



reddot design award
product design 2008

red dot award: product design 2008



in search of excellence in design since 1955



Welcome...

Today innovations are the most important factor for manufacturing companies, since they are often the sole distinguishing characteristic in a tough fight for market shares. Those who are not innovative can only trail behind; as a pursuer however, you always have to share the market with many other companies. It therefore pays to find new ways or muster the courage to tread new paths. Unfortunately it often happens that companies are highly innovative, but do not think about communicating their innovations – with the result that competitors copy their innovations and consumers perceive them as innovative instead.

The successful participation in the red dot design award generates attention. The aim of the red dot design award is to make well-designed innovative products stand out from the rest, present them with an award, and make their quality visible with the help of the red dot, thus making them the focus of public interest.

The decision as to which products have a convincing design is made by design experts from all around the world, who come together in February to inspect and test all entries in a direct comparison. The adjudication is carried out in currently sixteen different categories by experts of each industry.

We would like to invite you to take up the challenge and enter your products into the international competition. Receiving an internationally renowned quality seal of design such as the red dot will give you new opportunities to communicate your design achievements effectively and to stand out from your competitors. Take advantage of your chance!

Professor Dr. Peter Zec
Initiator of the red dot design award



In search of good design – the red dot design award

The red dot design award, whose origin goes back to 1955, is one of the largest most renowned design competitions in the world today. It consists of the different disciplines "red dot award: product design", "red dot award: communication design", and "red dot award: design concept" which has been held annually since 2005 in Singapore. In total, the 2007 competition has received more than 7,000 entries from 60 nations.

Quality label of design – the red dot

The red dot is the quality label for outstanding design. All products that have received the red dot have been examined by a jury of international experts and stand for outstanding design achievements. Products that are allowed to carry this distinction attract worldwide attention of the media, consumers, and the industry.

red dot

The red dot honours those products which stand out from comparable products due to their good design. The red dot stands for the high design quality of a product, thus making it stand out from the masses of anonymous goods.

red dot: best of the best

The best products in a category, which have proven their highly outstanding and pioneering achievements, receive the distinction "red dot: best of the best". All prize-winners of the "red dot: best of the best" will receive the red dot trophy on stage at the awards presentation.

red dot: design team of the year

This special distinction, for which you cannot apply, has been awarded annually since 1991 to design teams which have had an impact on worldwide markets due to their consistently innovative design achievements. The prize-winners include companies such as Leybold, Braun, Slany, moll design, Neumeister Design, frog-design, Mercedes-Benz, Siemens, IDEO, Studio de Lucchi, Philips, Audi, Sony, Festo, Apple, Nokia, Pininfarina, adidas, LG Electronics, and the Design Team BMW Group.

Winner of a red dot – NuLook (Nubert electronics GmbH)



Winner of the "red dot: design team of the year 2007" – BMW Group



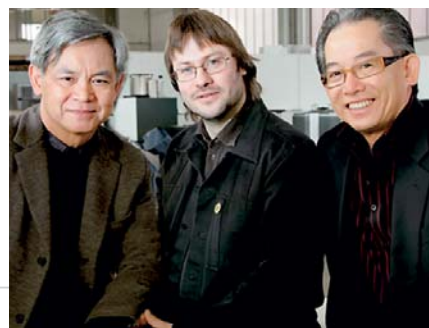
Winner of a "red dot: best of the best" – Sundeck (Duravit AG)

A guarantor of objectivity and fairness – the red dot jury

The quality of a competition does not only depend on its adjudication rules, but also the strictness with which these are adhered to. Therefore the jury of the red dot design award guarantees, beyond its high-ranking expertise, absolute independence. The jurors are recognised design specialists from all around the world, so that national cultural and societal aspects do not play an overly important role.

Moreover, the red dot design award – in contrast to other design competitions – adjudicates the actual products. Involving a costly logistical process, all registered products are set up for the adjudication phase in halls rented specifically for this purpose. There they are inspected and tested by the jury teams according to criteria such as degree of innovation, functionality, self-explanatory quality, and ecological soundness.

Sebastian Conran, Mårten Claesson, Danny Venlet



Tony K. M. Chang, Martin Pärn, Simon Ong

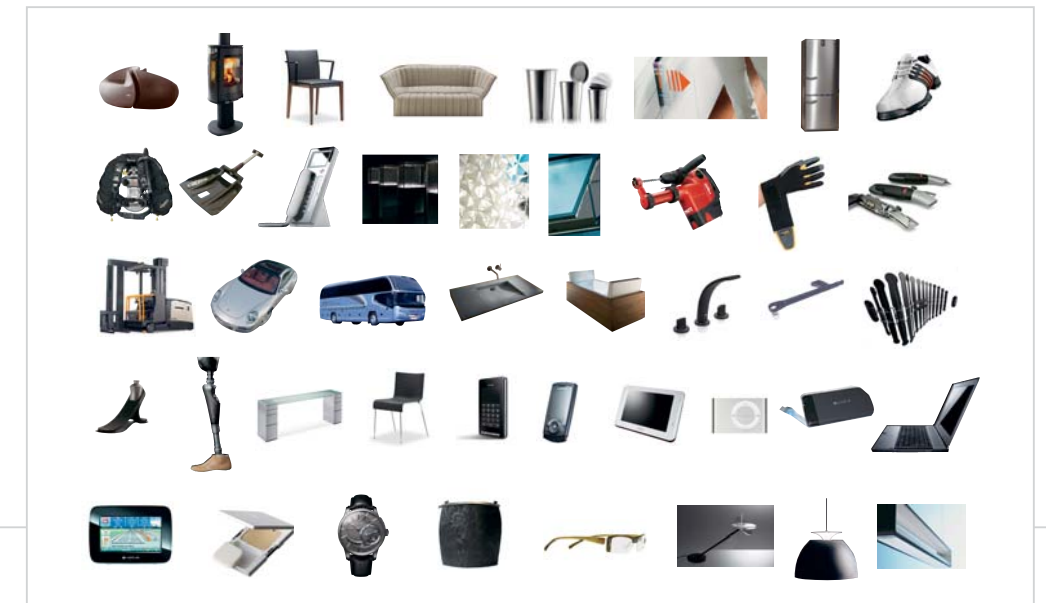
The jury members of the "red dot award: product design 2007" were:

Masayo Awe, Japan
 Prof. Rido Busse, Germany
 Tony K. M. Chang, Taiwan
 Mårten Claesson, Sweden
 Sebastian Conran, England
 Robin Edman, Sweden
 Prof. Roy Fleetwood, New Zealand
 Kenneth Grange, England
 Prof. Herman Hermsen, Netherlands
 Prof. Carlos Hinrichsen, Chile
 Daniel Huber, Austria
 Prof. Dr. Florian Hufnagl, Germany
 Tapani Hyvönen, Finland
 Zhang Jin Jie (JinR), China
 Soon-In Lee, South Korea
 Prof. Stefan Lengyel, Germany
 Thomas Lockwood, USA
 Francesco Milani, Switzerland
 Simon Ong, Singapore
 Prof. Martin Pärn, Estonia
 Dirk Schumann, Germany
 Nils Toft, Denmark
 Danny Venlet, Belgium
 Vivian Cheng Wai Kwan, Hong Kong

A mirror of the industries – the different product categories

The products are adjudicated in sixteen different categories. This year, additional differentiation of the product categories creates further concentration of expertise, because for each product category experts have been chosen who will adjudicate the entries. The final results in the categories will therefore reflect the design future of each industry, thus serving as guides for manufacturers and designers worldwide.

The winners of a "red dot: best of the best 2007"



Product categories in 2008

- 1 Living rooms and bedrooms
- 2 Kitchens
- 3 Households
- 4 Bathrooms, heatings, sanitary installations and air-conditioning
- 5 Lighting and lamps
- 6 Gardens
- 7 Sport, games and leisure
- 8 Jewellery, fashion and lifestyle
- 9 Architecture and interior design
- 10 Offices
- 11 Industry and crafts
- 12 Life science and medicine
- 13 Automobiles, transport and caravans
- 14 Entertainment technology
- 15 Communication
- 16 Computers

Assessment criteria

- Degree of innovation
- Functionality
- Formal quality
- Ergonomics
- Durability
- Symbolic and emotional content
- Product peripherals
- Self-explanatory quality
- Ecological soundness

A night revolving around the red dot...

Glamorous highlight – the red dot awards presentation

Each year anew, the highlight of the competition is the festive awards ceremony in the Essen opera house, the Aalto-Theater, which as an architectural site of international class provides the suitable atmosphere for an event which is all about honouring good design. This gala of international design has attracted more than 1,200 guests annually from design, architecture, industry, media, and politics who come to celebrate the best design achievements or to make new or deepen existing contacts.

During the awards presentation all "red dot: best of the best" award-winners will be asked to come onto the stage to receive their red dot trophy in the limelight. The highlight of the evening, however, will be the honouring of the design team of the year with a festive laudatory speech by an international design personality and the presentation of the "Radius" touring cup.

The supporting cultural programme is characterised by the performance of the renowned aalto ballett theater essen as well as high-quality musical performances.

Into the early hours –

Winners' Dinner and Designers' Night

Following the awards presentation, the Designers' Night will invite guests to a glamorous celebration in the red dot design museum. In addition, in the impressive atmosphere of the stoker's position, the "cathedral of industrial culture", the red dot cocktail will be served which has been especially created for red dot events.

While some will already be celebrating, others will meet at the exclusive Winners' Dinner first. Some 400 invited guests, winners of the red dot design award with their guests as well as honorary guests from industry, politics, and the media, will enjoy a meal prepared by one of the most interesting German chefs, the Michelin star chef Frank Rosin and his crew. Here conversations can be deepened and valuable contacts can be made.

Full house: more than 1,200 guests celebrate the red dot award-winners



A fixed institution in the programme of the awards presentation: the performance of the legendary aalto ballett theater essen



Ministering spirits: Michelin star chef Frank Rosin and his crew preparing the Winners' Dinner



Celebrating into the early hours: the Designers' Night in the red dot design museum



"For us, and for all staff and companies who have worked with us on the development process, the red dot award means recognition for the great effort and the work which was carried out with much energy and enthusiasm."

Rolf Senti, BAGNO SASSO



In the limelight: Chris Bangle and the Design Team BMW Group



Special get-together of the industry: the Winners' Dinner

Design on stage...

Stylish setting for design products – the red dot design museum in Germany

With its more than 1,000 exhibits on an area of more than 4,000 square metres the red dot design museum is the largest exhibition of contemporary design world-wide. For at least one year, all the products that have received a red dot will be exhibited here in the breathtaking setting of the former Zeche Zollverein colliery, which has been part of the UNESCO world cultural heritage since 2001.

The museum-like atmosphere of the building is mostly the result of its impressive architecture. The former boiler house of the Zeche Zollverein colliery was redesigned for the red dot design museum by the British architect Lord Norman Foster. It is one of the most impressive industrial buildings of the first half of the 20th century and is often with awe referred to as a "cathedral of industrial culture".

The red dot design museum is a magnet for design and architecture lovers and records more than 120,000 visitors annually.

Stylish setting for design products:
the red dot design museum in Germany



Well visited: some 120,000 people visit the red dot design museum every year



Drawing the crowds: the exhibition of the red dot award-winners in the red dot design museum

Creative centre in the heart of Asia – the red dot design museum in Singapore

In November 2005, a second red dot design museum opened in Singapore. It is located in the red dot Traffic, an impressive colonial style building which used to be the headquarters of the traffic police. Today, the building painted in bright red is the creative centre of Singapore and the red dot design museum is its main attraction. Apart from the red dot design museum the red dot Traffic houses creative companies such as advertising agencies and design studios.

The red dot design museum in Singapore also offers the winners of the "red dot award: product design" the unique opportunity to present their prize-winning products to the Asian public at the Asian hub, in the heart of the booming city state of Singapore.

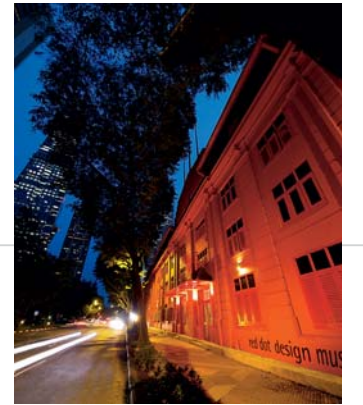
Four-week special exhibition: "Design on stage – winners red dot award: product design 2008"

All award-winning products will first be presented to the public in the four-week special exhibition "Design on stage – winners red dot award: product design 2008" in the red dot design museum. The exhibition opening will take place on the night of the awards presentation with guests from all around the world. After the four weeks all award-winning works will become part of the red dot design museum's permanent exhibition.

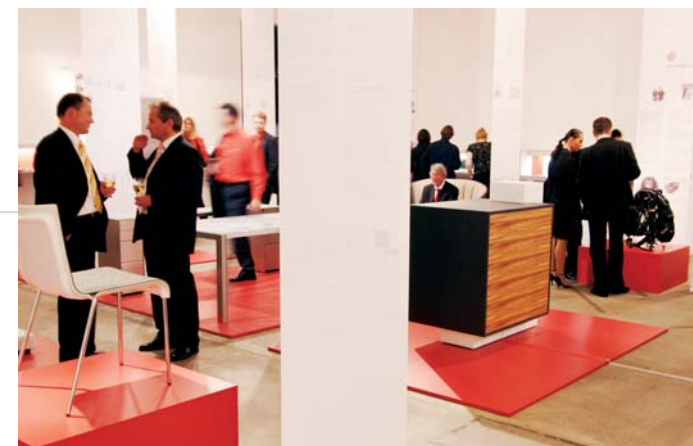
red dot on tour

The red dot goes on tour. You will encounter it worldwide at special occasions and always in a high-class environment. It is accompanied by a selection of the award-winning products – a very special form of promotion. The last two year's stops alone included Tokyo, Moscow, Singapore, Prague, Brno, Bratislava, Dubai and Seoul.

Creative centre in the heart of Asia:
the red dot design museum in Singapore



red dot on tour: the winning products are sent on tour and can be viewed around the world (here in Bratislava)



Design on stage: the special exhibition with all award-winning products

Communication...

red dot design yearbook

For many years, the yearbooks of the red dot design award have belonged to the international reference works of excellent design. This compendium presents the winning products in high-quality texts and photographs. Companies, journalists, architects, planners, designers, and those interested in design from all around the world use it in their daily work and keep the yearbooks over the years as collectors' items and an archive of excellent design.

Every year, the red dot design yearbook presents the latest products from the most important industries – from furniture to lamps, automobiles, machines, and wellness to fashion, sports, and accessories. Information on the new design is connected with the most important trends, and numerous illustrations show the products and the people who created them. It is full of fascinating stories about how new products are created and reconstructs the development of the design team of the year in a several page essay.

red dot online

The website www.red-dot.de is another interesting presentation platform for the winners of the red dot design award. All winners of the red dot design award are presented to the public for at least one year in the large online exhibition. Every entry can optionally be supplemented by a detailed designer or company profile. Each award-winning product will get a banner which directs the website visitors' attention to the winners. Additionally, trend reports on current developments in design as well as news from the world of design will be published on the website on a regular basis. This has made red dot online one of the most important design research tools for industry, the media and the architectural trade, but also for consumers.

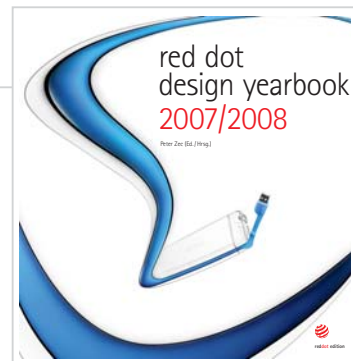
red dot communication services

Receiving a red dot should only be the beginning of a series of PR and marketing activities. The use of the label in particular, which thanks to its eye-catching quality alone generates a high degree of attention for any product carrying it, contributes to increasing the popularity of a product immensely and ensures that a brand will in future be associated with good design. For this purpose many options are available such as acrylic displays, posters, postcards, and stickers, which can be used at the point of sale.

In addition, the red dot more and more often appears in advertising campaigns and editorial articles. This is to a great extent the result of the PR and marketing activities of red dot GmbH & Co. KG. Particularly interesting is the media co-operation with WirtschaftsWoche, one of the leading German business magazines, because this co-operation puts design as a success factor into the focus of decision-makers.

The activities of red dot GmbH & Co. KG are further enhanced by the award-winners' many media and marketing activities which prominently use the red dot as a quality label – a right which is exclusively reserved for the award-winners.

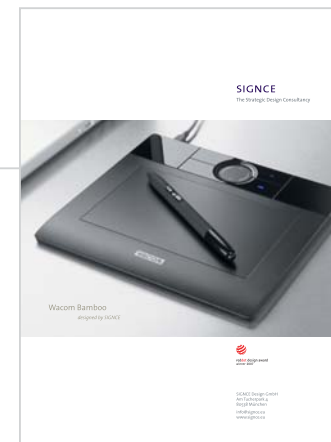
Covers with cult status



Quality standard: the presentation of the red dot award-winning products



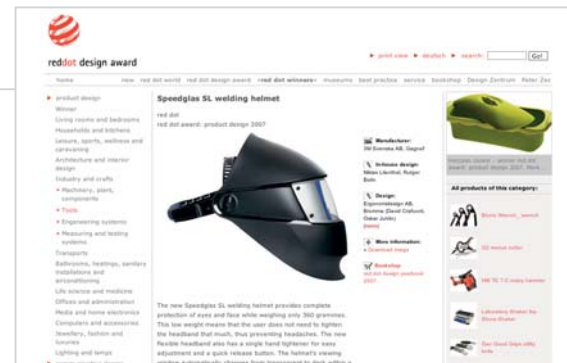
Successful marketing: the red dot as quality seal in the award-winners' advertisements



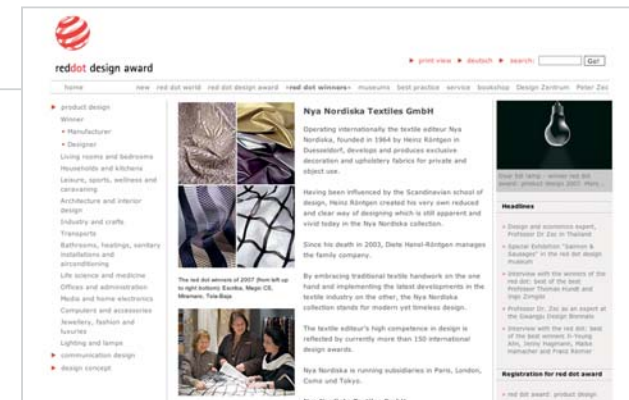
Advertising the red dot: the current advertising campaign strengthens the renown of the award



"It is a great honor to be among the selected few and in such good company! It proves that we are right in the design values we believe in, and it will serve as a great inspiration for future design work."
 Anna Oeren, Hareide Designmill



Linked: from the online presentation of the winning product directly to your homepage



Quick access to further information: profiles and product information at www.red-dot-award.com



Important media partner: the WirtschaftsWoche

Registration details...

red dot award: product design 2008

Eligibility criteria

Manufacturers and designers of industrially manufactured products from all around the world are invited to take part in the "red dot award: product design 2008".

The products must have either been launched onto the market or gone into serial production between 1 January 2006 and 1 July 2008. Unique handcrafted designs are not eligible to participate in the "red dot award: product design" competition. Each participant can register an unlimited number of products for the "red dot award: product design".

Product categories

- 1 Living rooms and bedrooms
- 2 Kitchens
- 3 Households
- 4 Bathrooms, heatings, sanitary installations and air-conditioning
- 5 Lighting and lamps
- 6 Gardens
- 7 Sport, games and leisure
- 8 Jewellery, fashion and lifestyle
- 9 Architecture and interior design
- 10 Offices
- 11 Industry and crafts
- 12 Life science and medicine
- 13 Automobiles, transport and caravans
- 14 Entertainment technology
- 15 Communication
- 16 Computers

Registration

You can register for the "red dot award: product design 2008" and find all the information you need about participating in the award at:

www.red-dot.de/registration

Registration fee:

Early Bird: 170 euros

Regular: 190 euros

Latecomers: 220 euros

All prices are net of statutory value-added tax (19%)

Nations taking part in the red dot design award 2007



Dates

Closing dates for registrations:

Early Bird: 7 December 2007

Regular: 18 January 2008

Latecomers: 1 February 2008

Adjudication: February 2008

Participants will be informed about the adjudication results at the end of February 2008.

Awards presentation:

23 June 2008

Special exhibition:

24 June 2008 – 27 July 2008

Permanent exhibition:

28 July 2008 – 30 June 2009

Online exhibition:

1 July 2008 – 30 June 2009

red dot design yearbook:

will be published on 23 June 2008

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