Editorial
An Introduction to English Readers

This documentation is called „Berliner T pe '99/ Corporate Design Preis '99". It is divided in three parts, starting with articles und then presenting the winners of two important awards: the 31st International Printed Matter Contest (IDW) „Berliner T pe" 1999 and the „Corporate Design Award" 1999. Participating countries are Germany, Austria and Switzerland; the awards are organized by the German kommunikationsverband.de.

This year, more than 400 publications and more than 100 corporate designs were entered in these awards and competed for medals and diplomas (respective and shortlist rankings). In the „Berliner T pe" Contest 1999, the jury awards 8 gold, 4 silver and 9 bronze medals as well as 25 diplomas. The corporate design jury awards only 3 silver medals and a Special Prize (there are no gold and no bronze medals) and 7 shortlists.

The articles in this documentation cover topics of current interest: The subjects were chosen according to the different categories of the awards (i.e. concept, copy, graphic design, typography, photography, print and production for publications in the field of public relations, sales promotion, advertising, journals and newspapers, brochures and annual reports). As this year's winners will be honoured in Vienna, one of the articles focuses on agencies, advertising and communication in Austria.

For the first time however, this documentation presents short English abstracts from each article. Placed at the end of each article, these abstracts are supposed to give English readers a brief overview on the most important aspects.

We hope that this book will provide our readers with an excellent overview on quality, trends and standing of publications and corporate design in German-speaking countries. At the same time, we would like to thank everybody who contributed to this documentation: sponsors, supporters, authors, partners and, last but not least, the participants of both awards. Our special thanks go to Chris Lightfoot of Interbrand Newell & Sorrell, London, for his „foreigner's view". Are there any foreigners?