

INTERACTION 20 Awards.

About IxDA

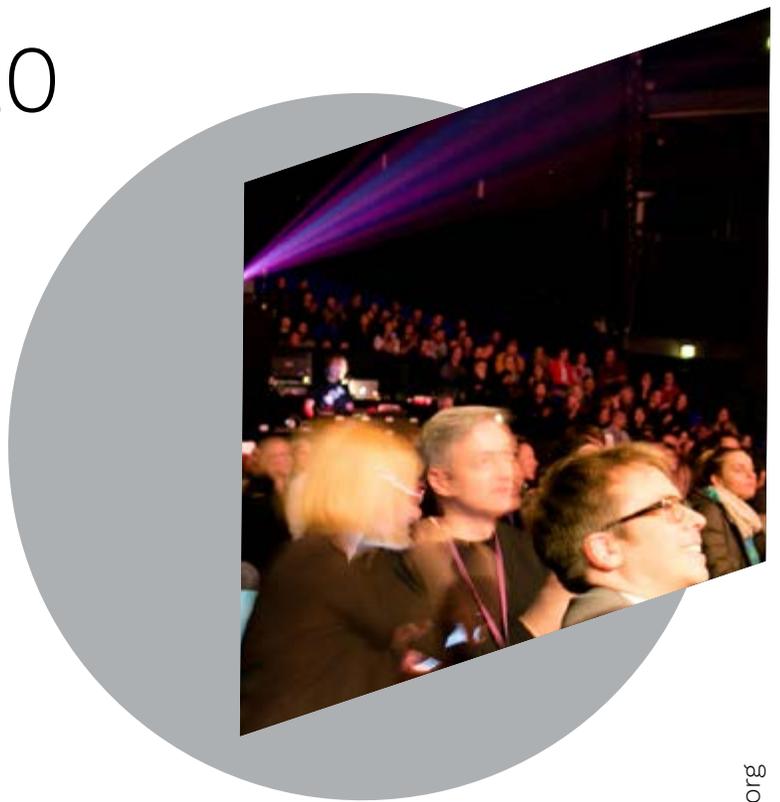
The human condition is increasingly challenged by poor experiences. IxDA is committed to improving the human condition by advancing the discipline of interaction design. To do this, we foster a community of people that choose to come together to support this intention.

With more than 100,000 members and over 200 local groups around the world, the IxDA network actively focuses on interaction design issues for the practitioner, no matter their level of experience. The Interaction Design Association, a 501(c)3 not-for-profit and no-cost-for-membership organization, relies on its passionate members to help serve the needs of the international interaction design community.

About the Interaction Awards

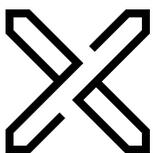
IxDA's annual Interaction Awards aim to celebrate global excellence in the discipline of interaction design. The Awards are celebrated as part of IxDA's annual Interaction Week, held alternatively in North America and Europe. The 2020 Interaction Awards winners will be showcased at the Awards ceremony during Interaction 20 in Milan, on 7 February 2020.

With participation from around the globe, the Interaction Awards reflect the diversity of the interaction design community; need for a common recognition platform; and standards of excellence to represent the wide breadth and impact of interaction design. The Awards serve as a reference for the interaction design community—and businesses alike—to build upon in the coming years, and provide both professionals and students with tangible examples of the best work in the field today.



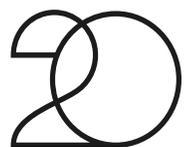
awards.ixda.org

7 FEBRUARY 2020 • MILAN, ITALY



Interaction
Awards

2020



interaction20



Interaction
Awards

2020

BENEFITS

As a sponsor of the Interaction Awards, you are supporting the only international design awards dedicated to celebrating excellence in interaction design.

Each category sponsorship offers the reach of more than 100,000 global interaction design professionals in the IxDA network, hundreds of local groups and thousands of students engaged through our international educational partners.

Additional benefits include:

- Exclusive category sponsorship
- Identity placement and link on the Awards website
- 2 complimentary tickets to the Interaction 20 conference and the Awards Ceremony in Milan
- Opportunity to publish content (1x) to the [Awards blog](#).
- 5% discount on Interaction 20 sponsorship opportunities

GET IN TOUCH

The Interaction Awards are a highly visible program in IxDA's suite of global initiatives. To be part of this year's program, contact us at awards@ixda.org or sponsorship@ixda.org





Interaction
Awards

2020

WINNER CATEGORIES

Fee per category – \$15,000

People's Choice Award

Voted by the IxDA community, all projects from the year's shortlist are eligible.

Best Student

Education, and how it prepares the next generation of interaction designers to build better user experiences, has always been a key pillar of IxDA's mission. Each year, the Best Student category celebrates the strongest project by a student.

Best Concept

Not all projects have an immediate client. The Best Concept category allows for the jury to consider projects proposed by interaction designers that demonstrate how they might solve a perceived problem and address an opportunity in their environment. Projects entered as concepts are judged by the same criteria as production work: assessing how well a project meets its objectives for the people who need or use it most, as well as the craft and impact related to achieving its objectives.

FINALIST CATEGORIES

Fee per category – \$10,000

Connecting

Facilitating communication between people and communities.

Engaging

Capturing attention, creating delight and delivering meaning.

Empowering

Enabling people to go beyond their limits.

Best in Show

Selected by the jury from the submissions, the Best in Show winner is the project that the jury feels exemplifies achievement in impact and craft, delivering a solution that addresses the opportunity proposed by the project brief and best connects with the intended audience. There is no limitation on which entries can be considered and past winners have included production work, concepts and student projects.

Future Voice Award

Nominated by the jury chair, the Future Voice award steps back from the landscape of current work, and asks different questions. Instead of asking: "What exemplifies good interaction design this year and where is it going?," it asks: "Where could we choose to go?" The Future Voice Award is selected not only from entries, but from anything in the world whether entered or not, as representative of the following statement: This work deeply embodies the spirit of the interaction award categories – optimizing, engaging, empowering, expressing, connecting, disrupting. And it does something more: The Future Voice Award recognizes work that demonstrates the profound potential of interaction design, which at its heart deals with the dynamics and depth of human relationship and conversation. Recognizing its recipient celebrates evidence of what interaction design could choose to become.

Expressing

Encouraging self expression and/or creativity.

Disrupting

Completely re-imagining an existing product or service by creating new behaviors, usages or markets.

Optimizing

Making daily activities more efficient.

THIS YEAR'S CO-CHAIRS

Each year, we select volunteer leaders from the IxDA community to co-chair the Interaction Awards.



Fabricio Dore,

Co-chair

Fabricio is Associate Partner & VP of Design at McKinsey & Company, where he helps companies become more human-centered and prepared to compete in the digital economy. He brings design leadership to the creation of digital products and services, that ultimately drive organizational change.



Jennifer Sarich-Harvey

Co-chair

Jennifer is the VP of Experience Design at PillPack where she leads design, research, and the experience vision. PillPack, acquired by Amazon in 2018, is a full-service pharmacy whose services are designed to help customers live healthier lives by taking the right medications at the right time.

JOIN OUR COMMUNITY

A short list of organizations that have been involved in the Awards over the years

- Adobe • Art Center College of Art & Design • Artefact • Capgemini • Carnegie Mellon University • Copenhagen Institute of Interaction Design • Designit • FCB Health • frog • Grameen Foundation • Google • HBO • HUGO • IDEO • McKinsey Design • Microsoft • MIT Media Lab • Nike • Obama for America • PBS • Phillips • R/GA • SAP • Sapient • School of Visual Arts • Spotify • ZocDoc

