



reddot design award

Press release

Essen, 23 March 2010

### **The world design championships – the “red dot award: product design 2010”**

What do Estonia and Puerto Rico have in common? Unfortunately these two nations did not manage to qualify for the Football World Cup in South-Africa in 2010 and can therefore only passively enjoy the sporting event of the year. However, the following commonality more than makes up for this: a 100 per cent success rate in the “red dot award: product design 2010”. An entry to this year's competition came from a designer from each of these countries, and in the end both of them received the red dot for high design quality. Thus they are among the leaders in international product design and deserve to carry the internationally sought-after quality label.

#### **Top-class design as a global goal-getter**

The insight that taking part in the red dot design award pays off is not limited to these two countries: this year, the number of participants in the product design competition was higher and more international than ever before. More than 30 per cent more entries compared to the previous year and 57 participating nations clearly show that excellent design – like excellent sport – transcends borders and inspires a wide variety of people all around the world. It is the varied mixture of the represented nations in particular that makes this competition a top-class event.

Thirty international design experts form the independent jury in the “red dot award: product design” and as “referees” they make sure that the contested decisions in the 17 product groups are made fairly. Their standards are extremely high, and only the best achievements are rewarded with the biggest success: this year only approximately one per cent of all submitted products, i.e. 45 products in total, received the “red dot: best of the best”, the award for highest design quality.



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### **Competitions as performance assessment**

"Excellent design achievements can – similar to excellent achievements in sport – inspire us and have a lasting effect on our lifestyle," explains Professor Dr. Peter Zec, initiator of the red dot design award. It is not only the spectators of a high-class sports event or the people who are interested in absolute top achievements in design who benefit from a demanding professional competition: "In every area the aim of an international competition is to compete with the best and get information about your own status. In the end only those who have faced the comparison and taken part in the world championships have earned the right to call themselves world champions – and those who do not win can at least make conclusions and learn things for the future and thus lastingly improve their own performance," says Zec.

### **After the award is before the award**

Of course every high-class competition ends with a grand finale: the glamorous awards presentation of the "red dot award: product design" takes place on 5 July 2010 in the Aalto-Theater in Essen, Germany and is the absolute highlight of the competition. However, there will not be much time for winners to rest on their laurels because in contrast to the Football World Championships, which only take place every four years, the red dot design award requires continual top-class achievements. Soon after all awards have been presented in July, the countdown to a new exciting round begins – the "red dot award: product design 2011" is waiting!

### **About the red dot design award**

The red dot design award, the origins of which date back to 1955, is divided into the three disciplines "red dot award: product design", "red dot award: communication design" and "red dot award: design concept". With more than 12,000 entries from more than 60 nations it is the biggest and most prestigious design competition in the world today.

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