



Press release

Essen/Germany, 28 March 2017

## **Inspiring communication design: Red Dot Design Museum Essen presents exhibition with international creations**

From 6 April – 21 May 2017, the Red Dot Design Museum Essen in Germany will become a hot-spot for creative achievements from around the world. With its new special exhibition "World's Best Communication Design and Highlights from NRW" it showcases the latest trends, strategies and projects of the regional and international communication design scene. The spectrum of more than 100 exhibits ranges from illustrations and posters to packaging, advertising campaigns and online presences.

All of the exhibited works were granted a distinction in the Red Dot Award: Communication Design. For 25 years now, the competition has offered agencies, designers and companies from all over the world a platform for evaluating their design and creative achievements. An independent jury assesses each entry individually and awards the Red Dot seal only to works that win it over with good design quality and creativity.

The prize-winning designs were already presented in the large exhibition "Design on Stage" in Berlin last autumn. Now, the Red Dot Design Museum Essen is showcasing a selection of the outstanding works. On show are the projects which were bestowed with the highest distinctions, "Red Dot: Best of the Best" and "Red Dot: Grand Prix", as well as award-winning designs from the federal state of North Rhine-Westphalia (NRW), home of the Red Dot Design Museum Essen.

### **Red Dot Award: Communication Design 2017**

The Red Dot Award: Communication Design 2017 is well underway. Only until 2 April, agencies, designers and companies from all over the world can submit their design and creative achievements at the reduced registration fee of the "Early Bird" phase. One day later, the "Regular" registration phase starts, which runs until 14 May. The final deadline for the internationally organised competition is 9 June 2017.

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Red Dot Design Museum Essen  
Design Zentrum Nordrhein Westfalen  
Gelsenkirchener Str. 181  
45309 Essen  
Germany



reddot design museum

## Special exhibition "World's Best Communication Design and Highlights from NRW"

Duration: 6 April – 21 May 2017

Venue: Red Dot Design Museum Essen  
Zollverein UNESCO World Heritage Site  
Areal A [Schacht/Shaft XII], Kesselhaus [A7]  
Gelsenkirchener Straße 181  
45309 Essen, Germany

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

## Registration for the Red Dot Award: Communication Design 2017

Early Bird: only until 2 April 2017

Regular: 3 April – 14 May 2017

Latecomer: 15 May – 9 June 2017

Further information on the Red Dot Award: Communication Design 2017 at [www.red-dot.org/cd](http://www.red-dot.org/cd)

### About the Red Dot Design Museum Essen:

Make good design and the quality of customary items become experientable is the purpose of the Red Dot Design Museum Essen in Germany – in its origins already since 1955. With about 2,000 exhibits from 45 nations, it displays the complete range of current product design in the former boiler house of the UNESCO World Heritage Site Zollverein coal mine. On five floors and approximately 4,000 square meters, it presents well-designed objects which were awarded by renowned experts in one of the largest international design competitions, the Red Dot Design Award. Every year, the world's largest exhibition of contemporary design informs around 150,000 visitors about current trends – testing many of the exhibits is explicitly allowed. Special exhibitions on certain topics complete the inspiring insight into the fascinating world of design. Further information: [www.red-dot-design-museum.org](http://www.red-dot-design-museum.org).

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