



reddot design award

The red dot design award

The Design Zentrum Nordrhein Westfalen annually stages the international "red dot design award." It ranks among the largest and most renowned design competitions in the world. It is divided into the "red dot award: product design", the "red dot award: communication design" and the "red dot award: design concept." The numbers speak for themselves: the red dot design award attracted more than 6,000 submissions from 52 countries in 2006 alone. The award-winning products are put before an international public in the red dot design museum.

Each year an international jury reviews and evaluates the submitted products according to criteria such as degree of innovation, functionality and the formal quality. This ensures the seriousness of the competition and its international acceptance. The group of jurors is made up of renowned designers and design experts from all over the world who reach their decisions on which designs are good enough to receive a red dot award independently and impartially. The constellation changes from year to year and guarantees a high degree of objectivity and reliability.

The award is as a seal of quality; it stands for membership of the best in design and business. The winners receive the awards in person on the occasion of the gala ceremony in the Essen Aalto-Theater, which is witnessed by more than 1,200 guests. In addition, the annual "red dot award: product design" also rewards a design team with the special title „design team of the year." The award, the "Radius" challenge trophy, has already been received by the design teams of many renowned companies, including LG Electronics, adidas, Apple, Mercedes-Benz, Nokia, Philips, Siemens and Sony.

The Design Zentrum Nordrhein Westfalen and its red dot design museum are housed in one of the most impressive industrial buildings of the 20th century, the Boiler House of the former Zollverein XII colliery in Essen which was remodelled for the purpose by the British architect Lord Norman Foster. While in earlier days there worked only three men per shift, today over 120,000 people visit the red dot design museum each year. The Zeche Zollverein was declared part of the world cultural



reddot design award

heritage by the UNESCO in 2002. The red dot design museum houses the largest permanent exhibition of contemporary design worldwide.

Press contact:

Astrid Ruta
Communications Manager
Design Zentrum Nordrhein Westfalen
Gelsenkirchener Str. 181
45309 Essen, Germany
Tel. +49 (0)201-30 10 4-33
Fax +49 (0)201-30 10 4-44
ruta@dznrw.com
www.red-dot.de