

# CALL FOR ENTRIES

## CARAVANING DESIGN AWARD

### 2012/2013



**CARAVANING  
DESIGN AWARD 2012/2013**  
INNOVATIONS FOR NEW MOBILITY



## CARAVANING DESIGN AWARD 2012/2013: INNOVATIONS FOR NEW MOBILITY

For the 51st CARAVAN SALON DÜSSELDORF the centre of attention will once again be on the theme of design as a key economical success factor: The investment in well-designed products and thought-out solutions helps companies to position themselves in the market and promise increased profitability.

The “caravaning design award: innovations for new mobility” is organised by Messe Düsseldorf in cooperation with red dot projects. Only exhibitors at the CARAVAN SALON DÜSSELDORF 2012 can enter the design competition – [without having to pay a registration fee](#). Products that have been or will be launched on the market between 2010 and 2012 are permitted to participate in the competition.

In 2010, the special distinction “caravaning design award: best interior design” was awarded for the first time. The title honours interior design and highlights its growing importance in the industry. In 2012, the distinction will again be awarded.

In addition, all participants in the categories “Caravans” and “Motorhomes and basic vehicles” can face the public: In 2012 for the first time, the public prize “caravaning design award: the public choice” will be awarded. The accolade is a special recognition, since the exhibitors directly experience the resonance of their target group and are able to communicate it directly on the fair.

The winners of the caravaning design award will be honoured at an awards presentation during the opening of the fair. They will also be presented in an exhibition and on the website [www.caravan-award.de](http://www.caravan-award.de). The renowned award provides them with an excellent communication and marketing tool that allows for ideal positioning at the fair as well as in the whole industry.



# THE MOST IMPORTANT INFORMATION AND DATES

The right to enter the competition is part of the exclusive services package offered by Messe Düsseldorf and reserved for exhibitors at the CARAVAN SALON DÜSSELDORF 2012. The registration is free of charge. Only products that have been or will be launched on the market between 2010 and 2012 are permitted to participate. Products can be handed in as originals, models or in some other suitable form.

## REGISTRATION FREE OF CHARGE

Please visit [www.caravan-award.de](http://www.caravan-award.de) to register free of charge and for further information.

### Registration deadline

Friday, 15 June 2012

### Delivery

Friday, 29 June 2012

### Collection

Monday, 9 July 2012

### Adjudication

Thursday, 5 July 2012

We will notify the participants of the adjudication results in a timely manner.

### Festive awards presentation

Saturday, 25 August 2012

at the 51st CARAVAN SALON DÜSSELDORF

### CARAVAN SALON DÜSSELDORF 2012

Saturday, 25 August until Sunday, 2 September 2012

### Trade visitors and media day

Friday, 24 August 2012



## THE COMPETITION CATEGORIES

### 1 Caravans

### 2 Motorhomes and basic vehicles

Camper vans, alcoves, semi-integrated, fully integrated, vans, box vans, chassis, pick-ups, off-road vehicles/ towing vehicles, etc.

### 3 Interior design

Complete interiors or sub-category: kitchen, sleeping, living, wet room/bathroom, other

### 4 Interior products and fixtures

Furniture, household appliances, sanitation, bathroom equipment, bathroom accessories, lamps and lights, lighting systems, carpets and floor coverings, etc.

### 5 Caravaning products

Installations, power supplies, antennae, navigation systems, security technology, air conditioning, heaters, other technical equipment, etc.

### 6 Tents

Awnings, tents, small tents, shelters, etc.

### 7 Camping accessories

Crockery, cutlery, cookers, lamps, furniture, grills, sleeping bags, outdoor equipment, bicycles, etc.



## THE JURY

In the caravanning design award, five authorities from the design industry and the trade press assess and evaluate the submitted products. The jury's expertise and independence guarantee the highest objectivity and therefore secure the high standard of quality of the competition.



[Kai Feyerabend](#)

Publishing Director and editor "promobil/CARAVANING", Motor Presse Stuttgart, Germany



[Raymond Eckl](#)

Publishing Manager and editor "Camping, Cars & Caravans", DoldeMedien Verlag GmbH, Stuttgart, Germany



[Prof. Danny Venlet](#)

CEO Venlet Interior Architecture, Brussels, Belgium

Photo: Serge Anton

[Max Ottenwalder](#)

Managing Director Ottenwalder und Ottenwalder, Schwabisch Gmund, Germany



[Prof. Dr. Peter Zec](#)

Initiator and CEO of red dot, Essen, Germany  
Senator of the International Council of Societies of Industrial Design (Icsid), Montreal, Canada

Photo: Harald Reich



## THE AWARDS

### [caravanning design award: best practice](#)

The “caravanning design award: best practice” is awarded for outstanding design achievements that set new standards in both form and function within their industry. Groundbreaking designs – only the best products – receive this sought-after prize.

### [caravanning design award: innovations for new mobility](#)

The “caravanning design award: innovations for new mobility” is awarded for special design achievements in both form and function. The jury honours only those products that set themselves apart significantly from comparable projects thanks to their excellent design.

### [caravanning design award: honourable mention](#)

The “caravanning design award: honourable mention” is awarded to products, which have convinced the jury with particularly well-executed detail solutions.

### [Special award “caravanning design award: best interior design”](#)

The special award “caravanning design award: best interior design” has been awarded since 2010. The title honours the interior design and highlights its growing importance in the industry.

### [Public Prize “caravanning design award: the public choice”](#)

In 2012, the public prize “caravanning design award: the public choice” will be awarded for the first time. All participants in the categories “Caravans” as well as “Motorhomes and basic vehicles” can partake in the public judging.



# BENEFITS

## Opportunities

With the "caravanning design award" Messe Düsseldorf recognises the design quality of products which are introduced at the CARAVAN SALON DÜSSELDORF 2012. Participate and seize the opportunity to draw attention to your products and your company.

## Advantages

- There is no registration fee for the participation in this design competition.
- The submitted products will be evaluated and selected by an independent expert jury.
- The award ceremony honouring the winners will take place during the fair.
- Along with their certificate, the winners receive an official recognition and the worldwide right to use their award label in order to draw attention to the success in the competition as well as to the products' quality.
- The winning products will be presented in a special exhibition during the trade fair. In addition, they will be featured on the Internet and in the "designguide" of the Messe Düsseldorf.



## Take advantage of these opportunities

- The award through the leading trade fair for motor homes and caravans raises the international rating of the laureates and their products.
- The label is a sign of quality and does not only increase the value of the product, but also of your company.
- Through the accompanying PR, the special exhibition, the presentation on the Internet and in the "designguide" of the Messe Düsseldorf, you will support your product marketing.
- The design award enables you to successfully position your product on the market and highlight the competitiveness of your company.
- The award is both an accolade and a label of quality at the same time. You can use it to promote yourself on the Internet or at the trade fair. Whether you use it in adverts, press releases or company presentations: the award serves to provide additional attention.
- Within your corporate communication, the award acknowledges and recognises employee performance. The prize strengthens the sense of the "we" feeling and supports the team spirit.

# ORGANISER

CARAVAN SALON DÜSSELDORF

[www.caravan-salon.de](http://www.caravan-salon.de)

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