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**Iconic Award 2021:
HEWI receives two awards**

The cross-media campaign "Design Comfort Care" and the redesign of the LifeSystem sanitary series convinced the jury of the Iconic Awards 2021. The awards of the German Design Council are regarded as an independent seal of quality of international standing for contemporary developments and design achievements.

Universal design as a task for the future

HEWI convinced the jury of experts in the B2B Communication category and received the highest award. The ICONIC AWARD 2021 - Best of Best thus goes to the HEWI campaign "Design Comfort Care".

The jury justified its choice as follows: "Accessibility has become a mega topic in view of the demographic change in society. HEWI is responding to this changing market with its excellently produced publication, the accompanying film and the accompanying cross-media campaign.

The content is highly sensitive and solution-oriented and the design is also very sophisticated. The fact that experts on the subject of universal design also have their say and underpin the relevance of the subject with expert arguments and statements makes the campaign and thus HEWI as a brand particularly credible."

The human being in focus

The redesign of the LifeSystem barrier-free sanitary series was also honoured and is one of the winners of the Iconic Awards 2021. The professional system for care has been awarded for outstanding design quality in the product category.

LifeSystem puts people at the centre. The system can be used independently of physical conditions. Flexibly usable products promote people's independence. The products can be adapted to the user's body dimensions and were developed according to ergonomic and kinaesthetic aspects.

Well thought-out product details offer safe and comfortable use. Together, the individual products create an intelligent and aesthetically designed system. The redesign offers new interfaces and extended functions, thus supporting caregivers in their daily work.

Visionary architecture, innovative products and sustainable communication: with the Iconic Awards the German Design Council has created an architecture and design competition that evaluates the interplay of all disciplines in the world of furnishings. Every year the jury awards prizes to designers, planners, project developers and companies who stand out for their forward-looking achievements - including HEWI.