



reddot design award

Press Release

Essen, 30 June 2009

red dot award: product design 2009 – design stars from all over the world in the future European City of Culture

Asia, America, Australia – more than 1,200 guests travelled from every continent on 29 June 2009 to attend the award ceremony for the biggest international design prize, red dot award: product design, in Essen. Designers and design experts, politicians and economists alike converged in the future European City of Culture and celebrated the successful winners, at the festive award ceremony in the Aalto Theater to start with and afterwards at the Designers' Night in the red dot design museum.

"Despite the poor current economic situation, more companies than ever before have taken part in this year's red dot award: product design. This proves that these companies value and exploit the economic potential of good design for their place on the global market", summarized Professor Dr. Peter Zec, the initiator of the red dot design award. Together with renowned guests who joined him on stage, the design expert personally awarded the highest distinction, red dot: best of the best, to around 50 winners on stage at the Aalto Theater in front of an audience that included many star designers.

Luc Donckerwolke, the former head designer at Lamborghini and current head of design at Seat, the Grohe designer Paul Flowers, and Professor Ernesto Gismondi, the founder of Artemide, were just some of stars present from the international design scene, making the gala an impressive and very special event and a spectacular launch for the upcoming year as European City of Culture. The design expert was pleased to say: "The red dot design award has become the world's largest design competition. The large number of international star guests that we had the honor of seeing at the red dot gala this year is recognition of this fact".

The most sought-after distinction in the world of design, the red dot: design team of the year award, went to the Tupperware World Wide



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Design Team for its decades of unfailingly innovative design work. The head of design, Susan Perkins, and her international team were delighted to receive the 'Radius' challenge cup from last year's winner. The speech held in their honor was made by the Northern Irish design expert Michael Thomson, who in 2008 was listed by the UK magazine 'Design Week' as one of the 50 most influential persons in the field of design.

The cultural entertainment provided was both modern and inciting. The drum and percussion formation 'Beats and Noises' made the stage of the Aalto Theater reverberate, while the Aalto Ballet Theater Essen met with huge audience enthusiasm with its 'Dance tribute to Queen' in a choreography by Ben Van Cauwenbergh.

In culinary terms, it was also an evening of superlatives. Star cook Frank Rosin spoiled the guests with his creative gourmet cuisine at the celebratory Winners' Dinner, the musical accompaniment for which was provided by the jazz pianist Joanne Eden. Several hundred winners and visitors went on to celebrate the legendary Designers' Night in the red dot design museum, where they savored the last moments of the unique event in a special atmosphere.

The vernissage for the two special exhibitions 'Design on stage – winners red dot award: product design 2009' and 'Tupperware – Sophisticated simplicity advanced through engineering' took place in the afternoon already and was attended by numerous visitors interested in design. Both exhibitions will be on show in the red dot design museum until 26 July 2009.

More Information and all picture galleries at www.red-dot.de.

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