



reddot design award

Facts and figures of the "red dot award: product design 2010"

Entries:	4,252
Nations:	57
"red dot" awards:	830
"red dot: best of the best" awards:	45
"honourable mention" awards:	198

Awards ceremony: 4 July 2010, 6 pm in the Aalto-Theater, Essen, Germany

Special exhibition: 5 July 2010 to 1 August 2010 in the red dot design museum, Essen, Germany

The jury of the "red dot award: product design 2010"

- Prof. Werner Aisslinger, Germany
- Manuel Alvarez Fuentes, Mexico
- Dr. Mark Breitenberg, California College of the Arts, USA
- Gordon Bruce, Gordon Bruce Design LLC, USA
- Shashi Caan, USA
- Tony K. M. Chang, Taiwan Design Center, Taiwan
- Vivian Cheng Wai Kwan, Hong Kong
- Sebastian Conran, Conran & Partners, Great Britain
- Prof. Martin Darbyshire, Tangerine, Great Britain
- Robin Edman, The Swedish Industrial Design Foundation, Sweden
- Prof. Lutz Fügener, Fachhochschule Pforzheim, Germany
- Massimo Iosa Ghini, Italy
- Prof. Renke He, Hunan University China, School of Design, China
- Prof. Herman Hermsen, The Netherlands
- Prof. Carlos Hinrichsen, Pontificia Universidad Católica de Chile, Chile
- Prof. Dr. Florian Hufnagl, Die Neue Sammlung – Pinakothek der Moderne, Germany
- Tapani Hyvönen, Managing Director ED-design Ltd., Finland
- Katsuthoshi Ishibashi, Chefredakteur AXIS, Japan
- Dr. Thomas Lockwood, Design Management Institute, USA
- Wolfgang K. Meyer-Hayoz, Meyer-Hayoz Design Engineering Group, Switzerland
- Prof. Ron A. Nabarro, CEO of design4all international design consortium, president of Senior-Touch Ltd. and co-founder of Scentcom Ltd., Israel
- Yuri Nazarov, National Design Institute and president of the Russian Designer Foundation, Russian Federation
- Lyndon Neri, China
- Ken Okuyama, Japan
- Satyendra Pakhalé, India



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- Jorge Pensi, Spain
- Robert Stadler, Austria
- Nils Toft, Partner and Managing Director of CBD A/S, Dänemark
- Danny Venlet, Venlet Interior Architecture, Belgien
- Prof. Lu Xiaobo, Academy of Arts and Design of the Tsinghua University and Vice-President China Industrial Design Association, China

The jury's selection criteria

Degree of innovation
Functionality
Formal quality
Ergonomics
Durability
Symbolic and emotional content
Product peripherals
Self-explanatory quality
Ecological soundness

The product categories of the "red dot award: product design"

- 1 Living rooms and bedrooms
- 2 Households and kitchens
- 3 Tableware
- 4 Bathrooms, spa and air-conditioning
- 5 Lighting and lamps
- 6 Gardens
- 7 Leisure, sport and games
- 8 Fashion and accessories
- 9 Watches and jewellery
- 10 Architecture and interior design
- 11 Offices
- 12 Industry and crafts
- 13 Life science and medicine
- 14 Automobiles, transport and caravans
- 15 Entertainment technology and cameras
- 16 Communication
- 17 Computers

Press contact

Justine Otto
Press and Public Relations red dot design award
Design Zentrum Nordrhein Westfalen
Phone: +49 (0)201 30 10 4-35
E-mail: otto@red-dot.de