

## Studio F. A. Porsche celebrates 100th iF Design Award with five new wins

- Studio F. A. Porsche, in collaboration with esteemed clients Panasonic, Ampere, and Artweger, secures prestigious iF Design Awards, including two Gold Awards.
- Design jury awards Porsche Design Chronograph 1 Utility – Limited edition, the modern interpretation of the iconic “Military Chronographs” from the 1970s and 80s.
- With these wins, the studio reaches the milestone of its 100th overall iF award, highlighting its long-standing commitment to innovative, high-quality design across multiple industries.
- The iF Design Award is one of the most prestigious global design awards, recognizing exceptional product design since 1954.



Photo: iF Design Award Ceremony, 28. April 2025, Berlin, Credit: Marlena Waldthausen

**Berlin, 30. April 2025** - For decades, Studio F. A. Porsche has been shaping the world of design, creating products that seamlessly blend aesthetics, functionality, and innovation. As a design studio with a rich history, working both on in-house projects and in collaboration with leading global brands, it has consistently pushed the boundaries of what is possible. This commitment to exceptional design has resulted in numerous prestigious accolades over the years. At the iF Design Awards 2025, the studio continues this tradition, securing five prestigious awards, including two Gold Awards. These latest honors mark an exciting milestone, as Studio F. A. Porsche proudly celebrates its 100th iF award—an achievement made possible through strong and collaborative partnerships and a shared dedication to outstanding design.

The award-winning projects showcase the studio's commitment to innovation and excellence in aesthetics and functionality. The honored designs include:

### **Panasonic ALPHA Set | Washing Machine & Dryer (Gold Award)**

A revolution in household appliances, the Panasonic Alpha Washing Machine and Dryer set redefines home laundry with its state-of-the-art technology and sleek, modern design. A simplified stainless-steel body is combined with an enhanced user experience through intelligent automation and an intuitive interface. Rethinking the interaction the design challenges the regular button layout design by incorporating an LCD magnetic control panel that can work across devices.



Photo: Panasonic ALPHA Set, Washing Machine & Dryer

### **Ampere.StoragePro E3 | Solar Battery Storage (Gold Award)**

An innovative home energy storage solution that merges high functionality with a strikingly modern aesthetic. The Ampere.StoragePro E3 modular design allows for seamless scalability, adapting effortlessly to various household energy needs. Defined by its angular form and precise detailing, the unit features an intelligently angled interface for



Photo: Ampere StoragePro E3 Solar Battery Storage

optimal user accessibility. The refined craftsmanship and architectural presence of the battery elevate it beyond a purely functional device, making it striking visual element in contemporary home environments.

### **Porsche Design Chronograph 1 Utility – Limited Edition**

A timepiece that embodies the spirit of precision engineering and timeless aesthetics. The design of the Chronograph 1 Utility draws from Porsche Design's iconic Military Chronograph of the 1970s, which was known for its reliability, durability, wearing comfort and readability and had achieved legendary status among international air and naval forces. The re-issue is equipped with state-of-the-art technologies and the in-



Photo: Porsche Design Chronograph 1 Utility – Limited Edition

novative and patented material titanium carbide, reflecting Studio F. A. Porsche's legacy of crafting products that blend iconic heritage with cutting-edge technology. The ultra-precise mechanical masterpiece is made by hand at Porsche's watch manufactory in the Swiss town of Solothurn.

**Artweger PRESTIGE | Shower enclosure series** – A perfect fusion of form and functionality, the Artweger PRESTIGE series of shower cabins elevate the modern bathroom experience. Designed with precision and ergonomic comfort in mind, it offers a minimalistic appearance while improving functionality. By integrating the innovative opening hinge into the rod profile the design maximizing a minimalistic aesthetic appeal while ensuring a superior user experience.



Photo: Artweger, PRESTIGE shower series

The hinge allows the door to be opened not only by the previous 180 degrees, but up to a full 360 degrees.

## Panasonic Alpha Washing Machine

**Dial UI** – A user interface that redefines the interaction between humans and household appliances. Together with MHP, one of the leading consulting companies and a Porsche subsidiary, the studio designed the Panasonic Alpha Series washing machine interface with a strong focus on clarity and ease of use, ensuring an intuitive and seamless experience. Featuring a simplified UI and an intuitive interface,



Photo: Panasonic ALPHA Washing Machine Dial UI

the dial enables clear, time-efficient operation by seamlessly displaying functions and notifications. Combined with an edgeless, circular display it elevates both usability and visual appeal.

"These awards are the result of strong collaboration—between our talented and visionary team and our innovative, industry-leading clients," says Carsten Monnerjan, Managing Director of Studio F. A. Porsche. "We believe that outstanding design is born from partnerships that challenge the status quo and push boundaries. These awards reaffirm our mission to create products that are not only aesthetically appealing but also deliver tangible value in everyday life through innovation and functionality."

Stefan Buescher, CEO of the Porsche Lifestyle Group, adds: "Reaching the milestone of winning the 100th iF award is an incredible achievement. It underscores the impact of Porsche's design principles and the ability of Studio F. A. Porsche to transfer Porsche's unique heritage and excellence in design and engineering into areas that go beyond the automobile."

**You can find further information and image material here:**

iF Design Award: <https://ifdesign.com/>

iF Design Award Media Database: <https://www.picdrop.com/marlenawaldthausen/6xVuVthecx>

About Studio F. A. Porsche: <https://www.studiofaporsche.com/>

Blog: <https://www.studiofaporsche.com/blog>

LinkedIn: <https://www.linkedin.com/company/studio-f-a-porsche>

### About Studio F. A. Porsche

Studio F. A. Porsche is one of the leading design studios worldwide for product, mobility and space design. Founded by Prof. Ferdinand Alexander Porsche in 1972, the Studio has stood for a perfect symbiosis of form and function ever since. For over 50 years the Studio has stayed true to its values: functionality, purism, perfection, relevance and passion. Today Studio F. A. Porsche creates products for select clients worldwide as well as premium design innovations for its own brand – Porsche Design. The Studio is a subsidiary of the Porsche AG, with its main headquarters in Zell am See, Austria. Other subsidiaries are located in Berlin, Ludwigsburg and Los Angeles. Visit the Studio at: [www.studiofaporsche.com](http://www.studiofaporsche.com)