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**2021**

# **INNOVATION AWARD ARCHITECTURE + TECHNOLOGY**

IN COOPERATION WITH MESSE FRANKFURT | ISH DIGITAL  
JURY MEETING | 10 MARCH 2021 | ONLINE  
AWARD CEREMONY | 22 MARCH 2021 | LIVESTREAM

INFORMATION FOR INDUSTRY AND MANUFACTURERS



messe frankfurt



# INNOVATION AWARD ARCHITECTURE+

## Technology

Products and building services for the bathroom, heat distribution, air-conditioning and building automation

*ISH 2021, Frankfurt am Main*

*22 - 26 March 2021*

## For further industries:

## Technology

Luminaires, lighting technology, electrical engineering, home and building automation

*Light + Building 2022, Frankfurt am Main*

*13 - 18 March 2022*

## Office

Office furniture, accessories and equipment, luminaires, floor coverings and other products in office buildings

*ORGATEC 2022, Cologne*

*25 - 29 October 2022*

## Building

Products and materials for the complete contract and industrial building segment as well as for residential construction

*BAU 2023, Munich*

*15 - 21 January 2023*

## Presentation

Products and solutions for trade fairs and shopfitting

*EuroShop 2023, Düsseldorf*

*26 February - 2 March 2023*

# PARTICIPANTS' COMMENTS



**Jürgen Bartels**  
**Managing Director**  
**BaSys - Bartels Systembeschläge**  
*Innovation Award Architecture+ Building 2017*

## BaSys - Bartels Systembeschläge GmbH

"BaSys was pleased to take part in the Innovation Award Architecture+ Building at BAU 2017 in order to obtain an independent opinion from a jury of experts on a new door fitting. [...] The organisers also knew how to prepare the competition in a media-effective manner. We can still feel the impact of the award beyond the trade fair."



**Dirk Thielker**  
**Head of Marketing**  
**Viega GmbH & Co. KG**  
*Innovation Award Architecture+ Technology 2017*

## Viega GmbH & Co. KG

"Winning the AIT Innovation Award is an important acknowledgement of the work of our product developers and it confirms the great importance we at Viega attach to the combination of form and function. Furthermore, the award ceremony and the associated activities are additional communication tools helping us to reach our specialist target groups."



**Stephan Naacke**  
**Managing Director**  
**Marketing and Sales**  
**FINDEISEN GmbH**  
*Innovation Award Architecture+ Building 2017*

## FINDEISEN GmbH

"We are delighted to have received the Innovation Award from an expert jury of architects for the further development of our flooring in terms of image and content. This success makes us proud and shows that we are on the right track."



## ISH DIGITAL | 22. - 26. MARCH 2021 | MESSE FRANKFURT

Against the background of the ongoing pandemic and its global impacts, ISH 2021 will take place only digitally. We would like to give you the opportunity to present your innovations to the target group of architects and interior architects nonetheless. For this reason, we are offering you an adapted digital concept of the established *Innovation Award Architecture+ Technology*. In 2021 the Innovation Award will be held completely online with a digital jury meeting.

### **Are architects within your target group?**

The *Innovation Award Architecture+ Technology* might be highly interesting for your company: industrial firms and designers present their products to face up to the critical judgement of architects and are thus given priceless trade-specific feedback. The renowned *Innovation Award Architecture+ Technology*, which is being organized for the 22th time in 2021 by the architecture journal AIT in cooperation with Messe Frankfurt shall emphasise the significance of architectural quality which represents the safe basis for a promising result. From among the large number of building products available on the market those are awarded that correspond to the requirements of architects to a special degree.

### **Conditions of participation**

Entitled to participate are all industrial companies and processing firms, who have developed an innovative product or a project related solution for office furniture, accessories and equipment,

luminaires, floor coverings, acoustic elements and other products in office buildings. It should meet high technical and design demands. Architects and interior designers, who collaborated with a manufacturer, may also participate. Both the development of the product and the project-related solution should not be more than three years old and should be available on the market at the time of ISH digital 2021. Every company has the possibility to submit several products.

### **Jury**

The selection of the award winners is done by an expert jury consisting of renowned architects, interior designers and decision-makers. The jury meeting will take place on 10 March 2021 online.

### **Product presentation jury meeting**

The products will be explained live to the jury by the manufacturers in the form of a short online presentation 10 March 2020. The jury's consultation will not take place publicly.

### **Award ceremony**

This year, the award ceremony can be experienced by all, as it will be broadcast live by Messe Frankfurt. On 22 March 2021, the award winners will be announced as part of the official ISH digital streaming program.

### **Awards**

The winners receive cups (Innovation Awards) and certificates (Special Mentions and Mentions).



AIT 12.2020



XIA by AIT 3-2020

Additionally, every award winner receives the logo of the Innovation Award as a digital file and may use it for his own advertising activities for one year.

## Special publication

All participants of the Innovation Award will be published with their products after the jury meeting in a comprehensive special section of AIT 5.2021 (reach up to 20,000 readers).

## Online presence

In addition, in 2021 all participants of the Innovation Award will be presented with their products to an increased extent in the digital media of the publishing house and Messe Frankfurt/ISH digital. This includes an online documentation on [www.ait-xia-dialog.de](http://www.ait-xia-dialog.de), a presentation in the newsletter AIT-Dialog by GKT \*exclusiv (around 28,000 subscribers), a blog and distribution via social media channels.

## Documents to be submitted

For each product, an information sheet must be completed and submitted in advance. This is provided to the jury for a better understanding of the product. You will receive the template with your confirmation of participation. The product will be presented to the jury in a short video conference during the jury session.

## Dates

### Registration deadline:

24 Februar 2021

### Submission of the required documents:

3 March 2021

### Jury meeting online:

10 March 2021

### Award ceremony:

22 March 2021

## Participation fee

### Exhibitors:

**1.100 Euro** (plus VAT) for the first product

**450 Euro** (plus VAT) for every additional product

### Non-Exhibitors:

**1.270 Euro** (plus VAT) for the first product

**520 Euro** (plus VAT) for every additional product

## Cancellation fee

**40 percent** of the participation fee

until four weeks before the jury meeting

**70 percent** of the participation fee

from four weeks before the jury meeting

**100 percent** of the participation fee

from one week before the jury meeting

## JURY STATEMENTS



**Prof. Ritz Ritzer**

Office owner  
*bogevischs buero*, Munich

*Innovation Award Architecture+  
Building 2015*, Jury member

"Not every innovation deserves this name. It is therefore all the more important to assess what the construction market has to offer. It is encouraging that in the scope of the Innovation Award one can make time for this assessment and the exchange of ideas in order to evaluate what the new products can yield, without being influenced by third-party interests. [...] Sometimes one is quite amazed and positively surprised by what is new. You should definitely carry on!"



**Nicole Kerstin Berganski**

Office owner  
NKBAK, Frankfurt am Main

*Innovation Award Architecture+  
Building 2015*, Jury member

"The participation in the jury has brought interesting insights into the current developments. [...] Two areas of interest were discussed in detail and controversially. On the one hand it was about an outstanding design, on the other hand innovative technical developments inspired enthusiasm: Two fields that advance product development and technical innovation."

## JURY

### INNOVATION AWARD ARCHITECTURE+ TECHNOLOGY 2019

#### Hendrik Fraune

STUDIOarchitects, Düsseldorf

#### Dieter Schmidt

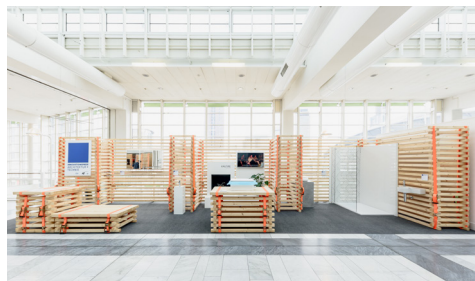
Schmidt Holzinger Innenarchitekten, Rodgau

#### Roger Wirtz

Architekten Stein Hemmes Wirtz, Frankfurt

# ADVANTAGES INNOVATION AWARDS

**The Innovation Awards are addressed to companies and processing businesses as well as architects and interior designers working in these areas. Based on architectural criteria, they award products and conceptual solutions which equally impress by their design and technical aspects.**



Stand system *Innovation Award Architecture+ Technology 2019*



Winners of the *Innovation Award Architecture+ Technology 2019*

## Jury

The products are solely assessed by leading architects or interior designers and decision-makers in the contract segment. Depending on the thematic orientation of the Innovation Award, jury members with corresponding expertise or above-average standing in the industry are selected.

## Award ceremony

All Innovation Awards are handed out as part of an event at the respective trade show or an exclusive special event. In the digital version, the award ceremony takes place as a livestream and is embedded in a supporting program.

## Award

Cup and certificate of the Innovation Award are proof of the highest architectural quality of the awarded product. The logo of the Innovation Award may be used for free on all advertising media of the awarded company for one year and shows all architects and interior designers that the product has been assessed by renowned colleagues and found excellent.

## Special publication

All participants of the Innovation Award are published with the submitted products in an extensive special section of the trade journal AIT (reach up to 20,000 readers) following the jury meeting.

## Online Presence

In addition to the live streaming of the award ceremony, all participants of the Innovation Awards will be presented in the digital media of the publishing house and the trade fair companies. This includes an online documentation on the homepage [www.ait-xia-dialog.de](http://www.ait-xia-dialog.de), a presentation in the newsletter AIT-Dialog by GKT \*exklusiv (about 28,000 subscribers), a blog, as well as a distribution via social media channels.

## Binding registration process:

### Step 1

Complete the registration form for the *Innovation Award Architecture+ Technology 2021* and send it to: [innovationspreis@ait-online.de](mailto:innovationspreis@ait-online.de) by 24 February 2021 or register on our website [ia-technology-2021.ait-xia-dialog.de](http://ia-technology-2021.ait-xia-dialog.de)

### Step 2

Receive the registration confirmation and the information sheet.

### Step 3

Hand in the information sheet for each product by 3 March 2021

### Step 4

Present your product online to the jury on 10 March 2021

### Step 5

Award ceremony as a livestream on 22 March 2021

## We offer

- Renowned architects and interior designers intensively engage with your product, your ideas and your design concept
- Provision of Innovation Award logo, which you may use in case of an award in the scope of your own advertising activities for one year
- Publication in an extensive special section of AIT in the 5.2021 issue
- Online presence in the digital media of the publishing house and Messe Frankfurt/ISH digital:
- [www.ait-xia-dialog.de](http://www.ait-xia-dialog.de), newsletter AIT-Dialog by GKT \*exclusiv (around 28,000 subscriptions), blog, social media
- Award ceremony as a livestream

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**70 percent** of the participation fee from four weeks before the jury meeting

**100 percent** of the participation fee from one week before the jury meeting

The Innovation Award Architecture+ Technology 2021 will take place subject to a minimum number of 30 applications.

## Contact

Friederike Boy

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Bei den Mühren 70 | DE-20457 Hamburg  
Phone: +49 40 7070 898 - 18  
E-Mail: [innovationspreis@ait-online.de](mailto:innovationspreis@ait-online.de)

## Please complete a separate form for each product:

Product name

Short description

Company

Contact | Function

Street

Zip code | City

Phone | Fax

E-Mail | Web

### If applicable, please state:

Partner architect or design office

Contact | Function

Address (Street | Zip Code | City)

Phone | Fax

E-Mail | Web

I am exhibitor at ISH digital 2021 ☐ Yes ☐ No

I register ☐ one product for participation/ ☐ several products for participation in the Innovation Award Architecture+ Technology 2021.

☐ I have accepted the participation and cancellation fees.

☐ Please keep me informed about formats for addressing target groups of architects and interior designers, events and important topics of AIT and XIA by AIT as well as AIT-Dialog.

Date | Signature

A competition of the architecture magazines AIT and XIA by AIT in partnership with AIT-Dialog and in collaboration with Messe Frankfurt and ISH digital 2021.