

6 - 21 JUNE 2013 MILLENNIUM POINT

BIRMINGHAM MADE ME

ORIGINAL DESIGN CITY
DESIGN AWARDS CRITERIA

Birmingham Made Me Design Awards 2012 celebrated Midlands design and innovation, emerging designers and highlighted leading examples of collaboration between business and education. They saluted lifetime achievement and exceptional contributions of both individuals and businesses. Birmingham Made Me Design Awards 2013 will again look to celebrate and showcase Midlands design and innovation excellence. Our Awards categories and criteria are listed below.

1) Best Midlands Design

Design Authenticity: How the design supports company organisation, reputation and image, promoting a trusted and recognisable authentic brand story and drawing on aspects of company heritage, provenance, character, culture, development, attributes, innovations, capabilities and capacities in creating unique design and brand identity.

Design Representation: How the design enhances the company brand and reputation, quality of life, 'feelgood' aura and ethos of the business or organisation.

Critical Success Factors: Extent to which design is judged to have played role in corporate success, such as brand and reputation, leading to gaining market share, sustainable revenue and profit generation, jobs and stakeholder satisfaction.

2) Best Midlands Innovation or Radical Design

Quality of Life: How has the innovation or radical design improved quality of life for people around the world.

Technology Impact: How innovation has impacted on its and other fields.

New Application: Extent to which innovation breaks with conventional thinking and processes.

New Product or Service: Extent to which new development moves beyond marginal improvements.

Market Impact: Demonstration of how new product/service or application has radically altered the marketplace, end user behaviour and benefits resulting from such developments.

Creativity: Extent of development and shift in thinking represented by innovation or radical design.

Critical success factors: Extent to which innovation or radical design is judged to have played role in corporate success such as brand and reputation leading to gain market share, sustainable revenue and profit generation, jobs and stakeholder satisfaction.

Collaboration: Extent to which collaboration with HEI or research institutions have driven innovation development, application and relevance to user.

3) Best Midlands Collaborative Design (education-business) & Best Collaborative Innovation (learning-teaching)

Mutuality: Demonstration that product/service/ concept development resulting from mutual collaboration between school, college or university students and business where there is evidence of real collaboration through concept development to, where applicable, market application.

Market Impact: Demonstration of results or market impact resulting from the collaboration such as job creation, safeguarding jobs, entering new markets, etc

Sustainability: Demonstration of the extent to which the project is self-sustaining.

Critical Success Factors: Extent to which collaboration has led to productivity and is judged to have played role in corporate success such as brand and reputation leading to gaining market share, sustainable revenue and profit generation, jobs and stakeholder satisfaction.

4) Best Midlands Emerging Designer

Best Midlands Emerging Designer will be awarded to the best young designer able to demonstrate a track record in building brand ethos based around design and quality or approach in line with the criteria set out in a category.

(1) representing the Award for Best Midlands Brand.

5) Midlands Lifetime Achievement Award and Contribution to Design and Innovation

This Award will be presented in recognition of a Midlander whose outstanding contribution to design and innovation has driven new product or service design and development, resulting in sustainable and enduring business development, generating substantial revenues and profitability, job creation as well as market recognition – either in the form of the market share held through such design and innovation developments or brand loyalty.

This person will be recognised as a leader in their field being highly esteemed and respected by their peers and business people both nationally and around the world.

