



GLOBAL INNOVATION AWARD  
for outstanding design and technology

DUTCH  
CREATIVE  
INDUSTRIES

Introducing a global award to support the image of European industry:  
The best combination of advanced design and reliable technology.

Following a period of thorough investigation, the Federation Dutch Creative Industries (FDCI) and the Yellow Fellow Foundation decided to introduce the  
“Global Innovation Award for Outstanding Design and Technology”

In order to protect its unique character, it was registered with EU Patents on January 20, 2015  
This biennial award promotes the successful amalgamation of design and technology,  
guided by innovative leadership.

The candidates for the prize will be assessed by an internal panel of experts who will base their decision on a number of criteria, the most significant being that the winning enterprise has achieved optimal brand recognition among a global public, and in the process has attained a commercially successful market position.

In keeping with the objective of stimulating innovative design and technology,  
the prize will be ‘INTUITION’ a contemporary sculpture.

It is permitted to distribute this information in whole or in part to your professional network.



Foto Michael Verhoeven

## “INTUITION”

The sculpture represents the basic imagination force for art and design, and the technology that is needed to shape an industrial product. The formula could be:

$$AA \gg D + T$$

meaning that abstract art is the basis for design and needs technology to be realized

The sculpture is made by Marco van Trigt from The Netherlands