

The **CDN People Awards** celebrate excellence in design, shining a light on the creative talent of automotive designers, raising their profile and celebrating their craft. The **CDN People Awards** are open to all designers working in the global automotive industry. There are categories for every aspect of the design process.

The **People Awards** will return this year to place a spotlight on the industry's brightest talents.

Traditional awards tend to focus on the product, but **Car Design News** wanted to celebrate the design teams behind the cars – the people. And not just the design directors, but creative talent at all levels of the design process: from the CMF team to the UX designers and everyone in-between. The **People Awards** champion not only the craft of automotive design but the cross-disciplinary teamwork that produces mould-breaking cars.

This is not your typical awards show. The biggest names in car design have helped to shape which aspects of design are recognised, and so alongside established disciplines like exterior and interior design, sketching and clay modelling, you will find awards for user experience, lighting and leadership. Our expert judging panel will naturally reflect the multi-disciplinary nature of these categories too.

We are tremendously excited to return for the second **Car Design News People Awards** and we hope to see you at the gala dinner in London in December.

### KEY DATES

**Entries open**  
22 March 2023

**Entries close**  
28 July 2023

**Shortlist  
Announced**  
W/C 28 August 2023

**Award ceremony**  
7 December 2023

### WHO SHOULD ENTER?

The People Awards are open to those working in the global automotive industry. Specific category criteria can be seen below in category descriptions.

### HOW TO ENTER

- Entries must be made on our website via the dedicated entry form between 20 March 2023 and 23:59 on 28 July 2023. All entry fields must be complete before submitting.
- To enter, you must make an account with a username and password. Please note that you can edit your entry up until 23:59 on 28 July 2023.
- You may upload a maximum of 10 images to support your application.
- You may provide one video (30 sec max) to support your application (optional).
- A supporting statement must be provided detailing why your nomination should win the award. Supporting statements should be specific to the award category and explain why the work meets the category criteria (maximum 200 words).
- Entries should be specific to the category - no blanket submissions across multiple categories. Please tailor your submission accordingly - it must be relevant.
- Team applications must provide names and job titles of the individuals that were involved in the project.

## Categories and judging criteria



### Challenging the Industry Award

This award recognises individuals or teams within design, who show courage to question and challenge the status quo, through innovation, visionary thinking and leadership.

#### Open to

Open to teams and individuals

#### What the judges are looking for

- 1 Design innovations that push past accepted industry norms; e.g. new levels of safety, efficiency etc.
- 2 Design leadership that has shaken up working culture – e.g. diversity, cross-collaboration
- 3 Revolutionised working practices – pushing the use of new tools and processes

#### Supporting statement requirements

- 1 Explain why you have challenged the industry on any of these areas
- 2 Illustrate how this was achieved and the evidence of its success/impact



### Undiscovered Talent Award

A designer with a standout portfolio on the cusp of entering the professional ranks or a talented student taking the first steps in their design education. You might even be a car design fanatic with no formal training.

#### Open to

Students, interns, recent graduates/ young professionals. You CAN self nominate for this category

#### What the judges are looking for

- 1 Ability to create original, unique designs that are innovative and thought-provoking
- 2 Skill with traditional and/or emerging design tools;
- 3 A good grasp of the storytelling of design, understanding of how to design for a brand

#### Supporting statement requirements

- 1 Description of the design
- 2 Brief description of design qualifications/background in design (if any)



### Most Supportive Design Leader Award

A senior designer who inspires their team to push the boundaries of automotive design through leadership, creating a supportive and diverse working culture and sound decision making.

#### Open to

Open to team leaders of design teams. Must be nominated by one of their subordinates

#### What the judges are looking for

- 1 Evidenced track record of being an excellent role model in terms of quick and sound decision-making
- 2 Examples of inspiring others to work collaboratively and creatively
- 3 Testimonial evidence of promoting a positive and diverse work culture

#### Supporting statement requirements

- 1 Describe a situation in which your team leader inspired the team
- 2 Describe the overall team & work culture that is promoted by your team leader - Personal stories/ anecdotes/colleague tributes
- 3 How have they encouraged diversity within their team?



### Best Interior Design Team Award

The team that uses combinations of materials and textures with a strong focus on sustainability, functionality, technology and aesthetics to create class-leading interiors.

#### Open to

Open to interior design teams

#### What the judges are looking for

- 1 How design met the brief
- 2 Evidence of pushing sustainable benchmarks – not just material choice, but simplicity of construction/ ease of disassembly, circularity
- 3 Innovative approaches to interior layouts from storage to the integration of technology

#### Supporting statement requirements

- 1 Describe the brief/design story. What was the goal? What materials have been used and why
- 2 Description of unique approaches - be it for sustainability, usability, entertainment, flexibility etc.
- 3 Description of how the team worked together. Any challenges that were overcome.



### Most Sustainable Design Team Award

The design team who pushes the boundaries in terms of materials, engineering, carbon footprint and offers scalable real-world solutions to the challenges of the new automotive landscape.

#### Open to

Design teams

#### What the judges are looking for

- 1 Demonstrate how rigorous the design team were in terms of material selection, showing why decisions were taken and how they contributed to a more sustainable product
- 2 How the team worked within the wider company structure to push forward sustainable targets
- 3 Quantitative and qualitative data to justify decisions

#### Supporting statement requirements

- 1 What materials have been used and why?
- 2 Description of sustainability credentials (why is it sustainable)
- 3 Quantitative data -- e.g. What is the carbon footprint, how much weight/material is saved, how is it assembled/manufactured in a clean way? Justify your choices



### Beyond Automotive Design Award

Holistic, big picture thinking that goes beyond the established considerations of automotive design to tackle issues such as MAAS, infrastructure, design sustainability, circularity, to affect positive cultural impact within vehicle design and beyond.

#### Open to

Design teams

#### What the judges are looking for

- 1 Evidenced understanding and execution of how transport design is engaging with real world challenges beyond the design of the car. For example, urban planning, design of charging infrastructure, MaaS.
- 2 How the vehicle interacts and communicates with the world around it
- 3 Innovative approaches to mobility design that push the boundaries of vehicle design

#### Supporting statement requirements

- 1 Describe the story behind the design, what was the goal?
- 2 What challenges/opportunities were identified?
- 3 How does this go beyond the traditional considerations of automotive design
- 4 What research was carried out?

## Categories and judging criteria



### Best CMF Team Award

Innovative use of materials and colour to create a strong, clear and sustainable aesthetic that unifies exterior and interior design. A project that underlines the importance of CMF in the overall design.

#### Open to

CMF teams only

#### What the judges are looking for

- 1 A team that can show how harmonious the exterior and interior colour, materials and finishes are
- 2 Considerations to sustainability
- 3 How well the team meet and work around the challenges presented by the brief

#### Supporting statement requirements

- 1 Describe the story behind the design, the targets.
- 2 What materials, colours and finishes were chosen and why?
- 3 How big is the team?
- 4 How did everyone work together?
- 5 What makes this CMF project special?



### Best UX Design Team Award

The UX team that understands what it is to create an intuitive, technology-led and user-friendly experience with a coherent and memorable aesthetic that strengthens the connection between the car and the customer.

#### Open to

UX design teams only

#### What the judges are looking for

- 1 Ease of use – consider ergonomics, safety, and intuitiveness
- 2 Coherent aesthetic that complements CMF/interior design
- 3 How well the technology is integrated with the overall design

#### Supporting statement requirements

- 1 How does your team define UX?
- 2 How does your team produce UX designs that are better than the competition?
- 3 What research do you carry out into emerging technologies like autonomous driving, AR/VR?
- 4 Why is your team the best?



### Best Sketcher Award

A freehand drawing of a production or concept car that was built, demonstrating consummate skill and mastery of the craft.

#### Open to

Sketchers. This is an individual award not a team award.

#### What the judges are looking for

- 1 Ability to draw front, side, aerial and 3Q models interior & exterior.
- 2 Accuracy of proportions
- 3 Show a unique/engaging style of sketching

#### Supporting statement requirements

- 1 How important is the ability to pen/pencil sketch for a car designer?
- 2 How do you/they personally approach sketching?
- 3 How long did it take to create the examples provided?



### Best Collaboration Award

A project that resulted from a close working relationship between different departments within the same company (engineering, UX, marketing, finance), between an OEM and a supplier or academic institution and car company.

#### Open to

Open to design teams, suppliers and academic collaboration.

#### What the judges are looking for

- 1 An exemplary collaboration with another team or company
- 2 The result: product, technology
- 3 The long-term scope of the partnership beyond a one-off project

#### Supporting statement requirements

- 1 Why is collaboration important in car design
- 2 Was this between different teams in the same company or different companies altogether?
- 3 Why does your project deserve the award for best collaboration?



### Best Clay Modeller Award

The person with a world-class ability to render sketches in clay at ¼ and full-scale at speed. Someone who showcases the continued importance of clay modelling to the overall design.

#### Open to

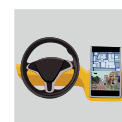
1 Open to clay modellers. This is an individual award not a team award.

#### What the judges are looking for

- 1 How accurately a sketch/digital model is translated into clay
- 2 Skill at scale & full-size models.
- 3 Evidence of how clay refined and improved digital designs

#### Supporting statement requirements

- 1 Your/their career in clay modelling so far
- 2 The approach to clay modelling, and views on the benefits of clay modelling within the wider design process.
- 3 Why does this entry deserve to win?



### Best Digital Modelling Team Award

The team that can take the sketch and the package – proportions, dimensions and lines – and bring those parts to life in the virtual space through astute analyses of data, a willingness to experiment, and creative thinking. The design must have been approved by an OEM - no independent projects.

#### Open to

Digital modelling teams only, no individual entries

#### What the judges are looking for

- 1 Evidenced ability to accurately translate 2D drawings into 3D models
- 2 How different tech is leveraged during the model's creation
- 3 How quickly the model was realised

#### Supporting statement requirements

- 1 Why is this the best digital modelling team?
- 2 How do they approach digital modelling, what tools do they use? Show your workings
- 3 How long did it take? How many iterations etc.

## Categories and judging criteria



### Best Lighting Design Team Award

The lighting design team that can show how light can convey modes of driving, interior ambience, enhance the UX, brand identity and communicate with the world outside the car.

#### Open to

Lighting design teams only

#### What the judges are looking for

- 1 How well the lighting accounts for safety, communication, ambience
- 2 How innovative/original technology has been used
- 3 How lighting creates or underlines a readily identifiable brand identity

#### Supporting statement requirements

- 1 How does your lighting team work with the other departments?
- 2 How did the team come up with this design?
- 3 How important is lighting design?
- 4 Why does your team deserve to win the best lighting design team award?



### Best Exterior Design Team Award

Dynamic, innovative design that pushes the boundaries of exterior design and captures the spirit of the car brand, moving it forward into new territory.

#### Open to

Exterior design teams only

#### What the judges are looking for

- 1 How dynamic and original the exterior design is
- 2 How it captures and defines the DNA of the brand
- 3 How well the exterior design contributes to the performance and efficiency of the vehicle (aerodynamics, range)

#### Supporting statement requirements

- 1 What was the story behind the example(s) provided?
- 2 How does your team work together on a day-to-day basis in a creative, innovative, collaborative way?
- 3 Why is your team the best exterior design team?



### Design Educator of the Year Award

The full-time academic who can demonstrate an ability to not only inspire creative thinking among their students, but set them up with a razor-sharp understanding of the what it takes to make it in the professional world of car design. That means preparing them with what it takes to operate and succeed in a business.

#### Open to

The nominee must be a Design University professor and must be nominated by his/her students/faculty/colleague/alumni

#### What the judges are looking for

- 1 Examples of successful mentorship, which translate into practical skills needed to forge a career in car design
- 2 A track record of creative thinking
- 3 Ability to adapt teaching as car design evolves

#### Supporting statement requirements

- 1 Why is this designer being put forward as design educator of the year?
- 2 What are their credentials?
- 3 What does their career story look like so far?

## Judging process

Using the judging criteria listed for each category the CDN team will carefully evaluate all entries to create a shortlist of contenders. The shortlist will be announced by CDN and those shortlisted will be contacted to let them know they are through to the final round of judging. The shortlist will then be judged by three groups of judges who will assess the entries, offer critique and then vote for their preferred winner over the course of an afternoon. Each judge gets one vote and will rely on the criteria laid out in the supporting document.....

Every effort will be made to formulate the judging groups to avoid conflicts of interest but where this is not possible the judge will recuse themselves from the process.

In the unlikely event of a deadlock, Car Design News will cast the deciding vote.

In the interests of transparency, the judges' votes will also be published on CDN following the awards show itself.

## Contact details

### Award Enquiries

#### Bridget Middleton

peopleawards@cardesignnews.com

### Content & Editorial

#### James McLachlan

james.mclachlan@cardesignnews.com

### Sponsorship

#### Abel Sampson

abel.sampson@cardesignnews.com

#### Angela Yang

angela.yang@cardesignnews.com

