



reddot design award

Press release

Essen, January 2009

red dot visits Austria – red dot presents: communication design at its best and Strichpunkt's "High Voltage Design"

From poster and advertisement to annual report and packaging – communication design is as diverse as it is unique. red dot presents the best of the award-winning design works of the red dot award: communication design 2008 from 23 January to 8 March 2009 in the exhibition "red dot presents: communication design at its best" in collaboration with the Austrian association of designers, design Austria, in Vienna's Museum Quarter. Similarly fascinating and diverse will be the work of the "red dot: design agency of the year", which will be staged in a part of the exhibition entitled "Strichpunkt presents: High Voltage Design". The festive exhibition opening will take place in Vienna's Museum Quarter on 22 January 2009 at 7:00pm.

Out of 5,885 entries to the red dot award: communication design 2008 only 38 received the "red dot: best of the best" in December. red dot exclusively shows the complete spectrum of design expertise and presents the trends of tomorrow. The works displayed are from the Netherlands, Switzerland, Spain, South Korea, Taiwan, Germany, and, last but not least, Austria.

Thinking outside the box and breaking fresh ground – and thus setting trends: the Stuttgart-based agency Strichpunkt makes design history, as the worldwide first "red dot: design agency of the year". Their work is as fascinating as it is multifaceted, and their success proves them right. Under the title "High Voltage Design", Strichpunkt documents and presents a cross-section of 12 successful years in a touring exhibition.

"The co-operation between the red dot design museum and design austria is the continuation of a long line of successful collaborations between the Design Zentrum Nordrhein Westfalen and other promoting institutions such as the British Design Council, the Czech Design Centre,



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and the Seoul Design Centre," says Peter Zec, head of the Design Zentrum Nordrhein Westfalen, initiator of the red dot design award, and Icsid senator. Under the title "red dot on tour" the winners of the international design award are regularly given the opportunity to also present themselves internationally. Both exhibitions have previously been on show in the red dot design museum in Essen, Germany, and will go on tour after their presentation in Austria.

About the red dot design award

Today, the red dot design award, the origins of which go back to 1955, is the largest and most renowned design competition in the world. It is divided into the different disciplines "red dot award: product design", "red dot award: communication design" and "red dot award: design concept", which has been held annually in Singapore since 2005.

www.red-dot.de

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