

# BEST IN DESIGN 2025

ORGANIZER: ZLIN DESIGN WEEK

DEADLINE: FEBRUARY 2, 2025

The international Best in Design competition for all talents **under 30**, part of the Zlin Design Week festival, is back for another year and ready to help young designers realize their dreams. Financial reward, feedback from professionals, valuable experience, media support, and the opportunity to make new connections – all this awaits young competitors!

## COMPETITION CATEGORIES

Best in Design is open to both individuals and design collectives under the **age of 30**. There is no limit to the number of submissions, and registration is completely free.

### BEST IN DESIGN FOCUSES ON FOUR COMPETITION CATEGORIES:

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| → <b>Product &amp; Industrial Design</b><br>design of products, interiors, furniture, tools, equipment, etc.                    | → <b>Fashion Design</b><br>design of clothing, textile work, footwear, accessories, jewelry, etc.                                   |
| → <b>Communication Design</b><br>graphic design, illustration, new media, visual communication, intermedia, web animation, etc. | → <b>Service Design</b><br>comprehensive proposals for processes, technologies, and interactions that manage service delivery, etc. |

A bonus category, also evaluating the competing designs, is **Media Award**. This title is awarded to one of the competition's semifinalists. The winner is selected by the special jury of this category consisting of media representatives closely connected to design. The selected designer will receive media support for their work.

## CRITERIA

The main factors are creativity and originality in design. Innovative and unique approaches are encouraged, but functionality and material use are also important. The ecological aspect of the project may also be taken into account.

# AWARDS

## GRAND PRIZE

The best of the best across all four categories will receive the title Best in Design 2025! The holder of this title will get an **additional €1000** on top of winning the prize of one of the categories.

The jury selects the top ten candidates from each category in the semi-finals, with three progressing to the final. After online presentations, the full jury will choose one overall winner, who will receive experience, feedback, new contacts, and a financial reward of **€1,500**, along with the Best in Design title. Designers in the other positions will receive financial rewards of **€200**, **€300**, and **€500**, respectively.

1st PLACE in each category: **€500**

2nd PLACE in each category: **€300**

3rd PLACE in each category: **€200**

# JURY

Each competition category has three expert jurors. Since Best in Design is an international platform, designers may encounter figures such as:

## DAN ZUCCO

ManvsMachine, UK – Communication Design category

## BÜRO FAMO

Germany – Product & Industrial Design category

## BRANKO POPOVIC

Fashionclash, Netherlands – Fashion Design category

## JANKA CSERNÁK

MOME, Hungary – Service Design category

# ORGANIZATIONAL INFORMATION

Submitted works must not be older than two years. This means that designs must have been created after **January 1, 2023**, and must have not participated in previous editions. Both individuals and design collectives **under 30** can participate, and registrations are open until **February 2, 2025**. Complete rules are available on the website [zlindesignweek.com](https://zlindesignweek.com).

The final results of the competition will be revealed at the Zlin Design Week festival, which will take place from **May 7–13, 2025**, during the Best in Design Gala Night.