



Press release

Essen/Germany, 11 October 2017

The best communication designers of the year – award ceremony for the Red Dot Award: Communication Design 2017 in Berlin

On 27 October, Germany's capital city will once again become a meeting point for the international creative industry. At the Red Dot Gala in Berlin, designers, agency heads and company representatives from all over the world will come together to celebrate the winners of the Red Dot Award: Communication Design 2017. For the 25th time, the sought-after awards will be bestowed on the makers behind the year's best communication design works. Not until the award ceremony in the Konzerthaus Berlin will the guests find out who has won the Red Dot: Grand Prix, the highest individual award, and which newcomer has secured the Red Dot: Junior Prize with its prize money of 10,000 Euros.

Red Dot Gala in the Konzerthaus in Berlin

Agencies, designers and companies from 50 countries took part in the Red Dot Award: Communication Design 2017. They submitted 8,051 projects in 18 categories. From these, the 24 jury experts selected the winners of the international competition. They gave the award for very high design quality and creative achievement to just 67 works, meaning that only 0.8% of all entries received the Red Dot: Best of the Best. These achievements will be duly honoured during the Red Dot Gala in the Konzerthaus Berlin on 27 October 2017. In front of around 1,400 international guests, Professor Dr. Peter Zec, founder and CEO of the Red Dot Award, will hand the well-deserved trophies over to the laureates, together with jury members Eric Chang, Michel Chanaud and Professor Philipp Teufel.

And the Red Dot: Grand Prix goes to...

The suspense for the laureates and the audience will last until the very end, as the winners of the additional awards are not announced until during the award ceremony. The Red Dot: Grand Prix is awarded for outstanding design work. This year, five works will receive the award, each of which is the best in its category.

Press contact:

Marie-Christine Sassenberg
Senior Communications Manager
Phone: +49 201 30104-43
E-Mail: m.sassenberg@red-dot.de
www.red-dot.org/press

Red Dot Award: Communication Design
Design Zentrum Nordrhein Westfalen
Gelsenkirchener Str. 181
45309 Essen
Germany



reddot design award

Agency, brand and newcomer of the year

Newcomer designers will also be held in suspense, as they can hope to win the Red Dot: Junior Prize. The award is endowed with 10,000 Euros and is granted to the best piece of work entered by an upcoming designer. In addition, the "Red Dot: Brand of the Year" title goes to the most successful brand in the competition. The absolute highlight of the evening is the awarding of the "Stylus" trophy to the Red Dot: Agency of the Year 2017, the German agency thjnk, which for years has been consistently producing outstanding achievements in communication design.

Designers' Night in the E-Werk in Berlin

After the Red Dot Gala, the international creative scene meets at the Designers' Night. The Red Dot laureates receive their well-earned certificates in the E-Werk Berlin. In addition, the exclusive "Design on Stage" winners' exhibition with all of the awarded works from the Red Dot Award: Communication Design 2017 will be on show for the night of the legendary party.

Red Dot Award: Communication Design 2017 – Facts and figures

Submissions: 8.051
Participating countries: 50

Awards:
Red Dot 749
Red Dot: Best of the Best 67
Red Dot: Grand Prix 5
Red Dot: Junior Prize: 1

Titles of honour:

Red Dot: Agency of the Year 1
Red Dot: Brand of the Year 1

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

Press contact:

Marie-Christine Sassenberg
Senior Communications Manager
Phone: +49 201 30104-43
E-Mail: m.sassenberg@red-dot.de
www.red-dot.org/press

Red Dot Award: Communication Design
Design Zentrum Nordrhein Westfalen
Gelsenkirchener Str. 181
45309 Essen
Germany



Information on accreditation for the events on 27 October 2017

Accreditation will be provided solely for journalistic reporting purposes. Please send your accreditation requests to presse@red-dot.de by 26 October 2017, including contact details, press ID / evidence of editorial reporting and stating which of the following events you wish to attend.

1st event: "Red Dot: Best of the Best Reception"

- 5 p.m. to 8 p.m.
- Konzerthaus Berlin, Gendarmenmarkt, 10117 Berlin, Germany
- Awarding of certificates to "Red Dot: Best of the Best" winners

2nd event: "Red Dot Gala" award ceremony

- 8 p.m. to 10.30 p.m. (admittance at 7.35 p.m.)
- Konzerthaus Berlin, Gendarmenmarkt, 10117 Berlin, Germany
- Awarding of trophies to the "Red Dot: Best of the Best" winners, awarding of the Red Dot: Grand Prix, "Red Dot: Agency of the Year 2017" and "Red Dot: Brand of the Year 2017" titles as well as of the Red Dot: Junior Prize 2017

3rd event: "Designers' Night" after-show party

- from 10 p.m.
- E-Werk, Wilhelmstr. 43, 10117 Berlin, Germany
- Awarding of the certificates to the Red Dot laureates, after-show party, "Design on Stage" exhibition with all of the awarded works

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: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by the Design Zentrum Nordrhein Westfalen in Essen, Germany, and 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. Further information: www.red-dot.org.

Press contact:

Marie-Christine Sassenberg
Senior Communications Manager
Phone: +49 201 30104-43
E-Mail: m.sassenberg@red-dot.de
www.red-dot.org/press

Red Dot Award: Communication Design
Design Zentrum Nordrhein Westfalen
Gelsenkirchener Str. 181
45309 Essen
Germany