CORE77
2012 DESIGN AWARDS
An annual celebration of excellence, enterprise and intent
ABOUT THE 2012 DESIGN AWARDS

Recognizing excellence in all areas of design enterprise, the Core77 Design Awards celebrates the richness of the design profession and its practitioners. For our second year, we present 17 categories, providing designers, researchers and writers a unique opportunity to communicate the intent, rigor and passion behind their efforts. From client work to self-initiated projects, entrepreneurial to pro-bono engagements, we embrace a wide range of enterprise: commercial, cultural, social, environmental and intellectual.

Dedicated jury teams around the world will determine the top professional and student entries in each category. Both the professional and student winners of each category will receive the C77DA trophy, and all honorees will be published in the Awards Gallery, across the Core77 online network and in the awards publication.

PROGRESSIVE CATEGORIES

In addition to the beloved standards, we honor several newer forms of design practice: Service, Social Impact, Educational Initiatives, DIY, and now in 2012, Food Design and Writing & Commentary. 17 categories in all.

DEDICATED STUDENT FIELDS

Core77 has always honored student work and accordingly we’ve created Student sections in 15 of the 17 categories. That’s 15 student trophies up for grabs.

DISTRIBUTED INTERNATIONAL JURIES

Based in 13 cities across eight countries, 20 esteemed Jury Captains—at least one for each of the 17 award categories (with more to be confirmed shortly)—will pick local team members who are also experts in their category to join them in the jury process.

ENTRANT VIDEO TESTIMONIALS

Since designers are great at showing and telling, we provide them with the opportunity to share their “real story” (beyond the customary jpegs, PDFs and text) with the jury through DIY, honest, 2.5 minute video testimonials.

LIVE JURY ANNOUNCEMENTS

During our results announcement week (July 9-13, 2012), each jury will announce their results in a live broadcast from their home city, in their local time zone. Jurors can share the reasoning behind their choices, as well as the debates or anecdotes that arose in their deliberations. Viewers can tune in to the results as they are revealed or watch recordings of the full announcements later on our website.

A TROPHY REINVENTED

The Core77 Design Awards trophy recognizes design as a team endeavor. Our friends at Rich Brilliant Willing have cleverly designed an award that serves as a DIY mold for a trophy, alluding to the process-driven nature of design and honoring the kind of group effort that designers and their clients engage in every day. Winning teams can create ingots from the trophy and bestow these cast facsimiles on their collaborators, clients and staff.
CATEGORIES, JURY CAPTAINS AND JUDGING LOCATIONS

**Consumer Products**

NICOLAS ROOPE  
Founder and Owner of HULGER/PLUMEN  
London, United Kingdom

**Equipment**

RENKE HE  
Dean and Professor at School of Design at Hunan University  
Changsha City, Hunan Province, China

**Soft Goods**

MICHAEL DITULLO  
Creative Director at frog design  
San Francisco, CA, USA

**Furniture & Lighting**

ZOË RYAN  
Chair and Curator of Architecture and Design at the Art Institute of Chicago  
Chicago, IL, USA

**Interiors & Exhibitions**

NICOLA GORETTI  
Director of Grupo AG  
Brazil

**Visual Communication**

SULKI & MIN CHOI  
Co-Directors of Sulli and Min  
Professors at University of Seoul and Kyungwon School of Art & Design  
Seoul, Korea

**Packaging**

LAURENT HAINAUT  
Co-Founder and Partner of Raison Pure Design Group  
Founder, President and CEO of Raison Pure NYC  
Paris, France

**Service**

PANTHEA LEE  
Co-Founder and Principal of Reboot  
New York, NY, USA

**Transportation**

JAY ROGERS  
President, CEO and Co-Founder of Local Motors, Inc.  
Chandler, Arizona, USA

**Interaction**

MATT WEBB  
CEO and Principal of BERG  
London, United Kingdom

**Writing & Commentary**

JACK SCHULZE  
Principal of BERG  
London, United Kingdom

**Educational Initiatives**

MATT JONES  
Principal of BERG  
London, United Kingdom

**Strategy & Research**

ALICE TWEMLOW  
Chair of MFA in Design Criticism at School of Visual Arts  
New York, NY, USA

**Social Impact**

LORRAINE JUSTICE  
Dean of College of Imaging Arts and Sciences at Rochester Institute of Technology  
Rochester, NY, USA

**Speculative**

MARIANA AMATULLO  
Founder of Designmatters  
Pasadena, CA, USA

**DIY**

TASOS CALANTZIS  
CEO of Terrestrial  
Pretoria, South Africa

**Food**

BRUCE STERLING  
Author of “Beyond the Beyond” at Wired  
MARC BRÉTILLOT  
Food Designer  
Paris, France

BECKY STERN  
Founder of Sternlab  
Brooklyn, NY, USA

ZOË RYAN  
Chair of MFA in Design Criticism at School of Visual Arts  
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“Starting with a reinvented trophy—designed as a mold for casting multiples to share with collaborators—the Core77 Design Awards is setting out to be a contest like no other. The competition presents some of the industry’s most thoughtful concepts that often change the way we interact with the landscape around us.”

-Cool Hunting

“A Trophy That Recognizes the True Key to Creativity: Collaboration. People who win awards almost never deserve all the credit...Yet there is usually only one winner, one trophy. Here to offer a small corrective is Core77, which tapped the New York design studio Rich Brilliant Willing to design an award that recognizes the collaborative nature of Promethean toil.”

-Co.Design

“Representing 15 categories of design ranging from products and packaging to service design and design for social impact, the platform aims to provide a comprehensive overview of the state of the industry. A truly global effort, the awards program embraces a fresh and transparent judging process: a selection of international design leaders, based in various cities around the world, will serve as jury captains.”

-Inhabitat

“Not only was it a pageant of great design work, I also appreciated the opportunity to hear from the jurors—74 of the greatest design minds of our time—from Austin, Texas, to Ahmedabad, India.”

-Metropolis

“Kudos to Core77 for the website in which they present the work. I’ve complained in the past about the lack of information presented by awards. Core77 gives a thorough account of each project with large visuals, comments from the jury, the entrant’s answers to a set of questions, video of the designers talking about and demonstrating the designs, and links to further information. This is thorough documentation – a true service to the community. Take some time and check it out.”

-DesignAday

Awards registrants receive a complimentary 2012 poster (while stocks last). Designed by New York-based Studio Lin, who also designed the awards identity, the poster represents more than a mere call for entries: the reverse side features a 2012 calendar that highlights key dates and deadlines for the program. Thus, the poster doubles as an organizing tool that captures the spirit of the Awards both in terms of its prestige and the hard work behind the scenes.

Photo: Studio Lin

ABOUT CORE77

Launched in 1995, Core77 serves a devoted global audience of design professionals, corporations, students, enthusiasts and fans. Core77 publishes articles, discussion forums, resources, book reviews and event calendars. We host hundreds of thousands of online portfolios, provide job listings through a distinguished network of leading design site partners and maintain a database of thousands of design firms, schools, vendors and services. Offline, Core77 produces myriad design competitions, lecture series, parties, portfolio reviews and exhibitions.

LINKS

Awards website: core77designawards.com
Twitter: twitter.com/Core77Awards
Facebook: facebook.com/Core77DesignAwards
Awards Blog: core77designawards.com/2012/news/
2011 Results Gallery: core77designawards.com/2011/recipients/
2011 Video Testimonial Gallery: core77designawards.com/2011/submission-videos/

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