

Press Information

The FLEX logo consists of the word "FLEX" in a bold, white, sans-serif font, centered within a solid red rectangular background.

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The Flex Vario-Giraffe is nominated for the Design Award of the Federal Republic of Germany 2011

The Flex Vario-Giraffe has already been awarded the Bundes prize 2009, the "Focus open", an international Design prize Baden Württembergs and also the renowned iF product design award 2010 and now surprisingly it has been nominated for the Design prize Germany 2011. The Design Award is sponsored by the Federal Ministry of Economics and Technology and was given for exceptional international achievements in the field of product design as the »Federal Prize for Good Form« for the first time in 1969. Since 2006, it has been presented annually under the name »Design Award of the Federal Republic of Germany« and is given for outstanding achievements in the fields of product and communication design, as well as to a celebrity from the world of design. Additionally, since 2010, an endowed prize to encourage up-and-coming new talent has been awarded to a young designer. For the Design Award of the Federal Republic of Germany, the two creative disciplines of communication design and product design are judged at the same time – and in a single process. The independent jury, which is formally convened by the German Federal Minister of Economics, is composed of established experts.