



Press release

Essen, 9 March 2022

Red Dot Design Museum in Essen to show special exhibition "World's Best Communication Design 2021" from 8 April 2022

With the exhibition "World's Best Communication Design 2021", the Red Dot Design Museum in Essen will showcase communication design works from more than 30 countries between 8 April and 29 May 2022. From books, adverts and posters to apps, websites and packaging, 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 2021. The vernissage will take place on 7 April from 6 p.m. in the Red Dot Design Museum. Advance registration is required (www.red-dot-design-museum.org).

A decentralised exhibition full of highlights

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 and includes packaging design and the presentation by the Red Dot: Agency of the Year 2021, for example.

The exhibits include such diverse works as the new corporate design for the Munich Documentation Centre for the History of National Socialism, an ad campaign for car brand Mini, a distinctive new font inspired by the unique features of the Vietnamese alphabet and the brand presence of the Shevchenko National Prize, the main cultural award in Ukraine.

The year's most successful agency comes from North Rhine-Westphalia

In 2021, the honorary title "Red Dot: Agency of the Year" was awarded to denkwerk, an owner-run digital agency founded in Cologne in 1998. It now has around 200 employees, with offices in Cologne, Hamburg, Berlin and

Press enquiries

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.org



Munich. "denkwerk impressively combines digital solutions with outstanding design as well as an enthusiasm for experimentation", explains Professor Dr. Peter Zec, Founder and CEO of the Red Dot Award. "The agency's work displays great creativity and digital expertise while also always being focused on the best possible user experience." It has already done award-winning work for clients such as DeepL, Motel One, the Otto Group and the YOU Foundation. In the exhibition in Essen, denkwerk will present its very own digital installation.

Award-winning design made in NRW

In the competition year 2021, one quarter of all works that received a Red Dot: Best of the Best came from North Rhine-Westphalia. The same German state also accounted for almost ten per cent of all winners globally. In addition, the Agency of the Year 2021, denkwerk, has its head office in Cologne. These results show the strength of North Rhine-Westphalia not just at national level but also in a global comparison. Examples of winners from NRW include the brands GIRA from Radevormwald as well as METRO Wholesale and M:ID from Düsseldorf. In addition, an upcoming designer from North Rhine-Westphalia was the recipient of a Red Dot: Best of the Best. Lara Wilkin from Gladbeck won the distinction for her master's project "#LazarusEffect", which impressively illustrates global species extinction in great detail.

Red Dot Design Museum – Opening times and entry fees

Tuesday to Sunday and public holidays: 11 a.m. to 6 p.m. (last entry: 5 p.m.)

Mondays: closed (except on public holidays and during the NRW school holidays)

Entry fee: 9 euros (discounted rate: 4 euros)

Children under the age of 12: free entry

Fridays: pay what you want

Note on the pandemic: For information and up-to-date notices, see

www.red-dot-design-museum.org

Press enquiries

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.org



reddot design museum

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 enquiries

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.org