



reddot design award

Press release

Essen, 29 October 2019

## **A focus on revolutionary products – two new metacategories in the Red Dot Award: Product Design 2020**

The Red Dot Award: Product Design 2020 is well under way. Designers and companies from all over the world have until 14 February to register their best products in the international design competition. From furniture and household aids to consumer electronics, vehicles and medical technology, all kinds of items can be entered. This year, there are exciting new developments for all participants with smart and innovative products. They are in with a chance of winning two awards.

### **A double win with smart and innovative designs**

Design developments such as smart homes, artificial intelligence and sustainable technologies have meant that our quality of life is constantly improving. Designers and companies are responsible for this progress, and their contribution deserves to be recognised: This year, revolutionary products will be given an even larger platform in the Red Dot Award: Product Design. From now on, participants who enter an innovative or smart product can win two awards in the competition. To do so, they can simply register their product additionally in the metacategories "Smart Products" or "Innovative Products" after registering it in one of the roughly 50 traditional categories.

During the jury session, the jurors will initially take a holistic view of the entries. In a second walkthrough, they will then re-evaluate the products with more specific aspects in mind. For smart products, the emphasis will be on interaction design, connectivity and the system as a whole. For innovative designs, on the other hand, the focus of the experts will be on the degree of innovation. This can be reflected in technical optimisations as well as reimagined forms, new materials or a revolutionary approach to use.

### **Award-winning design**

No decision will be made by the jurors until they have examined each product submitted in detail. Only those objects that win them over with their good

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design quality will receive an award. If a product receives a distinction in the "Smart Products" metacategory, this is proof that it successfully achieves the complex interaction between humans and technology in the age of Industry 4.0 and the Internet of Things. By contrast, objects that are successful in the "Innovative Products" metacategory set new standards and lay the foundations for fundamental industry change.

### **Individualised seal of quality**

The laureates of the Red Dot Award: Product Design 2020 will benefit from extensive measures to communicate their success in the competition with maximum international impact. Among other things, they can use the renowned Red Dot Winner Label. It ensures that their product is associated with award-winning design quality in the long term and provides guidance to consumers. For special industries and award-winning products in the new "Smart Products" and "Innovative Products" metacategories, winners will receive individualised seals of quality. In addition, the laureates will be presented in the Red Dot Design Yearbook, online on the Red Dot website and in the Red Dot Network as well as in international exhibitions.

### **Registration for the Red Dot Award: Product Design 2020**

Early Bird: 14 October – 8 November 2019

Regular: 9 November 2019 – 8 January 2020

Latecomers: 9 January – 14 February 2020

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

### **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: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, 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. The award winners are presented in the yearbooks, museums and online. More information is available at [www.red-dot.de](http://www.red-dot.de).

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