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Press Release

INHORGENTA AWARD 2019 featuring new categories and prominent jury

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The **INHORGENTA AWARD** is one of the most coveted accolades in the jewelry and watch industry. The top achievements in the areas of design, creativity, workmanship, technology and overall concept will be revealed at the award ceremony on **February 24, 2019** as part of **INHORGENTA MUNICH (February 22 - 25, 2019)**.

Alongside the nominees, prominent figures from the worlds of business, media and culture will once again be gracing the red carpet at the exclusive gala event on February 24, 2019 at the Eisbach Studios in Munich. “The fact that the INHORGENTA AWARD is now in its third year and the positive feedback that we have received ever since it started prove just how important the award is for the industry. Our top-class jury and exclusive gala evening will help to ensure that the award ceremony attracts attention from far beyond the reaches of the industry itself,” says Klaus Dittrich, Chairman and CEO of Messe München.

For the first time ever, the INHORGENTA AWARD will span eight categories: Fine Jewelry, Fashion Jewelry, Designer of the Year, Watch Design, Smart & Connected Watch of the Year, the public choice award Best Piece of Jewelry and the new categories Design Newcomer of the Year and Next Generation Retail. National and international designers, goldsmiths, watchmakers, jewelers, manufacturers and brands and, for the first time ever, up-and-coming talented individuals can submit their designs and concepts up until January 21, 2019 inclusive.

The new **Design Newcomer of the Year** category is aimed at young designers. “Our new Design Newcomer of the Year category gives today’s talented individuals the opportunity to become tomorrow’s major players and use their

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fresh ideas to help shape the dynamic future of the jewelry and watch industry,” says Exhibition Director Stefanie Mändlein. The winners in this category will be invited to INHORGENTA MUNICH in 2020 and will get to exhibit there free of charge.

The new **Next Generation Retail** category is all about successful concepts. All jewelers are encouraged to submit innovate and market-relevant concepts. There are no limitations in terms of subject matter: from digital ideas, sales and marketing to cross-channel marketing, operational succession planning, design, manufacturing, materials and sustainability – this category is all about best-practice solutions that are making waves throughout the industry.

A jury of eight prominent figures will decide on the winners except in the Best Piece of Jewelry category where jewelry fans are being given the chance to choose who wins as part of an online public vote.

Alongside jury members such as top model **Franziska Knuppe** and watch expert **Gisbert Brunner**, the 2019 panel also features the German actress **Bettina Zimmermann** (Ein Fall für Zwei), **Xavier Perrenoud**, watch designer and professor at the ECAL design school in Lausanne, Switzerland, and Munich-based jewelry designer **Patrik Muff**.

Patrik Muff already has a special connection with the INHORGENTA AWARD, having designed the 3.5-kg diamond-shaped trophy back in 2017, which will also be presented to next year’s winners. The other jury members are **Christine Lüdeke** (professor at the School of Design in Pforzheim, Germany), **Anja Heiden** (member of the Wempe Jewelry Management Board) and designer **Markus Hilzinger**.

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About the INHORGENTA AWARD

The INHORGENTA AWARD has been rewarding stand-out products and services in the jewelry and watch industry every year since 2017. All members of the national and international jewelry and watch scene are invited to take part across eight different categories. A jury of prominent experts decides on all the winners except for the public choice award in the Best Piece of Jewelry category, which is voted for online.

About INHORGENTA MUNICH

INHORGENTA MUNICH, the international trade fair for watches, jewelry and gemstones is the order and communication platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive supporting program, comprising the Jewelry Shows, the INHORGENTA FORUM and the INHORGENTA AWARD, the trade fair offers an in-depth overview of international trends and developments. In 2018, the trade fair brought 1,026 exhibitors from 42 countries and more than 27,000 visitors from 70 countries to Munich. The next INHORGENTA MUNICH will be held from February 22 to 26, 2019.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes more than 50 own trade shows for capital and consumer goods and key high-tech industries. Each year, a total of more than 50,000 exhibitors and some three million visitors take part in more than 200 events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München as well as abroad. Jointly with its subsidiaries, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Messe München has a global business presence with a network of affiliates in Europe, Asia, Africa and South America as well as some 70 foreign representatives serving more than 100 countries.