



reddot design award

Press release

Essen, November 2009

World focus on innovative products

The "red dot award: product design 2010" starts now

The "red dot award: product design" enters a new round. As of now, designers and companies from all around the world are called upon to register their products for the competition and thus enter the international comparison. A jury consisting of renowned design experts and independent designers will judge the products' design quality and determine the competition winners applying the strictest judging criteria. The registration period ends 22 January 2010. Participants who register by 4 December 2009 will benefit from an early bird rate.

Winning an award in the "red dot award: product design" means that a product has satisfied the jury's strict judging criteria and has been certified by the jury for its excellent design quality. For designers and companies the award is a confirmation of their efforts and it brings advantages for marketing the products, which is of great importance especially in difficult economic times. For consumers the "red dot" quality label offers valuable orientation and is an important support for buying decisions.

Information on the adjudication

The "red dot award: product design" is judged in 17 different categories. For each of these product groups internationally renowned experts are selected who have the expertise to competently assess the entries. The selection of the jury is also of interest for the respective industry because in the end the results of the jury's adjudication in a category reflect the future of an industry in terms of design. The winning products serve as orientation for manufacturers and designers worldwide – here international trends become apparent at an early stage.

The red dot design award

With 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 leading and largest design competitions internationally. In 2009 alone, more than 12,000 participants from more than 60 nations registered for the competition. Since 1955, the Design Zentrum Nordrhein Westfalen has annually selected outstanding design



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quality and officially honoured it in an exhibition.

Promotion of young designers in the red dot design award

In December 2009, fifty free registrations will be given to young designers. The aim of this is to support young talent and enable them to take part in the competition with its varied qualification opportunities.

Awards presentation in the Aalto-Theater and special exhibition of the award-winners at the red dot design museum

The festive awards presentation for all winners of the "red dot award: product design 2010" will take place on 5 July 2010 in the Aalto-Theater in Essen, Germany. The red dot design museum will exhibit all award-winning products in a special exhibition from 6 July to 1 August 2010. Directly afterwards the products will be on show for at least one year at the red dot design museum on the premises of the UNESCO World Heritage Site Zollverein.

The most important dates and facts

Those eligible to take part in the competition are designers whose products have been manufactured industrially and launched onto the market within the last two years.

Registration deadline: 22 January 2010

Registration fees:

Early Bird until 4 December 2009: 190 euros

Regular until 22 January 2010: 210 euros

Latecomers until 10 February 2010: 230 euros

Awards presentation: 5 July 2010

Special exhibition: 6 July to 1 August 2010

Further details

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