



reddot design award

Press release

Essen/Germany, 22 February 2016

Red Dot Award: Communication Design 2016 – A new year gets under way

The registration phase for the Red Dot Award: Communication Design 2016 is about to begin: From 29 February, communication designers, marketing experts and young talents from all over the world are once again invited to submit their outstanding projects and campaigns. From Corporate Design and Apps to Retail Design, the search is on for excellent communication solutions in the design industry.

More categories, more opportunities

The creative industry is in a process of constant flux. In order to stay abreast of the technical and cultural changes on the market, the conditions of the Red Dot Award: Communication Design are also constantly adjusted to the latest developments and trends. As a result, this year's competition features two business sectors with an individual category: Retail Design and E-Commerce. There are a total of 21 categories available for participants to prove their talent and be assessed in an international context.

Top-notch visibility

All those who win over the Red Dot jury not only have their own achievements recognised by specialists, they also get to use the distinctive quality label for the design industry, the Red Dot. As a seal of quality that is known the world over, the award recognises the above-average abilities of established designers and young talents alike and is seen as a reward in the industry. Red Dot works together with the laureates of the competition to communicate this success: Whether during the Red Dot on Tour exhibitions, in the online presentation or on social networks, Red Dot ensures top-notch visibility for the award-winning works. The works are also eternalised in the International Yearbook Communication Design. Anyone who makes it into this yearbook belongs to the design elite and is an inspiration for the creative and design industry.

Red Dot Gala and winners' exhibition in Berlin

The Red Dot Gala is the highlight of the competition year: The Red Dot: Best of the Best winners will receive their awards on stage in the Konzerthaus in Berlin on 4

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November 2016. Professor Dr Peter Zec, founder and CEO of Red Dot, will hand over the sought-after awards to the prize-winners. Afterwards, the international creative scene will celebrate together into the early hours at the Designers' Night in E-Werk Berlin. In addition, the winners' exhibition "Design on Stage" will be held, which shows all of the award-winning projects for one night only.

About the Red Dot Award: Communication Design

The competition has first held in 1993 and until 2001 was known as the "Deutscher Preis für Kommunikationsdesign" (German Prize for Communication Design). It is geared to creatives from agencies, design offices and companies with high-profile campaigns, as well as to renowned designers, up-and-coming talents and freelancers. The top award 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" with prize money of EUR 10,000 is granted to the best project submitted by a trainee, student or young graduate. As part of the Red Dot Gala in the Konzerthaus in Berlin, the titles of honour "Red Dot: Agency of the Year" and "Red Dot: Brand of the Year" are also bestowed upon the most successful agency, which receives the "Stylus" challenge cup, and upon the company with the best communication campaign that relies heavily and with great success on the skills of creatives.

Red Dot Award: Communication Design 2016

Categories

Corporate Design & Identity, Brand Design & Identity, Annual Reports, Advertising, Commercials, Packaging Design, Social Responsibility, Posters, Typography, Illustrations, Publishing & Print Media, Fair Stands, Spatial Communication, Retail Design, E-Commerce, Online, Apps, Interface Design, Film & Animation, Sound Design, Game Design

Registration phases

Early bird: 29 February to 5 April 2016

Regular: 6 April to 12 May 2016

Latecomers: 13 May to 10 June 2016

Registration

www.myreddot.de

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Questions on the competition

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About the Red Dot Design Award:

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by the Design Zentrum Nordrhein Westfalen in Essen, Germany. With more than 17,000 entries in 2015 alone, it is one of the largest design competitions in the world. In 2015, the award celebrated its 60th anniversary: It was in 1955 that a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then the sought-after "Red Dot" is the revered international seal of outstanding design quality. Further information: www.red-dot.org.

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