



reddot design award

## Press release

Essen, 23 August 2010

### **Communication designers play increasingly important role – number of participants in “red dot award: communication design 2010” confirms noticeable upward trend of the industry**

There is a clear upward trend in the field of communication design. This is the result of a range of recent studies and market observations. The current positive trend can be put down to the improvement of the German economic climate and consumer confidence. The media genre that has benefited most in the past is the Internet; here experts continue to see the greatest development potential. Modern forms of communication, which are the result of digital technologies, create a profound structural change in the communication industry. Already now the Internet as a medium has lastingly influenced and changed our everyday life; more and more readers choose digital versions of daily newspapers, a vast number of apps enable efficient mobile Internet use, and around the globe contacts are increasingly maintained via social networks. In general, communication is subject to constant change in the world of today; its complexity and diverse forms in the individual media genres require conscious and appropriate content design. Therefore the work of communication designers and agencies plays an important role in the communication process – a role that, as experts agree, will become even more significant.

### **The results of the “red dot award: communication design 2010” prove the upward trend**

The appreciation of creative work is also reflected in the entries to the “red dot award: communication design 2010”. “Despite the drastic decline caused by the world economic crisis, we have once again recorded an increase in the number of entries this year,” says Prof. Dr. Peter Zec, initiator of the red dot design award, referring to the current industry trend. “The quality of the works submitted to the competition also points to the fact that more companies are again investing in communication design and that agencies’ and companies’ need for evaluation appears to remain high.”

15 jurors, renowned design experts from around the world, critically examined each of the 6,369 entries in total in an adjudication phase lasting for days, and finally announced their verdict: Approximately ten percent of the entries were awarded a red dot for their design quality, while only approximately one percent received the sought-after “red dot: best of the best” award for particularly outstanding design achievements. In addition, the award-winners of this quality seal are also nominated for the “red dot: grand prix” honorary award, the winners of which will be announced on the night of the festive



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awards presentation on 8 December 2010 in the gala hall of the Casino Zollverein. Similarly, this year's winner of the "red dot: junior prize", which comes with 10,000 euros prize money and goes to the best student work in the competition, will also be kept secret until this date. Furthermore, a communication agency or design company will receive the honorary title "red dot: design agency of the year" for continuously exceptional design achievements. For the first time, this year a company that has invested in creative communication work to a particularly high degree will be awarded the honorary title "red dot: client of the year" and thus be able to celebrate numerous awards in different categories. All award-winning entries and an overview of the creative work of the "red dot: agency of the year" will be presented in two special exhibitions at the red dot design museum from 9 December 2010 to 9 January 2011.

### **Awards presentation and exhibition**

On 8 December 2010, all award-winners will be honoured at the festive awards presentation in the gala hall of the Casino Zollverein in Essen, Germany. On the same night, the vernissage of the exhibition "Design on stage – winners red dot award: communication design 2010" will take place at the red dot design museum in Essen. The special exhibition featuring all prize-winning works will be on display from 9 December 2010 to 9 January 2011.

### **Competition documentation**

As usual, the established reference work of contemporary design, the international yearbook communication design 2010/2011, will be published by the in-house publishing company red dot edition in time for the awards presentation. This year, all winning works will, for the first time, be presented in two volumes in a slipcase; furthermore, a media special will present all the winners of the multimedia category.

### **The red dot design award**

With more than 13,000 entries 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 the leading and biggest design competition in the world. Since 1955, the Design Zentrum Nordrhein Westfalen has annually selected outstanding design quality and officially honoured it in an exhibition.

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The nominations for the "red dot: junior prize 2010" are:

- "Jack Wolfskin – Outdoor clothing", image campaign by Christoph Bönning, Bad Vilbel (Germany)
- "dbc – death by chocolate", packaging design by Denise Franke, Bottrop (Germany)
- "Pablo Neruda //" , artist book by Ilko Hoffmann, Nordheim (Germany)
- "RAW", book by Thorsten Kleine Holthaus, Dortmund (Germany)
- "caliber", book object by Anne Julia Nowitzki, Frankfurt (Germany)
- "Akte73", new interpretation of 'Der Struwwelpeter' (Shock-headed Peter) by Johannes Loer, Selm-Bork (Germany)
- "Musical Grammar (in the series of Bach, Schillinger, Mozart)", book by A Young Kim, London (UK)
- "IGFM – Typewriter", commercial by Andreas Roth, Ludwigsburg (Germany)
- "EROS", 3D animation by Pei-Wen Lee, Yilan City (Taiwan)