



**reddot** design award

## **Press release**

Essen, 9 April 2008

### **Register now for the red dot award: communication design 2008**

The red dot award: communication design is starting a new season. Designers, advertising agencies and clients of communication designers from all over the world are as of now invited once more to submit their entries for the competition and to face up to international comparison in one of the most severe design competitions in the world. A top-class expert jury will decide on the quality of the entries submitted. Moreover, within the scope of the red dot award: communication design the title "red dot: design agency of the year" will be awarded for the first time this year. This award will honour an agency or a design studio for particularly continuous and innovative design performance in the field of communication design. Entries for the competition can be submitted until 13 June 2008 under [www.red-dot.de/registration](http://www.red-dot.de/registration).

As a contribution to China's fast-paced economic development and the corresponding increase of advertisements, posters etc. in Chinese language the red dot design award will offer for the first time a separate evaluation of works from the Chinese speaking contributors. Experienced jury members who master the Chinese language will assess the contributions. The Chinese registration will be available by the end of next week.

Concerning „packaging design“, the Pan European Brand Design Association (PDA) is a partner of the red dot design award for the second time in succession. A special jury with members from three different cultural regions, Michael Tupay from Greece, Jennifer Tsai from Taiwan and Catherine Faucheux from Belgium shall address the packaging design issue with their expertise.

### **red dot gala and winners' exhibition**

The awards ceremony will be celebrated on 3 December 2008 within a splendid setting. From 4 December 2008 until 4 January 2009 all award-winning works will be presented in a four-week exhibition in the red dot design museum.



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### **The red dot design award**

With more than 7,000 entries in the disciplines of "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 greatest design competitions worldwide. Since 1955, the Design Zentrum Nordrhein Westfalen in Essen has been selecting outstanding design quality which is officially honoured in an exhibition.

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## **Dates**

Closing dates:

Early Bird: 30 April 2008

Regular: 30 Mai 2008

Latecomers: 13 June 2008

red dot gala: 3 December 2008

Exhibition: 4 December 2008 until 4 January 2009

## **Participation:**

Entry fee: from 85 Euro upwards

Conditions of participation:

The red dot award: communication design addresses designers, agencies, design studios and clients of communication designers. Their works must have been realised and published within the period of 1 January 2006 until 1 July 2008.

The red dot: junior award will be launched within the competition for the red dot award: communication design. It addresses students and young talented designers (up to two years after graduation).

## **Categories of the red dot award: communication design 2008:**

- 1 Corporate Design
- 2 Annual Reports
- 3 Advertising
- 4 Packaging Design
- 5 Editorial
- 6 Posters
- 7 Information Design/Public Space
- 8 Websites/Interactive Advertising
- 9 Interactive Games/Tools
- 10 Graphical User Interfaces
- 11 TV & Cinema
- 12 Sound Design

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[www.red-dot.de/registration](http://www.red-dot.de/registration)