

Press release

March 2008

Design award for RAUFF & MØLDRUP THURØ LINE succeeds in red dot design award

With its outstanding and innovative design, the THURØ LINE by RAUFF & MØLDRUP succeeded in one of the most renowned and hardest international design competitions worldwide. In the red dot award: product design competition the THURØ LINE was awarded the 'red dot' quality seal for high design quality by the top-class expert jury. This award is only conferred to particularly creative, innovative, and high-quality products. In total 3,203 products from 51 nations faced the expert judgement this year. The festive awards presentation with more than 1,000 guests will take place on 23 June 2008 in the Essen Opera House, the Aalto Theatre.

The design concept THURØ LINE consists of a serving tray, a chill tray and a variety of glass serving dishes, all designed by Frederik Gundelach, MDD for RAUFF & MØLDRUP.

The design of THURØ LINE is based on the golden cut which means that all parts fit into each other . both visually and functionally.

The combination of wood, aluminium and glass is classic and will fit into any environment where quality of life, design and exclusive materials are appreciated. THURØ LINE can be used on the job, at home and in your leisure time.

The finish is of an extremely high quality . with stringent lines in all parts and using a minimum of materials whenever possible. Furthermore, the concept also has a hygienic aspect . it keeps your food fresh and is easy to clean.

Successful products are in so far different from less successful products that they can survive in the real world, explains design expert Professor Dr. Peter Zec, initiator of the red dot design award. Successful participation in a design competition can already be an initial sign of a product's later commercial success, because these competitions allow an objectification of otherwise often very subjective design decisions. Receiving an award in an internationally renowned design competition such as the red dot design award was therefore an important indicator whether a product had the potential to succeed internationally.

Products submitted to the red dot design award are assessed by an international jury consisting of renowned design experts. They examine and test the products and assess them according to criteria such as

degree of innovation, functionality, ergonomics, longevity, ecological compatibility and clarity of function. This year companies from 51 countries with a total of 3,203 products faced the judgement of the jury.

The exhibition of the winning products in the red dot design museum

Together with the other award-winning products, **THURØ LINE** will be on display from 24 June to 27 July 2008 in the exhibition "Design on stage" winners red dot award: product design 2008+ at the red dot design museum on the premises of the Zeche Zollverein World Cultural Heritage Site. With approximately 1,500 products on more than 4,000 square metres, the red dot design museum houses the largest permanent exhibition of contemporary design worldwide.

The red dot design award

Today, the red dot design award, the origins of which go back to 1955, is one of the largest and most renowned design competitions worldwide. It consists of the individual disciplines "red dot award: product design+", "red dot award: communication design+", and "red dot award: design concepts+", which has been held annually in Singapore since 2005. In 2007 the competition recorded more than 7,000 entries from 60 nations in total.

For further information please visit the following website:
www.red-dot.de/press

Press contact:
Bjarne Møldrup
RAUFF & MØLDRUP
Tjørnevej 17, Thurø
5700 Svendborg
Tlf. +45 2446 9388
E-mail: bm@thuro.dk

Facts and figures of the red dot award: product design 2008

Entries:	3,203 (2007: 2,548)
Nations:	51 (2007: 43)
red dot awards:	676 (2007: 623)
red dot: best of the best awards:	50 (2007: 43)

Dates:

Award ceremony:	23 June 2008, 6.00 pm in the Essen Aalto Theatre, Essen, Germany
Special exhibition:	24 June to 27 July 2008 in the red dot design museum, Essen, Germany

The jury of the red dot award: product design 2008

- Sybs Bauer, Designkunst, Germany
- Gordon Bruce, Gordon Bruce Design LLC, USA
- Tony K. M. Chang, Taiwan Design Center, Taiwan
- Vivian Cheng Wai Kwan, Hong Kong
- Mårten Claesson, Co-founder of the Swedish design partnership Claesson Koivisto Rune, Sweden
- Sebastian Conran, Conran & Partners, Great Britain
- Vincent Créance, MBD Design, France
- Martin Darbyshire, tangerine, Great Britain
- Robin Edman, The Swedish Industrial Design Foundation, Sweden
- Joachim Faust, HPP Hentrich-Petschnigg & Partner, Germany
- Prof. Lutz Fügener, Fachhochschule Pforzheim, Germany
- Prof. Renke He, Hunan University China, School of Design, China
- Prof. Herman Hermsen, The Netherlands
- Prof. Carlos Hinrichsen, Pontificia Universidad Católica de Chile, Chile
- Prof. Dr. Florian Hufnagl, Die Neue Sammlung . Pinakothek der Moderne, Germany
- Annette Lang, Annette Lang Product Design, Germany
- Kristiina Lassus, Kristiina Lassus Studio, Italy
- Prof. Soon-In Lee, Seoul Design Center, South Korea
- Prof. Stefan Lengyel, Lengyel Design, Germany/Hungary
- Dr. Thomas Lockwood, Design Management Institute, USA
- Wolfgang Mayer-Hayoz, Meyer-Hayoz Design Engineering Group, Switzerland
- Kazuo Tanaka, GK Design Group, Japan
- Nils Toft, CBD A/S, Denmark
- Danny Venlet, Venlet Interior Architecture, Belgium

The jury's assessment criteria:

Degree of innovation
Functionality
Formal quality
Ergonomics
Durability
Symbolic and emotional content
Product peripherals
Self-explanatory quality
Ecological soundness