

# Interbrand

## **Interbrand honored with a 2012 iF communication design award**

*Both the corporate design for porcelain manufacturer FÜRSTENBERG and the Deutsche Telekom brand book "Brand Driven Change" receive iF awards for outstanding design*

**Cologne** (28 October 2011) – In the 2012 iF awards competition, one of the most important of its kind for German and international communication design, Interbrand has received two of the coveted commendations, both for its redesign of the visual identity for porcelain manufacturer FÜRSTENBERG and for the concept and design of the Deutsche Telekom brand book "Brand Driven Change."

"In developing the new brand identity for FÜRSTENBERG, we focused on the masculine aspects of the product – precision down to the smallest detail, technical sophistication and uncompromising dedication to the material itself. This approach produced the idea for 'FÜRSTENBERG – DER Porzellan' (THE porcelain – in which the German definite article has been changed from the neutral to the masculine gender). We are very pleased that the new brand identity impressed the panel of renowned judges," said Jens Grefen, design director at Interbrand Cologne.

The Deutsche Telekom brand book "Brand Driven Change" provides fascinating insights into modern brand management, using best practice examples to demonstrate how the Telekom brand responds to market developments and technical innovations – namely by continuously growing and adapting while always remaining true to itself, thereby being perceived as a solid rock in the turbulent waters of the market. "The award is a confirmation by independent experts of the quality of our design work," said Nina Oswald, managing director of Interbrand's Cologne office.

For the 2012 iF awards – iF product design award, iF communication design award, iF packaging design award and iF material design award – 1,605 participants from 48 countries submitted 4,322 entries for consideration by the panel of international experts. A total of 1,218 entries were awarded.

The panel of experts ultimately considered 1,054 entries for the 2012 iF communication design award. From all the competition winners, the judges selected 30 "iF gold awards" for outstanding design. The 30 best projects will be announced on 10 February 2012 at a gala awards ceremony in Munich, where the iF gold awards will be presented to the winners.

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