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

Recognizing excellence in all areas of design enterprise, the Core77 Design Awards celebrates the richness of the design profession and its practitioners. 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, 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
The 2012 teams were based in 13 cities across eight countries, 20 esteemed Jury Captains in total—at least one for each of the 17 award categories. Each Captain picked 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, 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. Special thanks to our 2012 manufacturing partner at Proto Labs for making our trophies a reality.
2013 PROGRAM DATES

DECEMBER 3, 2012: OPEN FOR ENTRY
The 2013 program officially opens for entry.

JANUARY 31, 2013: EARLYBIRD DEADLINE
Enter projects before the Earlybird date to receive 20% the entry fee.

MARCH 15, 2013: REGULAR DEADLINE
All projects must be submitted to be considered for the Core77 2013 Design Awards.

MAY 2013: JUDGING
Our 17 globally distributed Jury Teams will convene to judge all of the entries in their home city.

JUNE 2013: LIVE ANNOUNCEMENTS
Our Jury Teams will reconvene in mid-June to announce–live–to the world their decisions. Announcements take place in their home city and in their local time zone. So set those clocks! The Live Announcement schedule will be released in the upcoming months.

2013 ENTRY PRICING

PROFESSIONAL: $150
PROFESSIONAL PRO BONO: $50
STUDENT: $50
DIY AND WRITING & COMMENTARY: $50

Projects submitted before the Earlybird deadline will receive 20% off this price.

ENTRANT VIDEO TESTIMONIALS
We encourage entrants to submit a video testimonial with their entry. It’s an opportunity to speak directly to the jury, show the project off in ways that images and text cannot, and demo it for everyone to see. These videos can be simple and straight-to-webcam. Although optional, it is a unique way to tell the “real story” to the world.
We are deeply grateful to our esteemed group of international Jury Captains and their jury teammates. With over 70 individuals comprising each year’s jury teams from all over the world, we have formed the most inclusive and global juries ever for our program. View some of our past Jury Captains below.

**CATEGORIES**

- Consumer Products
- Equipment
- Soft Goods
- Furniture & Lighting
- Interiors & Exhibitions
- Visual Communication
- Packaging
- Interaction
- Service
- Transportation
- Social Impact
- Educational Initiatives
- Strategy & Research
- Writing & Commentary
- Speculative
- DIY
- Food Design

**PAST JURY CAPTAINS AND JUDGING LOCATIONS**

**CHRISTY CANIDA**
Community and Marketing Director at Instructables.com
San Francisco, CA, USA

**ERIC WILHELM**
Founder and CEO of Instructables.com and Co-Founder of Squid Labs
San Francisco, CA, USA

**SULKI & MIN CHOI**
Co-Directors of Sulki and Min and Professors at University of Seoul and Kaywon School of Art & Design
Seoul, Korea

**BRUCE STERLING**
Author of “Beyond the Beyond” at Wired

**ELIZABETH “DORI” TUNSTALL**
Associate Professor in Design Anthropology and Associate Dean, Learning and Teaching at Swinburne University
Melbourne, Australia

**STEVE HELLER**
Author/Writer and Co-Chair of the MFA Designer as Author Program at the School of Visual Arts
New York, NY, USA

**MATT WEBB**
CEO and Principal of BERG
London, United Kingdom

**JACK SCHULZE**
Principal of BERG
London, United Kingdom

**MATT JONES**
Principal of BERG
London, United Kingdom

**JULIE LASKY**
Editor of Change Observer
New York, NY, USA

**MARIANA AMATULLO**
Founder of Designmatters at Art Center College of Design
Pasadena, CA, USA

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

**BECKY STERN**
Founder of Sternlab
Brooklyn, NY, USA

**MARC BRÉTILLOT**
Food Designer
Paris, France

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

**MARK VANDERBEEKEN**
Senior Partner of Strategic Communications at Experientia
Turin, Italy

**MICHAEL DITULLO**
Chief Design Officer at DEI Holdings
San Diego, CA, USA

**ARIC CHEN**
Design writer and Creative Director of Beijing Design Week
Beijing, China
“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

“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

“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

“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

“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

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/
2012 Results Gallery: core77designawards.com/2012/recipients/
2012 Video Testimonial Gallery: core77designawards.com/2012/video-gallery/

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