

# BOLIA DESIGN AWARDS 2021



## Bolia Design Awards 2021: Opening of submissions

Submissions for the Bolia Design Awards 2021 are now open for entries! The brand, eager to discover the design of tomorrow, is looking for daring and innovative designers, who are committed to bringing their sustainable commitments to the creations they imagine.

As every year since 2007, the Bolia Design Awards will be held in the spring. The Danish brand invites passionate and daring new talents from all backgrounds to submit their design proposals before April 19th, 2021. The Bronco vase, the Latch coffee table, and the architectural Pebble sofa were all born from this international competition. Today, they are classics and bestsellers of the Bolia collections.



Bolia is convinced that the exceptional is at the crossroads of tradition and innovation. The brand believes that new talent represents the future of design. This is the reason why Bolia is proud to receive hundreds of applications every year, and is looking for people who dare to challenge, innovate, and rethink the tradition of Scandinavian design that is the hallmark of the brand.

The first prize consists of an endowment of 50,000 Danish kroner, or close to €6,700. For the people's choice award, worth DKK 25,000 (close to 3.350€), the jury will select eight finalists, which will be decided by the public on the brand's website. Finally, the Sustainability Award, of the same value as the people's choice award, will reward a design that is imbued with sustainability down to the last detail.



Sustainability is indeed one of the main criteria of the Bolia Design Awards. Submissions should be timeless in terms of identity, expression and shape, but also guarantee a long lifespan and consist of interchangeable pieces.

Participants can submit up to three different designs until **April 19, 2021**. They will have to present their proposal(s) in the form of drawings, sketches or 3D models, accompanied by a text explaining the genesis of their idea, the sketched or 3D models, as well as how the design(s) fit(s) into the Scandinavian world of the brand.



The winners will be revealed on **May 21, 2021**. They will be selected according to criteria including sustainability, the use of certified materials and alternative production methods. The pieces will also have to be distinguished by a clear identity, functionality and creativity, all of which have made Bolia famous all over the world today.

### Bolia.com

Bolia.com is a design company with 66 stores in Denmark, Sweden, Norway, Germany, Belgium, the Netherlands, Switzerland, Austria and France and web shops in 32 European countries. Bolia also collaborates with 600+ dealers in 50+ countries worldwide and has a strategic partnership with US based Steelcase Ltd. for sales to the global professional market. The Bolia design collective consists of more than 30 international designers who all share a passion for New Scandinavian Design and sustainable creations.

### Contact

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