



reddot design award

Press release

Essen, November 10, 2008

Top-class creativity – red dot launches a new prize for the design agency of the year

Annual reports are becoming a product with which to showcase corporate brands, and creativity is breaking down the rationality of business and breaking through boundaries – even using animal organs if necessary. Thinking laterally, treading new ground and setting trends: the Stuttgart agency Strichpunkt has written design history in becoming the world's first 'red dot: design agency of the year'. The agency's work is as exciting as it is controversial, and its success testifies to this work. Since first taking part in the red dot design award in 2001, Strichpunkt is one of the creative agencies that has won most awards worldwide and has grown to become the most successful agency in the competition. This achievement inspired the introduction of a title of honor that is unique worldwide and has never been granted before. The first 'red dot: design agency of the year' will receive this special award, the 'stylus', on stage at the award ceremony of the 'red dot award: communication design 2008' on December 3 against the spectacular backdrop of the gala hall in the Casino Zollverein at the World Heritage site Zollverein in Essen.

Honorary gala and exhibition in the red dot design museum

The 'stylus' prize is a type of challenge cup given to the agency for a year as a symbol of its title of honor, before being passed on to another excellent design agency the following year. The speech in honor of the design agency will be held by the communication designer Thomas Rempfen.

In a special exhibition entitled 'High Voltage Design', Strichpunkt will document and present an interactive view of its success story spanning 12 years. The exhibition will be on show in the red dot design museum in Essen from December 4, 2008 to January 4, 2009 alongside the exhibition of the winners, 'Design on stage – winners



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red dot award: communication design 2008'. The exclusive vernissage for both exhibitions will take place after the award ceremony at the winners' party on December 3 in the red dot design museum.

The award

Professor Dr. Peter Zec explains: "The increased significance of communication design in the field of business combined with the impressive results of the competition made it vital to introduce a prize of honor with an international dimension." Professor Zec is the initiator of the red dot design award, head of the Design Zentrum Nordrhein Westfalen and Senator of Icsid, the International Council of Societies of Industrial Design. According to Professor Zec, "red dot is obliged to respond to the change in the market situation and render the major role of design in all areas of business transparent. The most important task of the competition is to make it possible to measure communication quality. With its groundbreaking work, Strichpunkt is an agency that has been setting international standards in modern communication for years now. As the first 'red dot: design agency of the year', Strichpunkt now has the obligation to give this award a face."

The agency

Strichpunkt was founded by Kirsten Dietz and Jochen Rädiker in 1996 as a corporate communications agency. The agency now has 40 employees who work on perfecting excellent ideas and questioning what is good in order to make it even better. Strichpunkt was one of the first agencies to revolutionize annual reports, and set a trend for turning what is a mandatory publication into an opportunity to communicate the corporate image. Strichpunkt boss Kirsten Dietz believes: "Never before has value-based financial and brand communication been so important in international competition." The aim, she says, is to derive maximum potential from all areas of business. "Communication has to be made visible. If you get the right combination of content and 'packaging', this gives added value to the brand while incurring hardly any additional costs," the designer tells us.

Success through creativity, courage, and quality

With 17 'red dot' awards for high design quality and 3 'red dot: best of the best' awards, the agency has become an intrinsic part of



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the creativity index of the red dot design award. "In order to be successful, you always have to want more than the others and be two steps ahead. Being the very first design agency to win the title of 'red dot: design agency of the year' is the nicest possible confirmation that we could have imagined," says managing partner Jochen Rädeler. "The award has confirmed to us that we are on exactly the right path."

Since its founding in 1996, Strichpunkt has successfully designed around 250 annual reports based on its maxims of excellent quality and constructive input. Strichpunkt's customers include Air Berlin, BASF, Daimler, WMF and Papierfabrik Scheufelen, for which it published a 'report of annual reports' in 2001, thus heralding a new era of communication design.

The publication

Once again this year, the benchmark of communication design, the 'international yearbook communication design 2008/2009' will be published on the day of the award ceremony.

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