



Press release

Essen, 20 February 2024

"Colours of Our Time – Identity and Difference in Design" Red Dot Design Museum opens new exhibition on "Colour in design"

From 22 February 2024, the Red Dot Design Museum will be presenting a new special exhibition exploring the role that colour plays in the design of products and brands and in our aesthetics and identity. Colours not only characterise well-known brands, they also provide information about our lifestyle and our culture. Colours give us and our world an identity that connects us with others or distinguishes us from them. The exhibition "Colours of Our Time" spans an arc from the world of brand colours to the colour worlds of different generations as represented by objects of our product culture. The exhibition can be seen until 2 June 2024 at the Red Dot Design Museum on the grounds of the Zollverein World Heritage Site in Essen, Germany.

The Value of Colour in Design

In industrial and product design, colour design plays a significant role in brand perception and product use. Colour is a design factor that lends products an aesthetic quality beyond their form and function and gives brands an unmistakable identity. Although many brand colours were created by chance, the recurring use of characteristic colours in design and advertising has shaped our consumer culture, as the examples of Nivea blue or Hilti red show.

The first focus of the exhibition underlines the importance of colours for companies and consumers. Colours can characterise brands, symbolise their values and convey the quality of products. They play a decisive role in distinguishing a company's products from those of its competitors.

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.org/essen



Design and Colour Aesthetics from Bauhaus to the Present Day

A second focus is on colour worlds through the ages - from the beginning of the 20th century to the present day. This exhibition area illustrates that every generation naturally grows up in a world of colour that they share with those who grew up at the same time under comparable social and cultural conditions. Beyond fashion trends, we can observe in design which colours have shaped our culture and our society for a certain time. Our perception and our identity are reflected in the different coloured objects of these periods.

While the primary colours blue, red and yellow were the dominant colours at the Bauhaus at the beginning of the last century, for example, many pastel colours reminiscent of the 1950s can once again be seen in today's product and living environments. They are an expression of a search for orientation and identity in a world that is changing and in which questions of diversity and identity are more topical than ever. In design, this development is reflected in the colour trends of a wide range of products. The subtle colours of loudspeakers and headphones can also be found in the design of cameras and office chairs. Pastel-coloured objects can also be found in the home and bathroom, expressing our time, our perception and our identity.

Concept and curation

Burkhard Jacob, Red Dot Institute

Themed tours of the special exhibition

Dates for public tours of the special exhibition will be published in advance on www.red-dot-design-museum.org/essen.

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.org/essen



reddot design museum

Red Dot Design Museum – Opening hours and entrance fees

Tuesdays – Sundays & public holidays: 11 a.m. to 6 p.m. (last admittance: 5 p.m.)

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

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

Children under the age of 12: free

Fridays: pay what you want

For more information and up-to-date notices, see <https://www.red-dot-design-museum.org/essen>

About the Red Dot Design Museum in 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 most respected 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 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.org/essen