

# iphiGenia

## Design Award

### iphiGenia Gender Design Award 2017: Jury Decision

The winners in the two categories of the new iphiGenia Gender Design Award/iGDA for outstanding gender-sensitive design have been selected: the iGDA *Evolution* goes to young New York-based company THINX and their innovative products for “real menstruating humans”. The agency Mindshare Denmark will be honoured with the iGDA *Revolution* for their Image Hack campaign that challenges stereotypical imagery associated with women. The award is presented by the international Gender Design Network/iGDN. Representatives of both companies will be present at the award ceremony on 12 October 2017 in Cologne, Germany.

Recognising companies with a holistic gender-sensitive production and communication approach, the iphiGenia Gender Design Award/iGDA Evolution 2017 goes to young **New York-based company THINX**. They not only produce innovative, beautiful and sustainable menstruation slips, but also communicate the product palette in an equally innovative, committed and open way. Additionally, the **THINX Foundation** has launched the **Global Girls Clubs initiative** to educate and empower girls and women.  
[www.sheTHINX.com/pages/it-works](http://www.sheTHINX.com/pages/it-works)

The iphiGenia Gender Design Award/iGDA Revolution 2017 honours a particular product, campaign, communication strategy or design research study. This year’s award goes to **Mindshare Denmark** for their unique campaign to replace stereotypical images of women in advertising with photos showing real, independent and strong women. Supported by Dove, “Image Hack” challenges conventional ‘Shutterstock’ imagery with a subversive strategy and excellent design.  
[www.youtube.com/watch?v=UmDtdInvTvM](http://www.youtube.com/watch?v=UmDtdInvTvM)

**Prof. Katja Becker**, jury chair and member of the international Gender Design Network/iGDN, says: “We are very happy with our two award winners. Their work confirms our belief that such a positive award is tremendously important for society, culture and business.”

More information at:

[iphigenia.genderdesign.org](http://iphigenia.genderdesign.org)

Questions? Send an email to:

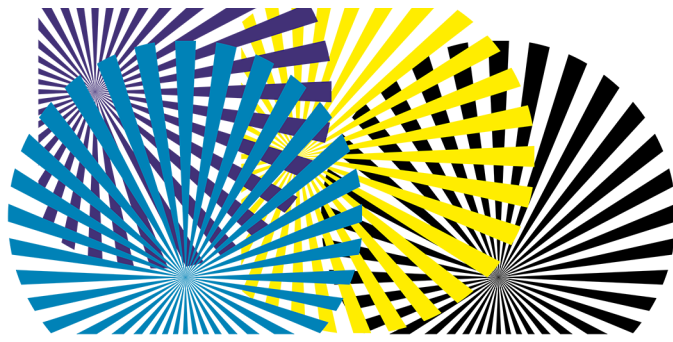
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Prof. Dr. Uta Brandes

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The public **awards ceremony** with representatives of the two award-winning companies will take place on **12 October 2017 at 7pm at the Cologne Museum of Applied Arts/MAKK.**

((293 words))

Attachments:

Information on the jury and jury statements

More information on iGDN and iGDA:

[genderdesign.org](http://genderdesign.org) // [iphigenia.genderdesign.org](http://iphigenia.genderdesign.org)

Further enquiries/pictures/interviews:

[office@genderdesign.org](mailto:office@genderdesign.org), Tel: +49 (0)221 251297

Interviews can be arranged with:

Prof. Dr. Uta Brandes, iGDN Chair

Prof. Katja Becker, Jury Chair

THINX and MINDSHARE (on October 12<sup>th</sup>, 2017)

