



reddot design award

Press release

Essen, 17 June 2019

## **Industry leaders celebrate their achievements: Red Dot pays tribute to the best manufacturers and designers of the year**

Out of more than 5,500 entries, only the best products of the year convinced the experts. The manufacturers and designers that created them will be honoured on 8 July 2019 at the Red Dot award ceremony in a fantastic celebratory atmosphere: On this date, the international design scene will convene in Essen to celebrate the winners of the Red Dot Award: Product Design 2019. Red Dot Gala or Designers' Night – both events pay tribute to the outstanding achievements of the laureates.

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

At the Red Dot Gala, the 80 laureates of the Red Dot: Best of the Best, the highest award in the competition, will receive their trophies in Essen's Aalto-Theater in front of roughly 1,200 international guests. Only a few participants, including Apple, Bosch, Blackmagic Design, Grohe, Hyundai, LG, Philips and Sony, have earned this award. Together with some jurors of the competition, Professor Dr. Peter Zec, founder and CEO of the Red Dot Award, will welcome the laureates on stage and personally congratulate them on their achievements.

The highlight of the event is the official announcement of the Red Dot: Design Team of the Year 2019. This year's title of honour goes to Flavio Manzoni and the Ferrari Design Team, which will receive the "Radius" challenge cup.

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

At the Designers' Night in the Red Dot Design Museum, the recipients of a Red Dot and an Honourable Mention will be given their well-deserved laureate certificates. The event not only provides ample opportunity for celebrating, dancing and networking, but also for discovering the award-winning products: At the after-show party, guests will have the exclusive opportunity to view three special exhibitions before their official start on 12 July 2019.

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Red Dot Design Award

Red Dot GmbH & Co. KG

Gelsenkirchener Str. 181

45309 Essen



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While "Milestones in Contemporary Design 2019" presents the products awarded with the Red Dot: Best of the Best, "Design on Stage 2019" hosts all designs that received a Red Dot and an Honourable Mention. In addition, "Designing Dreams: Ferrari Design Team" provides an insight into the work of the Red Dot: Design Team of the Year 2019, which designs for one of the world's most popular car brands and repeatedly convinces in the competition with its ideas.

Visitors can touch and try many of the presented objects, because this is the only way to actually experience their design quality. For example, they can try on the "Teslasuit" full body haptic suit by VR Electronics, which won a Red Dot: Best of the Best, and experience subtle touch sensations and feelings of physical exertion as well as thermal feedback via electrical stimulation.

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## Information on press accreditation for the events on 8 July 2019

We invite media representatives to obtain accreditation for the purposes of journalistic reporting for the events. Please send your request to [press@red-dot.de](mailto:press@red-dot.de) by 3 July 2019, including contact details, press ID / proof of editorial reporting, and stating which of the following events you wish to attend. Please also register for a half-hour press tour through the three special exhibitions at 2.30 p.m.

### 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 laureates, press tour through the three special exhibitions

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

- 6 p.m. to 8.30 p.m. (admission at 5.40 p.m.)
- Aalto-Theater, Opernplatz 10, 45128 Essen, Germany
- Awarding of trophies to the Red Dot: Best of the Best laureates, honouring of the Red Dot: Design Team of the Year 2019

### 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, exclusive preview of the special exhibitions

### 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: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, the Red Dot Award 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. The winners are presented in yearbooks, museums and online. Further information: [www.red-dot.org](http://www.red-dot.org).

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