



Press release

Essen, 6 February 2023

Red Dot Design Museum in Essen to show special exhibition "World's Best Communication Design 2022 and Highlights from NRW" from 24 February 2023

With the exhibition "World's Best Communication Design 2022 and Highlights from NRW", the Red Dot Design Museum in Essen will showcase communication design works from more than 30 countries between 24 February and 30 April 2023. From books, adverts and posters to apps, websites and a VR, visitors to the exhibition can experience outstanding communication design in all of its nuances. All of the works presented in the exhibition have won a distinction in the Red Dot Award: Brands & Communication Design 2022.

The vernissage will take place on 23 February from 7 p.m. in the Red Dot Design Museum. Those wishing to attend are invited to register for the exhibition opening at www.red-dot-design-museum.org.

MYRIAD – a memorable virtual reality experience

Last year, the jury awarded a Red Dot: Best of the Best to the MYRIAD VR installation by the Berlin-based Interactive Media Foundation / Filmtank. Visitors to the museum will be able to experience the installation between 24 February and 26 March. The work presents the global migration patterns of different animal species immersively and allows the viewers to accompany the animals virtually on their migratory journeys. The VR experience aims to sensitise young people to the topic of animal migration in particular and, more generally, to the relationship between humans and nature at large. Here, emotion is the key to conveying science-based information. The design stems from two Berlin-based studios: Artificial Rome and Miiqo Studios.

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At 12 midday, 2 p.m. or 4 p.m. any day between 24 February and 26 March 2023 that the museum is open, visitors to the Red Dot Design Museum can use a VR headset to accompany the animals on part of their journey. School groups and other groups can be accommodated by prior arrangement.

MetaDesign: the year's most successful agency

The 2022 title of honour "Red Dot: Agency of the Year" went to the German agency MetaDesign. Founded 43 years ago in Berlin, MetaDesign is one of today's leading agencies for creative brand consultancy, working for clients such as Porsche, Volkswagen or Deutsche Telekom. This year, the agency won a Red Dot: Best of the Best for its brand relaunch for AOK. MetaDesign also has an office in Düsseldorf, which won a distinction in the 2022 competition year for its work for the Henkel Group in Düsseldorf.

Award-winning design made in NRW

With important agency locations such as Cologne and Düsseldorf, North Rhine-Westphalia upheld its reputation as a place for outstanding creative achievements once again in 2022. Last year, almost 10 per cent of all awarding-winning works worldwide and 37 per cent of all German laureates came from NRW, including 10 Red Dot: Best of the Best recipients. In addition, REWE Markt GmbH with its head office in Cologne won a Red Dot: Grand Prix for NRW for the design of a REWE Green Farming Supermarket in Wiesbaden. Media firm RTL, also based in Cologne, received the Red Dot: Best Media Brand title for its new brand design.

Further award-winners from NRW include other big companies like CFP brands (with products including Chupa Chups), Gira, Henkel, Penny, thyssenkrupp Steel, TK Elevator, Valensina, Vorwerk and Yello as well as small and medium-sized agencies such as beierdesign from Bielefeld, Beckdesign from Bochum, Das gute Ding from Düsseldorf, oppa franz from Duisburg, heureka from Essen, denkwerk from Cologne, Kopfkunst from Münster, BBDO Düsseldorf and MetaDesign Düsseldorf. A total of around 70 works from NRW are on show in the exhibition.

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reddot design museum

Opening of the exhibition on 23 February 2023

The vernissage will take place on 23 February from 7 p.m. in the Red Dot Design Museum. Professor Dr. Peter Zec, Founder and CEO of the Red Dot Design Award, will launch the exhibition together with Thomas Kufen, Lord Mayor of the City of Essen, and present a selection of the award-winning works. You can register for the event on the museum's website at www.red-dot-design-museum.org. Entry is free of charge.

Red Dot Design Museum – Opening hours and entrance fees

Tuesdays – Sundays & public holidays: 11 a.m. to 6 p.m. (last admittance: 5 p.m.)

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

Entrance fee: 9 euros (reduced rate: 4 euros)

Children under the age of 12: free

Fridays: pay what you want

www.red-dot-design-museum.org

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Page 3 of 3