



reddot design award

Press release

Essen, 10 December 2009

A top class design event – the awards presentation of the 'red dot award: communication design 2009'

Yesterday, the best in international communication design met in the red dot design museum in Essen, Germany, to honour the winners of this year's 'red dot award: communication design'. Professor Dr. Peter Zec, initiator of the red dot design award, welcomed roughly 900 creative professionals and representatives of the media, business and politics to the awards presentation taking place in the European Capital of Culture 2010. The winners, who had travelled from 25 different countries, such as China, Brazil and New Zealand, received their awards on stage in the imposing setting of the 'Zeche Zollverein' colliery's former boiler house from host Peter Zec and seven design experts from all over the world: Remo Caminada, Prof. Dr. Linda Breitlauch, Martin Gassner, Michel de Boer, Fabrizio Bernasconi, Kurt Weidemann, and Oscar winner Tyrone Montgomery.

red dot: grand prix – 6 out of 6,112 entries

It was not until the red dot gala that the winners of the 'red dot: grand prix' were announced by Peter Zec. Six out of the total of 6,112 entries were awarded this highest honorary award by the international jurors. The best works in the different categories came from the following design agencies: Alt Group with 'Hudson Gavin Martin' in the 'Corporate Design' category, Bureau Mirko Borsche with their magazine 'Human Global Coincidence' in the 'Magazines & Daily Press' category, 20FIRST with the art book 'Ralf Ziervogel – Every Adidas Got Its Story' in the 'Editorial' category, Leslie Chan Design Co. Ltd. with the work 'World Games 2009 Kaohsiung Taiwan' in the 'Posters' category, ART+COM with the mechatronic installation 'Kinetic sculpture for the BMW museum' in the category 'Information Design/Public Space', and BlueByte GmbH with the off-line game 'Anno 1404' in the 'Digital Games' category.

red dot: design agency of the year 2009

KMS TEAM from Munich was honoured as the 'red dot: design agency of the year 2009'. Fitting for the company's 25th anniversary, all 85 staff of the leading company for brand strategy, brand design and brand



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communication gathered on the stage to receive the 'Stylus' touring cup for continuously above-average design achievements.

red dot: junior prize for 'Stereotype'

This year's 'red dot: junior prize', which comes with 10,000 euros prize money, went to qualified designer Dennis Dominguez, graduate of the University of Applied Sciences Dortmund, for his book 'Stereotype', which depicts the subject of prejudices and national clichés in a bold and highly entertaining way.

Vernissage of both special exhibitions

Not just one but two special exhibitions were opened at the red dot design museum on the evening of 9 December 2009: The winners' exhibition 'Design on stage – winners red dot award: communication design 2009' presents all award-winning works of the competition. Specifically for the award-winners of the multi-media sector this year again a red dot cinema had been set up as part of the special exhibition. At a second special exhibition, the current 'red dot: design agency of the year', KMS TEAM, presents a cross-section of the most sophisticated design accomplishments created for international top companies from the last 25 years, entitled 'TIEFENDESIGN (depth design) KMS TEAM'. Both exhibitions will be presented to visitors of the red dot design museum until 10 January 2010.

red dot after show party

After the festive awards presentation the 'red dot after show party', which took place parallel to the vernissage, offered an appropriate setting for celebrating all award-winners and creative professionals of the industry. DJ Fishi, widely popular beyond the borders of the Ruhr area, provided the international audience with an appealing musical programme for the party, which lasted into the small hours.

The publication documenting the competition

The 'international yearbook communication design', which has long been regarded as a standard work for communication design, was this year again published just in time for the awards presentation. On approximately 800 pages and an accompanying DVD the best design achievements from all around the world are introduced.

The red dot design award

With more than 12,000 entries from more than 60 nations in its disciplines 'red dot award: product design', 'red dot award: communication design', and 'red dot award: design concept', the red dot design award is one of the largest design competitions worldwide – and



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probably also the hardest: in the end only roughly ten per cent of all entries receive one of the coveted accolades.

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