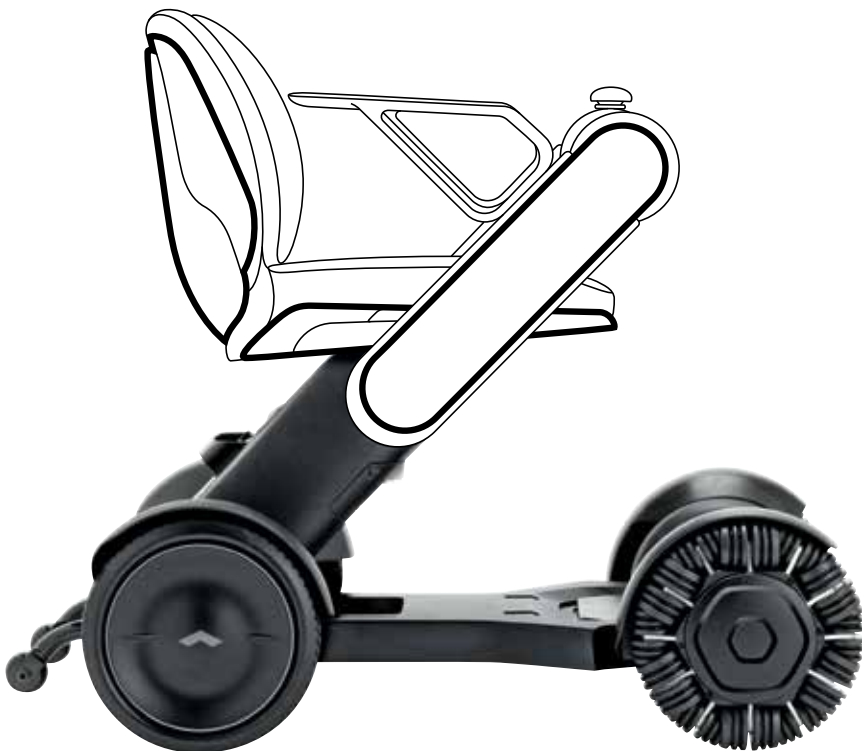
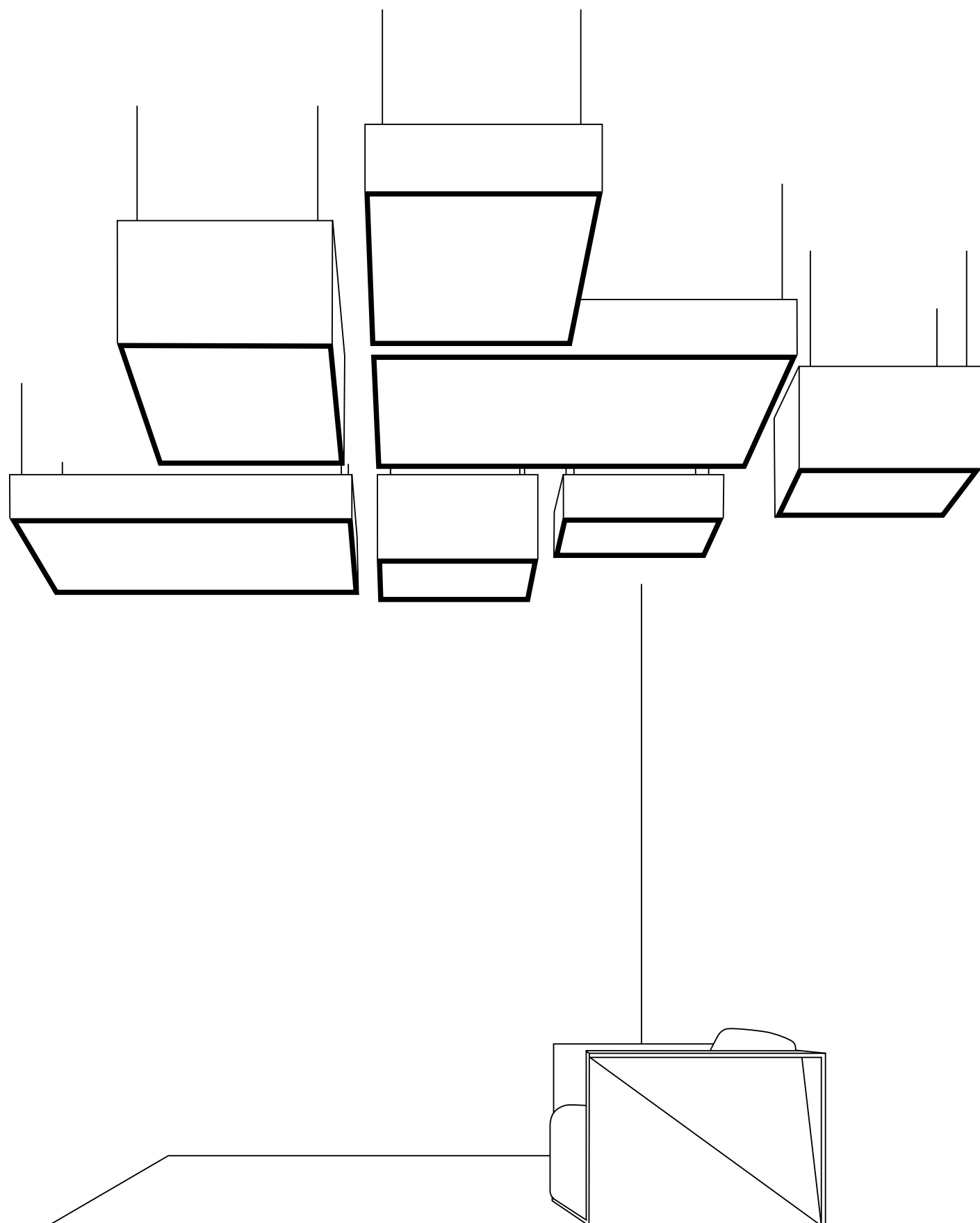


# Red Dot Award: Product Design 2019

In search of good design and innovation



reddot award  
product design



## In search of good design and innovation

The Red Dot Design Award is one of the world's best-known design competitions. The international jury of experts makes it one of the most renowned evaluation procedures for good design and innovations.

### The quality seal for outstanding design

For more than 60 years, the Red Dot Design Award has been recognising good and innovative design. Products that stand out for their design excellence and outstanding quality are awarded the Red Dot. The best products of each category receive the Red Dot: Best of the Best.

In 2019, the competition is open to submissions in 48 categories. The application phases "Early Bird", "Regular" and "Latecomer" give you until 1 February 2019 to enter your products.

Around 40 international experts will assess the products submitted. After the adjudication process, all winners are notified of their result. They can communicate news of their success from 25 March 2019 and celebrate at the award ceremony on 8 July.

### Winners benefit from using the label

The world-renowned award including the winner's label serves designers and manufacturers as a reference, PR and marketing tool. The award-winners benefit from numerous other benefits, such as the presentation of their products in the Red Dot Design Yearbook, in the winners' exhibition at the Red Dot Design Museum in Essen, in exhibitions around the globe and online.



**reddot award 2019**  
winner

**Red Dot: Best of the Best 2018**

**Corpus**

OWA – Odenwald Faserplattenwerk, Amorbach, Germany

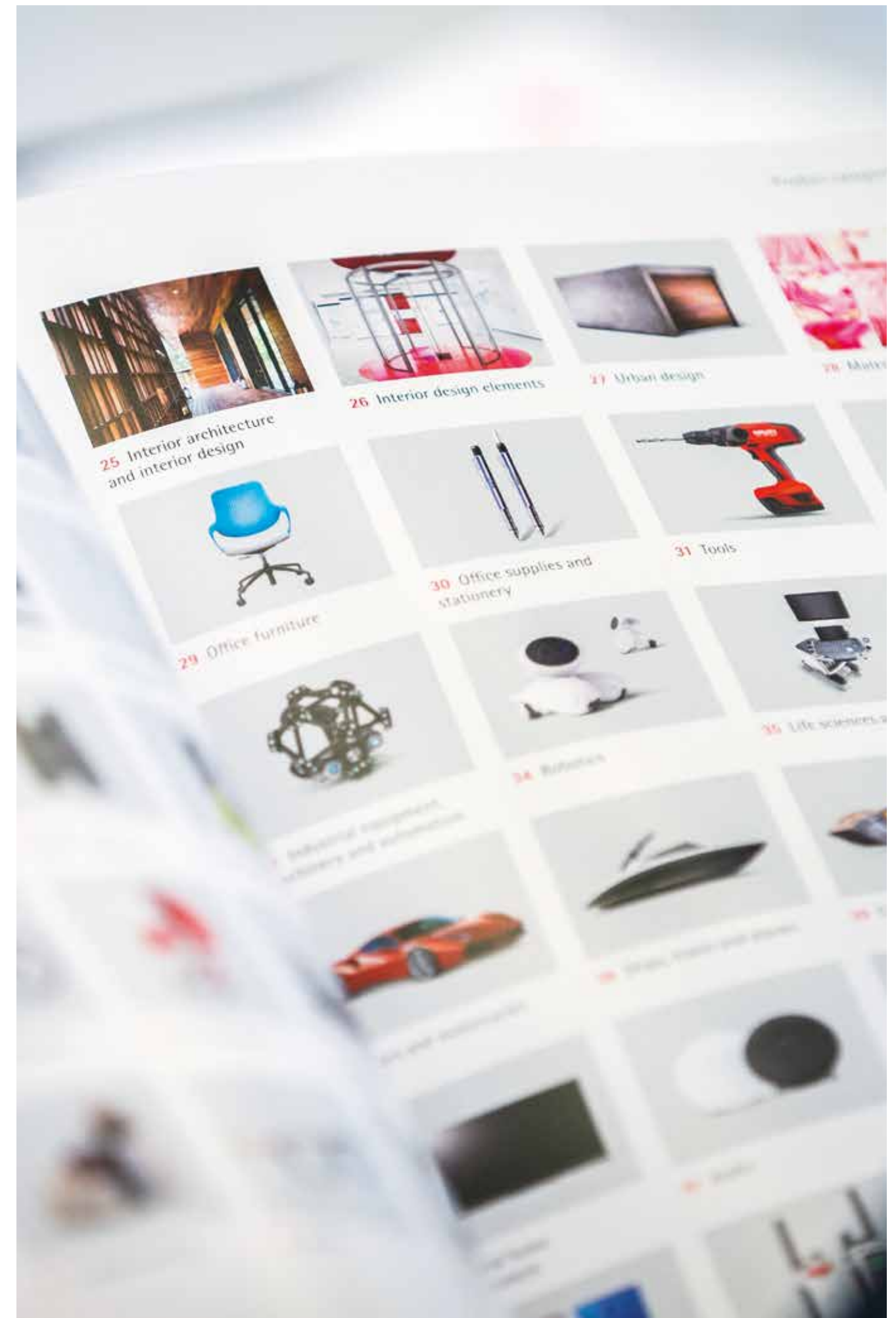
**Design**

Hadi Teherani Design, Hamburg, Germany

## Taking part in the Red Dot Award: Product Design

All participants register online in the My Red Dot portal at [www.myreddot.de](http://www.myreddot.de) and provide the details regarding the product, the manufacturer and the designer. They upload a description and a product image and send us the original product by 8 February 2019. There are 48 categories for taking part in the Red Dot Award: Product Design.

- |  |  |
|--|--|
| 1. Home and seating furniture                            | 24. Jewellery                                      |
| 2. Bedroom furniture and beds                            | 25. Interior architecture and interior design      |
| 3. Lighting and lamps                                    | 26. Interior design elements                       |
| 4. Household appliances and household accessories        | 27. Urban design                                   |
| 5. Kitchens and kitchen furniture                        | 28. Materials and surfaces                         |
| 6. Kitchen taps and sinks                                | 29. Office furniture and office chairs             |
| 7. Kitchen appliances and kitchen accessories            | 30. Office supplies and stationery                 |
| 8. Cookware and cooking utensils                         | 31. Tools  |
| 9. Tableware   | 32. Heating and air conditioning technology        |
| 10. Bathroom and sanitary equipment                      | 33. Industrial equipment, machinery and automation |
| 11. Bathroom taps and shower heads                       | 34. Robotics                                       |
| 12. Garden furniture                                     | 35. Medical devices and technology                 |
| 13. Garden appliances, garden tools and garden equipment | 36. Healthcare                                     |
| 14. Outdoor and camping equipment                        | 37. Cars and motorcycles                           |
| 15. Sports equipment                                     | 38. Motorhomes and caravans                        |
| 16. Hobby and leisure                                    | 39. Ships, trains and planes                       |
| 17. Bicycles and bicycle accessories                     | 40. Commercial vehicles                            |
| 18. Babies and children                                  | 41. Vehicle accessories                            |
| 19. Personal care, wellness and beauty                   | 42. TV and home entertainment                      |
| 20. Fashion and lifestyle accessories                    | 43. Audio  |
| 21. Luggage and bags                                     | 44. Cameras and camera equipment                   |
| 22. Glasses  | 45. Drones and action cameras                      |
| 23. Watches  | 46. Mobile phones, tablets and wearables           |
|  | 47. Communication technology                       |
|  | 48. Computer and information technology            |





## It starts out with an idea, ends with an expert appraisal

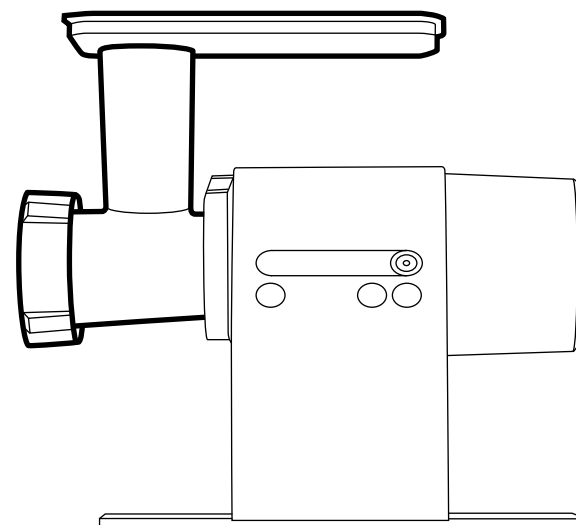
All of the participating products are assessed by a jury. The jury is made up of roughly 40 designers, design professors and specialist journalists from all over the world. Because each product must be submitted as an original, every entry is also tested, discussed and assessed individually.

### The Red Dot Jury

All jury members commit to a Code of Honour which specifies that they may not judge products in which they were involved, shape or form. In addition, no jury member may be employed by a manufacturing industrial company. This prevents a conflict of interest from arising and ensures fair play.

### Set criteria provide evaluation framework

The assessment criteria provide a framework with different weightings depending on the category. The criteria are regularly aligned with new insights into formal, technical, production-specific, societal, economic and ecological requirements in order to ensure the best possible assessment of every single product.



Red Dot winner 2018

**m785**

Bork-Import, Moscow, Russia

### Design

Schuler Produktdesign, Michael Schuler, Paul Cohen,  
Leutkirch, Germany

Design experts Robin Edman, Prof. Renke He and  
Dr. Thomas Lockwood judging the meat mincing machine m785  
from Bork-Import, which went on to receive an award.

## Enjoy extensive benefits

When your product wins a Red Dot, this always marks the beginning of a whole range of PR and marketing measures.

### Red Dot winner label

Winners use the globally renowned Red Dot label for the entire lifetime of the award-winning product.

### Red Dot Design Yearbook

The globally publicised Red Dot Design Yearbook presents all the award-winning products of the year.

### Red Dot Design Museum

The Red Dot Design Museum Essen exhibits all of the award-winning products at a winners' exhibition. Red Dot on Tour also shows exhibitions of selected winning products around the globe.

### Press service

Award-winners can take advantage of the press service and receive a press release template to help them communicate their success.

### Online presentation

All Red Dot award-winning products of the year are displayed online with a detailed description.

### Certificate

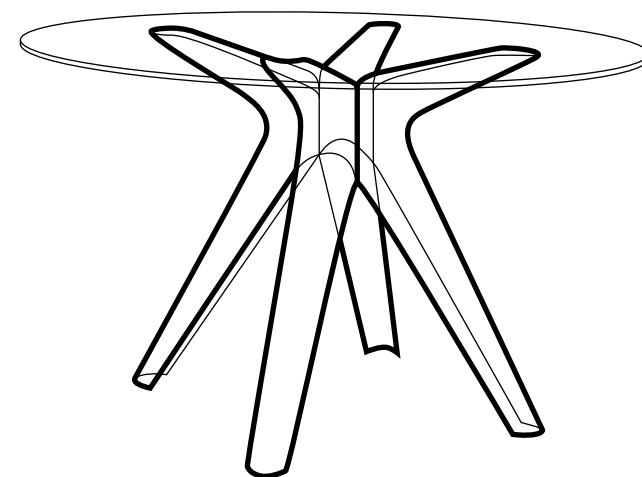
Winners receive a personal certificate for communication purposes as an official record of the award.

### Red Dot Trophy

During the award ceremony, the winners of the Red Dot: Best of the Best award will be presented with the Red Dot Trophy on the stage of the Aalto Theatre in Essen.

### Red Dot App

An entry in the Red Dot App offers those interested in design and in acquiring one of the award-winning products information about the products and the people who created them.



### Red Dot winner 2018

**Sir Gio**

Kartell, Noviglio, Italy

### Design

Philippe Starck, Paris, France

The award-winning products are presented to the public in exhibitions around the world. This picture shows a view of the special exhibition "Design on Stage" in the Red Dot Design Museum Essen.





After winning several Red Dot awards in past years, 2018 saw ITO Design receive a Red Dot: Best of the Best for the first time.

## On stage with the best of the best

A distinction with a Red Dot provides the laureates with access to a global network and offers them exclusive possibilities on the day of the award ceremony to engage with other successful designers and entrepreneurs.

### Red Dot Gala

#### Tribute to the best of the best

At the Red Dot Gala, the Red Dot: Best of the Best laureates are in the limelight. On 8 July 2019, they are presented with the well-deserved Red Dot Trophy on the stage of the glamorous Essen opera house, the Aalto Theatre. They are also the recipients of the homage paid by the 1,200-strong audience, made up of the best designers and manufacturers of the year, as well as representatives from the world of politics, business and media.

Another highlight of the gala is the celebration of the Red Dot: Design Team of the Year. This award is the highest accolade for a sustainable design approach and continued outstanding achievements.

### Designers' Night

#### Party and presentation of certificates

The Designers' Night is held in the Red Dot Design Museum Essen – in the spectacular setting of the former boiler house of the Zollverein World Heritage

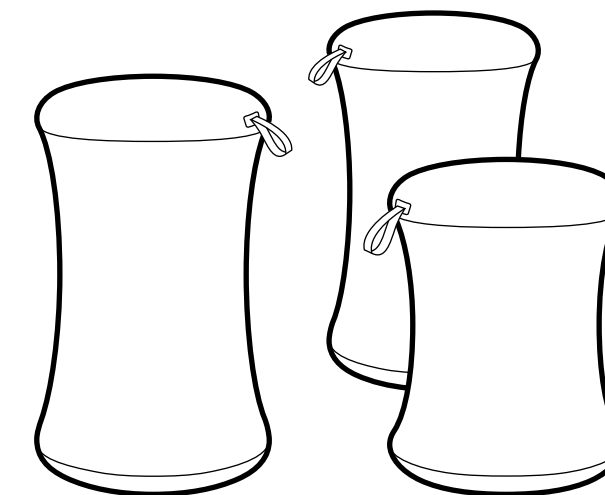
site. Around 1,400 international guests including design stars, CEOs and marketing decision makers will gather in the midst of the old industrial architecture. During the event, the Red Dot and Honourable Mention winners receive their certificates and have the possibility to document the moment at a photo shoot.

### Design on Stage

#### Exhibition of award-winning products

At the same time, the vernissage for the exclusive winners' exhibition "Design on Stage" takes place in the Red Dot Design Museum Essen. It presents all of the latest award-winning objects spread out over 4,000 square metres. They thereby form part of the largest exhibition of contemporary design in the world. In addition, the Red Dot: Design Team of the Year traditionally also puts on their own special exhibition, designed and put together by the team.

Make sure you don't miss out on the opportunity of a Red Dot and experience the design event of the year.



### Red Dot: Best of the Best 2018

**uebobo**

UE Furniture, Dipu Town, Anji County, China

### Design

ITO Design, Cham, Switzerland

# Red Dot Award: Product Design 2019

## Application phases

Early Bird:

15 October 2018 – 9 November 2018

Regular:

10 November 2018 – 9 January 2019

Latecomer:

10 January 2019 – 1 February 2019

## Judging

February 2019

## Notification of results

March 2019

## Award ceremony and official opening of the winners' exhibition

8 July 2019

## Presentation of the winning products

Red Dot Design Yearbook 2019/2020:  
published on 8 July 2019

Red Dot Online:

from 8 July 2019

Special exhibition in the Red Dot

Design Museum Essen:

from 9 July 2019

## Application fee

Early Bird: 300 Euros

Regular: 400 Euros

Latecomer: 510 Euros

plus statutory VAT

## Conditions of entry

Any product that has been manufactured in an industrial production process is eligible for the Red Dot Award:

Product Design 2019. The market launch must have taken place after 1 January 2017 and before 1 July 2019. Handmade, unique items are excluded from participation. Manufacturers and designers can enter any number of products.

## Participation in three steps

Register under

[www.myreddot.de](http://www.myreddot.de).

Enter details of the product, manufacturer and designer.

Send us the original product  
by 8 February 2019.

## Further information is available from

[www.red-dot.de/pd](http://www.red-dot.de/pd)

## Contact

Red Dot Team

+49 201 30 10 4-20

[pd@red-dot.de](mailto:pd@red-dot.de)



**reddot** award  
product design

Cover

**Red Dot: Best of the Best 2018**

**nuraphone**

nura, Melbourne, Australia

**Design** nura design team,

Office for Product Design, Hong Kong,

Tricycle Developments, Melbourne, Australia

**Red Dot winner 2018**

**TM5**

Techman Robot, Taoyuan, Taiwan

**Red Dot: Best of the Best 2018**

**WHILL Model C**

WHILL, Yokohama, Japan

Illustrations: [www.achta.de](http://www.achta.de)