

AIT

INFORMATION FOR INDUSTRY AND MANUFACTURER

INFORMATION AND
APPLICATION

INNOVATION AWARD

AIT
x | a



2014

ARCHITECTUR +
PRÄSENTATION

EUROSHOP 2014 | 16.-20.02.2014 | DÜSSELDORF

IP

INNOVATION AWARD ARCHITECTURE + PRESENTATION

EuroShop 2014, Düsseldorf, 16th to 20th of February 2014

Are architects your target group?

Do you collaborate with architects? In that case, the Innovation Award Architektur + Presentation is most interesting for your company: industrial companies and designers present their products to the critical judgement of architects. For the fifth time, the Innovation Award Architektur + Presentation is initiated on the occasion of the 2014 EuroShop trade fair in Düsseldorf. It aims to emphasise the significance of the architectural quality of shopfitting and exhibition stand construction, since it is exactly this quality that forms the safe foundation for a promising result. From among the large number of available products in the market those are awarded that correspond to the interests of architects to a special degree.

Conditions of participation

Participation is open to all industrial companies and businesses processing shopfitting and exhibition stand construction who have developed an innovative product or a project-specific solution in this field, which meets high technical and design demands, and it is open to architects and interior designers who in collaboration

with a company have developed a product- or project-specific solution. The product development should not date back more than three years and must be available on the market at the time of the EuroShop 2014 trade fair. Each company has the opportunity to submit several products.

Jury

The winners are determined by a jury of renowned architects, interior designers and engineers.

Documents to be submitted

Previously the competition entry must be submitted with in the form of an explanatory text for each product (per product max. 1 DIN A4 page) to the GKT. For the special exhibition, the product or a material sample (as agreed upon) needs to be provided at the trade fair. In case you don't want or don't can show a exhibit you can prepare a DIN A1 poster completely according to your wishes for the poster exhibition. You will receive a template with the registration confirmation. Next to you product presentation you have the possibility to display associated brochures. A reference at your product guides visitors directly to the trade



"As a jury member I have experienced the importance of innovation in everyday life. It is the small smart inventions, the unbiased look at what is seemingly familiar, which is able to free rusty thinking. The things created in countless tinkerer's workshops in Europe with a lot of enthusiasm get people in the mood for something new [...]"

Christian Heuchel, Partner
Ortner & Ortner Baukunst,
Berlin, Cologne and Vienna

fair booth of your company

Categories and prizes

Prizes

Trophies and certificates are awarded. All submitted products are presented in a special poster exhibition at the EuroShop 2014 in Düsseldorf and subsequently published in a special issue of the professional journals AIT and xia Intelligente Architektur (over 40.500 readers). The award-winners receive the Innovation Award logo and are thus given the possibility to use it for all advertising measures.

Category 1

Synthesis - architect and industry in



collaboration: the submitted product must have been developed in a product- or project specific co-operation of architect / interior designer and manufacturer.

Category 2

Products of high architectural quality: manufacturers / developers / processors with an architecturally valuable product.

Special issue

All participants of the Innovation Award are published in a special issue. You have the possibility to have your company presented in an editorial company portrayal. The focus is an interview with a company representative conducted in writing, which works out the architectural orientation of your company, respectively of your product.

Special exhibition

For the first time in 2014, a special exhibition comprising all Innovation Awards will be open for several weeks subsequent to the trade fairs.



"[...] Participating as a juror in the various fields is of great importance to me. On the one hand, because this task represents a connection between commercial enterprise and the planner respectively user and, on the other hand, is creates a level of communication where the requirements of planners can be conveyed to the participants of the Innovation Award."

Susanne Leson, Management
LESON Innenarchitektur × Objektmanagement,
Frankfurt

Upon request, each company has the possibility to present the submitted product once again in summer in a specifically planned exhibition at the AIT-ArchitekturSalon in Cologne and thus address an even wider professional audience. The exhibition will be opened with a symposium, where many architects and interior designers, material researchers and experts, trend researchers and representatives from the industry come together to report on innovations and developments on the market and exchange and discuss ideas.

Participation fee

Exhibitors

995 Euros (plus VAT) for the first product, 270 Euros (plus VAT) for

each additional product submitted. The invoices will be issued two weeks after the trade fair.

Dates

Registration deadline

Friday, 31st of January 2014

Submission of product documents

Friday, 31st of January 2014

Construction / assembly / delivery

Friday/Saturday, 14th/15th February 2014

Award ceremony

Monday, 17th of February 2014,

5.00 p.m.

Forum Architecture & Design,

Halle 10 F 04

Manufacturers make a binding registration

Step 1:

Fill in the registration form for the Innovation Award Architecture + Presentation Contract and fax it to: +49.711.7591.410 or email it to: innovationspreis@ait-online.de

Step 2:

Receive conformation of your registration

Step 3:

Submit your written documentation to GKT until 31st of January 2014

Step 4:

Design your poster or set up your product at 14th/15th February 2014

Step 5:

Visit the award ceremony and exhibition on the 17th of February 2014 at 5.00 p.m.

We offer

- + The presentation of your company and your products at the 2014 EuroShop trade fair from 16th to 20th of February 2014 in Düsseldorf
- + The intensive analysis of your product, your ideas, thoughts and your design concept from the point of view of renowned architects and engineers
- + The publication in a special edition of AIT and xia IntelligenteArchitektur as well as the online documentation at www.ait-online.de
- + In case you win an award, the possibility to use the Innovation Award logo for each of your advertising measures

Participation fee

Exhibitors:

995 Euro

(plus VAT) for the first submitted product

270 Euro

(plus VAT) for each additional product

Cancellation conditions

33% after the binding registration up to 14 dayz prior to the event

66% from 14 days before the event

Additional offer

(if you are interested please mark - we will send you further information)

Special exhibition with opening event at the AIT-ArchitekturSalon Cologne

additional cost per product: 320 €

Advertisement in the special edition

2/1 page company portray: 3.500 €

1/1 page company portray: 2.500 €

1/2 page company portray: 1.500 €

Contact

Gesellschaft für Knowhow-Transfer
in Architektur und Bauwesen mbH

Dip.-Ing. Sabrina Theurer

Fasanenweg 18

70771 Leinfelden-Echterdingen

Fon: +49.711.75 91 - 463

Fax: +49.711.75 91 - 410

E-Mail: innovationspreis@ait-online.de

Please complete individually for each project:

Product name

Short description

Company

Contact person

Street

Zip code | City

Fon | Fax

E-Mail | Web

Please specify for participation in category 1:

Collaborative architect or design office

Contact person

Street

Zip code | City

Fon | Fax

E-Mail | Web

I am an exhibitor at
EuroShop 2014

Yes
 No

A competition by the architecture magazines AIT and xia IntelligenteArchitektur in partnership with GKT and in cooperation with Messe Düsseldorf.

I herewith register one product to participate.
 several products to participate.

- Please inform me regularly about events and important topics of AIT und xia IntelligenteArchitektur.
- I am interested in the AIT Newsletter for decision makers in architecture marketing and distribution. It provides exclusive news which are indispensable for your tasks.



Date | Signature

