



reddot design award

## Press information

Essen/Germany, January 2024

### Red Dot Design Award

The origins of the Red Dot Design Award date back to 1955. Its distinction, the Red Dot, is established internationally as one of the most sought-after quality marks for good design. In order to assess the diversity in the field of design in a professional manner, the award breaks down into three competitions: the Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept – each is organised once a year. From products, brand communication and creative projects to design concepts and prototypes, the Red Dot Award documents the most prominent trends worldwide. The award-winning designs are showcased in exhibitions around the globe and in the Red Dot Design Museums in Essen, Singapore and Xiamen as well as in yearbooks and online.

### Evaluation

The products, brands, communication projects and concepts entered in the Red Dot Award are evaluated by a jury. It is comprised of independent designers, design professors and specialised journalists who have committed to a "Code of Honour": They can neither be employed by an industrial manufacturing company nor participate in the adjudication of designs in which they were involved.

This prevents any situation in which the members of the Red Dot Jury assess their own achievements or those of direct competitors. The evaluation is carried out directly on the entries, live and on site. They are not in competition with each other. Instead, they are tested, discussed and assessed individually. Depending on the competition, the adjudication process is based on a range of criteria that are constantly adapted to current standards.

### Red Dot Award: Product Design

In its origins, the Red Dot Award: Product Design has been finding the year's best products since 1955. From fashion to consumer electronics, vehicles,

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medical technology and furniture – manufacturers and designers can submit their industrial products in 51 categories at present.

The participants who enter an innovative or smart product can win two awards in the competition. To do so, they can simply register their product additionally in the metacategories "Smart Products" or "Innovative Products" after registering it in one of the traditional categories.

Moreover, every year, young professionals – designers who have obtained their academic qualifications within the past five years – have the chance to apply for one out of 50 free places in the competition. In doing so, they can measure themselves against renowned designers in an international comparison and put their know-how to the test.

A winning product receives the distinction "Red Dot". Only the outstanding products of a category receive the award "Red Dot: Best of the Best". Since 1988, the title of honour "Red Dot: Design Team of the Year" is granted to a design team that wins over the jury with consistently strong design achievements. It receives the "Radius" trophy as a symbol of this success.

During the Red Dot Gala award ceremony, the Red Dot: Best of the Best winners receive their Red Dot Trophy on stage at the Aalto Theater in Essen. Additionally, the incumbent Red Dot: Design Team of the Year hands over the Radius to the new title holder. At the subsequent Designers' Night party, the Red Dot winners receive their certificates. Around 1,200 international guests celebrate in the midst of the winners exhibition in the Red Dot Design Museum Essen.

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

The competition in existence since 1993 – originally launched as "Deutscher Preis für Kommunikationsdesign" (German Prize for Communication Design) – is geared to established and up-and-coming designers, agencies and companies. They can enter their projects for the design competition in two sections.

In the section "Communication Design", individual creative and design projects can be entered in one or several of the 18 categories, which include Typography, Posters and Apps. In addition, there are 39 industries to choose from in the section "Brands". Companies can enter their integrated

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communication that portrays a consistent brand image across different channels in the Automotive, Furniture, Watches, Electronics, Financial Services or Retail industries, for example.

A winning brand or piece of work is awarded the Red Dot, while outstanding entries win a Red Dot: Best of the Best. In the "Brands" section, the jury can additionally give the distinction of "Red Dot: Brand of the Year" to the best brand in an industry, while in the "Communication Design" section the Red Dot: Grand Prix goes to the best piece of work in a category. Also, the Red Dot: Junior Prize comes with prize money of 10,000 Euros and is awarded each year to the best piece of work entered by an upcoming designer. In addition, the title of honour "Red Dot: Agency of the Year" is awarded to an agency that receives the "Stylus" trophy for its above-average design achievements.

During the Red Dot Gala award ceremony, the winners of the Red Dot: Best of the Best, Red Dot: Grand Prix, Red Dot: Brand of the Year and Red Dot: Junior Prize receive their trophies at the Konzerthaus Berlin.

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

The Red Dot Award: Design Concept has been held in Singapore every year since 2005. Designers, companies, organisations and universities from all over the world have the opportunity to enter their visions and put their creative potential to the test. From living and medicine to communication and security, participants can submit their design concepts, studies and prototypes in 42 categories.

A winning concept receives a Red Dot, while the Red Dot: Best of the Best is reserved for only the best designs in a category. The top individual award, "Red Dot: Luminary", goes to the most outstanding concept of the year.

During the Red Dot Gala award ceremony, the Red Dot: Best of the Best laureates and Red Dot: Luminary award winner receive their trophies on stage. At the subsequent Designers' Night party in the Red Dot Design Museum Singapore, the recipients of a Red Dot are given their certificates, and the roughly 500 international guests celebrate in the midst of the winners exhibition in the museum.

Further information: [www.red-dot.org](http://www.red-dot.org)

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