

World's Best Communication Design and Highlights from NRW

06/04 – 21/05/2017



reddot design museum

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Seit 25 Jahren werden im Red Dot Award: Communication Design Projekte von überzeugender gestalterischer Qualität ausgezeichnet. 2016 erhielten 63 herausragende Wettbewerbsbeiträge den Red Dot: Best of the Best. Der Red Dot: Grand Prix ging darüber hinaus an 9 Einreichungen – die jeweils besten Arbeiten ihrer Kategorie.

Sämtliche Siegerentwürfe wurden im Herbst des vergangenen Jahres in der großen Ausstellung „Design on Stage“ in Berlin präsentiert. Nun zeigt das Red Dot Design Museum eine Selektion der neusten Trends, Strategien und Projekte der Kreativindustrie. Neben internationalen Leistungen werden auch ausgezeichnete Arbeiten aus dem Bundesland Nordrhein-Westfalen präsentiert.

Arbeiten aus den Bereichen
Works from the fields of

Corporate Design & Identity | Brand Design & Identity |
Annual Reports | Advertising | Commercials | Packaging Design |
Social Responsibility | Posters | Typography | Illustrations |
Publishing & Print Media | Fair Stands | Spatial Communication |
Retail Design | E-Commerce | Online | Apps | Interface Design |
Film & Animation | Sound Design | Game Design

For 25 years, the Red Dot Award: Communication Design has been awarding projects of convincing design quality. In 2016, 63 outstanding submissions to the competition received the Red Dot: Best of the Best. Moreover, the Red Dot: Grand Prix was bestowed upon 9 entries – the best of their respective category.

All prize-winning designs were presented in the large exhibition “Design on Stage” in Berlin in the autumn of last year. Now, the Red Dot Design Museum Essen is showcasing a selection of the latest trends, strategies and projects of the creative industry. Besides international achievements, awarded works from the federal state of North Rhine-Westphalia are also on show.



Siegerausstellung „Design on Stage“ im E-Werk Berlin
Winners' exhibition "Design on Stage" at the E-Werk Berlin



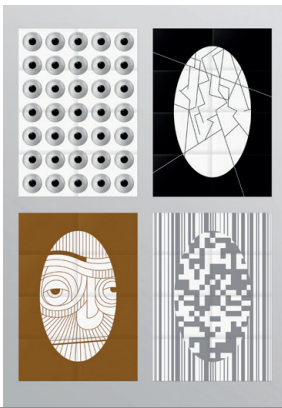
The Real Time Brand
 Relaunch
 Category: Corporate Design & Identity
 Design: Grey Germany / KW43 Branddesign,
 Düsseldorf & Maruri Grey, Guayaquil
 Client: INEC, Quito
 Red Dot: Grand Prix

SPANX – Hide Your Splurges
 Print Campaign
 Category: Advertising
 Design: Ashley Fernandez,
 SCAD Savannah College of
 Art and Design, Savannah
 Client: SPANX, Atlanta
 Red Dot: Best of the Best



Relaxed
 TV Commercial
 Category: Film & Animation
 Design: thjnk berlin, Berlin
 Client: Audi, Ingolstadt
 Red Dot: Best of the Best
 Red Dot: Brand of the Year 2016

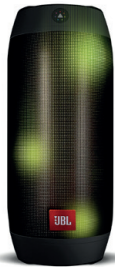
Zhangren Workshop
 Food Packaging
 Category: Packaging Design
 Design & Client: Sichuan Guge Dynasty
 Brand Design Consultant, Chengdu
 Red Dot: Best of the Best



what a b what a b what a beauty
 Poster Illustration
 Category: Illustrations
 Design & Client: beierarbeit, Bielefeld
 Red Dot

Design Your Time
 Social Media Campaign
 Category: Advertising
 Design: Leo Burnett Germany, Frankfurt/Main
 Client: Samsung Electronics, Schwalbach
 Red Dot: Best of the Best





JBL Pulse 2
User Experience Design
Category: Interface Design
Design: Harman, Shenzhen
Client: Harman International, Stamford
Red Dot: Best of the Best

Red Dot Award: Communication Design



Stolze Preisträger | Proud winners

Der Red Dot Award: Communication Design bietet Agenturen, Designern und Unternehmen aus aller Welt eine Plattform für die Evaluierung ihrer Gestaltungs- und Kreativleistungen. Eine unabhängige Jury bewertet jeden einzelnen Beitrag individuell und vergibt das Red Dot-Siegel ausschließlich an Arbeiten, die mit guter Designqualität und Kreativität überzeugen. Der Red Dot Award: Communication Design feiert 2017 sein 25-jähriges Jubiläum und ermittelt heute Bestleistungen aus mehr als 45 Nationen.

The Red Dot Award: Communication Design offers agencies, designers and companies from all over the world a platform for evaluating their design and creative achievements. An independent jury assesses each individual entry separately and awards the Red Dot seal only to works that win it over with good design quality and creativity. The Red Dot Award: Communication Design is celebrating its 25th anniversary in 2017 and finds the best achievements from more than 45 countries today.

innisfree My Cushion
Cosmetics Packaging
Category: Packaging Design
Design: innisfree Design Team & purunimage, Seoul
Client: innisfree, Seoul
Red Dot: Best of the Best



Iceberg Songs
Website
Category: Online
Design: Serviceplan/Plan.Net, Munich
Client: UNFCCC, Bonn
Red Dot: Best of the Best
Red Dot: Agency of the Year 2016

Red Dot Design Museum Essen

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www.red-dot-design-museum.org

Öffnungszeiten | Opening hours

Di – So: 11 – 18 Uhr | Tue – Sun: 11 a.m. – 6 p.m.

Letzter Eintritt: 17 Uhr | Last entrance: 5 p.m.

(Änderungen vorbehalten | Subject to change)

Führungen | Guided tours

Individuell buchbare Führungen durch das Red Dot Design Museum und die Sonderausstellung vermitteln allerhand Wissenswertes über zeitgenössisches Design und Industriearchitektur.

Guided tours of the Red Dot Design Museum, which can be pre-booked, inform visitors about contemporary design and industrial architecture.

Führungsbuchung telefonisch unter

Tour booking by phone

+49 201 30104-60

Zur Ausstellung erschienen | Exhibition publication



Cover

t: by tetesept

Cosmetics & Care Packaging

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Aachen / Cologne / Munich / Berlin

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Red Dot



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