

## This was the first NWW DESIGN AWARD: The winners have been declared!



from left to right: Winners: Mobile hospitality by Maciej Chmara & Anna Rosinke with CEO Stefan Polzhofer. Copyright by NWW/Leitner  
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**Last Friday, the NWW DESIGN AWARD for innovative interior design was presented for the first time. During the Vienna Design Week, the initiator, Stefan Polzhofer, and the chairman of the jury, Vito Acconci, publicly presented the three winning designs in the magnificent rooms of the Kursalon Vienna. The presentation of the NWW Design Award 2012 shortlist offered an exciting insight into the ideas workshops of the young designer scene. The award ceremony was moderated by the Head of the ORF-TV Culture Section, Martin Traxl. The success of the new initiative was celebrated with 450 guests until the early hours of the next day at the After-Award Party.**

Reflecting current trends and supporting new products: The NWW DESIGN AWARD was established by Neue Wiener Werkstätte with the intention of initiating an exchange of ideas and knowledge between creative minds, institutional partners and companies, and with the aim of defining new standards and trends for exclusive furniture design and to bring them to the attention of the general public. As pointed out by Stefan Polzhofer, the managing director who guided KAPO Moebelwerkstaetten GmbH and the brand Neue Wiener Werkstaette into the 21st century, the NWW DESIGN AWARD is directed equally towards young designers and students of design as to established interior architects and designers. The documentation of all submitted works will be developed into a Design Think Tank Archive.

The theme of 2012 was: **META MOBILITY - OUR LIFE AS MODERN NOMADS**

**297 projects that were submitted** from over **20 different countries** presented the jury of experts, headed by star designer Vito Acconci, with a difficult task. The three winning designs were selected from a **shortlist of the 17 best projects** and their creators received the coveted NWW Design Award Trophy (designed by the national award winning designer Thomas Feichtner) during the award ceremony in the Kursalon Vienna last Friday.

Prior to the award ceremony, Heik Afheldt, renowned futurologist, journalist and economic advisor, reviewed, in his keynote speech, the motivic area of the cultural history of mobility, the many aspects of which had to be made clearly visible by the participants of the competition by means of sketches and renderings of the furnishings of modern hyper-nomads.

### THE WINNERS 2012

**1st Prize: MOBILE HOSPITALITY by Maciej Chmara & Anna Rosinke/AUT,**

The designer Maciej Chmara was born in Gdynia, Poland, in 1984. He studied in Gdansk, Linz and Vienna; together with Ania Rosinke, he stands for [chmara.rosinke](http://chmara.rosinke.com) (Vienna). The predominantly sociocultural motivated projects of the studio are classed between architecture, design and art and stand out by their simplicity, ecological awareness and a poetic language of form that reduces objects to their archetype. The project MOBILE HOSPITALITY topicalises personal initiative in the urban area. Kitchen furniture as a happening: With this easy to transport kitchen with the surface area of a euro-pallet, you have everything you need with you: crockery, cooking utensils for up to 12 people, fresh herbs, three gas cookers, a foot pump for waste water ... The startling colours of DIY superstores contrast with solid wood manufactured

in outstanding quality. To be enjoyed outdoors, in a holiday cottage, a loft or wherever city nomads want to stop for a while.

### **2nd Prize: DONALD by Philipp Hermes & Dustin Jessen/D**

The designers Dustin Jessen and Philipp Hermes met at Folkwang University of the Arts in Essen in 2006 where they studied industrial design and began developing projects together. In 2010, they founded Hermes/Jessen Industrial Design. The project DONALD is a chair of moulded wood that was created in connection with their bachelor thesis and in co-operation with the producer of moulded wood, Becker Brakel. The shape is the result of an iterative, comprehensive design process where the human being was the central focus and technical feasibility greatly influenced its form. The chair can be produced entirely in Brakel. The wood comes from beech trees from the surrounding woods which are sustainably managed.

### **3rd Prize: STOOLBENCH by Johanna Dehio/D,**

The designer Johanna Dehio was born in Munich in 1984. She studied product design at the University of Applied Sciences Potsdam and at the UDK Berlin. The 'Berliner by choice' is co-founder of the exhibition series Transalpino and has organised and curated exhibitions for the Furniture Fair in Milan and the Designmai/DMY in Berlin. The project STOOLBENCH was inspired by spontaneous solutions and improvisations of temporary seating. It consists of several stools that are complemented by rounded recesses to form a bench, and small, round tables that can be formed into a long dinner table. All elements are veneered with different types of wood and offer an aesthetic overall view even when the individual parts rest unused against a wall ...

The designer of this winning design can look forward to a **prize money of EUR 5,000**. The Neue Wiener Werkstaette will produce prototyps of all three prize-winning designs and put them on show in a travelling exhibition; they will be shown at the Milan Fair, Cologne Fair, designforum Styria, NWW showroom in Vienna and other international venues. In addition to the organiser of the award, the Neue Wiener Werkstätte, various national and international design partners, universities and companies support this new award which, in the future, will be held with changing themes every two years in 2014.

### **Corporate Data**

The Neue Wiener Werkstätte is a brand of KAPO Möbelwerkstätten GmbH. The family-owned company, managed by Stefan Polzhofer, uses the brand to further develop the achievements of the historic Wiener Werkstätte. It stands for a characteristic combination of tradition, craftsmanship and design. The original carpentry shop was founded by Karl Polzhofer I. in 1927, in East Styrian Pöllau. Four generations have worked to transform the former workshop with two workers into an internationally successful company with over 250 employees and a turnover of approx. €25m.

[www.nwwdesignaward.org](http://www.nwwdesignaward.org) | [www.nww.co.at](http://www.nww.co.at)

### **Photos and Press Service**

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