



reddot design award

Press release

February 2008

The red dot award: design concept enters a new round!

The red dot award: design concept is a journey into the future of design. It searches for what all designers and companies aspire to: a seemingly impossible idea, a brave vision, which turns into a stroke of genius and which has the power to improve our world. Designers, entrepreneurs and design students from all around the world are as of now invited to submit their ideas to the competition and face the decision of an international and independent jury of experts. Take advantage of this opportunity because to win a distinction in the red dot design award means to be among the best in the design industry!

The red dot award: design concept is not only regarded as the barometer for future design directions and trends, it is also a trailblazer for the commercial implementation of your ideas, because receiving a red dot puts your design concept into the industry's centre of interest thus helping to find a competent partner to implement your idea.

This year additional differentiation of the categories provides further concentration of expertise. The newly added categories are "Bathroom" and "Protection":

Bathroom

In today's increasingly fast-paced world, in which we are more and more subjected to stress and increasing environmental influences, wellness has reached a very high status in our society. The bathroom has developed into a relaxation area and with its many design possibilities has become an area favoured by designers. This development has caused us to create a separate "Bathroom" category in the competition.



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Protection

Security plays a significant role in our society. Be it personal safety or security of our home, there is nothing closer to our heart than to protect our loved ones. The new category "protection" pays tribute to this development.

You can view all 16 categories of the red dot award: design concept 2008 [here](#).

You can now register for the competition until 11 July 2008. When registering by 18 April 2008 you will benefit from the Early Bird Discount. Register now!

>>Registering for the red dot award: design concept 2008

For further information on the red dot award: design concept please click [here](#). Should you have any questions about the red dot award: design concept please send us an e-mail to: [award\(at\)red-dot.sg](mailto:award(at)red-dot.sg)

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