

EUROPEAN  
PRODUCT  
DESIGN  
AWARD™



Maserati MC20 by Maserati S.p.a.

HOW TO JOIN  
**2023**



# ABOUT

Launched in 2016, the European Product Design Award™ recognizes and honors the expertise of international product and industrial designers who strive to improve our daily lives with their practical and well-thought-out creations. The ePDA promotes the growth of product design globally and provides worldwide exposure to remarkable designers in the industry.

The ePDA kicks off an annual competition, seeking for the best product designs, concepts, and prototypes.

The competition is open to design teams, studios, individual designers and students around the world.

All submissions are evaluated by an expert jury of luminaries. The jury committee is comprised of independent designers, clients, design educators and editors who are devoted to brilliance in design. The evaluation is based on a range of criteria that are constantly adapted to new technical, socio, aesthetic and sustainable requirements.



# 5 REASONS TO JOIN

## ■ Brand Differentiation

Becoming an ePDA Award winner will set you apart from the competition. The European Product Design Awards is an independent endorsement and an outstanding indicator of success.

## ■ Marketing Opportunities

Being associated with a business awards event provides excellent PR opportunities before, during and after the event. ePDA Winners will improve brand awareness and support the promotion of your business to new design professionals and potential clients worldwide. The team has strong relationships with all major design-related media which will maximize your company's PR exposure.

## ■ Credibility

The ePDA prize or Honourable Mention acts as a 3rd-party endorsement for your business. Our winning badge is a sign of quality for potential customers and can be a part of your sales strategy.

## ■ Attracting Talent & Investment

Being recognized as an ePDA Winner is building your brand to attract new talent and engage with potential investors.

## ■ Winner Package

The ePDA winners will receive a winner's seal, to promote your Award online and in print, Winners Certificate, be invited to the Awards Ceremony where Grand Winners will receive their Trophy, be promoted in the newsletter to 120,000 design professionals, media, and potential clients worldwide as well as having a permanent online profile on the winners' page.

# GETTING STARTED

## ■ Register via [EPDA website](#) filling in your profile/company profile information:

First Name, Last Name

Email address

Experience level (Professional, Student, Agent)

City

Country

Password

CAPTCHA Code

Terms & Privacy Policy

## ■ Create Entries

After log into your account, click on "Create a New Entry"

Choose the award section that best suits your work and select "Enter"

[Enter the European Product Design Award](#)

[Enter the Product Photography Award](#)

[Submitting your design to ePDA is a quick & easy process, taking less than 20 minutes]

# STEP 1 TO SUBMIT

## ■ Entry Details

[PROFESSIONAL]

Design/Product Name\*

Company/Studio/Agency Name\*

Lead Designer\*

List of Team Members

Client

Completed/Estimated Date

Category(ies)<sup>1\*</sup>

Description of the design\*

URLs to design/product (videos, materials, website, etc)

[STUDENT]

Design/Product Name\*

University Name\*

Lead Designer\*

List of Team Members

Client

Category(ies)\*

Description of design/product\*

URLs to design/product (videos, materials, website, etc)



\* Mandatory

<sup>1</sup> Additional categories at a 50% discount. You may submit an entry into multiple categories at the same time, in fact, doing so may increase the chances of winning prizes under different categories.

# STEP 2 & 3 TO SUBMIT

## ■ Upload Images

Cover Image\* (best image to represent your project)

Supporting Images\* (we suggest uploading a minimum of 6, a maximum of 10 images relating to your project)

PDF (only used by the Jury members document will not be published)

Images must be a jpg/png at least 1000px wide on longest side,

No longer than 4000px

No larger than 4mb

Do not use special characters in the file name

## ■ Preview Entry

Please review your submission carefully, checking for any errors or missing information, before finalizing your submission.



# STEP 4 TO SUBMIT

## ■ Payments

You may choose to pay online via PayPal or Credit Card, Alipay and WeChat.

The cost summary is including the early submissions discount, when applicable.

### ENTRY FEES

#### European Product Design Award

Professional USD200

Same Product in additional categories at 50% discount

Student USD75

Same Product in additional categories at a 50% discount

#### European Product Photography Award

Professional USD70

Same entry in additional categories at a 20% discount

Student USD35

Same Product in additional categories at a 20% discount

There will be no hidden expenses further down the line. Winners will not be charged any additional fees for publication, publicity, or the ePDA trophy.

# JUDGING CRITERIA

The evaluation process for entries to the EPDA is based on various judging criteria which are constantly adapted to new technical, social, economic and ecological requirements. These criteria are not comprehensive and not all criteria are applicable to each product. They simply provide an orientation framework and basis for judging, which is complemented by each individual juror's expertise and socio-cultural background. The criteria include the following:

**Innovation** – does the product provide something new to the market or supplement/improve an existing product?

**Aesthetics** – form, shape, colour, texture, finishing, the material used, etc.

**Functionality** – ease of use, safety, maintenance, etc.

**Ergonomics** – the product's interaction with the user

**Durability** – the quality and longevity of the design

**Impact** – the benefit delivered to the user and/or society by the product

**Utility** – does the product meet the intended purpose and needs of the user?

**Ecological compatibility** – potential environmental and/or ecological impact

**The reality of production** – how realistic is it, technically and economically, to develop and market this product large-scale?

**Emotional quotient** – in addition to fulfilling its practical purpose, does the product create a sense of enjoyment, satisfaction?

The program is part of the Farmani Group, a leading organization curating and promoting photography, design and architecture across the globe since 1985.

The Farmani Group has recognized prestigious brands such as Nike, HP, Maserati, and Bosch for their exceptional design achievements.

The company's key mission is to discover and promote talent in these areas through competitions, awards, exhibitions, developing artist communities, providing networking opportunities and education.

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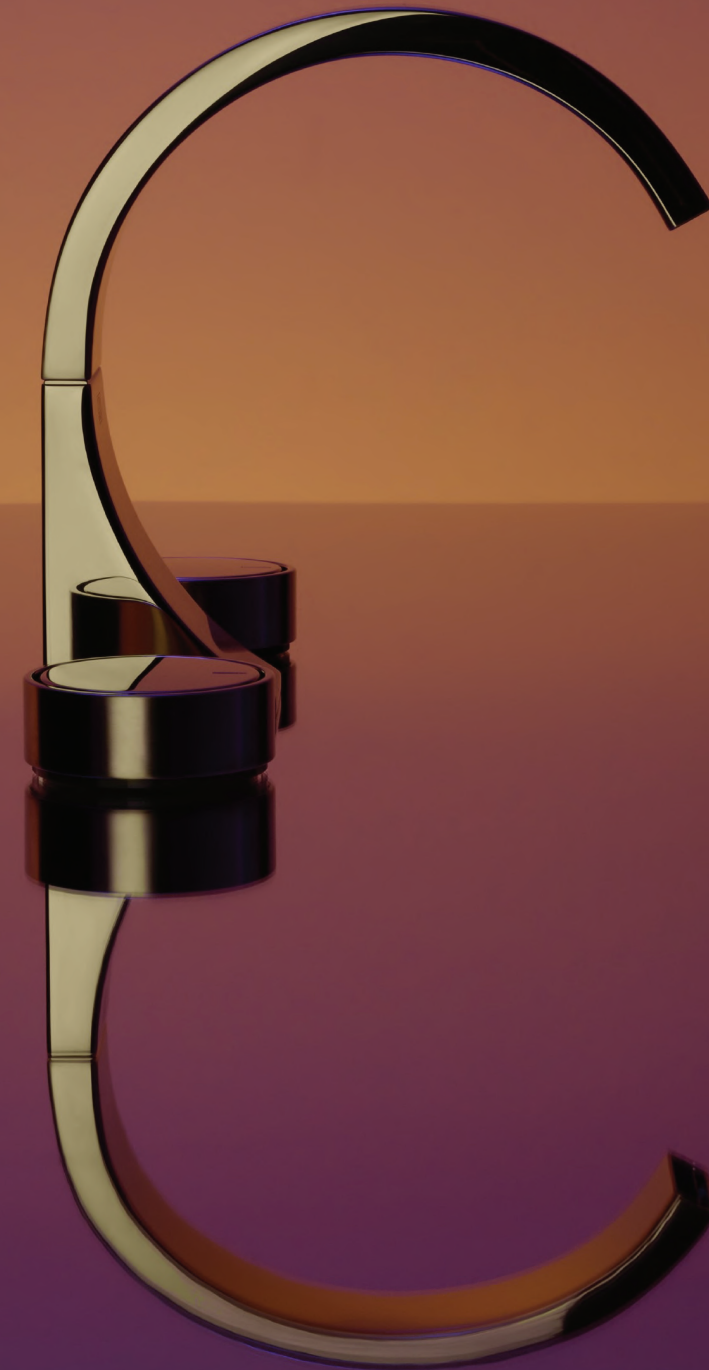
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