**Poznań, 14 November 2019**

**PRESS RELEASE**

**ARENA DESIGN 2020**

**ARENA DESIGN 2020: Unique solutions. Original designs. Innovative solutions.**

**Registrations for the international TOP DESIGN award competition have started**

**Each year, ARENA DESIGN is looking for bold, original and aesthetically pleasing designs that stand out thanks to the high quality of design, outstanding workmanship and their utility. The international TOP DESIGN award competition aims to promote top-notch design products.**

The TOP DESIGN award is one of the pillars of ARENA DESIGN. Its aim is not only to reward projects that stand out on the market, but also to provide them with extensive promotion and recognizability, thus emphasizing the meaning of design characterized by a high level of workmanship, aesthetics and functionality.

“Today, it is more and more common for people to understand properly what good design really is, i.e. a combination of such features as functionality, ergonomics, aesthetics, economy and ecology, all in one product. Together, all of these things can only provide the added value that an informed customer is looking for on the market, and that is what the best manufacturers offer. At the same time, these qualities determine the language of the forms that shape the material culture of our times; items that best express the value will be awarded with the TOP DESIGN award 2020,” says Professor Bogumiła Jung, chair of the TOP DESIGN award 2020 jury.

The TOP DESIGN award is a prestigious distinction both on the domestic and foreign market. The projects prepared by the finalists will be exhibited to the public during one of the main exhibitions of ARENA DESIGN 2020 held in a specially arranged space of the exhibition hall 3 at the Poznań International Fair. The presentation of awards and TOP DESIGN certificates will take place at a solemn gala during ARENA DESIGN 2020, which will be attended by representatives of major institutions, industry associations, media and well-known personalities from the world of design.

**DETAILS OF THE COMPETITION:**

Designers and manufacturers can submit their products in 12 categories: home / kitchen / bathroom / office / garden / public space / lighting / interior fittings and fixtures / materials and components / child / automotive and public transport / science and industry.

**JURY**

The evaluation of the products entered into the TOP DESIGN award competition will be performed by a Jury composed of outstanding specialists in the field of design:

Chair of the jury - Bogumiła Jung, President of the Industrial Designers Association, Vice-Rector for External Stakeholder Relations at the University of Arts in Poznań; Marek Adamczewski, designer, Head of the Department of Product Design at the Faculty of Architecture and Design of the Academy of Fine Arts in Gdańsk, owner of the MARAD DESIGN studio; Daria Burlińska, designer, owner of the DBWT.PL lighting brand and interior design studio Szara; Małgorzata Szczepańska, editor-in-chief of *ELLE Decoration*; Paweł Grobelny, designer, curator of exhibitions, holder of the scholarships of the French Government in Paris, RU-Residency Unlimited in New York and Casa de Velazquez in Madrid; Mikołaj Wierszyłłowski, designer, owner of Wierszyłłowski and Designers; Berenika Milkowska-Milbrodt, interior designer, president and co-founder of the loveOriginal Association, founder of a design studio operating in Berlin, long-term caretaker of well-known western lighting and furniture brands on the Polish market.

**DATES**

**The deadline for submitting products for the TOP DESIGN award competition is 15 December 2019.**

**STAGES OF THE COMPETITION**

The competition shall be held in two stages. In the first stage, the Jury makes an initial assessment of the submitted products. Products that qualify for the second stage are presented to the audience at the accompanying ARENA DESIGN exhibition. The final winners of each thematic group are also selected by the Jury.

**More information: www.arenadesign.pl**

**ARENA DESIGN**

**Poznań International Fair, pavilion 3**

25-28 February 2020

ul. Głogowska 14

60-734 Poznań

**MEDIA**

SZUSTOW. Culture and Communication

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