



reddot design award

Press release

Essen/Germany, 14 April 2016

"World's Best Communication Design" – creative communication campaigns in the new Red Dot Design Area in Taipei

From 22 April 2016, "World's Best Communication Design 2015/2016 – Taiwanese and international highlights of the Red Dot Award" will show a selection of international projects that were successful in the Red Dot Award: Communication Design 2015. The exclusive exhibition in the new Red Dot Design Area Taipei in Songshan Cultural and Creative Park runs until 7 August 2016.

In addition to 69 Taiwanese works, all projects will be presented that won a Red Dot: Grand Prix and Red Dot: Best of the Best award in last year's competition. The award-winning works from Taiwan include among other things the room installation "Landscape of the Boundary" by ArchiBlur Lab, created for the Taipei Fine Arts Museum and comprising more than 2,000 Taiwanese bamboo sticks. The Red Dot: Grand Prix, the highest individual award in the competition, was only awarded a total of seven times by the international panel of experts, the Red Dot jury. One of the winners was the packaging design "This Is Not Calvados" by the Finnish agency Win Win Packaging.

74 happy winners were given a Red Dot: Best of the Best.. These include the camera app "B612 – Selfie from the Heart" from Line Corp. in Tokyo. The exhibition also shows the work that won the Red Dot: Junior Prize. In 2015, the award, with prize money of EUR 10,000 sponsored by the software company Adobe, for the first time went to Taiwan. Hsuan-Eng Chen and Chien-Hsing Chen from the National Taiwan University of Science and Technology were honoured for the "Blind Navi" app they developed. This new app works by imitating how blind people recognise streets, combining multi-sensory messages with known reference points.

Red Dot Design Area

The Red Dot Design Area is set to become a new point of contact for Design in Taipei: As part of the Taiwan Design Museum, the presentation space exhibits

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Red Dot Award: Communication Design
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industrial products and communication solutions that have won a Red Dot Design Award. In this way, both the award-winning designers and interested members of the public are given a deeper knowledge of design. At the same time, the new exhibition space provides insights into current creative achievements in the design world.

Red Dot Award: Communication Design 2016

The Red Dot Award: Communication Design 2016 is in full swing: Participants can take advantage of the rate for regular registration up until 12 May. Once again, the winners of this year's competition will be honoured in the creative capital of Berlin. On 4 November 2016, the best of the best will receive their sought-after trophies on stage in the Konzerthaus in Berlin. Afterwards, the international design scene will celebrate together at the legendary Designers' Night in Berlin's E-Werk.

"World's Best Communication Design 2015/2016 – Taiwanese and international highlights of the Red Dot Award"

22 April 2016 – 7 August 2016

Address

Red Dot Design Area / Taiwan Design Museum
Songshan Cultural and Creative Park
No.133 Guang-Fu South Rd.
Xinyi Dist., Taipei City 11072,
Taiwan

Opening hours

Tue–Sun, 9:30–17:30 pm.

Red Dot Award: Communication Design 2016

Registration phases:

Regular: until 12 May 2016

Latecomers: 13 May – 10 June 2016

Other dates:

Jury session: July 2016

Red Dot Gala & Designers' Night: 4 November 2016

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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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