



reddot design award

Press release

Essen/Germany, 24 January 2017

Last chance to enter – Red Dot Award: Product Design 2017 closing date for entries is 8 February

The preparatory phase of the Red Dot Award: Product Design 2017 is in full swing. Designers and manufacturers only have until 8 February to submit their current products in the international competition. There are 47 categories to choose from that reflect the wide range of industrially produced goods. Under the motto "In search of good design and innovation", the experts on the roughly 40-member jury will award the Red Dot seal only to products that are convincing in terms of their good design quality.

From furniture to industrial appliances, vehicles, telecommunications and lifestyle accessories, the Red Dot Award offers international top brands, small and medium-size businesses as well as independent designers and design studios the chance to have their design achievements evaluated in an objective manner. An international jury comprising independent designers, design professors and specialist journalists tests, discusses and assesses each product in situ. The entries are not competing directly against each other; instead, their design quality is assessed individually and on a standalone basis.

Products whose good design wins over the experts are awarded the "Red Dot" seal of quality. The experts recognise particularly well-executed aspects of design work with an Honourable Mention, while the best products in each category receive a Red Dot: Best of the Best. The competition winners will be officially announced at the awards ceremony on 3 July 2017. During the Red Dot Gala, the Red Dot: Best of the Best laureates as well as the Red Dot: Design Team of the Year receive their trophies on stage of the Aalto-Theater in Essen, Germany. The Red Dot and Honourable Mention award winners receive their certificates at the subsequent Designers' Night, where they celebrate with around 1,400 international guests in the midst of the winners' exhibition "Design on Stage" in the Red Dot Design Museum.

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Latecomer registration: only until 8 February 2017
Further information and registration: www.red-dot.org/pd

Jury session: February 2017
Awards ceremony: 3 July 2017
Winners' exhibition "Design on Stage": 4 July – 6 August 2017

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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