These are the winners of the 5th edition of the "Maier International Design Competition"

18/02/2014







The prize-giving ceremony for the fifth edition of the Maier design contest took place at the beginning of September at the Automotive Intelligence Center in Zornotza, in the Basque Country, where the new projects in Colour & Trim, colour design, materials and textures for vehicle decoration were all given awards. This year a total of 93 projects from different countries participated and 15,000 Euros were shared among the winners.

The first prize for the category of “Professionals”, worth 8,000 Euros, was given to the project Colour&Trim&Light developed by Miriam Rey and Beatriz Andrade, designers at the business group IBO Group. The winning project focussed on the benefits of chromotherapy and how it can change our state of mind or the feeling of tiredness with cold or hot chromatic ranges applied to the ambient light inside the vehicle.

The prize for the "Students" category, worth 4,000 euros, was awarded to the project Perfect Imperfection by Bettina Kunkl and Anna Katharina Greif, design students at the University of Reutlingen in Germany. Their proposal studied how the over saturation of industrial perfection has given rise to a new way of valuing materials and products, changing aesthetics, which is "not

more elegant perfection but perfect imperfection".

And the award for the "Best sample of materials", worth 3,000 euros, was given to the team formed by José García Magdaleno, Javier Salinero Rubio, Begoña Becerra, Karol Bledowski, and Marta Chodorowska, students at the Higher Education College of Design in La Rioja.

We would like to congratulate all the participants for the innovation and quality of the design proposals presented this year. See you next year!