



reddot design award

## Press information

Essen/Germany, July 2017

### Red Dot Design Award

The origins of the Red Dot Design Award date back to 1955. The institution behind the competition is the Design Zentrum NRW, which is led by Professor Dr. Peter Zec since 1991. Its distinction, the "Red Dot", is established internationally as one of the most sought-after quality marks for good design. In order to assess the diversity in the field of design in a thorough and professional manner, the award breaks down into three competitions: the "Red Dot Award: Product Design", "Red Dot Award: Communication Design" and "Red Dot Award: Design Concept" – each is organised once a year. From products to communication projects and packaging to design concepts and prototypes, the Red Dot Award documents the most prominent trends worldwide. The award-winning designs are exhibited in the Red Dot Design Museums.

### Evaluation

The products, communication projects and concepts entered in the Red Dot Award are evaluated by an expert jury. It is comprised of independent designers, design professors and specialised journalists who have committed to a "Code of Honour": They can neither be employed by an industrial manufacturing company nor participate in the adjudication of products in which they were involved in any way. This aims at preventing any situation in which the members of the Red Dot jury assess their own achievements or those of direct competitors. The evaluation is carried out directly on the object, live and on site. The submissions do not compete with each other. Every draft, seen individually, is tested, discussed and assessed. Depending on the competition, the adjudication process is based on a range of criteria that are constantly adapted to current standards.

### Red Dot Award: Product Design

Since 1955, the Design Zentrum Nordrhein Westfalen has been awarding excellent product design every year. From fashion and accessories to consumer electronics to vehicles, medical technology and furniture –

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manufacturers and designers can submit their industrial products in 47 categories at present.

Moreover, every year, young professionals – designers who have obtained their academic qualifications within the past five years – have the chance to apply for the raffle for one out of 50 free places in the competition. In doing so, they can measure themselves against renowned designers in an international comparison and put their know-how to the test.

A winning product receives the distinction "Honourable Mention" or "Red Dot". Only the outstanding products of a category receive the award "Red Dot: Best of the Best". Since 1988, the Design Zentrum Nordrhein Westfalen furthermore grants the title of honour "Red Dot: Design Team of the Year" with the challenge cup "Radius", thereby recognising the consistently strong design achievements of a design team.

During the "Red Dot Gala" award ceremony, the Red Dot: Best of the Best winners receive their Red Dot Trophy on the stage of the Aalto Theater in Essen, Germany. Additionally, the incumbent Red Dot: Design Team of the Year hands over the Radius to the new title holder. At the "Designers' Night" aftershow party, the Red Dot and Honourable Mention winners receive their certificates, while around 1,200 international guests celebrate in the midst of the winners' exhibition in the Red Dot Design Museum Essen.

### **Red Dot Award: Communication Design**

The Red Dot Award: Communication Design, which up until 2001 was known as "Deutscher Preis für Kommunikationsdesign" (German Prize for Communication Design), is geared to creative minds from agencies, design offices and companies with strong communication campaigns as well as to renowned designers, new talents and freelancers. They can enter their works in 18 categories. Every year, the best ideas are selected from typographies, posters, books, graphics, apps, games, websites and many more fields.

A winning work receives the distinction "Red Dot", while outstanding entries get the Red Dot: Best of the Best and only the best piece of work in a category receives the top award "Red Dot: Grand Prix". In addition, the Red Dot: Junior Prize including prize money of EUR 10,000 goes to the best piece of work by an apprentice, a student or young professional. The titles of

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honour "Red Dot: Agency of the Year" and "Red Dot: Brand of the Year" are also awarded: to the most successful creative agency, which receives the challenge cup "Stylus", and to a company with strong communication campaigns which supports the skills of creatives to a special degree and with a high success rate.

During the "Red Dot Gala" award ceremony, the winners of the Red Dot: Best of the Best and the laureates of the Red Dot: Grand Prix receive their trophies on the stage of the Konzerthaus Berlin in front of around 1,200 international guests. The Red Dot: Junior Prize winner and the Red Dot: Grand Prix laureates are announced only during the gala. During the "Designers' Night" aftershow party, the Red Dot winners receive their certificates and the international guests party in the midst of the winners' exhibition in the E-Werk in Berlin, Germany.

#### **Red Dot Award: Design Concept**

The Red Dot Award: Design Concept has been organised in Singapore every year since 2005. Designers, companies and universities from all over the world have the opportunity to enter their product visions and put their whole creative potential to the test. From living to life sciences to communication or security – participants can submit their studies and prototypes in 34 categories.

A winning concept receives the distinction "Honourable Mention" or "Red Dot". Only the best concepts of a category are awarded the Red Dot: Best of the Best. The highest single distinction "Red Dot: Luminary" goes to the most outstanding concept of the year.

During the "Red Dot Gala" award ceremony, the winners of the Red Dot: Best of the Best and the Red Dot: Luminary receive their trophies on the stage and catwalk of the Red Dot Design Museum Singapore. During the "Designers' Night" aftershow party, the Honourable Mention and Red Dot winners receive their certificates, while around 500 international guests party in the midst of the winners' exhibition in the museum.

Further information: [www.red-dot.org](http://www.red-dot.org)

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