



reddot design award

Press release

Essen, January 2009

"red dot living" – red dot presents award-winning design at the imm cologne trade fair

The industrialised countries in a financial crisis, a worldwide economic slump, and gloomy forecasts for the stock markets in 2009 – the world economy is bracing itself for the crisis. The economic problems will not leave the furniture industry unaffected. This makes it all the more important to take on a kind of pioneering role with good quality and innovative ideas: this year, red dot for the first time presents award-winning design at the imm cologne and offers an insight into current pioneering design achievements, which are to inspire the industry. From 19-25 January 2009, red dot will present a selection of the international winners of the red dot design award and thus a cross-section of top design achievements in the "red dot living" exhibition.

On Tuesday, 20 January 2009, the red dot reception will take place in the 320 square metre exhibition in the "imm pure" area in Hall 11.3. This informal event invites designers as well as design and business experts from all over the world and has already established itself – for example at the Index Dubai 2008 – as a successful networking event of the industry. Professor Dr. Peter Zec, head of the Design Zentrum Nordrhein Westfalen, initiator of the red dot design award and Icsid senator, will open the red dot reception. "The red dot design award always serves as a mirror of the general mood," explains Peter Zec. "We are overwhelmed by how active companies are with regards to design also in 2009 and how positive the response to our invitation to the red dot reception has been already."

The "red dot living" exhibition offers red dot winners an exclusive platform to present themselves to an international trade audience at the imm cologne. The Cologne furniture fair is regarded as an international visitor magnet and holds enormous commercial potential.



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"The red dot presentation at the imm cologne is the result of our longstanding good co-operation with Koelnmesse," explains Professor Dr. Peter Zec. "We are delighted that with this exhibition we are able, despite all the gloomy forecasts, to present a selection of award-winning design products to the international trade fair visitors and the exhibiting companies in this inspiring environment," continues Zec. "With our presence at the imm cologne we want to set an example and attempt to provide a response to the current economic situation with good design."

About the red dot design award

With approximately 11,000 entries from more than 60 nations, the red dot design award, the origins of which go back to 1955, is the largest and most renowned design competition in the world today. 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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