



reddot design award

Press release

Essen/Germany, 24 November 2014

Red Dot Award: Product Design celebrates an anniversary – 60 free registrations for those starting out on their career

For one entire year, hundreds of young designers wait for one special day in the Red Dot Award: Product Design, which could provide the essential impetus to their professional future: Every year, the Young Professionals Application Day offers 50 free registrations for up-and-coming talents in one of the most renowned design competitions in the world. On the occasion of its 60th anniversary, Red Dot has increased this number to 60: Young designers can apply for the free registrations on 10 December 2014.

With the help of a qualified expert jury, the Red Dot Award: Product Design has been determining the best product designs of the year since 1955. The participants are designers and manufacturers from all around the world who hope for a distinction with the sought-after Red Dot seal of quality. The label is seen as an outstanding marketing tool and an accolade in the design scene. 4,815 products from all over the globe were submitted in the competition in 2014.

To give new talents – alongside established names in the field of design – the opportunity for an international comparison of their products, Red Dot founded the Young Professionals Application Day. Throughout that day, graduates of design or architecture courses who have obtained their academic qualifications within the past five years have 24 hours to apply for the free registrations.

With the support of Red Dot, younger industrial designers have the chance to prove their work and skills and to place themselves on the same platform as stars and big brands in the field. In addition to the free registration for the competition, the up-and-coming talents will be provided with comprehensive measures if they win an award. These Winners' Privileges include the use of the Red Dot label for the award-



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winning product, exhibition of the product in the Red Dot Design Museum Essen, Germany, and in the online presentation. Furthermore, the winners are published in the Red Dot Design Yearbook, the standard work for contemporary design, and are made accessible for tens of thousands of design fans through the Red Dot on Tour programme.

Red Dot Award: Product Design 2015 – Dates and facts

Registration periods:

Early Bird: up until and including 5 December 2014

Regular: 6 December – 27 January 2015

Latecomers: 28 January – 11 February 2015

Young Professionals Application Day: 10 December 2014

- 24 hours starting at midnight in the respective time zone
- 60 free registrations for the Red Dot Award: Product Design 2015
- Eligible to participate: Graduates of design or architecture courses who have obtained their academic qualifications within the past five years

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

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