design100 fact sheet for 2014

design100 provides a platform of award programs across the globe. Each has been created to celebrate that most elusive, yet essential ingredient that lifts our daily labours above the everyday. That ingredient is courage; courage to seek further, aim higher, and excite the imagination of all participants in the design process.

We run programs in collaboration with industry peers, leading commercial players, industry groups, and government bodies.

Our programs open the judging to both a team of hand-picked design specialists as well as the public.

design100 started off with just one award program in 2010. In 2013 we ran four programs. Participation included 3025 entries, 210 judges, 17839 ratings by both judges and the public. The most signficant change is the size of the audience which has increased its participation level significantly; from 5.5 million, to 15.7 million across all channels in 2013.
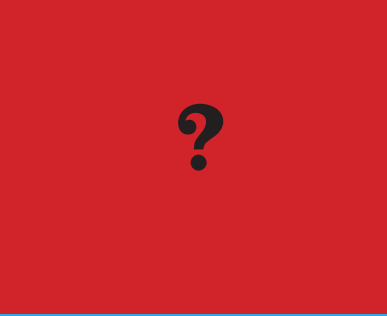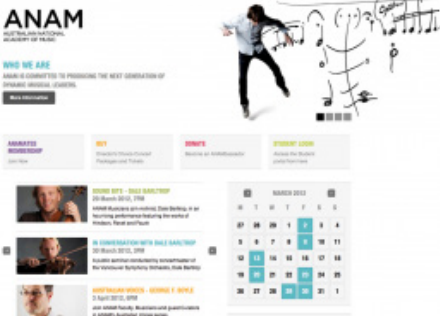
AN EVER EXPANDING STORY

2010
One program, 332 entrants, 4849 ratings, 25 awards handed out, 28,000 audience size

2011
Introduced Mobile Design Awards, 1032 entrants, 7564 ratings, 78 awards handed out

2012
Mobile Design Awards as well as Melbourne have exponential growth. Introduced Sydney Design Awards. Totals: 1493 entrants, 17,545 ratings, 149 awards handed out, 5.5 million audience size

2013
Introduced the idea of Design Champions. The first was Australia's second largest bank: NAB. Also, put together a team focused solely on design100 programs. Established relationships in UK and USA. Totals: 3025 entrants, 20,258 ratings, 229 awards handed out, 15.7 million audience size

2014
In 4 continents: UK (2 programs), USA (2), Asia(1), Australia (3), Global (2). Expected totals: 9,000 entrants, 100k ratings, 500 awards, 40+ million audience size

AWARD PROGRAMS ACROSS 4 CONTINENTS

Planned for 2015
11. San Francisco
12 Chicago
13 Paris
14 Berlin
15 Vienna
16 Stockholm
17 Tokyo
18 Bejing
19 Shanghai

● City award programs   ● Mobile & App Awards   ● Specialty programs   ○ Planned

TIMETABLE FOR 2014 AWARD PROGRAMS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
										●			1. Melbourne Design Awards
							●						2. Sydney Design Awards
								○					3. Aus Mobile & App Design
										●			4. Bike Design Awards
						●							5. Poster Design Awards
									●				6. London Design Awards
							●						7. UK Mobile & App Design
					●								8. US Mobile & App Design
					●								9. New York Design Awards
											●		10. Asia Mobile & App Design

Please note: Programs and their scheduled dates are liable to change due to unforseen circumstances. Please check with design100 closer to the date.