



**DETAIL
PRODUCT AWARD
2021**

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COMPETITION ENTRY DOCUMENTS

DETAIL Product Award

The DETAIL Product Award is awarded by the renowned architecture journal DETAIL for innovative building products, systems and materials in five different categories.

Submissions are first assessed by the DETAIL editorial team in a two-stage selection process. What is special about the award is that the nominated products are subsequently evaluated by interior designers, architects and planners, i.e. the readers of DETAIL. Thus, the award directly reflects the opinion and experience of the target group.

DETAIL presents both the nominated and award-winning products to architects and planners by means of a comprehensive media package.

SUBMISSION: 15 MAY TO 30 JUNE 2021

Prize categories

The DETAIL Product Award 2021 is presented in five different categories. One prize is awarded per category.

Upgrade and Interior

Floors, interior walls, partition walls, drywall construction, wall, floor and ceiling coatings and coverings, ceilings, sound insulation and acoustic elements, interior doors, access elements, stairs, furniture, furniture systems, lighting, home textiles, bathroom and sanitary products

Roof and facade

Flat roofs, pitched roofs, roof claddings, roof sealing systems, green roofs, facade claddings, facade systems, facade elements, fastening systems, windows, glass, louvre windows, skylights, roof

windows, domelights, sliding and folding glazing, solar protection, privacy protection elements, external doors, gates

Construction and building physics

Floor, wall and ceiling constructions, wall construction materials for solid and lightweight construction, prefabricated construction elements, modular construction systems, insulation materials and insulation systems, perimeter insulation, moisture protection systems, fire protection elements, sound insulation elements

Building services engineering

Heating technology, refrigeration technology, air conditioning technology, ventilation technology, electrical building components, switches, switching systems, control technology, building automation, smart home products, elevator technology

Digital planning and execution

Planning software, CAD software, BIM software, BIM objects, visualisation software, AR, VR, tendering software, databases, cloud solutions, data exchange programs, project management tools, hardware, mobile devices, laser scanners, 3D printing, robotics

Competition proceedings

Entries for the DETAIL Product Award may be submitted from 15 May to 30 June 2021 at www.detail.de/productaward.

The winners of the DETAIL Product Award will then be chosen in a two-stage selection process, with one prize winner per category.

Preliminary assessment

The competition will be organised and the preliminary assessment of the submitted products carried out by the DETAIL editorial team. Preliminary assessment encompasses checking the submitted documents for completeness, correctness and content accuracy. If it is not possible to clearly assign a product to a category, the DETAIL editorial team will do this flexibly.

Nomination

In a first step, the DETAIL editorial team will nominate a selection of up to four outstanding products for each category from all the submissions.

Voting

In a second step, the nominated products will be published for voting on www.detail.de/productaward from expected September 2021. As part of this online voting, architects

and planners, readers and users of DETAIL will have the opportunity to submit their ratings in the individual categories and to choose their favourites, with one prize winner per category. The result of the voting will be clearly verified and may not be contested. The jury's decision is final.

Criteria

The submitted products will be evaluated from the point of view of architects and planners by the DETAIL editorial team on the basis of specific questions and according to the following defined criteria:

- Innovativeness
- Functionality
- Design
- Sustainability
- Integration capability

Competition language and submission

The competition language is German. Documents may only be submitted online at www.detail.de/productaward.

The competition is organised and run by DETAIL Business Information GmbH without recourse to the ordinary courts of law.

Announcement of the winners

The winners of the DETAIL Product Award 2021 will be notified in writing after the end of the online voting. Both the winners and the products nominated in the first step will be presented on detail.de. In addition, the nominated products and the winners will be published in the print edition of DETAIL.

Conditions of entry

Approved products

- The submissions must be new products, materials or systems that were launched on the market no more than two years ago (no prototypes or products that are still in the pre-market launch phase at the time of submission).
- The participating company must own the unrestricted copyright for the submitted product.

Participation fee

1st product: EUR 1,295 plus VAT

2nd product: EUR 1,195 plus VAT

3rd product: EUR 995 plus VAT

Each company can submit a maximum of three products. If more than three products are submitted

by one manufacturer, only the first three submitted products will be evaluated (submission time – CEST, local time – Munich).

For each product, it will be assumed that the author is in possession of the unrestricted copyright. Employees of the competition promoter are excluded from participation. There are no additional or follow-up costs in the event of nomination or award. The "DETAIL Product Award 2021" title can be used throughout the entire life cycle of the product.

Registration, application and fees

Registration, application and submission are only possible online at www.detail.de/productaward. Submissions in any other form cannot be considered.

On registration, each entrant accepts the privacy and copyright statements of the DETAIL Product Award 2021. The submission system allows the submitter to submit up to three products individually. After entering your e-mail address, you will receive an automatically generated e-mail with your personal identification number and a link where you can submit your documents for the DETAIL Product Award. The product data should be entered step by step. The data can be edited at any time up to final submission via the link in the sent email.

Please note that the submission form cannot be changed or supplemented after the data has been sent. Image and file uploads are automatically checked for size and resolution. Each entrant can submit up to three products individually.

Submission fees and invoicing

The submission fee for the DETAIL Product Award is EUR 1,295 plus VAT for the first product, EUR 1,195 plus VAT for the second product and EUR 995 plus VAT for the third product. You will receive an invoice after the submission deadline, i.e. after June 30, 2021.

Documents to be submitted

Product information or explanations

- Indication of the product category
- Detailed explanatory report (max. 2,000 characters, online text-field input):
The explanatory report should include all essential information on the product that is necessary to understand the product application, field of use and any specific innovations or special features.

- Short description of the product (max. 500 characters): Summary of the explanatory text
- Brief information on the product, taking into account the following criteria: innovative character, functionality and design, sustainability and integration ability (one online text field each with max. 200 characters)

Images

- 5 photos (possibly design sketches), with one showing the product in use
- Max. 10 MB per photo
- Upload as jpg or tiff
- Information about the photographer

Legal information

Completed and signed declarations of consent of the manufacturer and the photographers (pdf upload). The photos must be made available free of charge and must not infringe the rights of third parties.

Declaration of consent and acceptance of the conditions of participation

By registering online, the submitter agrees with the terms and conditions of participation in the competition. They must also have the consent of the manufacturer and the photographers.

- The manufacturer declares that they possess the unrestricted copyrights to the submitted product and that they allow the competition organiser to publicise it worldwide with corresponding photo and image material in the context of the DETAIL Product Award.
- The photographer declares that they are the author of the submitted photos and allow the competition organiser unlimited free-of-charge and worldwide use of the corresponding photographic material in the context of the publications for the DETAIL Product Award.

Media services

All the nominated products will be presented in detail to the readers of DETAIL as well as to the users of detail.de via a comprehensive media package created for the competition.



If your product is nominated

High level of exposure in the target group during the online voting process through presentation of the nominated product:

- Presentation of your nominated product in the print edition DETAIL issue 09/2021
- Presentation of your nominated product on detail.de, as of 01 September 2021
- Presentation of your nominated product in the DETAIL newsletter in week 35

If your product is awarded

High level of exposure within the target group if awarded a prize through publication of the awarded product:

- Publication of your award-winning product in the print edition DETAIL 01/02 2022
- Publication of your award-winning product on detail.de
- Publication of your award-winning product in a DETAIL Standalone Newsletter in December 2021
- Use of the DETAIL Product Award logo for your own communication
- The "DETAIL Product Award 2021" may be used during the entire life cycle of your product.
- Receipt of an award certificate as well as an award trophy
- Invitation of two representatives of your company to the award ceremony (probably December 2021, subject to change)

Dates*

Announcement	15 May to 30 June 2021
Nominations DETAIL Jury	August 2021
Online voting	September 2021
Award ceremony	probably in December 2021, subject to change due to the current situation (04/21)
Publication in DETAIL	January 2022

Further enquiries

If you have any questions about the competition or the submission process, please send an email to productaward@detail.de

Exclusion criteria

Submissions must comply with the competition criteria both in terms of content and form. Submissions that do not comply with the competition terms and conditions may be excluded. The works must also be submitted on time (by 30 June 2021 at 23:59 CEST, Munich local time) and in full. It is expressly pointed out that no deadline extensions and subsequent submissions are possible. Also, after this deadline it will not be possible to change submitted data and documents. Employees of the competition organiser are excluded from participation. The nomination decisions and the online voting are not contestable. The jury's decision is final.

Data protection and copyright

The submitted product documents will be archived by the competition organiser in line with the currently applicable data protection regulations. The copyright remains with the author.

Contact

All the documents relating to the competition announcement and submission will be available from 15 May 2021 at www.detail.de/productaward.

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productaward@detail.de
www.detail.de/productaward

* Subject to changes