



reddot design award

## Press release

Essen, 6 November 2007

**With design on the road to success**

**Call for entries to the red dot award: product design 2008**

Designers and companies from all over the world are once again invited to register their products for the red dot design award, one of the leading and largest international design competitions. The coveted trophy is the red dot, the seal for design quality. In response to the industry's constant development there are sixteen instead of previously thirteen product categories this year. New categories, which have been added or result from the division of existing categories, are "Kitchen", "Garden", "Automobiles, Transport & Caravans" as well as "Communication". The registration period ends on 18 January 2008. All those who register their products by 7 December 2007 will benefit from the Early Bird discount.

The red dot design award is an internationally recognised competition with an award – the red dot – that is highly valued by experts as a quality seal for good design. With more than 7,000 entries from 60 countries the red dot design award is one of the largest design competitions worldwide.

The red dot is awarded to products that are characterised by outstanding design quality. The work of the jury ensures the respectability and the international recognition of the competition. Renowned designers and design experts from all around the world are chosen in order to guarantee the highest possible level of objectivity in the selection of the award-winning products. Moreover, in the red dot award – in contrast to other design competitions – the actual products are adjudicated.

The products are adjudicated in sixteen different categories. This year, further differentiation of the product categories creates an increased concentration of expertise, because for each individual product category experts are selected to adjudicate the entries. Thus, the results of each category will in the end reflect the future of the respective industry and therefore serve as a guideline for both manufacturers and designers worldwide.



reddot design award

### **Awards presentation and exhibition in the red dot design museum**

The awards presentation for all winners of the red dot award: product design 2008 will take place on 23 June 2008 in the festive atmosphere of the Essen Aalto Theatre. The red dot design museum will then present the winning products in a special exhibition from 24 June to 27 July 2008. Following the special exhibition, the award-winning products will be exhibited for at least one year in the red dot design museum on the premises of the UNESCO world cultural heritage site Zollverein or in the red dot design museum in Singapore.

### **Details**

Eligibility criteria: Manufacturers and designers of industrially manufactured products that have been launched onto the market during the last two years

End of registration period: 18 January 2008

#### **Registration fees:**

Early Bird until 7 December 2007: 170 Euro

Regular until 18 January 2008: 190 Euro

Late-comers until 1 February 2008: 220 Euro

Awards presentation: 23 June 2008

Special exhibition: 24 June to 27 July 2008

### **Further details:**

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

Phone: +49 (0)201 30 10 4-20

Email: [team@red-dot-award.com](mailto:team@red-dot-award.com)

### **Press contact:**

Astrid Ruta

Communications Manager

Design Zentrum Nordrhein Westfalen

Phone: +49 (0)201 30 10 4-33

Fax: +49 (0)201 30 10 4-44

Email: [ruta@dznrw.com](mailto:ruta@dznrw.com)

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