



reddot design award

Press release

Essen, 31 May 2021

Design and production quality at the highest level: Studio F. A. Porsche is named Red Dot: Design Team of the Year 2021

Studio F. A. Porsche has been awarded the honorary title "Red Dot: Design Team of the Year 2021". Professor Ferdinand Alexander Porsche always maintained, "Good design must be honest". He created the legendary Porsche 911 and founded the design studio in 1972. The studio's current managing director, Roland Heiler, and his team adhere to his philosophy to this day. Using authentic materials, they design well thought-out, functional and durable products with a puristic aesthetic. The honorary title will officially be bestowed during the Red Dot Design Week which begins on 21 June 2021.

First class products

In the last five years alone, Studio F. A. Porsche has received the highest accolade of the Red Dot Award: Product Design, the Red Dot: Best of the Best, eight times. The award-winning products could not have been more different in genre. As the in-house design team of the Porsche Design brand, the designers have produced captivating, high-end products ranging from watches to sunglasses, luggage to leather goods. The Sport Chrono Subsecond Titanium Black timepiece this year won the Red Dot: Best of the Best. The high-contrast watch face, its optimal readability and high-quality workmanship all won over the jury members.

With offices in Zell am See, Berlin and Ludwigsburg, Los Angeles and Shanghai, the design studio also works for international clients, which has led to the creation of top-end consumer goods, household appliances and industrial products in collaboration with Elan, KEF, LaCie, Morita and Panasonic, to name but a few. The Porsche Design Acer Book RS & Travelpack RS laptop – the outcome of a joint project with Acer – won the Red Dot: Best of the Best and is just one example of the team's design capabilities. The ultra-light notebook with its carbon fibre cover elements framed by premium aluminium alloy, combines high standards of design and craftsmanship.

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The choice of materials plays a key role in the products designed by Studio F. A. Porsche. Often, titanium and carbon turn them into life-long companions and also allow them to offer surprising new functions. By combining a traditional, honest design approach with ambitious innovations, the resulting creations are real items of luxury.

Congratulations from Red Dot CEO Peter Zec

"The aesthetic restraint and the extreme functionality of the products created by Studio F. A. Porsche are unique. For a studio to keep breaking new ground, but at the same time deliver outstanding results, is extraordinary. My heartfelt congratulations to Roland Heiler and his team on their pioneering work," says Professor Dr. Peter Zec, founder and CEO of the Red Dot Design Award.

A special recognition for the entire team

Roland Heiler, managing director of Studio F. A. Porsche, emphasises how much the award means to the entire team: "We are thrilled to receive this award, because the members of the team behind the many Red Dot awards won over recent years are being recognised personally for their work. The fact that one can't apply for this award makes it authentic and particularly significant for our team and, ultimately, also for our customers."

Celebrating Studio F. A. Porsche during the Red Dot Design Week

Studio F. A. Porsche will be honoured for its outstanding design achievements during the Red Dot Design Week, which will take place online from 21 to 25 June 2021. Further details about the Red Dot: Design Team of the Year 2021 can be found at www.red-dot.org. The website furthermore features an in-depth discussion between Roland Heiler and Peter Zec. During the celebrations, the focus will also be on the award-winning products and the winners of the Red Dot Award: Product Design as well as on the exhibitions in the Red Dot Design Museum Essen.

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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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