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design  
for a  
better  
everyday

## BraunPrize 2012

**International competition for  
product design concepts**

**[braunprize.com](http://braunprize.com)**

For the first time, the BraunPrize is open to everyone. Two major categories, student and professional/enthusiast, will be judged individually. New awards for sustainability will be given in addition to prizes for the best entries from around the world.

BraunPrize jury members:  
Naoto Fukasawa, Japan  
Jane Fulton Suri, USA  
Anne Bergner, Germany  
Dr. Dirk Freund, Germany  
Oliver Grabes, Germany

Closing date: March 31, 2012

Total prize money: \$100,000 USD

18th BraunPrize since 1968.  
Endorsed by icsid and supported by  
Procter & Gamble Corporate Design.

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**BRAUN**