



**reddot** design award

## About red dot world

red dot stands for belonging to the best in design and business. The red dot is an internationally recognised quality label for excellent design that is aimed at all those who would like to qualify their business activities with the help of design. The qualification is based on the principle of selection and presentation. Outstanding design is selected in the international design competition 'red dot design award' by competent expert juries in the fields of product design, communication design, and design concepts.

The winners of the red dot design award can choose from the many presentation options; they include the glamorous awards presentations, which have long found their place in the design year; yearbooks that are distributed worldwide; exhibitions in the red dot design museums in Germany and Singapore; touring exhibitions all around the world; the presence at [www.red-dot.de](http://www.red-dot.de); and much more.

## red dot design award

The international "red dot design award" 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 7,000 submissions from 60 countries in 2007 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



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witnessed by more than 1,200 guests. In addition, the annual "red dot award: product design" also rewards one design team with the special title of 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.

### **red dot singapore**

Asia is a region of the future: It is vibrant with energy, hosts an enormous reservoir of creativity and innovative ideas. For this reason, we have worked with red dot singapore and the red dot award: design concept to further advance our presence in the Asian market.

The red dot award: design concept

As the first category of the renowned "red dot design award," the new "red dot award: design concept" is organised in Singapore.

The new "red dot award: design concept" centres on design concepts, on ideas and visions that are new, creative and exciting. The new competition distinguishes truly creative achievements and thus pays tribute to the high potential of young, up-and-coming creative talents, designers and design companies around the world.

All award-winning concepts of the red dot award: design concept will be shown in the red dot design museum in Singapore. The red dot design museum in Singapore was established in November 2005 and is the anchor tenant and key attraction at the red dot Traffic, a creative hub located at Maxwell Road, the former Singapore Traffic Police Headquarters. After its renovation, the colonial building, situated in Central Business District at Maxwell Road, was transformed into a landmark for innovation and creativity. red dot Traffic is home to creative companies such as advertising agencies, schools and design studios.

### **red dot edition**

With the idea to design books according to clients' demands and incorporate them into the classical book trade, the red dot edition publishing company has become a specialist publisher of design books.



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The range of available books on product and communication design by red dot edition includes wellknown series such as the international yearbooks of the red dot design award, which present the results of one of the most important international product and communication design competitions worldwide. Furthermore, reference books (such as "german design standards" and "Who's Who in Design"), specialist publications (such as "Return on Ideas" and "Life science design report"), as well as trade fair, association, and company publications (such as "interzum award: intelligent material & design 2005" and "caravanning design award: 2006/2007: innovations for new mobility") are published regularly.

Birkhäuser Verlag is the international distributor and avedition is the distributor for the German speaking region (Germany, Austria, and Switzerland).

#### **red dot projects**

With the red dot projects, red dot is represented at important events of the industry such as the trade fairs 'Interzum' and 'Caravan Salon'. For both trade fairs red dot organises design competitions to promote the innovative power of the respective industries.

Furthermore, red dot organises conferences such as the International Steel Forum Design which featured top-class speakers such as Karim Rashid, Paolo Pininfarina, and Patrick le Quément.

#### **red dot trend reports**

red dot functions both as design promoter and trend observer. Design nowadays is characterized by an outstanding diversity and a constantly increasing range of products. Every year, red dot is searching for the recent trends in product design and publishes trend reports at [www.red-dot.de](http://www.red-dot.de). These reports function as a guideline for journalists, designers, and the design-interested public. The trend reports provide an informative survey of the current international design range.

#### **red dot lectures**

With the red dot lectures, red dot aims to take the idea of design around the world, to highlight the importance of design both for industry and society, and to present the latest development in design to the public. The



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design expert and professor of business communications, Professor Dr Peter Zec, is the intellectual and creative head of red dot and gives

design-related lectures all over the world. For more than 20 years, Peter Zec has been working as a design consultant and design promoter. He has gained world-wide recognition with lectures in more than 40 countries.

### **red dot on tour**

red dot goes on tour. You will come across the red dot all around the world when it comes to festive occasions in an exclusive setting. A selection of awarded products has been presented in Tokyo, Moscow, Singapore, Prague and Brno recently.

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