



reddot design award

Press information

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The 'world championship' of product design: Registration for Red Dot Award starts on 3 November 2014

3 November 2014 is the date to watch for the starting signal of the Red Dot Award: Product Design 2015. Manufacturers and designers from around the world are invited to enter their products in the renowned design competition. An international jury of independent design experts examines, tests and evaluates every submission and awards only the best products with the sought-after Red Dot quality seal.

The Red Dot jury comprises roughly 40 members and attends to all products for three days live and in situ. Some of the criteria on which the decision is based include degree of innovation, formal quality, functionality and ecological compatibility. The special feature of the Red Dot Award: Product Design is the diverse nature of physical entries of all sizes and from all industries, as Professor Dr. Peter Zec, founder and president of Red Dot, knows: "Evaluating products based on a photo or only with the help of texts is impossible even for the greatest design experts – you need to sit on a chair, hold a pen or ride a bicycle to assess it properly."

With the "Early Bird", "Regular" and "Latecomers" registration periods, small and medium-sized businesses as well as global brands, top designers and young professionals alike are encouraged to enter in the international comparison. Laureates use the award in their communication to deservedly set themselves apart within the industry and the market. Moreover, all winners are presented in the Red Dot Design Museum and in the Red Dot Design Yearbook as well as in different online portals.

Design Zentrum Nordrhein Westfalen has been awarding excellent and innovative products with the Red Dot since 1955. The Red Dot Award: Product Design offers 31 categories where manufacturers and designers can submit their industrially manufactured innovations. The award-winning designs are traditionally honoured at the grand awards ceremony,



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the Red Dot Gala. In 2014, the competition registered 4,815 entries from 53 nations. Only 72 of those entries received the highest single distinction, the "Red Dot: Best of the Best".

Red Dot Award: Product Design 2015

Registration periods:

Early Bird:	3 November - 5 December 2014
Regular:	6 December - 27 January 2015
Latecomers:	28 January - 11 February 2015

Red Dot Gala: 29 June 2015

Further information and registration at www.red-dot.org/pd.

Press contact:

Catharina Hesse
Communications Manager
Design Zentrum Nordrhein Westfalen
Gelsenkirchener Str. 181
45309 Essen
Germany
Tel.: +49-201-30104-50
c.hesse@red-dot.de
www.red-dot.org/press