



RIMOWA
DESIGN PRIZE

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**PRELIMINARY STUDENT BRIEF
2025-2026**

DEADLINE 09.12.2025

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INTRODUCTION

THEME

REQUIREMENTS



DISCLAIMER:

This is a preliminary brief intended for internal use only by the university body to which it is addressed.

The official RIMOWA Design Prize brief will be online from the beginning of October 2025. All other official competition information, including prize rewards and communication, will be available on www.rimowadesignprize.com.



INTRODUCTION





The fourth edition of the RIMOWA Design Prize will officially take place from October 2025 to May 2026.

Pioneering the future of product design, your most ambitious ideas will be pitted against those of students from Germany's top institutions.

Students who advance into the semi-final round (beginning January 2026) will be assigned a world-class mentor, who are not only responsible for coaching you through the prize's various stages, but for championing your idea's impact.

Students can apply as individuals, or as a group of two.

PRIZE BENEFITS

- I. A world-class mentorship program and innovative infrastructural support to help bring your idea to life.
- II. The opportunity to reshape the trajectory of contemporary design discourse, while pioneering real-world impact.
- III. International networking opportunities and professional workplaces to conduct your oeuvre.
- IV. The RIMOWA Design Prize will celebrate seven finalists/ finalist groups, with first place awarded €20,000.00, the runner-up awarded €10,000.00, and places third through seventh receiving €5,000.00 each.



THEME



Building on the successes and innovations seen throughout the previous years RIMOWA Design Prize, the fourth edition will continue to tackle the ever-important topic of **mobility**.

As a necessary tool for promoting global freedom and accessibility, mobility is foundational to the RIMOWA brand ethos.

And as we participate in such initiatives from a position of privilege, it is important to **consider what mobility means to everyone, and not just those who are able.**





REQUIREMENTS



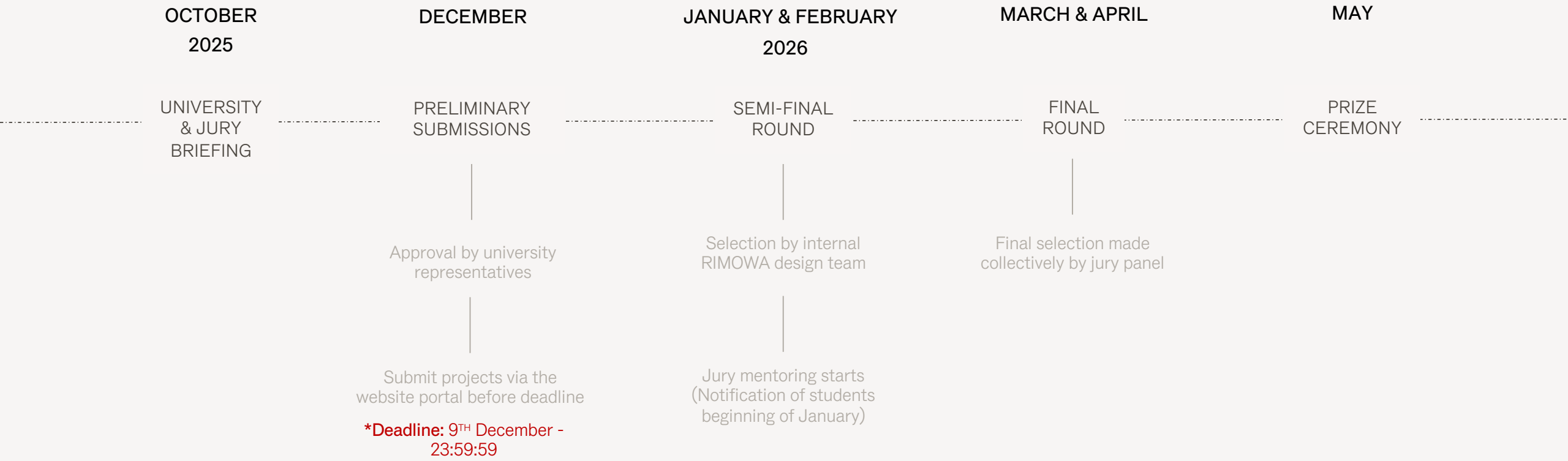
You are encouraged to explore the full scope of mobility-related solutions, as long as a clear consideration for society, resources, and/or conservation is shown throughout.

Responses must be submitted via www.rimowadesignprize.com by 9th December 2025, as a three-page A4 presentation in PDF format with the following information inside:

- A. Full name, contact details, university data, project title, and project sub-line (where applicable).
- B. Executive summary of maximum 300 words explaining the why, how, and what of your project.
- C. An overview of first sketches, photographs, findings, renderings, and/or technical drawings.

Responses should not reference RIMOWA, its products, product category (i.e. luggage, backpacks, etc.), visual identity, or any other proprietary brand information. Responses that are believed to be referencing RIMOWA in any way, shape, or form, will be disqualified.

TIMELINE





JOIN OUR Q&A SESSIONS

These sessions allow students and professors to discuss any questions they might have directly with the RIMOWA team. While going through this brief together, students are encouraged to ask about any unclarities on the brief.

- **RIMOWA Design Prize Q&A 1st round**
Wednesday, 29th October 11am – Noon
[Zoom Meeting Link](#)
- **RIMOWA Design Prize Q&A 2nd round**
Tuesday, 4th November 4pm – 5pm
[Zoom Meeting Link](#)



SUBMISSION EXAMPLES



Ro

I was afraid,
but now I did it.



EXAMPLE 1

JANNE KREIMER



Ro ist wie eine Umarmung, eine Begleitung auf dem Weg,
sich seinen Ängsten zu stellen.

rima

Ich habe als Journalistin ein Stellenangebot als Auslandskorrespondentin bekommen. Das ist der Job, den ich immer haben wollte. Ich habe nur schreckliche Angst vorm Fliegen. Wahrscheinlich kann ich diese Stelle nicht annehmen.



I'm afraid.
What about you ?

max

Ich möchte nicht in die Schule. Morgen schreibe ich eine Mathearbeit. Ich bin immer so aufgeregt, dass ich alles vergesse.



wes

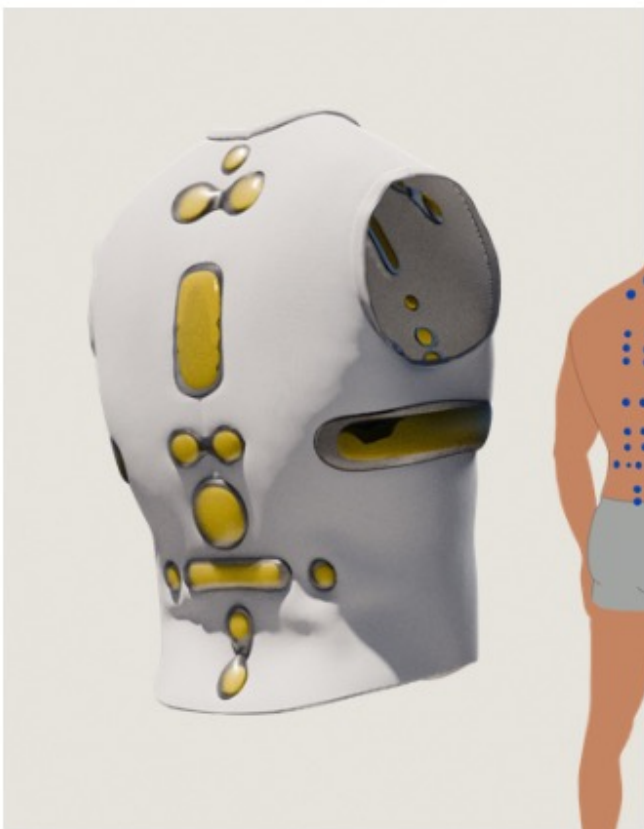
Wir sind so kurz davor in die 1. Bundesliga aufzusteigen. Dieses Game müssen wir einfach gewinnen. Als Kapitän der Mannschaft muss ich sie zum Sieg führen.



TCM

Traditionelle Chinesische Medizin

Durch die Deep Pressure Stimulation (DPS) wirkt Ro beruhigend, in dem gleichmäßiger Druck auf den Körper ausgeübt wird. Die Wirkung des Tiefendrucks wird durch die gezielte Ansteuerung von Akupressurpunkten der traditionellen chinesischen Medizin (TCM) verstärkt.



Akupressurpunkte Rückseite

DPS

Deep Pressure Stimulation



Luftkissen

Soft Robotic System

Ro erzeugt den gezielten Druck durch integrierte Luftkissen, die ein System aus organisch geformten Softrobots bilden. Nutzer können mit einem kleinen integrierten Kompressor den Druck nach Bedarf regulieren.

R°

“HANG ON”

WHY?

In our fast-paced society, furniture in public spaces often faces complex challenges. It needs to accommodate large crowds in constrained spaces, cater to the dynamic needs of a diverse range of travelers, and thoughtfully consider the spatial flow.

Why not take a fresh look at existing space utilization patterns? Perhaps there can be a new solution to these issues.



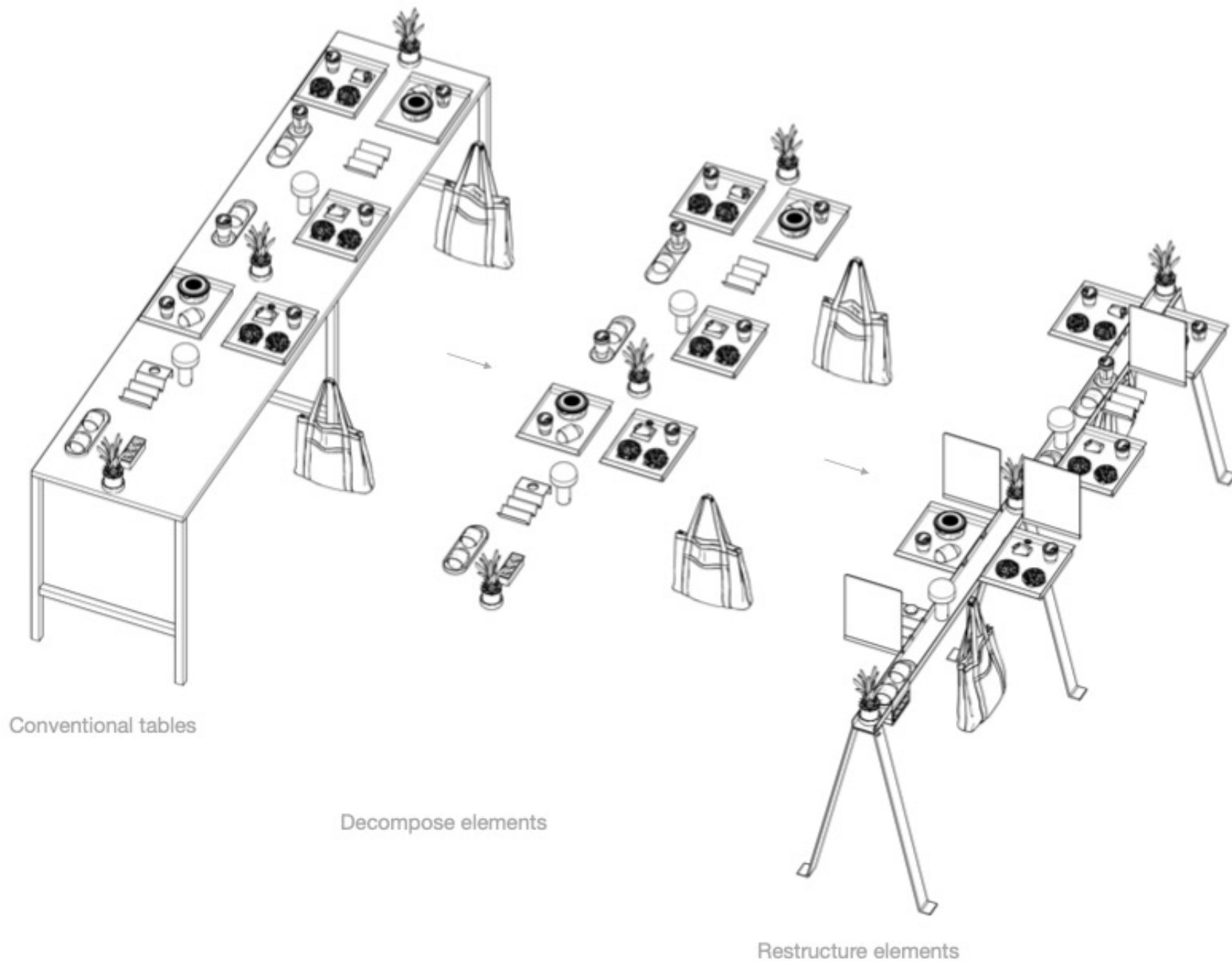
EXAMPLE 2

FENGFAN YANG

“HANG ON”

HOW?

What if we **decompose the elements** on traditional dining tables and rethink the form of tables in public spaces? Perhaps we could break down the conventional table form by reducing and restructuring the elements on the table and reframe the architecture of the table, thus designing a multifunctional table that is better adapted to **spatial mobility** and perfectly suited to the needs of people in a wide range of scenarios.



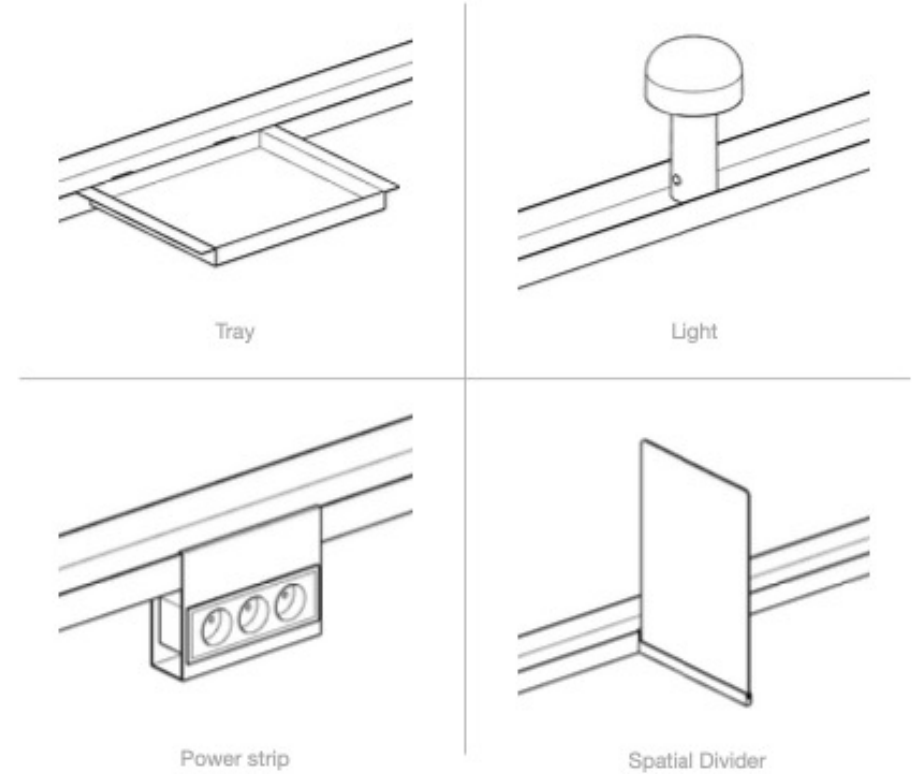
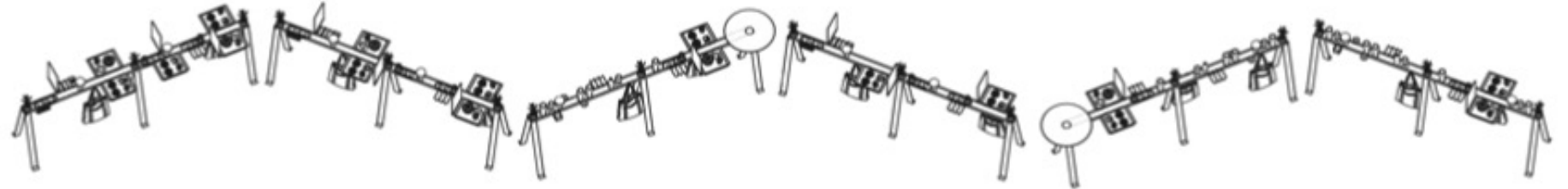
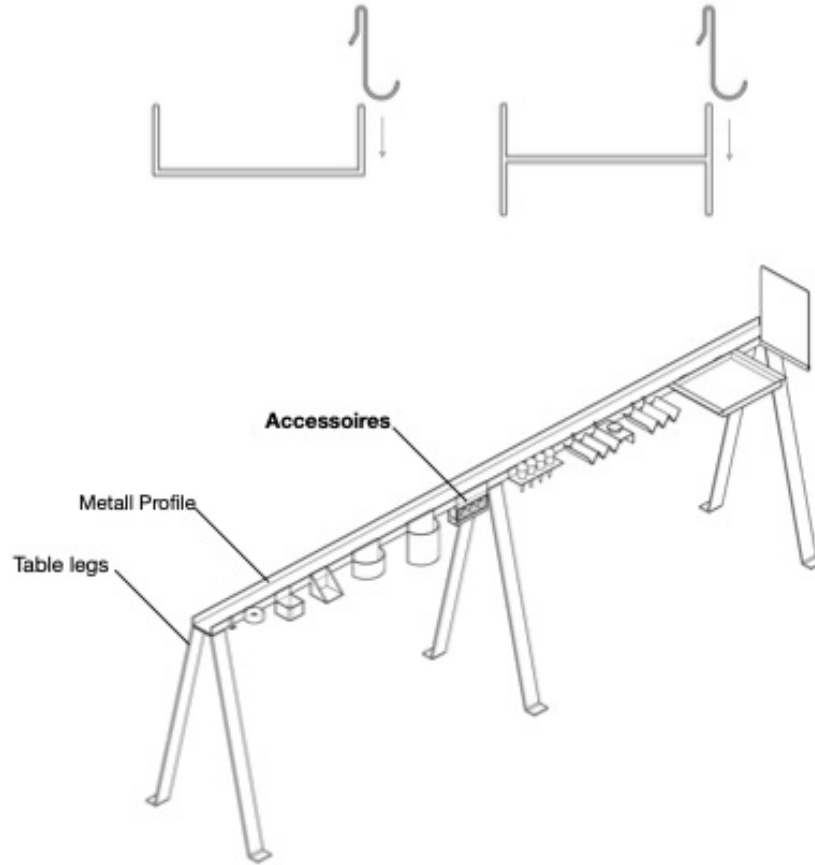
“HANG ON”

WHAT?

“HANG ON” is an unconventional table designed for public spaces such as **gastronomy, canteens, field venues, festivals, street food, markets, airports, railway stations, lobbies** and more. Reconsidering and challenging the architecture of the table by reducing and simplifying the elements of tabletop use. Making it not only **functional** but creating **new formal languages** of product that can be played with to create a new **landscape aesthetic**.

These decomposed elements are provided as **accessories** to both businesses and customers, simply requiring a gentle **hanging** to be ready for use.

It not only **saves space** and facilitates **maintaining cleanliness** but can also be **quickly assembled and disassembled**. Additionally, its use of extruded beam makes it **cost-effective** and **sustainable**.





GOOD LUCK

If you have any further questions, please contact: DESIGNPRIZE@RIMOWA.COM

