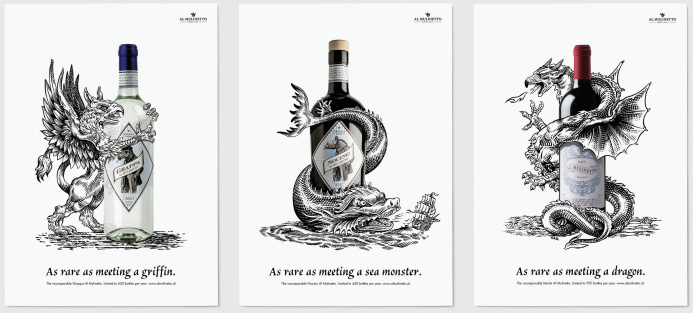
iF DESIGN AWARD 2021
Final Jury results

Congratulations!
Your entry has won an iF DESIGN AWARD 2021

Al Mulinetto



Discipline
Communication

Category
3.06 Campaigns / Advertising

Type of entry
Posters Series

Entry-ID
346-CD-316734

Client / Manufacturer
Al Mulinetto
Gordola, Switzerland

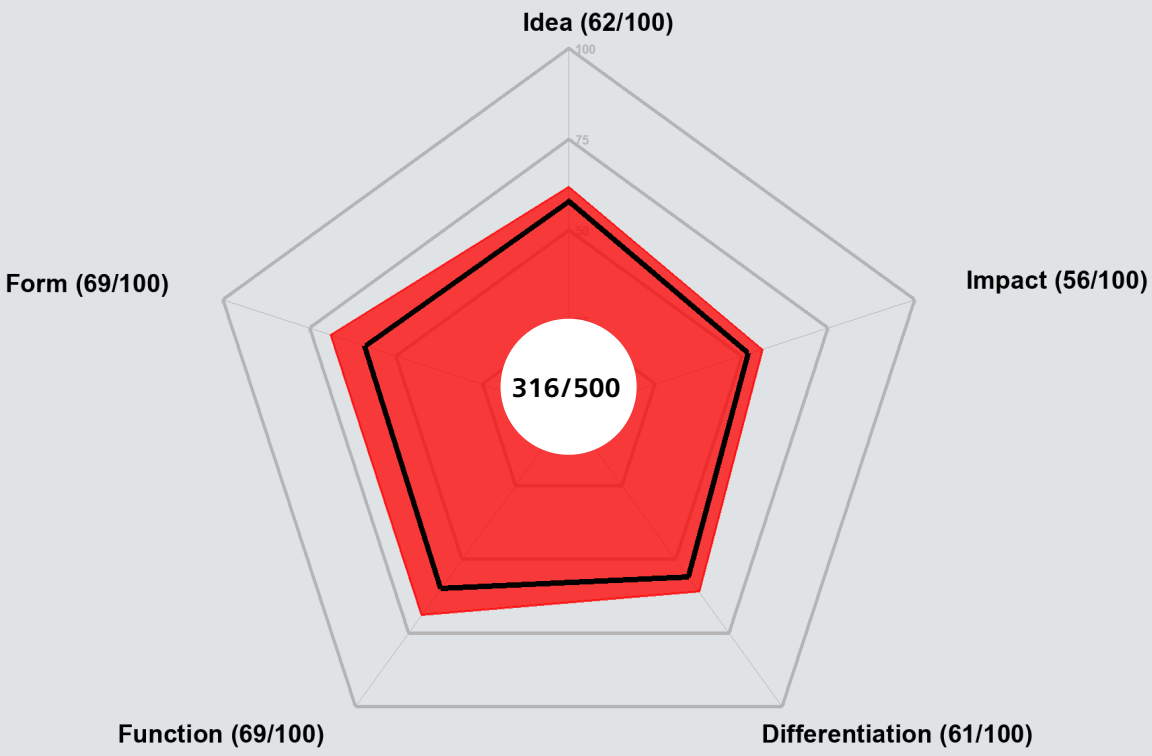
Design
Farner Consulting
Fabian Bertschinger, Markus Gut
Zürich, Switzerland

Criteria & Scorecard

In the Final Jury step each entry is assessed by a group of three jurors. The jurors have five criteria to score an entry against. The questions help them to determine the score for each criterion. The average for each criterion is calculated and the sum of the averages is the final score for the entry.

All final entries average
Your entry

Your entry´s final score is 316 points.
The winner score is 269 points.



Idea What was the task? Why is it relevant?
Why is the idea appropriate?
Form Why does it look the way it does?
How does it engage the target group? How is it made?
Function Why can it be used with ease?
Why does it work well? How does it serve the user?
Differentiation Why is it new? How does it support the brand?
Impact What targets have been reached?
How does it serve society? Why is it sustainable?

	Your entry					Averages		
	Preselection Judge 1	Preselection Judge 2	Preselection Judge 3	Preselection Score	Final Jury Score	Avg. Final Jury Score	Avg. Final Category Score	Avg. Final Discipline Score
Idea	76	18	95	63	62	59	64	62
Form	74	35	90	66	69	60	64	64
Function	79	34	90	68	69	60	62	60
Differentiation	76	22	85	61	61	57	58	57
Impact	64	37	80	60	56	53	62	56
Final Score				318	316	289	310	299

Facts & Figures

A top international, independent group of 98 design experts judged 9,509 entries from about 3,693 participants from 52 nations. For three days, all entries were evaluated, discussed and scored online using the new iF digital jury tool©. The average score to receive an iF award was 269. The highest score achieved in this year's award was 463 points. The discipline with the highest quality of entries and the highest percentage of awards was "User Interface" with 58%. In the discipline "Interior architecture" the competition was exceptionally tough, so that only 22% of the entries were awarded. Not even 1% of all entries received the coveted the iF gold award.

Facts & Figures: iF WORLD DESIGN INDEX

Do you know who the most successful design teams and companies have been at iF in the last five years? Would you like to know in which countries your industry has been the most successful at iF?

The success of this product/project has an impact on the iF WORLD DESIGN INDEX (WDI). This is where, retroactively to 1954, all the data is collected that is associated with an iF DESIGN AWARD. Over the years, a fascinating treasure trove of data has been created, which enables exciting comparisons, evaluations and rankings by continent, country and industry. https://ifworlddesignindex.com

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