



reddot design award

Press release

Singapore, 25 January 2017

Early submission of Red Dot Award: Design Concept 2017 to end 31 January – an independent endorsement of design capabilities

Since 2005, the Red Dot Award: Design Concept has become today's largest and most prestigious award for design concepts at a professional level. In 2016, companies, design studios, universities and designers alike from 60 countries submitted 4,698 of their best innovative ideas and ready to launch products.

With an international jury consisting of experts from diverse fields, the award serves as a fair, recognised, and indisputable benchmark for creativity and design excellence in the industry. Every jury member pledges to a "Code of Honour" and is excluded from taking part in the competition. In addition, to avoid conflicts of interest, the jurors may not be employees of the manufacturing industry. This ensures the highest degree of objectivity when selecting the winning designs.

Early submission discounts end on 31 January 2017. Participants should prepare and submit entries for the award before 1 February 2017 to take advantage of the discounts.

Information on the Red Dot Award: Design Concept 2017 is available at www.red-dot.sg. More details about the submission periods for the Red Dot Award: Design Concept 2017 can be found at www.red-dot.sg/en/participate/dates.

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Red Dot Singapore Pte Ltd
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Red Dot Award: Design Concept 2017

Early bird submission period:	until 31 January 2017
Standard submission period:	1 February 2017 - 22 March 2017
Late submission period:	23 March 2017 - 24 May 2017
Awarding ceremony:	5 October 2017
Further information:	www.red-dot.sg
Special exhibition:	From 6 October 2017 at the Red Dot Design Museum Singapore
Online exhibition:	From 6 October 2017 at www.red-dot.sg/online-exhibition

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, and is one of the largest design competitions in the world. In 1955, 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.

About Red Dot Award: Design Concept

In 2005, the Red Dot Design Award recognised the need to identify and celebrate new design concepts and innovation, the precursor of tomorrow's great product. Believing a design concept must be evaluated based on its design merit without prejudice, the award created an unprecedented platform that accepts entries from companies to design students. Today, the Red Dot Award: Design Concept has grown to be the largest and most recognised professional design competition for design concepts and prototypes worldwide.

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