



## Press release

Essen/Germany, 8 February 2018

### **"Creative Exchange": exhibition with international communication design in the Red Dot Design Museum Essen**

From 23 February until 3 June 2018, the Red Dot Design Museum in Essen, Germany, will present award-winning design from around the world and from North Rhine-Westphalia (NRW). The exhibition "Creative Exchange: World's Best Communication Design and Highlights from NRW" will be opened on Thursday, 22 February at 7 p.m. Anyone interested in getting an insight into current top performances of the international creative scene is cordially invited to attend the vernissage. Previous registration at [www.red-dot.de/wbcd](http://www.red-dot.de/wbcd) until 15 February is requested. The participation is free of charge.

#### **Exhibition of top design achievements**

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award, will welcome the guests at the opening event. Subsequently, they will have the opportunity to discover the new exhibition and exchange views on the latest trends in communication design. From advertising spots to apps to corporate design and annual reports, visitors will experience the diverse nuances of excellent communication design. All exhibits were awarded for their design quality and creative performance in the Red Dot Award: Communication Design 2017. A focus of the exhibition is on prize-winning projects from North Rhine-Westphalia.

#### **Communication design meets football**

The award-winning top achievements that visitors can discover include among others "The Magic '6' of Borussia Dortmund". The book, which was designed by Essen-based agency marcellini, is characterised by the football club's colours black and yellow and tells its history and the one of the city of Dortmund. The title of the publication is based on the fact that many important events in the club's history took place in years which end on a "6".

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### **Just the right amount of humour**

Ideas in abundance – that's exactly what the main character in the advertising campaign "Hovering Art Director" has. Achtung! / Studio Kraftwerk from the Netherlands designed it for US software firm Adobe Systems. In a humorous way, the work illustrates the advantages of a programme that makes designer's day-to-day work easier.

### **Fries made from wood shavings?**

Another equally entertaining ad is "Forest of Fries", created as a joint effort by German agencies thjnk and Leo Burnett Germany for McDonald's Germany. They use it to dispel the myth that fries from the famous fast-food chain are made from wood and wood shavings.

### **Red Dot Award: Communication Design 2018**

From 5 March onwards, the creative industry can put their works to the test again. This is when the Red Dot Award: Communication Design 2018 starts and agencies, designers and companies from around the world are called upon to enter the competition and prove their design competence. Further information on the Red Dot Award: Communication Design is available 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 experiencable 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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