

Joseph Binder Award 2014

An International Design Competition by designaustria

Jury Report



The international jury of the Joseph Binder Award 2014 convened at the designforum Wien in Vienna, Austria, on 3 and 4 July in order to assess 690 submissions by 340 entrants from 29 countries that had been entered in twelve categories in the fields of graphic design and illustration, the competition's key disciplines. Compared to the competition's previous edition of 2012 (386 submissions by 176 entrants from 12 countries), these figures demonstrate a remarkable increase in participation and internationality. This has most likely been accomplished through to the competition's newly conceived visual presence (designed by the Vienna-based studio Typejockeys), a revised online registration tool, systematic PR activity, and, last but not least, an intensified collaboration with numerous European partner organisations and the Bureau of European Design Associations (BEDA). A large share in the success of this year's Joseph Binder Award is also due to the International Council of Graphic Design Associations (Icograda), which endorsed the competition and sent Iva Babaja, its president, into the jury.

The members of the jury found that the level of quality was extremely high. They shortlisted 79 submissions, 36 of which will be honoured with a trophy (9 in gold, 14 in silver, 13 in bronze); 43 projects will receive a distinction. In the Design Fiction category, which is for independent projects and design concepts, money prizes totalling 6,000 euros will be awarded. The winners will be officially announced during the award ceremony, to be held on 23 October 2014 at the designforum Wien. On this occasion, designaustria will also present the bilingual catalogue on the Joseph Binder Award 2014 and open an exhibition highlighting all shortlisted projects. The Joseph Binder Symposium will take place on 24 October 2014. (Information on the award ceremony and symposium will be announced in due course at www.designaustria.at/jba14.)

The Joseph Binder Award was first launched by designaustria in 1996. This international performance showcase for contemporary graphic design and illustration is held in the form of a competition every two years. Joseph Binder (1898–1972) was one of the founding fathers of designaustria, one of the oldest professional associations for design. His motto was: "Everything in design has a function. Design has a visual function. Design has a communicational function. Design has a motivational function."

See also Statistics and Shortlist

Members of the International Jury

Iva Babaja, President Icograda, Creative Director Euro RSCG Zagreb, Croatia

Susanne Breitfeld, Board Member BDG, Communication Designer, Germany

Cinzia Ferrara, Vice-President AIAP, Graphic Designer, Italy

Laurent Graas, Board Member Design Luxembourg, Strategic Director & Partner Lola Strategy and Design, Luxembourg

Andreas Jacobs, Chairman AGD, Communication Designer, Germany

Franz Merlicek, Member designaustria, Creative Director & Partner DMB Wien, Austria

Karen Schmutz, Board Member SGD, Graphic Designer, Switzerland

Daina Vitolina, Founding Member DIC, Graphic Designer and Cultural Manager, Latvia

Franziska Walther, Board Member IO, Illustrator and Graphic Designer, Germany

Partners

International Council of Graphic Design Associations (Icograda)

www.icograda.org

Bureau of European Design Associations (BEDA)

www.beda.org

Allianz deutscher Designer e.V. (AGD)

www.agd.de

Associazione italiana design della comunicazione visiva (AIAP)

www.aiap.it

Berufsverband der Deutschen Kommunikationsdesigner e.V. (BDG)

www.bdg-designer.de

Design Luxembourg

www.designluxembourg.lu

Design Information Centre (DIC)

www.dic.lv

Illustratoren Organisation e.V. (IO)

www.io-home.org

Swiss Graphic Designers (SGD)

www.sgd.ch

designaustria (DA)

www.designaustria.at