



reddot design award

## Press information

Essen/Germany, January 2015

### **The international design scale: Red Dot Award 2015 is in search of product benchmarks**

Until 27 January, the regular registration phase for the Red Dot Award: Product Design 2015 is on: Designers, brands and manufacturers from all continents are submitting thousands of entries right now. An international jury of independent design experts evaluates every product – without online pre-judging, but directly and only on the object. The best achievements are awarded with the sought-after "Red Dot" quality seal.

The jury for 2015 consists of more than 40 selected specialists who will assess all products in three days towards the end of February. Some of the criteria on which the decisions are based: degree of innovation, formal quality, functionality and ecological aspects. The team comprises of experienced Red Dot jurors such as Hideshi Hamaguchi, inventor of the USB flash drive, Tangerine founder Martin Darbyshire, IT design consultant Gordon Bruce and newly acquired experts like Wen-long Chen, CEO of the Taiwan Design Center.

Global brands and star designers, but also medium-sized companies and young professionals are encouraged to enter. Laureates use the Red Dot label in their communications to set themselves apart in the industry and on the market. The winning products are presented in the Red Dot Design Museums and Red Dot Design Yearbook, on various online portals, magazines, and TV programmes.

In 2015, the competition offers 31 categories where producers and designers can submit their industrially manufactured innovations – among them are the new categories "materials and surfaces", "watches" and



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"musical instruments". The winning designs are honoured at a festive awards ceremony in Essen, Germany, hometown of the Red Dot and the worldwide largest museum of contemporary design. The Red Dot Gala will be hosted by Red Dot founder Professor Dr. Peter Zec.

### Red Dot Award: Product Design 2015

#### Registration periods:

Regular: until 27 January 2015

Latecomers: 28 January – 11 February 2015

Red Dot Gala: 29 June 2015

More information and online submission: [www.red-dot.org/pd](http://www.red-dot.org/pd)

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