



PRESS INFORMATION

FIRST NWW DESIGN AWARD STARTED SUCCESSFULLY **Great participation at the new interior-award surpassed all expectations**

*The 1st of August 2012 was the end of submission for the NWW DESIGN AWARD, the new award for creative interior design, which is released by the Austrian furniture company Neue Wiener Werkstätte for the first time. The great interest surpassed all expectations: all in all **368 registrations** and finally **297 accepted submissions** by designers and architects coming from **20 different countries**, from Austria, Germany, Suisse to Indian, South Africa, Israel and many more!*

An independent panel of judges will evaluate all projects during August and will generate a shortlist out of it. Architect and artist Vito Acconci, italien designer Fabio Novembre, architect Gregor Eichinger, or the rectors of the partner universities are members of the jury.

Parallel to the jury voting, there will be included an audience's favourite into the shortlist: the project with the most 'likes' will be automatically included into the shortlist. Out of this shortlist, the jury nominates the three best entries for the award ceremony, which have the chance to be the winner of the NWW DESIGN AWARD!. User voting until the 31st of August 2012: www.nwwdesignaward.org

In September the shortlist will be released online. The awarding will take place on the 28th of September 2012 in the case of the Vienna Design Week.

About the NWW DESIGN AWARD

With its NWW DESIGN AWARD, Neue Wiener Werkstätte has created a new design award that aims at being an ideas workshop for innovative designs in the area of interior design and wishes to present furnishing design at a high level, irrespective of commercial purposes, and it searches for trends and creative potential. The award is conferred by a prestigious panel of judges composed of international and national experts and will be lended in the case of the Vienna Design Week 2012. The theme is „Meta Mobility - Our life as Modern Nomads“. The winning design (the first of the highest-placed entrants) will be awarded prizemoney of EUR 5,000, will be produced in prototypes and takes part in many exhibitions and fairs! More information: www.nwwdesignaward.org/en

Press material and press service

Neue Wiener Werkstätte

KAPO Möbelwerkstätten GmbH

Mag. Karin Polzhofer, +43 (0) 664 12 35 835, karin.polzhofer@kapo.co.at

Viktoria Thaller, +43 (0) 664 81 10 889, viktoria.thaller@kapo.co.at

Hambuchen 478, A-8225 Pöllau