



reddot design award

## Press information

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### Red Dot Design Award

With its origins dating back until the mid-1950s, the Red Dot Design Award received more than 16,500 entries from over 70 countries in 2014 alone. Its distinction, the "Red Dot", is established internationally as one of the most sought-after quality marks for excellent design.

In order to assess the diversity in the field of design in a thorough and professional manner, the Red Dot Design Award breaks down into different disciplines: the "Red Dot Award: Product Design", "Red Dot Award: Communication Design" and "Red Dot Award: Design Concept". From product design to communication projects to design concepts and prototypes, the Red Dot Award documents the most prominent trends and best designs around the globe.

The jury is the centerpiece of the competition and conjuncts the know-how from all around the world. It comprises recognised international designers, professors and specialised journalists, who can assess cultural characteristics of design in a consciously manner thanks to their background. This way, they ensure a highest degree of objectivity when selecting the winning designs and guarantee the expressiveness of the Red Dot seal. Live and on-site, the Red Dot jury tests, discusses and rates all entries. Depending on the discipline, the adjudication process follows a canon of criteria, which is constantly adapted to the pulse of the time.

### Red Dot Award: Product Design

Since 1955, the Design Zentrum Nordrhein Westfalen has been awarding its famous award for excellent international product design. From fashion



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and accessories to consumer electronics to vehicles, household helpers and furniture – manufacturers and designers of all kinds of different industrial products can enter the competition for the sought-after “Red Dot” prize in currently 31 categories. In 2014, a total of 4,815 products from 53 countries were handed in to the competition.

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 registrations to the Red Dot Award: Product Design. In doing so, they can measure themselves with renowned designers in international comparison and put their know-how to the test. The promotion programme supports up-and-coming talents in strengthening the trust of potential clients in their creative performance.

On the occasion of the annual award ceremony, the Red Dot: Design Team of the Year is announced. The honorary title, for which no one can apply, is granted since 1988 and honours constant design achievements at the highest level. The distinction and the challenge cup “Radius” were already accepted by the design teams of well-known companies, such as Lenovo, Porsche, Bose, BMW, Grohe, LG Electronics, adidas, Pininfarina, Apple, Mercedes-Benz, Nokia, Philips, Audi, Siemens, and most recently Veryday.

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

The Red Dot Award: Communication Design, formerly known as the “Deutscher Preis für Kommunikationsdesign” (German Prize for Communication Design) until 2001, is geared to all creative minds from agencies, design offices and companies with strong communication campaigns as well as renowned designers, new talents and freelancers. The international communication design scene can enter its works. Every year, the latest records are selected out of typographies, posters, books, graphics, apps, games, websites and many more projects.



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The top prize in the Red Dot Award: Communication Design is the Red Dot: Grand Prix for the best piece of work in each category. In addition, the Red Dot: Junior Prize including a prize money of EUR 10,000 is awarded to the best work of an apprentice, a student or young professional. It is not until the day of the award ceremony – which takes place in Berlin, Germany, since 2011 and annually fascinates about 1,400 guests from all over the world – that it is officially announced which creative talent receives the award.

Moreover, the honorary titles "Red Dot: Agency of the Year" and "Red Dot: Client of the Year" are awarded during the Red Dot Gala in the Konzerthaus Berlin: to the most successful creative agency, which receives the challenge cup "Stylus", and to a company with strong communication campaigns which supports to a special degree and with a high success rate the competence of creatives.

In 2014, 7,096 works from about 50 countries were entered into the competition. In the list of renowned communication awards, the Red Dot Award: Communication Design ranks among the top. According to all major media sources, it is one of the most important international contests. Jean Jacques Schaffner rates it "the crème de la crème of design awards". Prof. Michel de Boer from the Netherlands: "The global scale Red Dot has achieved nowadays is recognised as the highest level".

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

The Red Dot Award: Design Concept has been organised in Singapore every year since 2005. Up-and-coming talents, designers, design companies and universities from all over the world have the opportunity to enter their design visions in this competition and put their whole creative potential to the test: with prestige and image boosting projects, they can demonstrate their innovative power.



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An experienced jury of international experts assesses the new ideas and products based on concepts or prototypes and honours the world's most innovative and creative ones with the Red Dot seal. The results of the Red Dot Award: Design Concept set standards for future trends and pave the way for designers to follow. The decision of the experts can be an indication of later market success.

Winning an award in this competition is proof that the creative minds have a vision and are able to commit, to carry out, to research and to experiment – and that they are a name to watch out for in the future. The highest accolade is the Red Dot: Luminary which is granted to the absolute best of the concepts entered. In 2014, the Red Dot Award: Design Concept with its 29 different categories registered a total of 4,791 entries from over 60 nations.

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