



Press release

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Danish Design Award winners are recognized at home and abroad - are you next?

On 3 April 2025, the Danish Design Award opens for submissions. Last year's winners include mushroom asphalt and an alternative breastfeeding solution that is already making a positive difference in the world.

Design has the potential to solve complex problems, which is exactly what we need at a time when resource waste and overproduction threaten our planet, while economic uncertainty, health problems and political unrest create fear for the future.

In Denmark, we are proud of our long design tradition that combines aesthetics, function and craftsmanship with strong democratic values. The Danish Design Award 2024 proved that we still have good reason to be proud.

Among the winners was the Caramma support bottle, which, with its simple and groundbreaking design, makes breastfeeding possible for all carers. Since winning the award, they have been busy making everyday life easier for many.

“Winning the Danish Design Award has given us a validating push that has been invaluable in launching the Caramma support bottle. We have labelled all our products ‘Winner of Danish Design Award’, which has boosted sales and opened the doors to many stores both at home and abroad. Since winning the award, we have received media coverage in several magazines and appeared on Go' morgen Danmark to talk about our design. We are still jubilant about this prestigious award.” says Rie Maktabi, designer and co-founder of Caramma.

Caramma is not alone in gaining momentum after the Danish Design Award. The winner of the Young Ideas award Visibuilt has contacted important partners with their innovative solution visiBIT, which can shape the roads of the future with asphalt made from sponges.

“Winning a Danish Design Award is a huge pat on the back. Both for us and our work with the fossil-free binder for the asphalt industry. The design award has opened the door to landscape architects and contractors who demand sustainable materials and emphasizes the potential of visiBIT. This shows how much momentum the Danish Design Award has helped to create. We are proud that a biotech company like us is recognized for design thinking and that the Danish Design Award challenges the understanding of good design.” says Line Kloster Pedersen, CEO and founder of Visibuilt.

We hope that the Danish Design Award can become a springboard for even more designers who can make a positive difference through design. Maybe it's your design that the world needs?

Read more about the five design values, criteria for submitting a design solution and this year's jury at www.danishdesignaward.com.

The Danish Design Award will be held in Copenhagen in October 2025. The award is a collaboration between DDC - Danish Design Centre and Design Denmark, with Creative Denmark as branding partner.



How to contact us

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