



reddot design award

## Press release

Essen, 31 July 2019

### **Red Dot Award: Product Design 2020 opens for entries from mid-October**

14 October 2019 sees the start of a new round of the Red Dot Award: Product Design. From that date on, designers and manufacturers from around the world have the opportunity of submitting their best products to one of the most renowned design competitions in the world. The registration phase, during which they enter for the coveted distinction "Red Dot", runs until 14 February 2020 inclusive. The high-profile seal of quality, reserved for the exclusive use of the competition winners, identifies the best products of the year and is only awarded to new objects whose good design quality convinces the jury.

### **Call for entries from designers and manufacturers from around the world**

Entries for the Red Dot Award: Product Design 2020 are solicited not only from global brands and established design pundits, but also from up-and-coming designers, medium-sized and small companies. Whether the entries are from Spain, Canada, New Zealand, China or Germany, the international jury welcomes submissions from all over the world and looks forward to seeing cultural diversity, as well as a variety of different approaches to solving everyday problems.

Participants can enter their industrially manufactured products in around 50 categories that range from "Lighting and lamps" and "Tableware" to "Urban design" or "Vehicle accessories" and "Healthcare". As virtually every object is supplied for assessment in the original, the Red Dot Judging Hall is thus, once a year, home to a product show that is almost unrivalled in its diversity.

### **A jury that combines experience with expertise**

The roughly 40-strong jury evaluates all submissions individually and takes time to thoroughly test their design quality. The judging process, which spans several days, benefits from the intense exchange between the experts who pool their experience from different specialist areas. The jury tests and discusses every product separately based on pre-determined evaluation

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criteria which include degree of innovation, functionality, formal quality and ergonomics. Only products that persuade the experts of their good design quality are given an award.

### **International attention for winners**

The award-winning objects are introduced to a large audience in the course of several, high-profile activities. Amongst others, the winners are presented in international exhibitions, in the Red Dot Design Yearbook 2020/2021 and online on the Red Dot website. The winner label, which is reserved for exclusive use by competition winners, allows consumers to identify the year's best products. It can be used on packaging, on websites, as well as on brochures, flyers or adverts.

### **Save the date – Red Dot Award: Product Design 2020**

- Early Bird: 14 October – 8 November 2019
- Regular: 9 November 2019 – 8 January 2020
- Latecomer: 9 January – 14 February 2020
- Young Professionals Application Day: 4 December 2019 for 24 hours

Further information and registration at [www.red-dot.org/pd](http://www.red-dot.org/pd).

### **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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