



red**dot** design museum

Press Release

Essen, 5 February 2025

„World's Best Communication Design 2024 and Highlights from NRW“: Starting 21 February, the Red Dot Design Museum will showcase award- winning communication design from NRW and around the world

Books, commercials, posters, apps, websites and other works from the field of communication design – more than 300 analogue and digital exhibits – will be on display at the Red Dot Design Museum in Essen from 21 February 2025. All works presented in the exhibition have been honoured as part of the international design competition "Red Dot Award: Brands & Communication Design 2024." One of the highlights of the exhibition is the presentation of the "Red Dot: Agency of the Year 2024" in the museum's White Hall. Here, PepsiCo Design and Innovation, PepsiCo's in-house creative department, offers insight into its brand world. The Agency of the Year is renowned for its extraordinary projects and designs for brands such as Lay's, Doritos, Cheetos, Gatorade and Pepsi.

Opening Reception on Thursday, 20 February 2025

The opening reception will take place on 20 February from 7:00 p.m. (doors open at 6:30 p.m.) at the museum located on the grounds of Zollverein: UNESCO World Heritage Site. Thomas Kufen, Mayor of Essen, will welcome the guests, followed by Vito Oražem, Director of the Red Dot Design Museum, who will introduce several works through engaging video clips. Interested visitors can register for the event on the museum's website (www.red-dot-design-museum.org). Participation is free of charge.

Award-winning Design Made in NRW

North Rhine-Westphalia remains a key hub in the German creative landscape, with cities such as Düsseldorf and Cologne, as well as the Ruhr area: Among the winners from NRW are agencies like Elastique. from Cologne, the D'art Design Gruppe from Neuss, BOK + Gärtner from Münster, and many others, as

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well as major companies – including AXA, Busch-Jäger Elektro, Deutsche Lufthansa, Grohe and Vorwerk. A total of roughly 60 works from NRW will be on display in the exhibition.

Outstanding Works from NRW

Installation "Mirror Me": Radical Self-Representation

The Cologne-based agency Elastique. created "Mirror Me", a kinetic installation that was honoured with a "Red Dot: Grand Prix", ranking it among the six best works in the entire competition. First presented at the "Passagen 2024" design festival in Cologne, the installation explores self-representation, a theme in which we all too often lose ourselves – particularly in relation to social media. Two cobots move mirror surfaces in four different choreographies to sound, creating endless visual echoes of the person standing between the mirrors. The experience is captured in a video, which can be shared on one's own social media channel to further amplify the echo.

BRABUS Signature Night 2023: Cars in the Spotlight

Elastique. also created the event design for the BRABUS Signature Night 2023, where customised supercars were integrated into a runway show. The stage and sound design, visuals, and light show created a new form of automotive presentation with an immersive atmosphere. The work was awarded a "Red Dot: Best of the Best" for exceptional design quality.

Installation „GROHE SPA – Aquatecture": Living with Water

With an installation in the courtyard of the Palazzo Reale, LIXIL GLOBAL DESIGN from Düsseldorf and the D'art Design Gruppe from Neuss presented the Düsseldorf-based company GROHE SPA during Milan Design Week 2024. Based on the concept of "Aquatecture" – the fusion of water and architecture – spaces were created that highlighted the significance of water for both architecture and society. The jury also awarded this work a "Red Dot: Best of the Best".

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MARTOR WORLD: A Holistic Brand Experience

For MARTOR, a company based in Solingen, Germany, and a provider of cutting solutions for professionals, the Neuss-based D'art Design Gruppe also created the MARTOR WORLD, a new customer centre at the company's headquarters in Solingen. Spanning 300 square metres, the space allows visitors to experience the brand and participate in training sessions. The jury also awarded this project a "Red Dot: Best of the Best".

CONCRETE SHELL – Schöck Fair Stand BAU 2023: Making the Hidden Visible

The D'art Design Gruppe has received another "Red Dot: Best of the Best" for the "CONCRETE SHELL" trade fair stand. For their client Schöck Bauteile GmbH from Baden-Baden, the creative team from Neuss showcased products from areas such as thermal insulation and soundproofing in a multimedia format.

The Liesborn Gospel Book: Exhibition Design with Sacred Radiance

The "Red Dot: Best of the Best" award was also presented by the Red Dot Jury for the exhibition design of the Liesborn Gospel Book in Warendorf. The staging by the agency BOK + Gärtner from Münster presents the Liesborn Gospel Book as a work of art, while also allowing its religious dimension to be experienced. It can not only be viewed but also experienced spatially within the unique atmosphere created by the exhibition's architecture.

Red Dot Design Museum – Opening Hours and Admission Fees

Tuesday–Sunday & Public Holidays: 11 a.m. to 6 p.m. (last admission: 5 p.m.)

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

Admission: 10 euros (concessions: 5 euros)

Children under 12: free admission

Fridays: Pay-What-You-Want

www.red-dot-design-museum.de

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