

# Call for entries

## The 11's édition of the Observateur du design!

### Be a part of the Design Observateur's history Register your products for this new edition

The APCI (French design promotion agency) launches its 11th call for entries aimed at companies in all sectors of business, design consultancies or freelance designers, as well as local or private organisations.

The Design Observateur 10 is a quality label, an award, exhibitions in France and abroad, and an international conference.

**A quality label** For all innovative designs created by a company / designer partnership chosen by a selection committee.

**An exhibition** at the Cité des sciences et de l'industrie in Paris, France, from October 23 2009 to February 21 2010 and followed by a travelling exhibition in France and abroad.

**An award**, the «Star of the Observateur», will be handed out to outstanding products by an international jury during the opening ceremony of the exhibition.

INPI, ADEME and OSÉO, all partners of the Observateur since its founding, will award honourable mentions to distinguish contributions in each of their fields: intellectual property, respect for the environment, innovation and technology transfer.

The Lieu du Design Île-de-France will award one prize to a SME.

The public will also be voting.

The Design Observateur is recognised as a quality award by the ICSID (International Council of Societies of Industrial Design).

The Design Observateur is one of 17 large international design prizes awarded every 2 years in Seoul at the World Best Design exchange/Design Korea where it will have a significant presence again this year.

An ambassador of French design and innovation abroad, it will have its own specific touring program throughout the second half of 2009 including : Copenhagen, Düsseldorf, Hong Kong, Riga, Rio de Janeiro, Sao Paulo, Taiwan and Vilnius...

Register your designs (products, packaging, sales architecture, brand identity, services, systems, interfaces...) created, developed or marketed in 2009- 2010 until Friday June 5th 2009 at : [www.apci.asso.fr](http://www.apci.asso.fr)

New: 3 categories this year: commercial products, products in search of an editor, prospective products !

### Design Observateur Figures

Since 1999...	In 2008...
- 1670 referenced and labeled designs	- 188 products presented
- 338 awarded products	- 38 stars ; 1 special mention award; 3 honourable mentions:
- 40 expositions abroad	ADEME, INPI, OSEO ; 1 Lieu du Design Île-de-France award
- 200 000 visitors each year at the Cité des sciences et de l'industrie	- More than 4 months exhibition at the Cité des sciences et de l'industrie
- Bilingual catalogues	- More than 150 press, radio and television articles and reports

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