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ICONIC AWARDS 2021: Innovative Interior: winners of the international competition set trends

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New demands in the home, Ecology 2.0 and the transformation of our working and living spaces: the winners of the ICONIC AWARDS 2021: Innovative Interior have been chosen and reveal new trends with a wide variety of ideas.

A competition that reveals the trends

The ICONIC AWARDS: Innovative Interior are presented each year to honour brilliantly designed products in the furnishings industry and to communicate the quality and trends within the industry. Excellent contributions in all product areas shape the profile of the competition, and in turn receive prominent attention. Thus, its organiser, the German Design Council, creates a unique platform to connect architects and property developers with the decision makers in the furnishings industry.

New Simplicity: the coronavirus pandemic has shifted the focus to the personal slice of the world that people live in. Longer periods spent at home are producing new demands and making something clear: quality and durability are more in demand than ever. This principle that previously applied above all to fashion now also holds for interior design. Furniture expresses a newly established consciousness of changed living conditions and one's own attitude and personality.

Ecology 2.0: a concept that is far more than a trend and more of an ethical model. The demands for a sustainable economy and ecologically conscious forms of living are leading to a historic change of values. It is not only Generation Y who are increasingly asking about ecological manufacturing processes, supply chains and materials.

Living Multispaces: the merger of home life and work life has only accelerated thanks to the coronavirus pandemic. Working from home is developing into a new normal with a new-found appreciation as part of a flexible world of work. As a subsection of activity-based working, where

workers seek out a suitable space based on their activity, the home workstation ought to serve as a place for concentrated work and basic professional duties.

An extensive description of the trend highlights for 2021 is available to download [here](#).

An overview of the “Best of Best” winners is available to download [here](#).

All winners and their designs can be found in our [online gallery](#).

The German Design Council

The German Design Council has been operating since 1953 as one of the world’s leading centres of expertise in communication and knowledge transfer within design, branding and innovation. It is part of the worldwide 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, conventions, awards, jury meetings and expert committees, the German Design Council connects its members and numerous other international design and branding experts, fosters discourse and provides important stimulation for the global economy. More than 340 businesses currently count among its members.

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