



reddot design award

Press release

Essen, 6 July 2010

A top class event – the international design scene celebrates in the 2010 European Capital of Culture

International guests, a spectacular awards presentation, two impressive special exhibitions, and a glamorous party – this year's red dot gala was truly a top class event. More than 1,000 guests from all over the world had travelled to Essen, Germany on 5 July 2010, in order to take part in the awards presentation of the "red dot award: product design", one of the largest and major international design competitions. Design stars, representatives of the media, business experts, and politicians celebrated the successful winners first at the festive honouring at the Aalto-Theater and then at the Designers' Night at the red dot design museum.

"The participation in this year's product design competition has been greater and more international than ever before. Over 30 per cent more registrations compared to the previous year and 57 participating nations clearly show that excellent design can transcend borders. Particularly the large number of nations represented makes this competition a top class event," summed up Professor Dr. Peter Zec, initiator of the red dot design award. Together with top-class special guests he presented the 45 best winners of the competition with the "red dot: best of the best" on the stage of the Aalto-Theater.

The upcoming generation of creative professionals received their distinction on stage, too: under the motto "red dot young professionals" red dot had for the first time, with sponsorship from Bombay Sapphire, given fifty free registrations to the competition to young designers. 14 of the fifty entries managed to convince the demanding expert jury, who awarded the "red dot" eleven times and three "honourable mentions".

One highlight of the awards ceremony was the presentation of the highest honorary distinction in the design world, the "red dot: design team of the year", which this year went to the Liechtenstein company Hilti. In a spectacular presentation Hilti design chief Stephan Niehaus,



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together with the Hilti Design Team, received the "Radius" challenge cup from the previous year's winner.

The awards presentation featured a supporting programme of cultural highlights. Russian star pianist Nikolai Tokarev inspired the audience with his virtuoso presentation and the Aalto Ballett Theater Essen performed excerpts from the ballet "La Vie en Rose" by Ben Van Cauwenbergh.

Following the awards presentation Michelin Star chef Frank Rosin presented his guests with highly creative culinary fireworks at the festive Winners' Dinner. The brilliant culmination of the evening was the Designers' Night with DJ Fishi, where hundreds of guests celebrated the winners of this year's competition with a glamorous party lasting into the early hours. In the Bombay Sapphire Lounge invited guests were enjoying the evening in a relaxed atmosphere and with cocktails mixed by actress Cosma Shiva Hagen.

Two special exhibitions present the winning products

Especially for the year of the European Capital of Culture, the red dot design museum is presenting a very special exhibition concept: presenting all award-winning products, the special exhibition "A Day by Design – winners red dot award: product design 2010" illustrates, accompanied by projections and background music, how deeply our daily life is pervaded by design at any time of day and night. The award-winning entries from all around the world are arranged according to different areas of life as well as the time of day when we usually encounter them. Thus the path of the exhibition leads visitors through the respective product worlds from getting up in the morning including breakfast to work or housework and leisure time to celebrating in the evening and going to bed.

In its exhibition "Hilti. Designed for Use." the Liechtenstein company Hilti, which was awarded the title of "red dot: design team of the year", illustrates how indispensable good product design is for the construction industry. This is proven by devices from the Hilti range, which have already been used extensively on a variety of different construction sites around the world, for instance a cordless drill, with which 20,000 holes have just been drilled in Dubai in a period of four months, or a Hilti case, which has already travelled to many of the continents from which the winners of the "red dot award: product design" come: South America, Asia, and Australia. Together with their individual 'life stories' these devices are presented alongside the brand-new products.

The special exhibitions are on show at the red dot design museum until 1 August 2010.