



**Focus Open 2018**  
**Baden-Württemberg International Design Award and Mia Seeger Prize 2018**  
**Design Center Baden-Wuerttemberg**

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- Product innovations and design trends
- Baden-Württemberg International Design Award and Mia Seeger Prize 2018

Pioneering and exceptional design trends are at the heart of **Focus Open 2018**. Companies and professional designers from around the world were invited to participate. The publication presents all the award-winning products that persuaded the jury with their exceptional design quality. Award-winners from the fields of, for example, production, medicine, bathrooms, kitchens, interiors, lifestyle, lighting, media, optics, sport, outdoor, public design, architecture and transport are presented and described. It also publishes the results of the 'Mia Seeger Award': the prize is awarded to up-and-coming designers who have developed products that 'serve more than one purpose'.

Text in English and German.

The **Design Center Stuttgart**, which is run by the state of Baden-Württemberg, provides information and advice about professional design. As part of the promotion of trade and industry, we especially offer small and medium-sized enterprises guidance on current design topics.