



Press release

Essen, 19 October 2020

Winners Red Dot Award: Brands & Communication Design 2020 – Red Dot Design Museum to launch decentralised exhibition on communication design on 23 October

From 23 October 2020 to 3 January 2021, the exhibition “Winners Red Dot Award: Brands & Communication Design 2020” will showcase works from the field of communication design stemming from 30 countries. With exhibits ranging from adverts and posters to brand and corporate design as well as packaging, visitors to the exhibition can experience outstanding communication design in all of its nuances. All of the works shown in the exhibition have won a distinction in the Red Dot Award: Brands & Communication Design 2020.

A special feature of the exhibition is that it is not limited to one central location in the museum. Instead, visitors encounter the communication design works at different locations as they tour the museum. One of the exhibition's focal points can be found on Level 1, including for example packaging design and the presentation of the Red Dot: Agency of the Year 2020.

Packaging design – first impressions count

This year, the communication design exhibition will also focus on the topic of packaging design. Packaging design plays an especially important role anywhere where lots of similar products are competing for consumers' attention but cannot be experienced directly – for example in the fields of food or cosmetics. Packaging is a means of advertising and communicating at the same time. First and foremost, however, packaging has the function of protecting the product, ensuring that it can be transported, stacked and stored safely.

Press contact

Astrid Ruta
Konzept. Text. Redaktion
Riesweg 38
45134 Essen, Germany
Phone: +49 201 85155470
E-mail: museum@astridruta.de

Red Dot Design Museum Essen
Gelsenkirchener Str. 181
45309 Essen, Germany
www.red-dot-design-museum.de/presse



reddot design museum

One of the winners of a Red Dot: Best of the Best for packaging design was Austrian vineyard Judith Beck for its wine bottles. The labels for the "Reben.Reden" line show filigree illustrations that double up as a barcode. These codes in turn guide you to audio files that tell the story of each individual wine.

Red Dot Design Museum – Opening hours and entrance fees

Tuesdays – Sundays & public holidays: 11 am to 6 pm (last admittance: 5 pm)

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

Entrance fee for special exhibitions: EUR 9 (reduced rate: EUR 4)

Children under the age of 12: free

Fridays: pay what you want

Note on the pandemic: There are currently special rules in place for visits to the museum. For example, face masks must be worn. For more information and up-to-date notices, see: 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 50 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. In the world's largest exhibition of contemporary design, visitors are encouraged to touch and try out many of the exhibits. Special thematic exhibitions complement the inspiring insight into the fascinating world of design.

Press contact

Astrid Ruta

Konzept. Text. Redaktion

Riesweg 38

45134 Essen, Germany

Phone: +49 201 85155470

E-mail: museum@astridruta.de

Red Dot Design Museum Essen

Gelsenkirchener Str. 181

45309 Essen, Germany

www.red-dot-design-museum.de/presse