



Focus Open 2017

Baden-Württemberg International Design Award and Mia Seeger Prize 2017 Design Center Baden-Wuerttemberg

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- A dedicated study of pioneering product innovations and fresh design trends
- Features winners of the Baden-Württemberg International Design Award and Mia Seeger Prize 2017, whose products are both functional and attractive in their design

Pioneering and exceptional design trends are at the heart of Focus Open 2017. Companies and professional designers from around the world were invited to participate. This publication presents all the award-winning products that persuaded the jury with their exceptional design quality. Winners from the fields of production, medicine, bathrooms, kitchens, interiors, lifestyle, lighting, media, optics, sport, outdoor, public design, architecture and transport are presented and described. It also publishes the results of the Mia Seeger Award: a prize that is awarded to up-and-coming designers who have developed products that 'serve more than one purpose'.

Text in English and German.

The Design Center Stuttgart, which is run by the state of Baden-Württemberg, provides information and advice about professional design. As part of the promotion of trade and industry, they especially offer small and medium-sized enterprises guidance on current design topics.