



reddot design award

## Press release

Essen, 7 August 2007

### World language design – The globalisation of communication Results of the red dot award: communication design 2007

The results of the red dot award: communication design 2007 have been finalised: 3,880 entries from 34 nations were examined for outstanding design quality by this year's jury consisting of twelve international design experts. Three-hundred and thirty-six works received an award, twenty-seven of them a red dot: best of the best for particularly groundbreaking design achievements. The winners of the honorary "red dot: grand prix" award, for which all the winners of the red dot: best of the best are automatically nominated, as well as the winners of the red dot: junior prize for the best student work will both be announced at the awards presentation in the gala hall of the "Casino Zollverein" on 6 December 2007. All award-winning works will be presented to the public in a special exhibition in the Essen red dot design museum from 7 December 2007 to 6 January 2008.

#### Sensitised to the international competition

According to the jury, the quality of the 3,880 entries is exceptionally high, and the works clearly reflect the sensitisation to the market's increasing globalisation. "Companies have finally become aware of the exposed role design plays in the international competition," Professor Dr. Peter Zec, initiator of the red dot design award, resumes the results of the competition. In co-operation with the Pan European Brand Design Association (PDA Europe), this year's competition particularly concentrated on the category 'Packaging Design' in order to upgrade this discipline within the competition. "We are particularly delighted about the extraordinary response from designers in the 'Packaging Design' category," says Zec. "In contrast to the previous year, the number of entries in this category increased over 100%, and the design quality is groundbreaking."

#### Trendsetting brand staging

In this year's red dot award: communication design, brand staging ranks number one. Modern communication design allows customers to experience a brand and leaves them with a lasting impression. 'Style groups instead of target groups' is the motto for successful positioning in a global market. In our time, dominated by moving pictures, it was a special challenge to create clear and informative communication design that captures the essential message successfully with regards to graphics as well as innovation, according to the jury's unanimous view. Polite reservation and a return to craftsmanship itself are the essential



## reddot design award

criteria with which designers respond to a time in which almost anything is possible thanks to technology.

### **Nominated for the red dot: junior prize**

- Sandra Mithöfer, Saar College of Fine Arts (Hochschule der Bildende Künste Saar), for "Rubenheimer Archiv – Ausstellungskonzept für ein volkskundliches Museum" ('Rubenheim archive – exhibition concept for a folkloristic museum')
- Franz Reimer, University of Applied Sciences Düsseldorf (Fachhochschule Düsseldorf), for the exhibition "NEU 06 – Das 1. Live-Shopping-Museum" ('NEW 06 – the first live shopping museum')
- Nolae Park, Faculty of Craft & Design, Seoul National University, for "Enermax Battery Package"
- Julia Rommel for the travel atlas "Ferne Fortbewegung Fremde" ('distant lands, locomotion, foreign parts')
- Özlen Sagir, University of Applied Sciences Nuremberg (Georg Simon Ohm Fachhochschule Nürnberg), for the book >>„<<
- Duc Nguyen, University of Applied Sciences Wiesbaden (Fachhochschule Wiesbaden), for the book "Vom rechten Pfad – Einmal Böse und Nicht Zurück" ('Off the rails – Turned bad and no return')
- Ludovic Varone and Remo Caminada, School of Art and Design Zurich University (Hochschule für Gestaltung und Kunst Zürich), for the computer programme "Type Generator"

### **Awards presentation and special exhibition**

The award winners will be honoured on 6 December 2007 at the festive awards presentation in the Essen "Casino Zollverein" and at the opening of the special exhibition in the red dot design museum. The special exhibition featuring all prize-winning works will be on display from 7 December 2007 to 6 January 2008 in the red dot design museum.

### **Competition documentation**

Just in time for the awards presentation, the "red dot communication design yearbook 2007/2008" will be published. The yearbook has become an established reference work of contemporary design. It is published by the in-house publishing company, the red dot edition.

### **The red dot design award**

With more than 7,000 entries in its categories "red dot award: product design", "red dot award: communication design" and "red dot award: design concept", the red dot design award is one of the leading and largest design competitions worldwide. Since 1955, the Design Zentrum Nordrhein Westfalen in Essen has annually selected outstanding design quality and officially honoured it in an exhibition.



**reddot** design award

Press contact:  
Astrid Ruta  
Design Zentrum Nordrhein Westfalen  
Phone: +49 – (0)201-30104-33  
Email: [ruta@dznrw.com](mailto:ruta@dznrw.com)  
[www.red-dot.de](http://www.red-dot.de)