



reddot design award

Press release

Essen, 27 November 2019

50 free registration places for up-and-coming talents: Red Dot supporting young product designers

Calling all those setting out on their career: This year, Red Dot is giving away 50 free registration places for the Red Dot Award: Product Design 2020 as part of the Young Professionals Application Day. On 4 December 2019, all designers who have graduated within the past five years are invited to take part in the lottery. The 50 upcoming talents selected will then submit their products for evaluation by the jury for the world's most renowned design competition. If they win an award, they will have access to extensive measures (which are also free of charge) to communicate their success in the award visibly at an international level.

Successful start to professional life

Young product designers determine the future of the design discipline and make a key contribution to improving our quality of life. With the Young Professionals Application Day, Red Dot supports these new talents and offers them start-up assistance for a successful beginning to their career: If they win an award, they will garner special attention. With the help of the Red Dot Winner Label, which confirms the good design quality of the products, they can inform the whole world of their success in the Red Dot Award: Product Design. The label can be used on product packaging, in magazines, adverts and online. In addition, the designs are presented on the Red Dot website, in the Red Dot Design Yearbook and in international exhibitions.

Last year, one of the winners was bicycle manufacturer Urwahn Engineering from Germany, founded in 2013. The award was proof that the company is one of the big names in the industry. With their urban bike "Stadtfuchs", the designers won over the Red Dot Jury in a very special way to receive the Red Dot: Best of the Best, the highest distinction in the competition. "We see the award as recognition for all of our hard work and the love of detail that we have incorporated in our Urwahn Bikes. Of course, we would never have imagined at the beginning that we would be amongst the best of the best as

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Young Professionals. The Red Dot Award really lent us tailwind and catapulted our brand into the public perception," said Sebastian Meinecke, managing director and designer at Urwahn Engineering.

Simple registration process

The application process for the Young Professionals Application Day is very simple: From midnight on 4 December 2019, an application portal will open its doors for 24 hours (www.red-dot.org/ypad2020). To register, graduates only need to provide a brief description and images of the product as well as a scanned copy of their degree certificate.

Not new to the profession?

Anyone who graduated more than five years ago can register his or her products by 8 January 2020 at the regular rate for the competition for product design. Latecomers have until 14 February to enter their best designs in the competition for the Red Dot.

Further information: www.red-dot.org/pd

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.org.

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