



reddot design award

Press information

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Red Dot Young Professionals: for a successful start into the world of design

With the Red Dot Design Award, the Design Zentrum Nordrhein Westfalen has created one of the largest design competitions in the world. Today, the coveted award is bestowed in three different disciplines: the Red Dot – the seal for outstanding design compositions – is yearly awarded by an international and independent expert panel in the categories of product design, communication design and design concept. "The importance of good design for entrepreneurial success cannot be stressed enough", explains Prof. Dr. Peter Zec, initiator and CEO of the competition, which has been established for decades. "Only those, who design their work in an exemplary manner, are distinguished in the 'Red Dot Design Award' and may point out this excellent honour with justified pride."

The Red Dot Young Professionals programme intends to especially enable students and career entrants to participate in the contest. The award's objective is to provide the next generation of creative talents with a successful start in the world of design and business. Young participants can compete with established and renowned designers, such as Sir James Dyson, British industrial designer, or Paul Flowers, chief designer of Grohe. The competition is a great opportunity for newcomers to gain attention and strengthen the trust from potential clients in their creative achievements.

Red Dot Award: Product Design

In the Red Dot Award: Product Design, young professionals, whose academic degree dates back no longer than five years, can register for one out of fifty free applications in total. This year alone, several hundred creative minds from 30 nations applied via the Red Dot website in only one day. The participation in the contest is free.



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The up-and-coming designers are, in case they win an award, supported with an extensive winner's package, which includes the use of the Red Dot label for the awarded product and also its presentation in the Red Dot Design Museum, as well as in the online exhibition. Additionally, the winners will be introduced in the Red Dot Design Yearbook, the standard publication for contemporary design.

Red Dot Award: Communication Design

Young talents can also contend with established and well-known designers in the field of communication design: The Red Dot: Junior Award" addresses students and young professionals, whose academic degree dates back no longer than two years. The participants have the chance to submit their entries in 21 different categories, such as corporate design, editorial, online advertising or game design. They will receive a 20% discount on their registration fee as well as a 40% discount on the winner services in case they win an award. Moreover, the best work of the creative talents is bestowed with the Red Dot: Junior Prize that comes along with a cash prize of 10,000 EUR.

Red Dot Award: Design Concept

The third discipline, in which up-and-coming talents can demonstrate their capabilities, is the Red Dot Award: Design Concept. The contest, organised by Red Dot Singapore, addresses young creatives – be it individual persons, design institutions or companies. It offers an excellent platform for the presentation of innovative design concepts. Participants are encouraged to enter their designs in 24 different categories such as fashion, energy, mobility and many more. A brilliant idea, no matter how simple or complex it may be, combined with outstanding design, can one day lead to the emergence of a product, that is successful in the "real" market. Especially young talented designers have fresh ideas which can be presented within the scope of the Red Dot Award: Design Concept.

In order to offer the ambitious designers easy access to the competition, the Red Dot Design Award keeps fees as low as possible. In the early bird period a single person only pays 30 SGD per submission. A Red Dot in this discipline indicates the marketability of future products and supports young designers with their career entry.



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Whether in product design, communication design or design concept – the Red Dot Design award offers creative newcomers the chance to present themselves, their products and their talent along with prestigious designers from all over the world and also provides them with the opportunity to successfully enter the world of design through the broad communication of the Red Dot winners.

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