



## Press release

Essen, 11 June 2018

### **Red Dot pays tribute to the best designers and manufacturers of the year: award ceremony, exhibition launch and after-show party on 9 July**

All of the big names in the global design scene will convene on the red carpet in Essen on 9 July 2018. On that date, Red Dot will be paying tribute to the best designers and manufacturers of the year, the award winners of the Red Dot Award: Product Design 2018. During the glamorous Red Dot Gala, the laureates of the Red Dot: Best of the Best will accept their trophies on stage at Essen's Opera House. Afterwards, there will be ample opportunity for networking, dancing and celebrating at the Designers' Night.

#### **Red Dot Gala in Essen's Opera House**

Participants from 59 countries entered a record number of more than 6,300 innovations in this year's Red Dot Award: Product Design. Only products that scored points with their good design quality were selected as award winners by the 39-member panel of experts. Only 1.1% of entries received the Red Dot: Best of the Best, the highest award in the competition. Their outstanding design achievements will be celebrated at the Red Dot Gala in Essen's Aalto-Theater, where they will receive their trophies in a celebratory atmosphere in front of roughly 1,200 international guests. The highlight of the event is the official announcement of the Red Dot: Design Team of the Year 2018. This year's title of honour goes to Phoenix Design, which will receive the "Radius" trophy from the previous-year winner Canyon Bicycles.

#### **Designers' Night in the Red Dot Design Museum**

At the subsequent Designers' Night, the recipients of a Red Dot or an Honourable Mention will be given their certificates. Everyone will celebrate their success together into the early hours in the midst of the award-winning products, as the Designers' Night is an after-show party and an exhibition launch at the same time: On the evening, the Red Dot Design Museum will present for the first time the winner exhibitions "Design on Stage – Winners Red Dot Award: Product Design 2018" and "PHOENIX – First. Now. Next."

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## Information on press accreditation for the events on 9 July 2018

We invite media representatives to obtain accreditation for the purposes of journalistic reporting. Please send your request to [press@red-dot.de](mailto:press@red-dot.de), including contact details, press ID / proof of editorial reporting, and stating which of the following events you wish to attend.

### 1<sup>st</sup> event: "Red Dot: Best of the Best Reception"

- 2.00 p.m. to 4.30 p.m.
- Red Dot Design Museum, Gelsenkirchener Straße 181, 45309 Essen, Germany
- Reception, awarding of certificates to Red Dot: Best of the Best winners, advance viewing of the exhibitions "Design on Stage" and "PHOENIX – First. Now. Next."

### 2<sup>nd</sup> event: "Red Dot Gala" award ceremony

- 6 p.m. to 8.30 p.m. (admittance at 5.40 p.m.)
- Aalto-Theater, Opernplatz 10, 45128 Essen, Germany
- Awarding of trophies to the Red Dot: Best of the Best winners on stage, official announcement of the Red Dot: Design Team of the Year 2018

### 3<sup>rd</sup> event: "Designers' Night" after-show party

- From 8.30 p.m.
- Red Dot Design Museum, Gelsenkirchener Straße 181, 45309 Essen, Germany
- Awarding of certificates to the Red Dot and Honourable Mention recipients, launch of the exhibitions "Design on Stage" and "PHOENIX – First. Now. Next."

### 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 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 distinction "Red Dot" has been the revered international seal of outstanding design quality. Further information is available at [www.red-dot.de](http://www.red-dot.de).

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