

Henry van de Velde Awards

25

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 DC, VLAIO

Partners

Openbare Vlaamse Afvalstoffenmaatschappij (OVAM), Centre for Fine Arts (Bozar), Flanders Environment Agency (VMM), Het Domein Bokrijk (Bokrijk)

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 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 25

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

Lifetime Achievement, Company, Ecodesign by OVAM, Young Talent and Public Award

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 25 ceremony. For these categories a maximum of 1 Gold Award per category is granted.

Business Innovation, Consumer, Crafts, Design Research, Digital, Environment, Graphics, Habitat and Spaces Award

Entries for the remaining 9 categories may be submitted from April 16, 2024 at 9:00 a.m. to May 31, 2024 at 11:59 p.m. Entries can be 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 14, 2024 at 9:00 a.m. to December 19, 2024 at 11:59 p.m..

The Gold, Silver and Bronze winner per category will be announced at the Henry van de Velde Awards 25 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 products, services and research that meet the criteria described below:

— The entries have a clear Flemish link, either because the designer was born in Flanders, or because the design agency, client or customer is based in the Flemish region.

- 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.
- The product or service in its current form is launched on the market between June 1, 2023 and May 31, 2024. The research is completed after June 1, 2023. A product offered via pre-order is not eligible.
- 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 Universiteit Antwerpen (Paardenmarkt 94, 2000 Antwerpen) on August 26 or 27, 2024 and for collecting it on August 29 or 30, 2024.

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 is possible via the designer, design agency or client. Entries can be done online at the website henryvandevelde.be from April 16, 2024 at 9:00 a.m. to May 31, 2024 at 11:59 p.m. Participation is free of charge. 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. Projects

Projects eligible for the Henry van de Velde Awards 25 are either a service or a product. For Design Research, research is also eligible. By this we mean:

Service: A customer-centric approach or methodology that uses design principles and processes to improve user expectations, experience and perception. The service was launched in its current form to the market between June 1, 2023 and May 31, 2024.

Product: A physical design that enhances and facilitates life. From products for the working or living environment, to human or animal mobility, for consumers or the B2B market. Product launched in its current form to the market between June 1, 2023 and May 31, 2024.

Research: A framework of qualitative and quantitative research methods, tools or techniques that help identify and explore a problem or challenge. Please note that a research can only be submitted in the Design Research category and must include an application

in design practice (see Design Research description below). The research pathway is completed after June 1, 2023.

7. Categories

Products, (research) projects, services or systems can compete for a Gold, Silver or Bronze Award within the following 9 categories for the 2025 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, dismountability, 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 or concepts and concepts that are an application of design practice based on solid research. People are at the centerpoint of this research; the concepts presented arise from collaboration and explore scenarios for the future of mankind and the planet.

Digital Product: a design award for a new or improved digital product where design was used strategically. The focus is on putting the user experience at the centre of the entire product development process, developing a thoughtful product identity that strengthens the emotional relationship with the user and an interface that facilitates a seamless and optimal interaction between user and technology. This can include: web platforms, mobile applications, software solutions, digital interface or tools, videogames, and so on.

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, analog or digital, where the graphic design, visual development or illustrations are groundbreaking

and distinctive and provide effective communication. These may include typography, branding and identity, editorial design and informative design (such as signage, web design, campaigns, infographics and motion graphics).

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.

8. 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 14, 2024 at 9:00 a.m. to December 19, 2024 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 2024. On August 28, 2024 the selected entries will be thoroughly examined and tested by the judges during the second round of selection. The entrant is responsible for transporting and providing the entry to Universiteit Antwerpen (Paardenmarkt 94, 2000 Antwerpen) on 26 or 27 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.

Entries that are not delivered or delivered late or for which nothing is provided by the entrant at the location of the second round of selection will not be able to be judged by the jury and will therefore be disqualified.

After the second selection round the products must be collected by the entrant at the same address on August 29 of 30, 2024.

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.

9. Award ceremony and trophies

All designers and clients of the award-winning entries will be present at the festive ceremony in Bozar (Brussels) January 21, 2025. 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.

10. Communication

After the award ceremony, winners may use the Henry van de Velde Gold, Silver or Bronze Award Winner 25 logo in their communication about the winning entry.

Winners are also mentioned in the Henry van de Velde Awards 25 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 25 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.

12. Insurance

After delivery to the location of the second round of selection 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.

For more information, please contact info@henryvandevelde.be or 03/746 09 46.