



reddot design award

Press information

Essen/Germany, December 2015

Regular registration phase for the Red Dot Award: Product Design 2016 starts – first jurors confirmed

The main registration phase for the Red Dot Award: Product Design 2016 has started: Manufacturers and designers from all around the world are currently registering their products for the renowned design competition. An international jury of independent design experts assesses each entry and awards only products of high design quality with the sought-after Red Dot. Regular registration ends on 26 January 2016. Latecomers after that time will have until 10 February 2016 to enter their products.

In February, the international Red Dot jury with around 40 members devotes itself to each product live and on-site for several days. The adjudication criteria used include the degree of innovation, formal quality, functionality and ecological compatibility. The team of experts comprises high-profile Red Dot jurors such as Dr. Luisa Bocchietto, Hideshi Hamaguchi, Jimmy Choo and Dr. Thomas Lockwood, as well as the newly acquired experts Alexander Neumeister and Gisbert Brunner.

Designers and companies are encouraged to enter their products in this international comparison. Laureates use the Red Dot label in their communications to set themselves apart in the industry and on the market. All of the winners are presented in the Red Dot Design Museum Essen, in the Red Dot Design Yearbook and on various Red Dot portals.

"For more than 60 years now, our design award is a synonym for outstanding design quality and offers companies a decisive advantage on the market. Commercial success is based on a sustainable investment in innovative and well-designed products – the emblem for this is the Red Dot," explains Professor Dr. Peter Zec, CEO of the Red Dot Award.

The competition offers 31 categories where manufacturers and designers can submit their industrially manufactured innovations – among them "Consumer electronics and cameras", "Outdoors, trekking and camping"



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and "Babies and children", as well as "Office furnishings and office chairs". The award-winning products and their makers are traditionally celebrated at the festive award ceremony known as the Red Dot Gala.

About the Red Dot 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: Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen. With more than 17,000 entries from 70 countries in 2015 alone, it is one of the largest design competitions in the world. In 2015, the award is celebrating its 60th anniversary: It was in 1955 that 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.

Red Dot Award: Product Design 2016 – Facts and figures

Registration periods:

Regular:	until 26 January 2016
Latecomer:	27 January 2016 – 10 February 2016

Jury session:	February 2016
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Red Dot Gala:	4 July 2016
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Further information and registration at www.red-dot.org/pd.

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