



reddot design award

Press release

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**Reference guide for the design industry:
The new Red Dot Design Yearbook 2019/2020 comes out on 8 July**

For more than 25 years, the Red Dot Design Yearbook has been compiling the best product designs of the year. Spanning four volumes, year after year it documents the results of the Red Dot Award: Product Design, one of the world's largest and most renowned design competitions. Consequently, it has long since become the ultimate reference guide for designers, product managers, journalists and marketing experts.

The world of design in four volumes

8 July will see the appearance of the new four-volume Red Dot Design Yearbook 2019/2020, which covers the areas Living, Doing, Working and Enjoying. Over more than 2,000 pages, all of the products that came out on top in this year's Red Dot Award: Product Design will be presented in detail. In addition to a comprehensive product presentation replete with numerous images, a spotlight will be placed on the makers behind the product as well as on the design team of the year with an exclusive feature. The publication also presents the Red Dot Jury that assessed each design individually, live and in situ.

Experiencing trends and recognising potential with the yearbook

Because the Red Dot Design Yearbook 2019/2020 gathers all of the award winners from 55 countries in one place, it provides a vibrant picture of the design sector and presents examples of current trends, advancing developments and future potential in the field of product design.

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Examples this year include sustainability and individualisation. This makes the yearbook a uniquely informative design guide for experts and design fans alike. No other international and comparable design competition provides such a platform for its laureates in four high-quality volumes, thus offering an overview of the award year.

About Red Dot Edition

Red Dot Edition is a specialist publisher for design that is headquartered in Essen. Its portfolio includes German-language and English-language publications such as compendiums of the who's who in design, monographs, the Red Dot Design Award yearbooks as well as the annual bestseller that is the Design Diary.

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.

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