



reddot design award

## Press release

Essen/Germany, 12 April 2016

### **"Focused on use and function in an uncompromising way": Blackmagic Industrial Design Team led by Simon Kidd is Red Dot: Design Team of the Year 2016**

In 2016, the Red Dot: Design Team of the Year will travel half way around the globe to receive the "Radius" challenge cup in Essen, Germany. Blackmagic Industrial Design Team led by Simon Kidd from Australia is to receive the highest honorary title of the Red Dot Design Award. Over the years, the designers from Down Under have repeatedly convinced the Red Dot jury of their exceptional design quality. This consistent high-level performance will be honoured, when the Blackmagic Industrial Design Team accepts the Red Dot: Design Team of the Year 2016 award on the large opera stage of Essen's Aalto-Theater during the Red Dot Gala on 4 July 2016.

Blackmagic Design is the first Red Dot: Design Team of the Year from Australia. The company has rapidly grown over the last decade to become one of the world's leading innovators and manufacturers of creative video technology. Dynamically emerging from a tech start-up to become a global industry leader, they produce an end-to-end suite of hardware and software products used in films, television programme, advertisements and news broadcasts around the world. Their cameras and software are used on many acclaimed Hollywood films including The Martian, Mad Max: Fury Road, Furious 7 and Avatar. Blackmagic's driving philosophy is to foster true creativity by making the highest quality video affordable for everyone. The design team combines this approach with its dedication to innovation, quality and rapid product development, and in this way revolutionises the industry.

Prof. Dr. Peter Zec, founder and president of the Red Dot Award, says, "Simon Kidd's team has developed a reputation for combining user-centred design with highly innovative engineering to consistently deliver products that not only challenge, but change markets. Their strong product language is backed by a deep-rooted design philosophy that is focused on use and function in an

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uncompromising way. That makes Blackmagic Design the deserved recipient of the highest Red Dot title in 2016."

Simon Kidd, Director of Industrial Design at Blackmagic has built and led the design team since its inception 10 years ago and has become known for ground-breaking, industry-changing designs that have challenged conventional thinking in a traditionally conservative industry: "We are honoured to receive this coveted award and consider it the highest honour in global design. It recognises our unwavering commitment to making the highest quality video affordable for everyone through incredibly well-designed, high quality, innovative products. To be recognised among the top design-led businesses in the world truly endorses this commitment. We are a young company with an evolving design legacy and we consider this historic award to be validation of the work that we have done to date... and inspiration for the team to go forward."

The title of honour „Red Dot: Design Team of the Year" is not one that can be applied for. Since 1988, the Design Zentrum Nordrhein Westfalen has every year selected a design team that has, over the years, earned a reputation for excellent product design. Past winners include companies such as Mercedes Benz, frogdesign, Audi, Sony, Apple, adidas, LG Electronics, Porsche, Grohe, Veryday and, in 2015, Robert Sachon & Bosch Home Appliances Design Team. Robert Sachon, Head of Design at Bosch Home Appliances, will hand over the "Radius" challenge cup to Simon Kidd at the Red Dot Gala 2016 in Essen.

Traditionally, the Red Dot: Design Team of the Year presents its achievements in a self-designed special exhibition. This is a highlight of the four-week exhibition "Design on Stage – Winners Red Dot Award: Product Design 2016" at the Red Dot Design Museum Essen in Germany. Blackmagic Industrial Design Team led by Simon Kidd will present its achievements in Essen from 4 July, the day of the Red Dot Gala.

→ Hall of Fame "Red Dot: Design Team of the Year"

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**About Blackmagic Design:**

Blackmagic Design creates the world's highest quality video editing products, digital film cameras, colour correctors, video converters, video monitoring, routers, live production switchers, disk recorders, waveform monitors and real time film scanners for the feature film, post production and television broadcast industries. Blackmagic Design's DeckLink capture cards launched a revolution in quality and affordability in post production, while the company's Emmy™ award-winning DaVinci colour correction products have dominated the television and film industry since 1984. Blackmagic Design continues groundbreaking innovations including 6G-SDI and 12G-SDI products and stereoscopic 3D and Ultra HD workflows. Founded by world leading post-production editors and engineers, Blackmagic Design has offices in the USA, UK, Japan, Singapore and Australia. Further information at [www.blackmagicdesign.com](http://www.blackmagicdesign.com).

**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. With more than 17,000 entries in 2015 alone, it is one of the largest design competitions in the world. In 2015, the award celebrated its 60th anniversary: It was in 1955 that 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](http://www.red-dot.org).

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