



Focus Open 2021

Baden-Württemberg International Design Award and Mia Seeger Prize 2021

Design Center Baden-Wuerttemberg

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Pioneering and outstanding design achievements are at the heart of Focus Open 2021, one of the most renowned German design competitions with an international orientation. For many years, it has been an exclusive platform for companies and professional designers from around the world – from industrial heavyweights to small enterprises.

This yearbook presents all the award-winning products of 2021. High-quality images and detailed product descriptions are supplemented by the lively commentary of the jurors. The prize winners come from fields such as investment goods, healthcare, bathrooms, kitchens, interiors, lifestyle, lighting, consumer electronics, leisure, building technology, public design, mobility, service design and materials & surfaces.

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 offer small and medium-sized enterprises guidance on current design topics.