



reddot design award

Press release

Essen, 22 November 2017

## **Young Professionals Application Day – 50 free places in the Red Dot Award: Product Design 2018**

The Red Dot Award: Product Design supports emerging talents with the Young Professionals Application Day: On 6 December 2017, designers who have graduated within the past five years have the chance to apply for one of 50 free registration places. If they win an award, the young professionals benefit from extensive and free measures, all of which communicate their success in an internationally visible way.

### **Draw for 50 free registration places**

Talented product designers are our future. They recognise our needs faster than ourselves and thus consistently raise our quality of life. With stamina and creative ideas, they overcome more and more technical and design obstacles. This is worthy of a reward: On Young Professionals Application Day, upcoming talents who graduated within the past five years have the chance to apply for one of 50 free places in the Red Dot Award: Product Design 2018.

From midnight on 6 December 2017, a separate application portal will open up for 24 hours. For a successful registration, applicants will need a brief product description, product images and a scanned copy of their degree. The Red Dot Award: Product Design is open to products manufactured using an industrial production process. Market entry must also have taken place by 1 July 2018 and cannot be longer than two years ago.

### **Free Winner Package if young professionals win an award**

Young Professionals Application Day gives emerging designers the opportunity to compare themselves against established designers on an even footing. If they win an award, they receive the Winner Package, which is also free. It comprises use of the renowned Red Dot label, which garners a great deal of attention for each product it adorns thanks to its striking visual qualities and ensures that the product is associated with award-winning design quality in the long term. The Winner Package also encompasses publication of the

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Red Dot Award: Product Design

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product in the yearbook, in the Online Presentation and in the Red Dot Design App, as well as its exhibition in the Red Dot Design Museum. "Every year, we look forward especially to the entries from young professionals, because the products often have their own very distinctive character. It is fun to support young talents and to see them grow and enter products that are more and more exciting and innovative year by year", says Professor Dr. Peter Zec, founder and CEO of the Red Dot Award.

### **Not a young professional?**

Newcomers and established designers who don't want to leave their participation in the Red Dot Award: Product Design to chance still have time until 9 February 2018 to register for the competition: Products can be registered at the early bird rate until 28 November. The regular phase starts on 29 November 2017 and ends on 16 January 2018. Latecomers can register from 17 January to 9 February 2018.

More information is available at [www.red-dot.org/pd](http://www.red-dot.org/pd).

### **About the Red Dot Design Award:**

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at [www.red-dot.de](http://www.red-dot.de).

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