



Press release

Red Dot Award, German Design Award and Iconic Award
for Viega

Viega trade fair stand receives international design awards

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Attendorn, 23 October 2025 – The Viega trade fair stand at ISH 2025 received three awards at the same time: the Red Dot Award 2025 in the category Brands & Communication Design, the German Design Award 2026 in the category Excellent Architecture/Fair and Exhibition as well as the Iconic Award 2025 in the category Architecture/Event and Exhibition. The internationally renowned awards recognise the trade fair concept, which showcases the Viega brand through a clear architectural structure and a consistent communication design.

The trade fair appearance at the world's leading trade fair for HVAC and water this year translated the purpose of the company, "Installing lifelines for the buildings of tomorrow", into a spatial concept. The architecture, materials and communication design aimed to make the contents and form of this claim visible and allow the Viega brand to be experienced. The new stand concept was developed in collaboration with the Braunwagner design agency from Aachen (Germany).

Focus on potable water, heat transition and digitisation

At the ISH in Frankfurt am Main in March, Viega addressed three key future issues: protecting potable water, the energy transition in the building area and digital transformation, on over 1,300 square meters of exhibition space. Viega demonstrated how these challenges can be mastered with competency in the areas of heat, water and digital construction with holistic system solutions. With the new thematically structured stand concept, the focus was on communicating complex technical topics in an understandable and clear way and promoting dialog with trade visitors.

International recognition

"Our trade fair stand makes it clear what Viega stands for: responsibility in dealing with water, technical innovation, and collaboration as equals," explains Markus Brettschneider, CEO of the Viega Group. "We are very pleased that





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this concept is gaining international recognition as well. It also confirms the path that we have taken as a company."

Teamwork

"This success," adds Markus Brettschneider "is above all due to a great team. And I not only mean the employees who worked intensively on the concept of the trade fair stand but also our partner agency, Braunwagner. We not only practice a partnership as equals in dealing with our customers but also in cooperating with external partners. The joint result shows what is possible when expertise, creativity and trust come together."

Recognition from international juries

The Red Dot Award, the German Design Award as well as the Iconic Awards are among the most important international design awards. The Red Dot Award honours projects that impress with design quality and communicative clarity. The German Design Award, awarded by the German Design Council, honours outstanding contributions in the product, communication and architecture field and emphasises the creative relevance for business and society. The Iconic Awards, also initiated by the German Design Council, recognise visionary architecture, innovative products and sustainable communication in conjunction with architecture and design.

Photos (PR_251028_DesignAwards_01bis05.jpg): The Viega trade fair stand at ISH 2025 convinced the juries and was awarded three important international design prizes. (Photos: Viega)

About Viega

Viega is an expert in healthy drinking water in buildings and is one of the global market and technology leaders in the installation sector. As a quality-focused family business employing more than 5,500 people throughout the world, the company has over 125 years of experience in building technology. Its core areas of expertise include maintaining and developing drinking water hygiene, energy efficiency, comfort and safety in buildings. With ten locations around the world, the company group produces more than 17,000 products and systems.

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