# French Design Award – Award – Student Edition

Empowering the Next Generation of European Design Talent: A Bold New Initiative

# Why This? Why Now?

## The Problem

- Students lack platforms for international recognition.

- Universities seek greater industry connection.

- Industry needs visibility into fresh talent.

## The Opportunity

- Create a prestigious, Europe-wide student award.

- Offer cash prizes and unparalleled visibility.

- Foster engagement between academia and industry.

The European design landscape is ripe for an initiative that bridges the gap between academic excellence and professional opportunity.

# Who We Are: French Design Award



The **French Design Award** is an esteemed international body based in Paris, celebrated for recognizing design excellence globally. Our jury comprises leaders from world-class studios and iconic brands.

We are thrilled to launch the **Student Edition in 2026**, building on our legacy to nurture the next generation of design leaders and elevate European educational institutions on a global stage.

# How It Works: The Journey to Recognition

**1**

## University Nomination

Your university nominates up to **5 exceptional student projects** annually, showcasing your best talent.

**2**

## Expert Jury Evaluation

Our renowned international jury rigorously evaluates all submissions, seeking true innovation.

**3**

## Winner Announcement

One student will win a life-changing **€5,000 prize** and extensive media exposure.
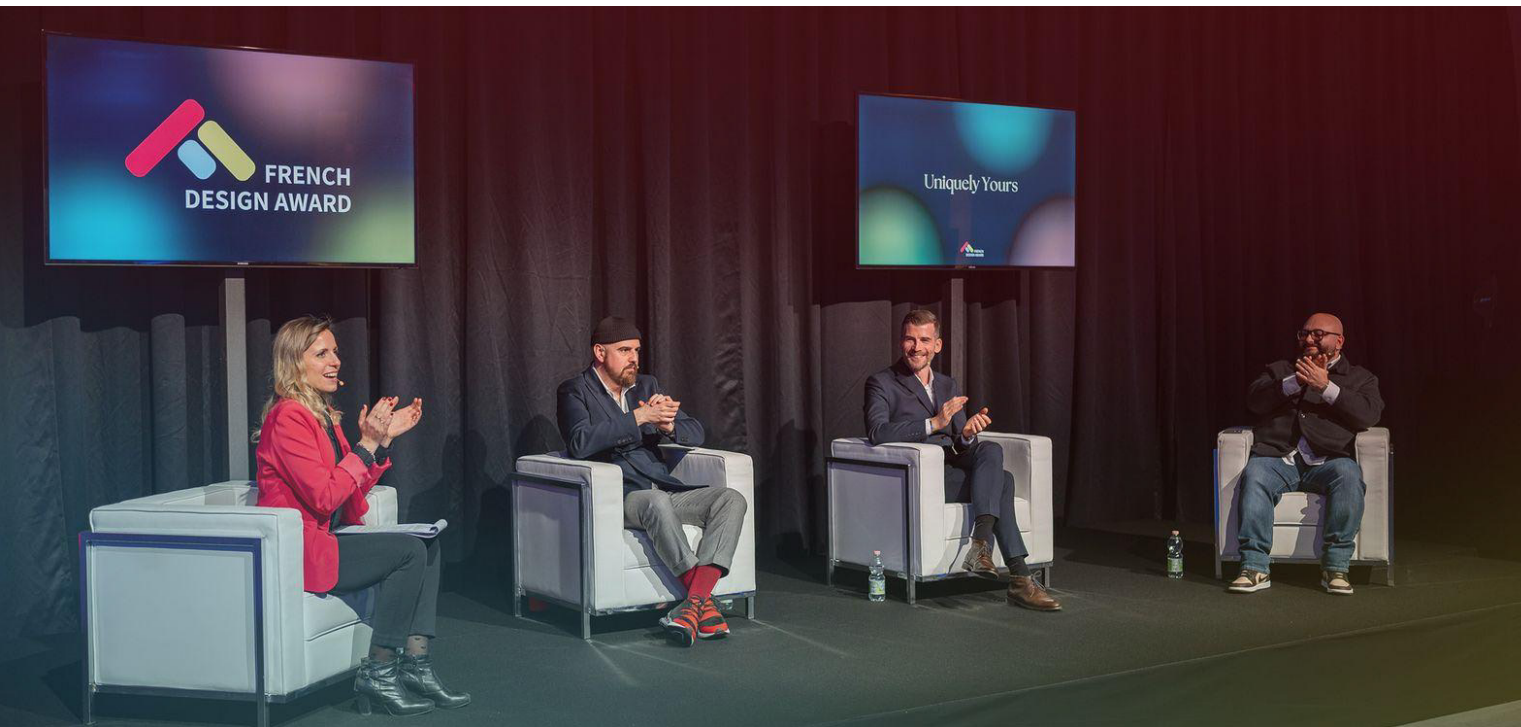
**4**

## Global Showcase

Finalists and their institutions receive prominent features in publications and online media.

**5**

## Design Talks

Co-hosted "Design Talks" bring industry leaders directly to your campus, fostering dialogue.

# Exclusive Design Talks: Your Campus, Our Speakers



Imagine top names from design, innovation, and creative industries speaking directly to your students, fostering inspiration and interaction. These **co-branded events** are held at your campus.

- **You provide the venue;** we manage speaker sourcing, travel, fees, and promotion.
- Invaluable networking opportunities for students.
- Recorded content available for university use.

# What's In It for Universities

## Enhanced Prestige

Associate your institution with an international mark of design excellence.

## Global Visibility

Gain prominent features in international media and award publications.

## Student Recruitment

Attract top talent by showcasing your students' award-winning potential.

## Industry Network

Directly engage with leading global designers and studios.

## High-Value Events

Host inspiring Design Talks with no financial burden or logistical hassle.

# Significant Benefits for Students

## €5,000 Cash Prize

A substantial reward for the top student, directly supporting their future endeavors.

## Global Recognition

Finalists receive digital certificates and extensive media coverage, boosting their professional profiles.

## Invaluable Networking

Exclusive opportunities to connect with jury members and esteemed speakers, opening doors to careers.

## Portfolio Enhancement

Public recognition and validated achievement significantly elevate their portfolios and career prospects.

# What We Need From You: Our Partnership Vision

### Commitment to Participate

A commitment to collaborate and integrate the award into your academic calendar.

### Internal Selection

Select and nominate your top **5 student works** that best represent your institution's design prowess.
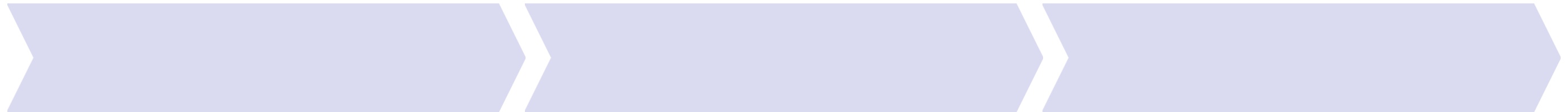
### Venue for Design Talk

Provide a suitable campus venue for one co-hosted Design Talk event.

### Faculty Liaison

Appoint one dedicated faculty member to coordinate with our team, ensuring smooth communication.

# Join Us in Shaping the Future of Design

### A Platform for Talent

Elevating the brightest design students.

### A Showcase for Your Institution

Highlighting academic excellence globally.

### A Stage for Inspiring Ideas

Connecting students with industry leaders.

**Let's partner to make this initiative a landmark for European design education.**

[Your Name/Title] | [Your Contact Info] | [Website/QR Code]