focussed on the value of design in solving global transformation tasks. The highlight of the award show was the announcement of the "Newcomer of the Year". The prize, endowed

with 15,000 euros, was presented by Lutz Dietzold, CEO of the German Design Council to the architecture graduate Nicolas König. His four fellow finalists Leonie Burkhardt, Justus Hilfenhaus, studio formagora and Sebastian Winter can each look forward to 2,500 euros.

“German Design Award Newcomer“: Nicolas König

“In his unique projects, Nicolas König combines architecture with research and science to create an interdisciplinary overall experience. His own, unmistakable understanding of architecture demonstrates a high conceptual strength, which is evident in the development of fictional scenarios that explore the question of the future of our planet. His virtuoso use of prototypes and models, digital simulations, photographs and first-class drawings is remarkable. König succeeds in depicting the opportunities and potential for change in our society in a unique way and in touching the people who view his designs emotionally,” said the jury.

Nicolas König was born in Aachen in 1994. He studied architecture at the Berlin University of the Arts and the Royal Danish Academy in Copenhagen. In spring 2023, he completed his Master of Science with distinction as a DAAD scholarship holder at ETH Zurich under VOLUPTAS and Prof. Laurent Stalder. In addition to numerous engagements as a student assistant with Professors Christ & Gantenbein, Günther Vogt and Anne Holtrop, among others, he has already gained professional experience at OFFICE kgdvs in Brussels and at Muck Petzet and Felgendreher Olf Köchling in Berlin.

Since 2012, the German Design Council Foundation has been promoting German design talent with the "German Design Award Newcomer" in a special category. This year, Deutsche Telekom AG is once again sponsoring the prize money totalling 25,000 euros.

Talks “From Design to Success”

Design journalist and moderator Valerie Präkelt hosted the three different talks. The main topic "From Design to Success" focussed on the impact of design. Ralf Holleis (Director Industrial Design, CYBEX), Oliver Kraemer (Head of Design, Solitaire /BSH) and Fabian Rothe (Creative Director, Uniplan) discussed the question of how design can act as a strategic lever for entrepreneurial success. Federico Ferretti, Head of Milan Experience Design Centre (Haier Europe Design Center), Johann Dück (Design Director, JOMOO Group) and HS Yang (Head of Infotainment UX Department, Hyundai Motor Group) shed light on the potential of design for digital innovations. Nils Cala (Board Member, Enders), Dominic Sturm (Industrial Design Lead, Co-Founder, FOND) and Ann Zuber (Creative Director, Aliseo) discussed the topic of the circular economy and product development under the aspect of circular design.

Related links

- Information on Nicolas König, the winner of the German Design Newcomer Award, can be found at: [Newcomer 2024](#)
- Information on the four newcomer finalists can be found at: [Finalist*innen](#)
- All winners of the German Design Award 2024 can be found here: [Online-Galerie](#)
- Press material can be found here: [Download](#)

German Design Awards

Since its establishment in 1953, one of the central tasks of the German Design Council Foundation has been to observe, analyse and evaluate international design events. With the German Design Awards, the German Design Council has established one of the most recognised design awards in the world. The annual winners of the German Design Awards not only exemplify the economic and cultural value of exceptional design, but also provide guidance and represent current themes and design trends.



Rat für Formgebung

German Design Council

German Design Council Foundation

The German Design Council has been operating since 1953 as one of the world's leading centers of expertise in communication and knowledge transfer within design, branding and innovation. It is part of the world design community and has always contributed to the establishment of global exchange and networking, thanks to its international offering, promotion of new talent and memberships. With events, awards, jury meetings and expert committees, the Council connects its members and numerous other international design and brand experts, fosters discourse, and provides important stimulation for the global economy. More than 330 businesses currently count among its members.

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