



reddot design award

Press information

Essen/Germany, 19 September 2016

Red Dot Award: participation phase for product design starts at the end of October

On 24 October 2016, the registration period of the Red Dot Award: Product Design 2017 will begin. With the help of a jury, the international competition appraises the top products of the year. Manufacturers and designers from all over the world submit originals of their latest products in the hope of being awarded the sought-after distinction "Red Dot". Participants have until 8 February 2017 at the latest to submit their products.

Since 1955, the competition has been awarding prizes to excellent product design every year. From fashion and accessories to consumer electronics and vehicles, medical technology or furniture – manufacturers and designers can submit their industrial products in numerous categories.

Global brands and established design luminaries as well as up-and-coming professionals and medium-sized businesses alike are encouraged to take part in the Red Dot Award: Product Design 2017. Neither the selling price nor the prominence of the brand count, but exclusively the design quality of the objects. The award-winning products will be displayed amongst others in the Red Dot Design Museums, online and in the Red Dot Design Yearbook. By featuring the well-known winner label in their own marketing and communications, the laureates distinguish themselves from their competitors and highlight the design quality of their products.

Moreover, every year, young professionals – designers who have obtained their academic qualifications within the past five years – can register for a draw of 50 free places in the competition. By doing so, they have the opportunity to measure themselves against renowned designers in an international comparison and put their expertise to the test. The "Young Professionals Application Day" is on 7 December 2016.

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A winning product receives the distinction "Honourable Mention" or "Red Dot". Only the outstanding products of a category receive the award "Red Dot: Best of the Best". Since 1988, the Design Zentrum Nordrhein Westfalen furthermore confers the honorary title "Red Dot: Design Team of the Year" and the "Radius" challenge cup in recognition of the consistently outstanding design achievements of a design studio or manufacturer.

During the "Red Dot Gala" award ceremony on 3 July 2017, the Red Dot: Best of the Best winners will receive their trophies on the stage of the Aalto-Theater in Essen, Germany. In addition, the incumbent Red Dot: Design Team of the Year will hand over the Radius to the new title-holder. At the "Designers' Night" aftershow party, the Red Dot and Honourable Mention winners will receive their certificates, while around 1,400 international guests celebrate in the midst of the winners' exhibition in the Red Dot Design Museum Essen.

Registration phases for the Red Dot Award: Product Design 2017

Early Bird: 24 October – 2 December 2016

Regular: 3 December 2016 – 20 January 2017

Latecomer: 21 January – 8 February 2017

Young Professionals Application Day: 7 December 2016

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

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.

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