



reddot design museum

## Press release

Essen, 19 June 2019

### **Insights into the work of the Ferrari Design Team, Milestones in Contemporary Product Design and the winning products from the Red Dot Award 2019 – the Red Dot Design Museum opens three new exhibitions in July**

From 12 July to 25 August 2019, the Red Dot Design Museum on the World Heritage Site of the Zollverein Coal Mine Industrial Complex in Essen, Germany presents three new exhibitions that display outstanding design highlights from all walks of life. For visitors who are car enthusiasts, the presentation of this year's design team of the year should be of particular interest. Ferrari's head of design, Flavio Manzoni, and the Ferrari Design Team share insights into their work in the "Designing Dreams: Ferrari Design Team" exhibition. The two exhibitions "Milestones in Contemporary Design 2019" and "Design on Stage 2019" at the same time offer an overview of the state of the art in the world of design by showcasing roughly 1,600 products.

#### **"Designing Dreams: Ferrari Design Team"**

"The future is in the hands of those who can foresee it," is the motto of Flavio Manzoni, head design of Ferrari. And with his work for Ferrari, Manzoni has repeatedly given proof of his own foresight. He is the head of a team of over 100 designers who, in close collaboration with engineers, design not just cars but objects of desire. For this work, Flavio Manzoni and the Ferrari Design Team were this year awarded the honorary title "Red Dot: Design Team of the Year". The exhibition, conceived by the Ferrari Design Team, provides insights into the work of a team that works for one of the most highly prized and coveted car brands in the world. With its creativity, it is the process of guiding the Ferrari legend into the future. On display are, amongst others, a real Ferrari, a life-size clay model of the Ferrari Monza SP1, various sportscars by the car maker that have won awards at the Red Dot Awards in recent years on a 1:10 scale, as well as sketches and photos of the team's working life.

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### **"Milestones in Contemporary Design 2019"**

The special exhibition "Milestones in Contemporary Design 2019" presents the 80 best products of 2019 – the current milestones of international product design. They include items such as the Teslasuit by VR Electronics, a VR suit that gives users the feeling of merging with digital reality, or the LARQ water bottle by the manufacturer of the same name. This self-cleaning bottle can also purify water thereby making sterile drinking water available anytime, anywhere. All 80 products have won a Red Dot: Best of the Best for supreme design quality. These products set new standards in their respective industry and stand out from the competition for their innovation ability and their functional as well as aesthetic design. The exhibition furthermore explores the question, which properties a product needs to have in order to achieve superlative design quality.

### **"Design on Stage 2019"**

From Australia via Mexico to Vietnam – the Red Dot Design Museum is hosting award-winning products from 49 countries. The 1,540 exhibits, all winners at the Red Dot Awards: Product Design 2019, come from all walks of life. Whether it is furniture, lighting, children's toys, computers, robots or sports equipment – in order to experience the outstanding quality of the objects for themselves, visitors are permitted to touch and try out many of the exhibits. Spread over five floors, the exhibition offers visitors a comprehensive overview of current trends and developments in product design. Starting point for the exhibition is a short introduction to the topic "What actually is good design?"

### **Exhibition preview for trade visitors from 9 to 11 July 2019**

The Red Dot Design Museum invites exhibitors, trade visitors and the press to a show preview in the museum on 9, 10 and 11 July 2019.

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### **Red Dot Design Museum - Opening times and admission fees**

Tuesdays – Sundays & Public Holiday: 11 am – 6 pm (last admission: 5 pm)

Mondays: closed (except for public holidays and during school holidays in North Rhine-Westphalia)

Admission fee for special exhibitions: 9 euros (concessions: 4 euros)

Children under the age of 12: free admission

Fridays: pay what you want

[www.red-dot-design-museum.org](http://www.red-dot-design-museum.org)

### **About the Red Dot Design Museum Essen**

Making good design tangible and exhibiting the quality of daily objects – that is the task of the Red Dot Design Museum, the roots of which date back as far as 1955. With roughly 2,000 exhibits from around 45 countries, it presents the entire range of current product design. The museum is situated in the former boiler house of the UNESCO world heritage site Zeche Zollverein Coal Mine Industrial Complex and extends across five floors and more than 4,000 square metres. It presents well-designed objects that have been selected as winners by renowned experts in one of the largest international design competitions, namely the Red Dot Design Award. The world's largest exhibition of contemporary design informs about current design trends, and visitors are encouraged to try out many of the exhibits. Special thematic exhibitions complement the inspiring insight into the fascinating world of design.

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