

Call for Entries

Design Management Award 2016



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 electronic mail or via post, in one copy and as registered mail:

Postal address: Hungarian Intellectual Property Office, Hungarian Design Council, Design Management Award 2016 1438 Budapest, Pf. 415.

E-mail address: mfti@hipo.gov.hu
(subject: Design Management Award 2016)

DEADLINE FOR THE SUBMISSION

OF NOMINATIONS: 25 April 2016. (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, info graphics, annual report, product catalogue, corporate identity manual, photo documentation, registration number at the industrial property rights office, publications, press appearances, etc.)

AWARD PROCEDURE

The nominee that best meets the evaluation criteria wins the Design Management Award 2016. The winner receives a certificate and a money prize of 1 million forints gross.

EVALUATION CRITERIA:

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

- **Integration of design**
Strategic integration of design into the organisation's activity and management.
- **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.

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 the 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.

AWARD CEREMONY

The award is presented to the winner at the Design Management Award 2016 award gala. The name of the winner is not made public prior to the day of the award gala.

MEMBERS OF THE JURY

Dr András Bauer

chairman - department head and full professor, Marketing Department, Faculty of Business Administration, Corvinus University of Budapest, member of the Hungarian Design Council

Dr Miklós Bendzsel

deputy co-chairman - President of the Hungarian Intellectual Property Office, and the Hungarian Design Council

Dr Attila Simon

managing director, Herend Porcelain Manufactory Ltd, member of the Hungarian Design Council

Dániel Barcza DLA

strategic vice-rector, Moholy-Nagy University of Art and Design Budapest

Dr. Imre Csuhaj V.

president-managing director, Széchenyi Fund Management Plc.

Péter Lelkes DLA habil

member of the Hungarian Academy of Arts, holder of the Munkácsy Mihály Award, designer, habil. university tutor, Budapest University of Technology and Economics, member of the Hungarian Design Council

Krisztián Tóth

CEO, creative director, POSSIBLE CEE

FURTHER INFORMATION

Anna Kohut-Jankó

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The www.mft.org.hu → website contains information about this year's call for entries as well as the award winners of past competitions.

Budapest, 21 March 2016

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

NOMINATION FORM

NOMINEE DATA



DESIGN
MANAGEMENT
AWARD 2016

REGISTRATION NUMBER
*(To be filled in
by the HDC Office)*

01 NAME OF ORGANISATION

TELEPHONE

EMAIL

WEBSITE

REGISTERED COMPANY SEAT

02 NAME OF CONTACT PERSON

TELEPHONE

EMAIL

03 EXPLANATION FOR NOMINATION

NOMINATION FORM

NOMINEE 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

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 2016.

DATE

SIGNATURE

Submission Deadline: 25 April 2016
(date of postmark or e-mail)