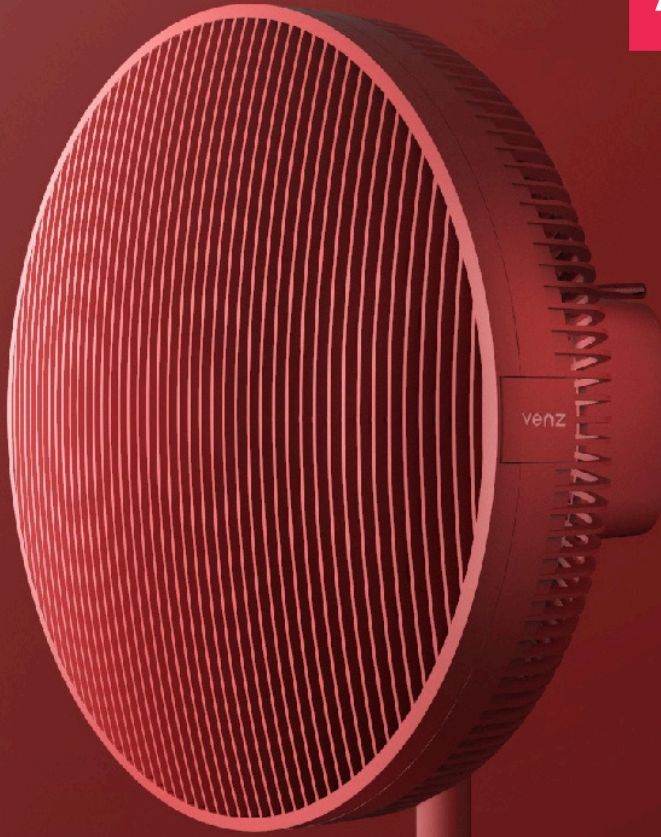


EUROPEAN  
PRODUCT  
DESIGN  
AWARD™



# 2025 INFO GUIDE

# ABOUT

Launched in 2016, the **European Product Design Award™** recognizes and honors the expertise of international product and industrial designers who strive to improve our daily lives with their practical and well-thought-out creations.

This program promotes the growth of product design globally and provides worldwide exposure to remarkable designers in the industry.

The EPDA kicks off an annual competition, seeking for the best product designs, concepts, and prototypes. The competition is open to design teams, studios, individual designers and students around the world.

The EPDA welcomes both up-and-coming designers and renowned design companies to submit their new, innovative and ground-breaking products online to compete for the title Product Designer of the Year.



ALLIS First Breast Health Monitoring System by ALLIS, Poland

# AWARD PROGRAMS

## 1 EUROPEAN PRODUCT DESIGN AWARD

The EPDA kicks off an annual competition seeking the best product designs, concepts, and prototypes. The competition is open to design teams, studios & individual designers worldwide.

The European Product Design Award accepts submissions in more than **800 categories**, making it one of the most comprehensive product design awards.

**Entry Fee: USD 400**

*50% off per additional category, if the same design is submitted to multiple categories*

## 2 EXPRESS EUROPEAN PRODUCT DESIGN AWARD

Program created specifically for designers/companies in need of **swift recognition** to showcase their creations at upcoming trade shows, magazines, etc.

With a streamlined evaluation process taking **just 5 days** and ensures that your clients receive feedback and recognition for their designs in record time, allowing them to meet their exhibition deadlines with ease.

**Entry Fee: USD 990**

*Same design additionally submitted to the annual European Product Design Award \$200 per category*

## 3 EMERGING EUROPEAN PRODUCT DESIGN AWARD

Program dedicated to nurturing young talent and fostering excellence in product design.

The European Product Design Award accepts submissions in more than **800 categories**, making it one of the most comprehensive product design awards.

**Entry Fee: ~~USD 400~~ USD 200**

*The EPDA sponsors 50% of the entry fees to help students hone their skills and unleash their creative potential.*

*50% off per additional category, if the same design is submitted to multiple categories*

There will be no hidden expenses further down the line. Everything listed in the winner's benefits will be provided free of charge.

Payments to EPDA can be made online via Credit Card.

## 2025 DEADLINES

- Early Bird Deadline (-25% discount): April 25, 2025
- Extended Early Bird Deadline (-15% discount): June 10, 2025
- Regular Deadline: August 26, 2025
- Final Deadline: September 26 (+10% late fee applies) till October 20

*The program will close on October 20, 2025*

# CATEGORIES

The EPDA is one of the most comprehensive design competitions dedicated to product and industrial design, uniting creativity, innovation and performance. This award is a powerful cross-disciplinary platform from which to promote your designs to a truly international market, accepting submissions in more than **800 categories for professionals & students.**

- |                      |                        |                  |
|----------------------|------------------------|------------------|
| Home                 | Work (Office)          | Pets             |
| Consumer Electronics | Toys, Gaming & Leisure | Hobby & Sports   |
| Interface Design     | Automotive & Transport | Event Supplies   |
| Personal             | Industrial             | Beverage & Food  |
| Families & Kids      | Eco Design             | Packaging Design |
| Educational          | Outdoor                | Conceptual       |

## FULL LIST:

<https://www.productdesignaward.eu/prize/categories/>

Submissions are open for both conceptual and already manufactured designs. Young designers who graduated within the last five years are particularly encouraged to apply.



# PRIZES

All submissions are evaluated by an expert jury of luminaries. The jury committee is comprised of independent designers, clients, design educators and editors who are devoted to brilliance in design.

The evaluation is based on a range of criteria that are constantly adapted to new technical, socio, aesthetic and sustainable requirements.

The European Product Design Award gives **4 main winning titles** per year to Professionals and Students:

- Product Design of the Year - Professional
- Emerging Product Design of the Year - Student
- Innovation of the Year
- Design for Humanity - Professional

Other titles include:

- Top Design Winners
- Winners



# 5 REASONS TO JOIN

## ■ Brand Differentiation

Becoming an EPDA Award winner will set you apart from the competition. The European Product Design Awards is an independent endorsement and an outstanding indicator of success.

## ■ Marketing Opportunities

Being associated with a business awards event provides excellent PR opportunities before, during and after the event. EPDA Winners will improve brand awareness and support the promotion of your business to new design professionals and potential clients worldwide. The team has strong relationships with all major design-related media which will maximize your company's PR exposure.

## ■ Credibility

The EPDA prize or Honourable Mention acts as a 3rd-party endorsement for your business. Our winning badge is a sign of quality for potential customers and can be a part of your sales strategy.

## ■ Attracting Talent & Investment

Being recognized as an EPDA Winner is building your brand to attract new talent and engage with potential investors.

## ■ Winner Package

The EPDA winners will receive a winner's seal, to promote your Award online and in print, Winners Certificate, be invited to the Awards Ceremony, having a permanent online profile on the winners' page.

# GETTING STARTED

## ■ Register via [EPDA website](#) filling your profile/company information:

First Name, Last Name

Email address

Experience Level (Professional / Student / Agent)

Full address & Phone Number

Password

CAPTCHA Code

Terms & Privacy Policy

## ■ Create Entries

After log into your account, click on "**Create a New Entry**" Choose the award section that best suits your work and select "Enter"

[Enter the European Product Design Award / Emerging European Product Design Award](#)

[Enter the Express European Product Design Award](#)

[Submitting your design to EPDA is a quick & easy process, taking less than 20 minutes]

# STEP 1 TO SUBMIT

## ■ Entry Details

[PROFESSIONAL]

Design/Product Name\*

Company/Studio/Agency Name\*

Lead Designer\*

List of Team Members

Client

Completed/Estimated Date

Category(ies)<sup>1\*</sup>

Description of the design\*

URLs to design/product (videos, materials, website, etc)

[STUDENT]

Design/Product Name\*

University Name\*

Lead Designer\*

List of Team Members

Client

Category(ies)\*

Description of design/product\*

URLs to design/product (videos, materials, website, etc)

# STEP 2 & 3 TO SUBMIT

## ■ Upload Images

Cover Image\* (best image to represent your project)

Supporting Images\* (uploading a minimum of 5  
a maximum of 10 images relating to your project)

PDF (only used by the Jury members document will not be published)

Images must be a jpg/png at least 1000px wide on longest side,  
No longer than 4000px  
No larger than 4mb  
Do not use special characters in the file name

## ■ Preview Entry

Please review your submission carefully, checking for any errors or missing information, before finalizing your submission.

\* Mandatory

<sup>1</sup> Additional categories at a 50% discount. You may submit an entry into multiple categories at the same time, in fact, doing so may increase the chances of winning prizes under different categories.

# STEP 4 TO SUBMIT

## ■ Payment

Payments to EPDA can be made online via Credit Card.

### ENTRY FEES

#### European Product Design Award

USD 400

#### EMERGING European Product Design Award

~~USD 400~~ USD 200

*The EPDA sponsors 50% of the entry fees to help students hone their skills and unleash their creative potential.*

#### EXPRESS European Product Design Award

USD 990

*Same design additionally submitted to the annual European Product Design Award \$200 per category*

50% off per additional category, if the same design is submitted to multiple categories

There will be no hidden expenses further down the line. Everything listed in the winner's benefits will be provided free of charge.

# JUDGING CRITERIA

The evaluation process for entries to the EPDA is based on various judging criteria which are constantly adapted to new technical, social, economic and ecological requirements. They simply provide an orientation framework and basis for judging, which is complemented by each individual juror's expertise and socio-cultural background. The criteria include the following:

**Innovation** — does the product provide something new to the market or supplement/improve an existing product?

**Aesthetics** — form, shape, colour, texture, finishing, the material used, etc.

**Functionality** — ease of use, safety, maintenance, etc.

**Ergonomics** — the product's interaction with the user

**Durability** — the quality and longevity of the design

**Impact** — the benefit delivered to the user and/or society by the product

**Utility** — does the product meet the intended purpose and needs of the user?

**Ecological compatibility** — potential environmental and/or ecological impact

**The reality of production** — how realistic is it, technically and economically, to develop and market this product large-scale?

**Emotional quotient** — in addition to fulfilling its practical purpose, does the product create a sense of enjoyment, satisfaction?



The program is part of the Farmani Group, a leading organization curating and promoting photography, design and architecture across the globe since 1985.

The Farmani Group has recognized prestigious brands such as Nike, HP, Maserati, and Bosch for their exceptional design achievements.

The company's key mission is to discover and promote talent in these areas through competitions, awards, exhibitions, developing artist communities, providing networking opportunities and education.

**Asia Office**

Farmani Group:  
1 Sukhumvit 63 Road  
Ekkamai Soi 8  
Klongton Wattana  
Bangkok 10110  
Thailand

**USA Office**

Farmani Group Inc.,  
1318 E, 7th St.,  
Suite 140  
Los Angeles, CA  
90021

**European Office**

Farmani Group:  
Falk Miksa u. 30.  
1055, Budapest,  
Hungary



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[www.productdesignaward.eu](http://www.productdesignaward.eu)  
[support@productdesignaward.eu](mailto:support@productdesignaward.eu)