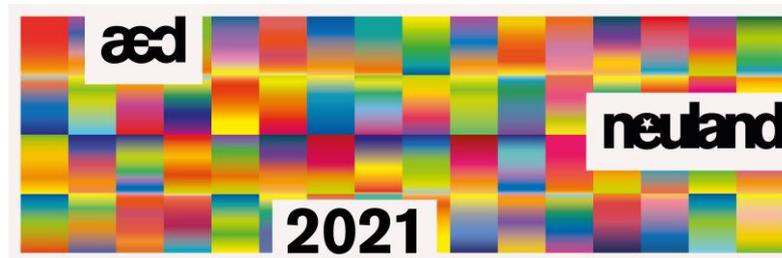




Press Release

09/17/2020



Interdisciplinary and digital – aed neuland 2021

The ‘neuland’ competition for young designers is going to start again in 2021

With support from the Karl Schlecht Foundation the aed 2021 is offering, for the eighth time, the interdisciplinary ‘neuland’ competition for young designers. Those qualified for participation are students and graduates from universities, academies and higher education institutes, who are no older than 28 years by the application deadline on March 31, 2021. In each of the five award categories there is a gold award winner; they receive prize money in the amount of 2,000 euros. Additionally, there are up to four silver award winners per category as well as – for the first time in the coming year – five recognitions. The award winners and the recognitions will be made public at the start of July 2021.

An independent panel of judges, consisting of 20 recognized experts from architecture, engineering and design, will decide on the awarding of the sponsorship prize at the start of May 2021. The award winners for each category will be presented with the corresponding jury statements at www.aed-neuland.de. The students can thus already present first achievements from contests in their applications.

neuland – interdisciplinary and digital

The ‘neuland’ competition for young designers should serve as a platform for talented youths in the field of design. ‘The goal is to foster innovative and sustainable approaches that are characterised by the highest possible economic and ecological quality and that are simultaneously functional and user friendly, but also meet the highest esthetical demands. The focus of the approach should always be the human being and the societal benefits affiliated with the draft,’ state the coordinators, Silvia Olp and Dr. Frank Heinlein, in the terms of participation of the contest.

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und Design in Stuttgart e.V.

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Organiser and sponsor

The aed is an initiative founded by Stuttgart-based engineers, architects and designers. It is based on the insight that the Stuttgart region has a high design competency in a vast variety of disciplines. The aed wants to anchor this competency in general awareness and work as an all-encompassing institution to foster it. The aed serves as the broker and engine for the communication of good design.

The Karl Schlecht Foundation is a foundation for the common good focusing on 'Good Leadership'. Its vision is the improvement of leadership in business and society through humanistic values. Based on this, it fosters the integral, value-based personality development of young people and up-and-coming executives. In conjunction with this it supports effect oriented projects and institutions in the four disciplines 'Continued Ethical Education', 'Leadership Education', 'Entrepreneurship Education' and 'Cultural Education.' It currently supports around 100 third party and own projects with annual funding of around 8 million euros. The Karl Schlecht Foundation, which is based in Aichtal and operates an office in Berlin, was established by Dipl.-Ing. Karl Schlecht in October 1998. The donor is the founder of the concrete pump manufacturer, Putzmeister.

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More information at www.aed-neuland.de

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