

KIDS DESIGN AWARD

2018

The design prize for children's outfitting and furniture

THE INTENTION

WE WILL GET
YOUR PRODUCT
READY FOR
MARKET LAUNCH!

The "Kids Design Award" was initiated in 2014 by Koelnmesse GmbH in the scope of Kind + Jugend. In the environment of the leading international trade fair for high-class baby- and children's outfitting sector, outstanding concepts and designs for children's items and furniture that are inventive and futuristic in terms of their function and design are sought on an annual basis. The intention behind this sponsorship award that is supported by the Association for German Industrial Designers (VDID) is to give young designers the chance to present their designs to a large, international audience and to the industry's important trading partners.

THE COMPETITION

TAKE ADVANTAGE
OF YOUR CHANCE!

At the beginning of every year Koelnmesse invites young designers from all over the world to submit their prototypes to us. The 10 best product ideas will be nominated and receive their possibility to exhibit on an international stage with Kind + Jugend 2018. A few days before the Kind + Jugend 2018 an expert jury will select the winner of the Kids Design Award 2018 for the most convincing design from among the nominees.

Public awareness is guaranteed.

All of the nominated designers will be featured in the publications accompanying the exhibition and will be actively integrated into the press communications of Kind + Jugend and they will also benefit from exhibiting their products at Kind + Jugend 2018. With great attention from the press and trade fair visitors the winner will receive the coveted Kids Design Award at the Kind + Jugend.

THE SPONSORSHIP

NOW IT'S
YOUR TURN!

A successful market launch of ingenious product ideas does not only require an appealing design - it also requires the visionary, the producer as well as a suitable marketing and sales strategy. In short, it needs someone who has the know-how.

Now it's your turn:

Become a sponsor of a nominated designer and secure the great sales potential that lies dormant in the nominated ideas. All you have to do is indicate in which product you and your company see the greatest potential for you and contact Nils Borghs or Claudia Wirth. Or register using the [online registration](#) form.

During an exclusive tour, you can explore the nominated product ideas at Kind + Jugend together with the jury members. The up-and-coming artists present their products themselves and answer your questions. And then it's up to you whether you want to continue negotiating exclusively with one of the designers.

THE WINNER IN 2017



Yujing Du is the winner of the Kids Design Award 2018 with her product "Behind The Mountains". The unit consists of a comfortable swivel chair and a little playground. The scene is a beautiful landscape from a child's subjective point of view. So the water is blue, the meadow is green and the mountains are bluishgreen. Adults have a good sight of their children as well as children can retire to their own little world.

THE 2017 NOMINEES



Franca / crib&bed
Natalia Campos



Kidtpower
Valentin Dragomirescu,
Nayoung Kim, Shai Keren



Home Street Home
Viktoria Hagelberg



PLOPPA
Hannah Neuß



Stria
Victoria Palm
Tom Witschel



Theo
Annette Payr



**ME - Modular Elements
for rocking therapy**
Jeannine Szepanski
Felix Lies



Vulpi - Magnetic Toys
Tobias Thomas



O-musubi
Miyuki Uchida

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