

Call for Entries

Design Management Award 2015



The Design Management Award was established in 2009 by the Hungarian Design Council to acknowledge and encourage the successful and consistent application of design in corporate management.

The aim of the award is
→ to demonstrate how design thinking, a consistently applied design approach and professional design management can increase the efficiency and competitiveness of an organisation,
→ and to recognise excellent examples of such.

● AWARD PROCEDURE AND REQUIREMENTS

The award can be won through nomination. Apart from the members of the award jury, anyone can submit a nomination (self-nominations are also accepted).

The nominee must be a legal entity, unincorporated business association, company, organisation or institution (hereinafter: organisation) with a registered office seat in Hungary.

The award can be won by any production or service provider organisation that attributes a highlighted role to design application in its activities and has achieved exemplary results in the area of design management in the five years preceding this call for entries.

Nominations/applications can be made by submitting the nomination form attached to this call for entries. The form can also be downloaded from the homepage of the Hungarian Design Council → www.mft.org.hu

The nomination forms must be sent to the Office of the Hungarian Design Council by e-mail or via post, in one copy and as registered mail:

Postal address: Szellemi Tulajdon Nemzeti Hivatala, Magyar Formatervezési Tanács Irodája, Design Management Díj 2015
1374 Budapest 5, Pf. 552

E-mail address: mfti@hipo.gov.hu
(subject: Design Management Award 2015)

Deadline for the submission of nominations: **22 April 2015**

date of postmark or sent date of e-mail

A nomination is invalid if the nomination form arrives past the deadline. The Office of the Hungarian Design Council will register all the valid nominations and contact the nominees, sending them a questionnaire and at the same time requesting that they submit the documents facilitating the evaluation procedure.

DOCUMENTS REQUIRED FOR THE EVALUATION:

- **Questionnaire** (accessible at mft.org.hu)
- **Essay** (integration of design into the organisation's operation, description of the organisation's design management approach, max. 4,000 characters in length)
- **Other documents providing an in-depth presentation of the organisation's design management activity** (e.g.: description of activity, annual report, product catalogue, corporate identity manual, photo documentation, registration number at the industrial property rights office, publications, press appearances, etc.)

● EVALUATION

The winner of the award is selected by the award jury based on their evaluation of the submitted documentation.

The award jury arrives at its decision by a simple oral majority vote (in case of an equal number of votes the president's vote decides).

The nominees are informed about the jury's decision in writing.
The decision cannot be challenged.

EVALUATION CRITERIA:

The award jury considers the following criteria during the evaluation procedure:

- **Integration of design**
The extent to which design is integrated into the organisation's activity.
- **Innovation**
Development projects within the organisation in which design played a crucial role.
- **Application of design**
Organisational elements, resources and processes facilitating the successful application of design.
- **Efficiency of design**
Achievements produced through design application.

● MEMBERS OF THE JURY

Dr András Bauer
President of the Jury – Head of Department, Associate Professor
Faculty of Business Administration, Corvinus University of Budapest

Dr László Antos
Executive Director, Hungarian Association for Innovation

Dániel Barcza DLA
Strategic Vice-rector, Moholy-Nagy University of Art and Design Budapest

Péter Lelkes DLA habil
Mihály Munkácsy Award-holding designer, regular member of the Hungarian Academy of Arts, full professor, Budapest University of Technology and Economics

Dr Attila Simon
Managing Director, Herend Porcelain Manufactory Plc.

Krisztián Tóth
CEO, Creative Director, POSSIBLE CEE

● AWARD PROCEDURE

The nominee that best meets the evaluation criteria wins the Design Management Award 2015.

The winner receives a certificate and a money prize of 1 million forints gross.

● FURTHER INFORMATION

Anna Jankó
phone: +36 1 474 58 59
e-mail: anna.janko@hipo.gov.hu
www.mft.org.hu → contains information about this year's call for entries as well as the award winners of past competitions.

Budapest, 16 March 2015

*Hungarian Intellectual Property Office,
acting on behalf of the
Hungarian Design Council*

● AWARD CEREMONY

The award is presented to the winner at the Design Management Award 2015 award gala.

The winner's name is not made public prior to the day of the award gala.

NOMINATION FORM

→ NOMINEE DATA

REGISTRATION NUMBER

(To be filled in by the HDC Office)

01 NAME OF ORGANISATION

TELEPHONE

FAX

EMAIL

REGISTERED COMPANY SEAT

02 NAME OF CONTACT PERSON

TELEPHONE

FAX

EMAIL

03 EXPLANATION FOR NOMINATION

NOMINATION FORM

→ NOMINATOR DATA

In the case of a proposal made for another organisation. Please fill this part in if you wish to receive further information regarding the result of the Design Management Award.

NAME OF NOMINATOR:

TELEPHONE

FAX

EMAIL

ADDRESS

NOMINATOR'S DECLARATION:

I hereby authorise the Office of the Hungarian Design Council and the award jury to record and handle my personal data provided above in actions connected to the selection process of the Design Management Award 2014.

DATE

SIGNATURE

Submission Deadline: 22 April 2015
(date of postmark or e-mail)