

Henry van de Velde Awards

23

Rules

The Henry van de Velde Awards are the most prestigious design awards in Belgium. These awards put Flemish designers and companies in the spotlight and generate press attention and a great (inter)national interest. The awards are not only an important recognition, but also a career boost for designers and companies that should not be underestimated.

1. Organisation and partners

Organisation

Flanders District of Creativity (Flanders DC),
Flanders Innovation & Entrepreneurship (VLAIO)

Partners

Openbare Vlaamse Afvalstoffenmaatschappij (OVAM), Centre for Fine Arts (Bozar), House for Contemporary Art (Z33), Provincial Domain Bokrijk, Flanders Environment Agency (VMM)

2. Mission

The Henry van de Velde Awards honour Flemish designers, companies, products, services and systems that, through smart integration of design, have a positive impact on society, the environment and the Flemish economy.

The Henry van de Velde Awards are widely supported thanks to a professional and independent jury with important sector expertise.

With the website, the award ceremony, the exhibition and the publication, the Henry van de Velde Awards aims to be a platform for qualitative, inspiring and meaningful design from Flanders.

3. Henry van de Velde Gold, Silver and Bronze Awards 23

There will be 14 Henry van de Velde Gold Awards, 9 Henry van de Velde Silver and 9 Henry van de Velde Bronze Awards.

It is not possible to register for the categories Lifetime Achievement, Company, Ecodesign by OVAM, Young Talent and Public. These are designated by the professional jury (and in case of the Public Award by the public voting) and announced during the Henry van de Velde Awards 23 ceremony. For these categories a maximum of 1 Gold Award per category is granted.

Entries for the categories Business Innovation, Consumer, Crafts, Design Research, Digital, Environment, Graphics, Habitat and Spaces may be submitted from March 29, 2022 at 9:00 a.m. to May 31, 2022 at 11:59 p.m. Entries can be (a combination of) a product, a service or research.

Within each of these categories, a maximum of 1 Gold, 1 Silver and 1 Bronze Award will be awarded. The jury will choose 3 winners per category who will then be eligible for the Public Gold Award. The Public Gold Award is determined by the public, through an online voting period from November 15, 2022 at 09:00 a.m. to December 20, 2022 at 11:59 p.m.

The Gold, Silver and Bronze winner per category will be announced at the Henry van de Velde Awards 23 ceremony. The Gold Award winners will receive their certificate and trophy on stage at the official ceremony. The Silver and Bronze Awards will receive a certificate.

4. Participation and nomination criteria

The competition is open to (a combination of) products, services and research that meet the criteria described below:

The entries have a clear Flemish link, either through the designer or design studio, or through the client or customer.

Participating projects meet the 'good design' criteria: good design has impact, is meaningful, innovative, functional, formally well thought out, environmentally friendly and sustainable, professionally finished and with respect for the techniques and materials used.

Submitted service, systemic and social design projects or research projects will be judged based on the outcome and on what characterizes this methodology or attitude: people are key; solutions emerge from collaboration; the full context is considered; design techniques provide concrete and solution-oriented thinking; it is a step-by-step process with regular testing and evaluation.

The product in its current form is launched on the market between April 1, 2021 and May 31, 2022, and the path of research, services and projects is completed after April 1, 2021.

The submission is made online via the registration form at henryvandevelde.be, in full and within the set deadline.

If the entry goes through to the second round, the entrant is responsible for transporting and making available the entry to HOWEST Penta (Sint-Martens-Latemlaan 1, Kortrijk) on August 29 or 30 and for collecting it on September 1 or 2, 2022.

If the entry wins, the entrant is responsible for transporting and making available the entry for the entire duration of the Expo at Bozar (Ravensteinstraat 23, 1000 Brussels) during the months of February, March and April 2023 (exact timing TBC).

The submitter provides all requested information and is responsible for its truth and accuracy. The organisation has no duty of inquiry.

Upon participation, the entrant automatically agrees to these terms and conditions. If the entry does not comply with them, the organisation is entitled to exclude it.

5. Participation procedure

Participation in the Henry van de Velde Awards 23 is possible via the designer, design agency or client.

Entries can be done online at the website henryvandevelde.be from March 29, 2022 at 9:00 a.m. to May 31, 2022 at 11:59 p.m.

Participation is completely free.

One project can be submitted in a maximum of two categories.

For each category for which one applies, a clear motivation must be written of why the project is of added value within this category and what impact it has.

6. The categories

Products, (research) projects, services or systems can compete for a Gold, Silver or Bronze Award within the following 9 categories for the 2023 edition:

Business Innovation: a design award for innovative solutions in industry or professional settings that provide optimization and efficiency of logistics and production processes and better working conditions, and also contribute to a healthier planet. The focus is on efficiency gains, dismantability, modularity, new technology, automation, robotization.

Consumer: a design award for new or improved (semi-) industrial end products and smart solutions that improve and facilitate individual lives, within the realms of lifestyle, well-being, food, mobility, media and leisure.

Crafts: a design award for a meaningful product, object or project that has been elevated to a higher level in its production process, choice of materials, form, finish, through design-driven craftsmanship. 'Meaningful' is a product that pushes boundaries, creates added value in a broad social context, an object that moves you and what you cherish, is initially not intended for mass production and that is special in its DNA.

Design Research: a design award for meaningful, inspiring and visionary scenarios and concepts that are the result of a design practice based on solid research and that offer opportunities for the future of mankind and the planet.

Digital Product: a design award for a new or improved digital product where design is used strategically. This may include websites, digital campaigns and applications, and other services that allow people to see creative online communication. This category highlights designers who push the artistic and technological limits of the medium.

Environment: a design award for research, new or improved systems, services and products that address complex environmental issues from a collaborative approach and bring society closer to the solution or better deal with the issues. These systems, services or products that are the result of cross-fertilization can provide solutions to climate change and air pollution, the scarcity of raw materials, the promotion of sustainable food production, the structural solution of traffic congestion or noise pollution, etc.

Graphics: a design award for a product, service or system, analogue or digital, in which the form of communication or the communication medium clearly has an added value and ensures clear communication that effectively reaches its target group. This may include: the design of letters,

books, catalogs, brochures, magazines and newspapers, announcements and posters, invitations, calendars, but also illustrations, storytelling and infographics, web design and motion graphics, corporate identity, campaigns and signage.

Habitat: a design award for a new or improved product that ensures pleasant living or comfortable working at home and thus contributes to personal well-being. This may include indoor and outdoor furniture; office furniture and accessories; interior textiles; lighting; tableware; high end interior objects.

Spaces: a design award for new or improved systems or services that shape, (co-)organize a private, public or professional environment/space and make being in this space more enjoyable and fluent. This can include: furnishings for homes, offices, public spaces, commercial spaces, but also modular concepts and project lighting.

In addition to these 9 categories, a Henry van de Velde Gold Award is also presented for:

Lifetime Achievement: a design award for a designer or design agency that has been active for at least 30 years and has had national impact on an economic, social and/or cultural level with his/ her design activities and is an international player in the sector. This Award is nominated by the members of the jury.

Young Talent: a design award to encourage a young talent or agency that has been active within the sector for a maximum of 10 years. The assessment focuses on the designer or agency and looks at the social relevance and quality of the entire portfolio. The Award is nominated by the members of the jury. The laureate receives a cash prize of 10,000 euros.

Company: A design award for companies that strategically use designers and design for their business or institution. This rewards good commissioning in relation to design. Important criteria are the degree of professionalism, strategy, sustainability and innovation. This Award is nominated by the members of the jury.

Ecodesign by OVAM: a design award for a company or designer who acts as a role model for other designers. This laureate convinces the jury by a well-considered choice of ecodesign principles as a common thread throughout the entire company culture and strategy and/or throughout the designed products and services. Important criteria are the impact, potential growth, vision and continuity within the sustainability theme. This Award is nominated by the members of the jury.

Public: The public prize is awarded to the product or project with the most preference votes from the public. All awarded products, projects and services in the 9 categories described in Art. 6 can be voted for online. The laureates Lifetime Achievement, Young Talent, Company and Ecodesign by OVAM are not eligible.

7. Jury and assessment

Flanders DC puts together a diverse jury that designates the Gold, Silver and Bronze Awards. The members of the jury are recognized authorities within the sector and professionally active as teachers, curators, design critics, journalists or promoters, each with their expertise.

For the Public Gold Award, the public can vote for their favourite product online at henryvandevelde.be from November 15, 2022 at 9:00 a.m. to December 20, 2022 at 11:59 p.m..

The jury will evaluate the entries based on the good design criteria. A maximum of 3 entries per category will be selected to receive the Gold, Silver or Bronze Award within a category. If there are no entries in a category that sufficiently meet the criteria, the jury may decide not to select any Award winner.

The jury also reserves the right to adjust the number of awards within a category in relation to the number of entries and the quality.

Participants will be notified of the jury's choice after a first round of selection in early July 2022. On August 31, 2022 (second round), the selected entries will be thoroughly examined and tested by the judges. The entrant is responsible for transporting and providing the entry to HOWEST Penta (Sint-Martens-Latemlaan 1, Kortrijk) on 29 or 30 August. Products which, for example due to their exceptional size, cannot be delivered before the second selection round, will be presented in a different way. This also applies to intangible projects.

Products that are delivered too late will no longer be considered. After the second selection round the products must be collected by the entrant at the same address on Thursday September 1 or Friday September 2, 2022.

The winners are appointed by a majority of votes of the jury. The organisation ensures an objective assessment procedure and edits the jury report.

The decisions of the jury are binding. No correspondence about the result shall be entered into. The members of the jury will exercise all discretion with regard to the selection.

8. Award ceremony and trophies

All designers and clients of the award-winning entries will be present at the festive ceremony in Bozar (Brussels) beginning February 2023 (exact date TBC).

During the official ceremony, the 14 Henry van de Velde Gold Awards, the 9 Silver and the 9 Bronze

Awards will be announced. The Gold Award winners will receive their certificate and trophy on stage at the official ceremony. The Silver and Bronze Award winners will receive a certificate.

9. Communication

After the award ceremony, winners may use the Henry van de Velde Gold, Silver or Bronze Award Winner 23 logo in their communication about the winning entry.

Laureates and winners are also mentioned in the Henry van de Velde Awards communication campaign, which includes the website, social media campaign, newsletters and a national and international PR campaign.

10. Liability

Participants in the Henry van de Velde Awards 23 declare that with the participating project they do not infringe on any rights of third parties: copyright, right of drawing, trademark or design or any other rights.

Where applicable, the design complies with the legal safety regulations. Neither Flanders DC nor the members of the jury accept any liability in this regard. The contestant indemnifies the organisation and the jury against claims from third parties in this regard.

The organisation of the Henry van de Velde Awards reserves the right to exclude entries that do not meet the conditions as stated in these regulations, before, during and after the judging.

11. Publication and availability

Once the entry has been nominated, the participant agrees that the Henry van de Velde Awards organisation may freely use the supplied visual material and information on the project for publication within the context of the Henry van de Velde Awards.

The entrant indemnifies the Henry van de Velde Awards organisation against any third party claims relating to the publication of the submitted material.

The entrant of a winning project will make the project available for the entire duration of the Henry van de Velde Awards 23 exhibition in Bozar during the months of February, March and April 2023 (exact timing TBC).

All participants will be informed of the time and place of delivery and collection of the product or the exhibition material. At the beginning and at the end of the exhibition period, the participant shall bear the costs, responsibility for the transportation and packaging of the design to and from Bozar.

The submitted project must correspond to the entry as presented to the jury. The participant is responsible for providing additional digital visual material on the design and bears the costs for this itself.

12. Insurance

After delivery to Bozar, the product is checked by the organiser (possibly together with the designer or company). Any damage will be noted.

The organisation of the Henry van de Velde Awards is not responsible for damage to the product caused by hidden defects and construction faults.

The delivered design shall be insured by the Henry van de Velde Awards organisation for the period between delivery and collection, no later than three days after the end of the exhibition and only if the insurance value for the delivery has been communicated to the organisation. If the participant has not collected the product by the collection deadline, the right to claim any subsequent damage from the insurance of the Henry van de Velde Awards shall be forfeited.

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