



Press information

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"Pay-What-You-Want" – every Friday in the Red Dot Design Museum

Composition is the topic of the Red Dot Design Museum Essen in Germany – and not only with view to the exhibits. Every Friday, visitors compose the admission fee on their own: In the course of the weekly Pay-What-You-Want promotion, they are free to decide how much they would like to pay for their stay.

Already in 2013, the design museum located on the grounds of the Zollverein World Heritage Site had tested the flexible admission fee model in close cooperation with the Institute for Marketing (IfM) of the University of Münster. With success: During the trial month March, it saw an increasing number of visitors compared with previous years. Due to the positive feedback of the visitors, the museum implemented the campaign as a permanent feature in October 2013. Ever since, on Fridays the question is "How much would you like to pay for your admission?"

With this special model of payment, the Red Dot Design Museums aims at rising interest for good design: Design fans and those who want to become it can explore around 2,000 exhibits in the world's largest exhibition of contemporary design. The lively presentation form is also extraordinary, since touching and testing many of the exhibits is – in contrast to other museums – allowed. Only this way, visitors can experience good design at first hand.

About the Red Dot Design Museum Essen:

Make good design and the quality of customary items become experientable is the purpose of the Red Dot Design Museum Essen in Germany – in its origins already since 1955. With about 2,000 exhibits from 45 nations, it displays the complete range of current product design in the former boiler house of the UNESCO World Heritage Site Zollverein coal mine. On five floors and approximately 4,000 square meters, it presents well-designed objects which were awarded by renowned experts in one of the largest international design competitions, the Red Dot Design Award. Every year, the world's largest exhibition of contemporary design informs around 150,000 visitors about current trends – testing many of the exhibits is explicitly allowed. Special exhibitions on certain topics complete the inspiring insight into the fascinating world of design. Further information: www.red-dot-design-museum.org.

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