

The European Design Awards: the most anticipated event of 2025

As the new year commences, there is a palpable sense of anticipation surrounding the **European Design Awards (ED Awards)**, a pivotal event in the realm of industrial designs in Europe.

Since their establishment by the EUIPO, these awards have served as a significant catalyst for promoting excellence in design, underscoring their important role in the field of Intellectual Property.

What are, then, the European Design Awards?

The ED Awards are annual prizes that celebrate the **talent** and **creativity** of European designers in the field of **communication designs**.

What distinguishes these awards from other prizes in the sector, making them stand out, is the unexpected composition of their jury, made up not of designers, but of journalists and design critics from different European specialized magazines.

This approach brings an external, objective and critical perspective, which enhances the value of the awarded work by focusing on its impact and relevance.

The selection and awarding process of the ED Awards is also of great benefit to the participants. The projects submitted have the possibility to appear in various **specialized media**, multiplying their visibility.

Moreover, the winning entries are featured in the ED Awards Catalogue, a compendium of the most accomplished designs from across the European Union, thus augmenting the prestige of the winners.

The ED Awards encompass a broad spectrum of disciplines, encompassing a total of 47 categories that are divided into various groups, including branding, packaging, typography, digital design and illustration, among others.

In the previous year, 2024, a new feature was inaugurated: the 'Next Generation Design Award', a category dedicated to emerging talents up to the age of 29, which demonstrates the ED Awards' dedication to fostering creativity and innovation among the new generations, as well as the younger ones.

It is therefore with great enthusiasm that we can state that these are awards that not only celebrate creativity, but also **promote the importance of the registration and protection of industrial designs**, which we consider fundamental for the growth and development of Intellectual Property in Europe.

The legal protection of the creator **is strengthened by each registered design**, the competitiveness of the marketplace is boosted, and innovations are ensured to have a lasting impact on the industry.

In a global competitive environment, companies that embrace innovation and design protection not only secure a market advantage, but have also become drivers of differentiation and commercial success for themselves.

Consequently, events such as the ED Awards not only encourage designers to protect their creations, but also **raise awareness among companies about the need to invest in the registration and management of their intangible assets.**

This event offers a valuable opportunity to reflect on the significance of industrial designs. From our perspective as specialists in Intellectual Property, we extend an invitation to designers and companies to participate in this new edition.

The celebration and protection of creativity embodied by these awards is of particular interest, and their role in shaping a future where ideas become tangible realities, supported by a **robust legal framework that ensures their security, is of paramount importance.**

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