



reddot design museum

Press release

Essen/Germany, 20 October 2015

## **"¡Viva el Diseño!": Red Dot Design Museum Essen hosts exhibition of Spanish designs**

From 25 October 2015 to 10 January 2016, the Red Dot Design Museum Essen in Germany will be hosting the special exhibition "¡Viva el Diseño! Red Dot winners from Spain". Showcasing a wide selection of designs, the museum documents the contemporary understanding of design in Spain and highlights the international appeal of this year's visiting nation at the Essener Lichtwochen, a festival of illumination in the German city of Essen.

The popularity of present-day Spanish design is due to its diverse use of forms, colours, materials and stylistic concepts. But it is also the effortless way in which the traditional and the modern meld to create a balanced whole that has contributed to its global reputation. The success of Spanish designers and manufacturers is also illustrated by the results of the Red Dot Award, one of the largest international design competitions: To date, 104 products by Spanish designers and manufacturers have won a prize in the Red Dot Award: Product Design. 31 works received a distinction in the Red Dot Award: Communication Design and 10 concepts and prototypes in the Red Dot Award: Design Concept.

The Red Dot Design Museum's latest special exhibition shows a fascinating selection of these award-winning designs: In "¡Viva el Diseño!", visitors will encounter flexible pieces of furniture, inspired by Spanish lifestyle, beautifully formed lighting, and designs for public spaces, which contribute to the way in which modern cities function. In addition, creative projects provide information on how people can skilfully communicate visually and visionary design concepts give a glimpse into the future.



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On show, amongst many other things, is "Table B" which combines a complex technical production with design innovations and whose use of form is reminiscent of the construction of aircraft wings. Another eye-catcher is "Saya" by the designer trio Lievore Altherr Molina from Barcelona. This chair, made of high quality wood, will captivate visitors with its iconographic appearance and ergonomically cleverly thought-out form. It makes a statement in any environment.

Proof that even signal lighting can be well-designed comes in the form of "APPS", a wall light designed to function as a floating sign. It seamlessly integrates itself into a room and conveys its message in a way that is discreet and striking at the same time. The "Key" bicycle stand is equally functional and can be seen as representative of outstanding Spanish design in the realm of urban design and mobility. Its concept is based on the shape of antique keys and the rail which props up the bike easily blends into the surroundings thus adding a modern touch to urban spaces.

The "Glass Shelter" design concept, which won the Red Dot in 2014, shows what a bus shelter in a city of the future could look like. The interactive, glass-covered waiting area combines new media with innovative structures and lighting technologies in a pioneering manner. The "Dolina" packaging design is just as smart. Spanish design studio Moruba created a label for the beer named after the Gran Dolina cave. It invites consumers to discover something new and works like a scratch card. It shows the most complete and intact fossilised skull – a find that made the Gran Dolina cave famous as one of Europe's most important archaeological sites.

### **Red Dot Award: Product Design 2016 starts**

From 26 October 2015, manufacturers and designers from Spain and around the globe are called upon to enter the Red Dot Award: Product Design 2016 and have their products assessed by a jury of international experts. Every year, the worldwide renowned design competition selects the best product designs. Global brands and established design luminaries as well as up-and-coming professionals and medium-sized businesses alike are encouraged to take part at [www.red-dot.org/pd](http://www.red-dot.org/pd).



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**25 October 2015 – 10 January 2016:**  
**"¡Viva el Diseño! Red Dot winners from Spain"**  
Special exhibition

**Red Dot Design Museum Essen**  
Zollverein UNESCO World Heritage Site  
Areal A [Schacht/Shaft XII], Kesselhaus [A7]  
Gelsenkirchener Straße 181  
45309 Essen  
Germany  
[www.red-dot-design-museum.org](http://www.red-dot-design-museum.org)

**Red Dot Award: Product Design 2016 – Facts and figures**

**Registration periods:**

Early Bird: 26 October 2015 – 4 December 2015

Regular: 5 December 2015 – 26 January 2016

Latecomer: 27 January 2016 – 10 February 2016

Jury session: February 2016

Red Dot Gala: 4 July 2016

Further information and registration at [www.red-dot.org/pd](http://www.red-dot.org/pd).

**Press contact:**

Marie-Christine Sassenberg  
Senior Communications Manager  
Red Dot Design Museum Essen  
Design Zentrum Nordrhein Westfalen  
Gelsenkirchener Str. 181  
45309 Essen, Germany  
Tel.: +49 201 30104-43  
Email: [m.sassenberg@red-dot.de](mailto:m.sassenberg@red-dot.de)  
[www.red-dot-design-museum.org/press](http://www.red-dot-design-museum.org/press)