iF DESIGN AWARD 2021 distinguishing the European Distribution Center (EDC)
The award was bestowed on the "3deluxe" architecture firm / Almost 10,000 entries from 52 countries

The European Distribution Center (EDC), the new logistics hub of the HARTING Technology Group has been distinguished with the prestigious iF DESIGN AWARD 2021. The award went to the internationally active architecture firm "3deluxe" from Wiesbaden. The office designed a high-tech logistics centre with an adjacent administration building for HARTING.

The EDC was officially commissioned in the summer of 2019 with numerous guests from politics, business and administration attending, in addition to employees and their families. Featuring an automated small parts high-bay warehouse and a high-speed shuttle, one of the most innovative logistics centres in Europe has been created in Espelkamp in Eastern Westphalia – spreading out over an area of 18,000 square metres. Advanced, state-of-the-art logistics technology and ergonomic workplaces have been optimally combined here.

The European Distribution Center was awarded in the architecture discipline, in the Office / Industry category. Once a year, the IF DESIGN AWARD is bestowed by the world's oldest independent design institution, the IF International Forum Design GmbH in Hanover. The EDC convinced the 98-member, independent, international jury of experts thanks to its modern, pleasantly open and light-flooded architecture. The number of applicants was huge: The jurors were tasked with awarding the coveted seal of approval from among almost 10,000 entries hailing from some 52 countries.

"The EDC underscores the company's technological logistics expertise, as all of our innovative HARTING products and solutions are part and parcel of this lighthouse project," as CEO Philip Harting stated. "I am proud of this acknowledgement. The iF DESIGN AWARD honours the work of the entire team," emphasized Peter Seipp, managing director of "3deluxe".

In June 2020, "3deluxe" had already garnered the German Brand Award in Gold - also for the EDC assignment. The staircase in the reception area took the "Staircase of the Year 2019" award.



Caption: HARTING's European Distribution Center (EDC). The logistics hub was officially commissioned in the summer of 2019.

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About the iF DESIGN AWARD

Since 1954, the iF DESIGN AWARD has ranked as a globally acknowledged trademark distinguishing design excellence. The iF Design brand has established itself internationally as a hallmark highlighting outstanding design achievements. The iF DESIGN AWARD is one of the most important design prizes in the world and is bestowed on design achievements in all disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior Design as well as Professional Concept, User Experience (UX) and User Interface (UI). All award-

winning entries are published in the iF WORLD DESIGN GUIDE as well as in the iF design app published.

About "3deluxe":

Comprising an interdisciplinary team of around 40 designers, 3deluxe is active on the fluid interface between design, architecture and pop culture. Five specialised departments develop independent design solutions in a process of creative synergy. Across all media, from product and corporate design to interior/architecture, comprehensive, holistic design concepts are created. The multifaceted 3deluxe projects have attracted attention worldwide and have been distinguished with most important design and architecture awards. Founded in 1992, 3deluxe has locations in Wiesbaden, Miami and Dubai.

About HARTING:

The HARTING Technology Group is one of the world's leading providers of industrial connection technology for the three lifelines of Data, Signal and Power and has 14 production plants and 44 sales companies. Moreover, the company also produces retail checkout systems, electromagnetic actuators for automotive and industrial series use, charging equipment for electric vehicles, as well as hardware and software for customers and applications in automation technology, mechanical and plant engineering, robotics and transportation engineering. In the 2019/20 business year, some 5,500 employees generated sales of EUR 759 million.