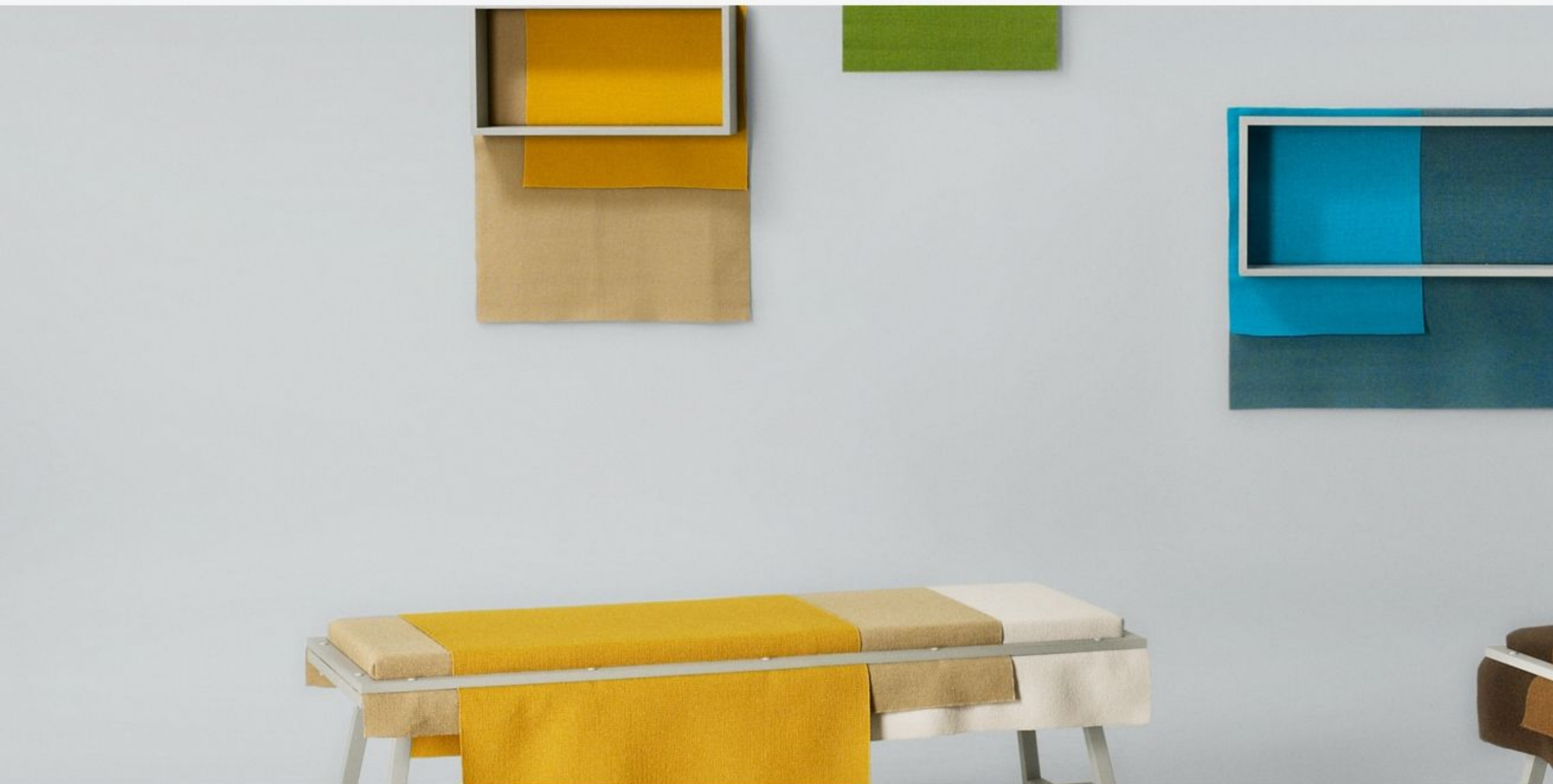




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BE OPEN YOUNG TALENT AWARD (MILAN 2014)

Sofia Lagerkvist

Vienna, Austria

A design prize that seeks out and recompenses young talent

For those just taking their first steps into the design world surviving financially can be a struggle. The BE OPEN Young Talent Award lifts this burden and gives a year of creative freedom to one young designer.

Established by the creative think tank BE OPEN, the award aims to identify and recognize the future leaders of design. For 2014, an international jury of design veterans, such as Sofia Lagerkvist of Front and Shay Alkalay of Raw Edges, selected the winner. The five-person jury first narrowed the candidates from forty to ten before selecting the recipient of the 24,000€ prize.

The award was presented during this year's Milan Design Week to the Vienna-based design studio Mischer Traxler. Founded in 2009 by Design Academy Eindhoven classmates and longtime collaborators Katharina Mischer and Thomas Traxler, Studio Mischer Traxler works across various fields of design with a conceptual and experimental methodology. Their work can already be found in the collections of the Art Institute Chicago and the MAK Vienna.

[More information on the project site](#)