



reddot design award

Press release

Essen, November 6, 2008

Face the global comparison

The "red dot award: product design" enters the next round

red dot is once again calling designers and companies from all over the world to register their products for the "red dot award: product design" with immediate effect. With around 11,000 entries from over 60 countries, the red dot design award is the world's largest design competition. The sought-after trophy, the red dot, is an internationally established seal of design quality. The closing date for registration is January 23, 2009. All participants who enter their products by December 5, 2008 can take advantage of the early bird discount.

The red dot is awarded to products which excel through their excellent design quality. The work of the jury ensures that the competition has earned an excellent reputation and met with international acceptance. Reputable and independent designers and design experts from across the globe provide as much objectivity as possible in the selection of the winning products. They judge the product directly with absolute professional competence and authenticity.

In 2009, the products are assessed in seventeen different groups. An additional differentiation in the product categories this year means that the expertise is even more focused, as experts who assess the entries are selected for each individual product group. Consequently, the results in a category ultimately reflect the future of the respective industry in terms of design, and thus serve as a guide for manufacturers and designers worldwide.



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Award ceremony and special exhibition in the red dot design museum

The official award ceremony for all winners of the "red dot award: product design 2009" will take place on June 29, 2009 in the Aalto-Theater in Essen. The red dot design museum will show the award-winning products in a special exhibition that will run from June 30 to July 26, 2009. The award-winning products will then be on show for at least a year in the red dot design museum on the UNESCO World Heritage site Zollverein.

Facts and figures

Eligibility: All manufacturers and designers can take part whose products are manufactured in industrial production processes and were launched on the market in the past two years

Closing date for registration: January 23, 2009

Registration fees:

Early bird rate until December 5, 2008: EUR 185

Regular rate until January 23, 2009: EUR 205

Latecomers' rate until February 4, 2009: EUR 230

Award ceremony: June 29, 2009

Special exhibition: June 30 – July 26, 2009

For more details

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