

Winners Red Dot Award: Brands & Communication Design 2020



reddot design museum

Eine dezentrale Ausstellung

Die Ausstellung zeigt Arbeiten aus dem Bereich Kommunikationsdesign, die aus 30 Ländern stammen – von Büchern über Werbespots und Plakate bis hin zu Brand und Corporate Design sowie Verpackungen. Sämtliche Arbeiten wurden beim Red Dot Award: Brands & Communication Design 2020 ausgezeichnet.

Eine Besonderheit der Ausstellung besteht darin, dass sie nicht an einer zentralen Stelle im Museum verortet ist. Stattdessen begegnen Besucher den Kommunikationsdesignarbeiten an verschiedenen Stellen beim Rundgang durch das Museum. Ein Schwerpunkt der Ausstellungspräsentation ist auf Ebene 1 zu finden, darunter etwa Verpackungsdesign und die Präsentation der Agentur Interbrand, die zur Red Dot: Agency of the Year 2020 gekürt wurde.

Alle ausgezeichneten Arbeiten mit Texten und weiteren Informationen (auf Englisch) finden Sie auch in der Online-Ausstellung auf www.red-dot.de.



Online-Ausstellung | Online exhibition
<https://www.red-dot.org/de/search/>

Deutsche Oper Berlin
Image Campaign
Design: Realgestalt, Berlin, Germany;
Studio Christoph Niemann, Berlin, Germany
Client: Deutsche Oper Berlin, Germany
Red Dot: Best of the Best

A decentralised exhibition

The exhibition shows works from the field of communication design, originating in 30 different countries and ranging from books to adverts, posters, brand and corporate design as well as packaging. All of the works received 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 in 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 agency Interbrand which was named Red Dot: Agency of the Year 2020.

Descriptions of all the award-winning works as well as further information can also be found in the online exhibition at www.red-dot.org.



Red Dot: Agency of the Year – Interbrand

Dieser Ehrentitel wird seit 2010 jährlich an eine Agentur verliehen, die mit überdurchschnittlichen und langfristigen Designleistungen überzeugt und die Branche dadurch in ästhetischer und kommunikativer Hinsicht prägt.

Red Dot: Agency of the Year 2020 ist die global agierende Agentur Interbrand. 1974 von John Murphy unter dem Namen „Novamark“ in London gegründet, unterhält sie heute 15 Büros in 14 Ländern. Ein Schwerpunkt der Arbeit von Interbrand liegt darauf, Marken zu entwickeln und zu stärken. Zu den Kunden zählen u. a. BMW und Samsung, aber auch international agierende Fußballclubs wie Juventus Turin und der FC Bayern München.

Since 2010, this honorary title has been bestowed annually on an agency that has proven itself with above-average and long-term design achievements, thus shaping the industry in terms of aesthetics and communication.

The Red Dot: Agency of the Year 2020 is the globally operating agency Interbrand. Founded under the name 'Novamark' in London by John Murphy in 1974, it now has 15 offices in 14 countries. The work of Interbrand focuses on building and strengthening brands. The agency's clients include BMW and Samsung, as well as international football clubs such as Juventus and FC Bayern Munich.



Mia San Mia!
Brand Identity
Design: Interbrand
Client: FC Bayern, Munich, Germany



maème Latte
Cosmetics Packaging
Design: Interbrand, Tokyo, Japan
Client: Kracie Holdings, Tokyo, Japan

Ebene 1

Red Dot: Agency of the Year

Plakate, Verpackungsdesign, Corporate Design und Videos

Posters, packaging, corporate design and videos



5

Beethoven 2020

Billboard

Design: beierarbeit, Bielefeld, Germany

Client: Bielefelder Philharmoniker,

Bühen und Orchester der Stadt Bielefeld, Germany

Red Dot



3

Peace One Day

Brand Identity

Design: Interbrand

Client: Peace One Day, Richmond,
United Kingdom



1

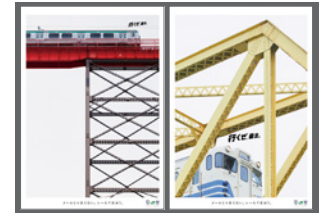
No Man's Space – Eclipse

Beverage Packaging

Design: Spazio Di Paolo, Spoltore (Pescara), Italy

Client: Brand Breeder, Pescara, Italy

Red Dot



4

Get Back, Tohoku.

Image Campaign

Design: Dentsu, Tokyo, Japan

Client: East Japan Railway Company,
Tokyo, Japan

Red Dot: Best of the Best



2

Brooklyn Soap's Advent Calendars 2020

Packaging

Design: In-house design; Atelier Tietchen,
Hamburg, Germany

Client: Brooklyn Soap Company,
Hamburg, Germany

Red Dot: Best of the Best

Ebene 2

Plakate und Corporate Design

Posters and corporate design

mmcité+

(mm) (cm) (m) (km)
 XS S M L XL XXL
 CZ PL EN DE
 ABC → ○ ← FORM
 DESIGN ⊕ CONSTRUCTION
 XYZ ⊗ FUNCTION

1

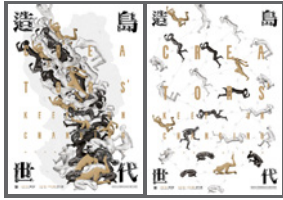
mmcité+

Corporate Design

Design: Jan Novák, Marek Nedelka,
 Prague, Czech Republic

Client: mmcité+, Bilovice, Czech Republic

Red Dot: Best of the Best



5

Creators'
 Event Poster

Design: Students of Ling Tung University,
 Taichung, Taiwan

Red Dot



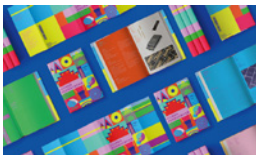
4

2019 Haiyan County Cultural Creative Design
 Key Visuals

Design: Zhejiang Gongshang University,
 Hangzhou, China

Client: Haiyan County People's Government,
 Haiyan, China

Red Dot



2

Livet AG

Corporate Design

Design: Visuelle Fabrik, Basel, Switzerland
 Client: Livet, Bern, Switzerland

Red Dot



3

Don't forget !)

Poster Campaign

Design: Loved, Hamburg, Germany
 Client: Youth against AIDS, Hamburg,
 Germany

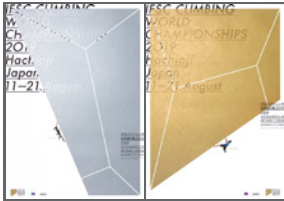
Red Dot

Ebene 4

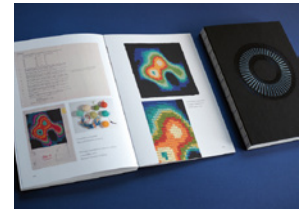
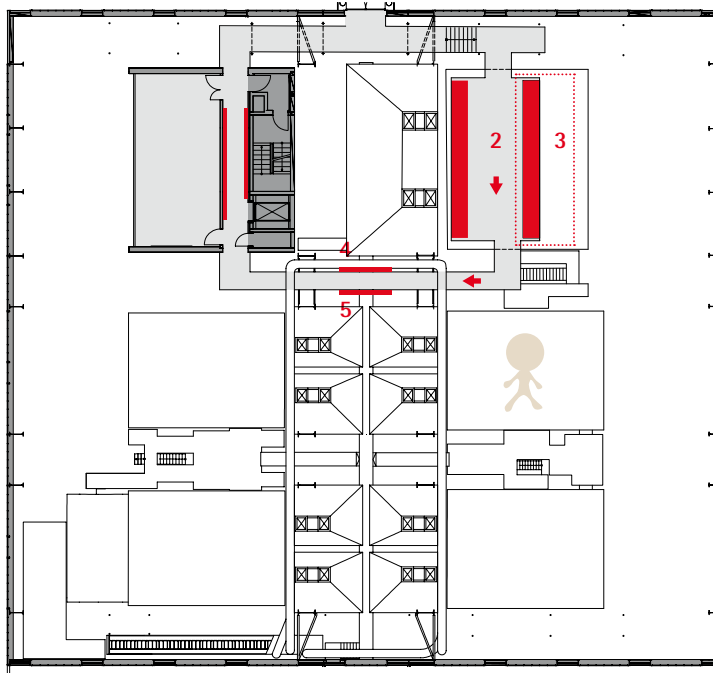
Typografie, Plakate und Bücher
 Typography, posters and books



1
 Circe Slab
 Typeface
 Design: Paratype, Moscow, Russia
 Client: Paratype, Moscow, Russia
 Red Dot



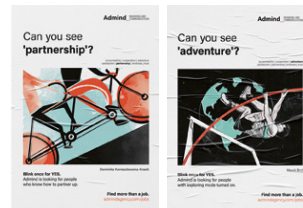
5
 The Huge Wall – IFSC Climbing
 World Championships 2019
 Event Poster
 Design: PEN.Inc., Tokyo, Japan; Japan
 Mountaineering & Sport Climbing
 Association, Tokyo, Japan
 Client: International Federation
 of Sport Climbing Turin, Italy
 Red Dot



2
 Anaptár, Intersection of Art and Science
 Special Publication
 Design: Anna Farkas, Anagraphic,
 Budapest, Hungary
 Client: Hungarian University of Fine Arts
 Doctoral School, Budapest, Hungary
 Red Dot: Grand Prix



4
 instax mini LiPlay – Box
 Retail Packaging
 Design: FUJIFILM Design Center,
 Tokyo, Japan
 Client: FUJIFILM, Tokyo, Japan
 Red Dot



3
 Admind Employer Branding Campaign
 Recruitment Campaign
 Design: Admind Branding & Communications,
 Kraków, Poland
 Client: Admind Branding & Communications,
 Kraków, Poland
 Red Dot

Red Dot Design Museum Essen

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www.red-dot-design-museum.org

Öffnungszeiten | Opening hours

Di-So: 11-18 Uhr | Tue-Sun: 11 a.m.-6 p.m.

Freitags | Fridays: Pay What You Want

Änderungen vorbehalten, aktuelle Hinweise auf |

Subject to change, current notices on

www.red-dot-design-museum.org

Pandemie-Hinweis | Note on the pandemic

Beim Besuch des Museums gelten derzeit besondere Schutzregeln.

Informationen und aktuelle Hinweise: red-dot-design-museum.de

There are currently special rules in place for visits to the museum. For information and up-to-date notices, see: red-dot-design-museum.org

Materialsponsoring Ausstellungstafeln:

Material sponsorship of the exhibition boards:



Layout

Maren Reinecke, www.goldhaehnchen.com

Cover

Judith Beck Wines – GRAPES.TALK

Beverage Packaging

Design: Heimat Wien, Vienna, Austria

Client: Judith Beck, Gols, Austria

Red Dot: Best of the Best

Die Etiketten der Linie „Reben.Reden“ zeigen filigrane Illustrationen, die als Barcode dienen. |

The labels of the „Grapes.Talk“ line show filigree illustrations that serve as barcodes.

