

Red Dot Design Museum Essen

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www.red-dot-design-museum.org

Opening hours

Tuesdays – Sundays & Public Holiday: 11 a.m. – 6 p.m.
Last admission: 5 p.m.
Mondays: closed (except for public holidays and during school holidays in North Rhine-Westphalia)
Fridays: pay what you want

Individual tour booking

by phone +49 201 30104-60

You can find further information on all the products on display at www.red-dot.org

Cover photo

FELISSIMO 500
Coloured Pencils
FELISSIMO, Japan
In-house design: Kazuhiko Yazaki
Design: monogoto (Marie Uno), USA
Poppie Pack, Australia
Red Dot: Best of the Best 2019

MILESTONES IN CONTEMPORARY DESIGN 2019

DESIGN ON STAGE 2019





Visitors are encouraged to try out many of the exhibits.

Design on Stage 2019

From Australia via Mexico and all the way to Vietnam – for a whole year, the Red Dot Design Museum will be hosting award-winning products from 49 countries. The approximately 1,800 exhibits, all winners in the Red Dot Award: Product Design 2019, come from all walks of life. Spread over five floors, the exhibition gives visitors a comprehensive overview of current product design trends and developments.

Alongside current award winners, the exhibition also includes special presentations by Grohe and Kaldewei, installations by Lenovo, Dark, Audi and Cavalon, as well as a selection of award-winning products from previous competitions.

Milestones in Contemporary Design 2019

The exhibition in the White Hall presents the 80 best products of 2019 – the current milestones in international product design. They fulfil the four criteria of good design, quality of function, of use, of seduction and of responsibility. These products set new standards in their respective industries and clearly stand out from the competition for their design and power of innovation in respect of function and aesthetic. An infographic for each of the products illustrates these four qualities.



Arpino OXS Design Line
Urban Furniture
Arpino, Angola/Portugal
In-house design
Red Dot: Best of the Best 2019

What defines good design?

There have been and still are many different ways of defining good design. They all have their strengths and weaknesses. Ultimately, good design is multi-faceted – a product should be able to be convincing on several levels. To do so, it needs to combine the following four qualities of good design:

- » the quality of function
- » the quality of seduction
- » the quality of responsibility
- » the quality of use

These qualities are more or less pronounced depending on the product. However, none of these qualities should ever be completely absent.

ALPHA Series (XQG100-P1DL)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----------------|---|---|---|---|---|---|---|---|----|
| Function | | | | | | | | | |
| | | | | | | | | | |
| Seduction | | | | | | | | | |
| | | | | | | | | | |
| Responsibility | | | | | | | | | |
| | | | | | | | | | |
| Use | | | | | | | | | |
| | | | | | | | | | |



ALPHA Series (XQG100-P1DL)
Washing Machine
Panasonic Appliances Washing Machine, China
In-house design:
Panasonic Design Center
Design: Studio F. A. Porsche, Austria
Red Dot: Best of the Best 2019

The quality of function

The question at the start of any product development process is, how a specific purpose can become an object? What form does that purpose lead to? What technology, what material are particularly suitable to achieve this? The answers to these questions result in a product that works, that functions. Not everything that is functional is, however, good to use.

An example of quality of function can be seen in the Philips X-tremeUltinon gen2 LED, which presents itself with sophisticated functionality and wide compatibility, thus allowing easy and straightforward retrofitting of many cars that are not equipped with LED lighting yet. The headlight bulbs feature an optimised colour tone and produce an intense, neutral white light beam for more road safety and driving comfort, especially at night.



Philips X-tremeUltinon gen2 LED retrofit
LED Automotive Lighting
Lumileds, France
Design: Signify Design Team, China;
Philips Design, Netherlands
Red Dot: Best of the Best 2019

The quality of seduction

As the French-American designer Raymond Loewy (1893–1986), one of the pioneers of product design, already knew, "ugliness does not sell". Aesthetic qualities that are not primarily focused on the purpose and use of an object, but are instead based on the pursuit for beauty, should therefore complement functional design considerations.

An example of a product which clearly displays the quality of seduction is the Hyundai Robot YL012. This working robot is far from being purely functional in design. Its flowing stylistic idiom gives it the appearance of being alive, removes any fear of contact and makes it immediately likable.



Hyundai Robot YL012
Collaborative Robot
Hyundai Robotics, South Korea
In-house design
Design: Hyundai Heavy Industries,
South Korea
Red Dot: Best of the Best 2019

The quality of use

"Good design makes a product usable" is one of the ten theses of good design formulated by the German industrial designer Dieter Rams (*1932), who became world famous mainly as the head of design at Braun. At a first glance, quality of use seems to be intertwined with quality of function, but it refers to something different. There are things that, viewed in isolation, function perfectly, but are difficult to use. The easier a product is to operate – in other words, to use – the greater is its benefit to the user.

Fascinating to examine is the use of the Teslasuit. It is, essentially, a full body interface between the user and his or her digital environment that offers maximum freedom of movement. The suit has so perfectly built in, highly sophisticated technology that users have the feeling of merging with digital reality.



Teslasuit
Full-Body Haptics Suit
VR Electronics, United Kingdom
In-house design
Red Dot: Best of the Best 2019

The quality of responsibility

Can design increase quality of life in a responsible way? Taking climate and demographic change alone, the quality of responsibility is now more important than ever before. The design of a product always includes responsibility towards people and the environment. Before the product development process has even begun, companies and designers can develop ideas that make the design and manufacture of the product more sustainable, durable and therefore more environmentally compatible.

The cranial orthosis Talee, which is used to treat infant cranial deformities, uses 3D technology to make it adjustable to each infant. With its child friendly design, it also counteracts the stigma these children feel.



Talee
Cranial Orthosis
Invent Medical Group,
Czech Republic
In-house design
Red Dot: Best of the Best 2019

Form follows function

The design principle "form follows function" was coined at the beginning of the 20th century by the American architect Louis Henry Sullivan (1856–1924) and later became the maxim of many generations of designers. What is understood by this is that in the design of products, the functional and best possible form inevitably results from their function. The obvious conclusion is that under this principle very reduced products to purpose are created – just purely functional. Sullivan himself, however, was of the opinion that additional elements, such as ornaments on a building, could also fulfil a function, for example by making it particularly representative.

TE 60-A36

Cordless Combihammer
Hilti Corporation,
Liechtenstein
In-house design
Design: Matuschek Design &
Management, Germany
Red Dot 2019



Form follows emotion

"Form follows emotion" is a design approach that was devised by the German-American designer Hartmut Esslinger (*1944), the founder of frogdesign. In the 1980s, Esslinger criticised the still young high-tech industry for the fact that its products for the mass market looked like purely technical instruments. In turn, he wanted the sight, but above all the use of such products to become an emotional, sensually charged process. Esslinger's goal was to help shape the relationship between people and devices, thereby facilitating their access to technical products.

Prime X299-Deluxe II

Motherboard
ASUSTeK Computer, Taiwan
In-house design
Red Dot 2019



Quality factors in design

The dominant form

A striking design gives products a high recognition value. Such products stand out from the mass and are imprinted on our memory. Iconic shapes help products to become design classics that can sometimes stay on the market for decades. True quality in form is timeless.

Infinissima

Capsule Coffee Maker
Nescafé Dolce Gusto, Switzerland
Design: Multiple, Switzerland
Red Dot 2019



The execution

A particularly precise and careful production often only reveals itself to people when in use. Such products meet expectations that the buyer did not even know he/she had. The quality becomes an experience. However, such quality also has its price: the last ten per cent increase in quality can double the production costs.

Joewell SPM Black
Haircutting Scissors
Tokosha, Japan
In-house design
Red Dot 2019



New and intelligent materials

Materials are an important source of inspiration for the development of innovative products. This includes not only new materials in the narrower sense, but also new technologies or new possibilities for processing and production. They are one of the strongest drivers of innovation in product design, because they enable both the creation of completely new products and the continuous improvement of existing objects.



Steelworks

Steel Bicycle Frame
thyssenkrupp Steel Europe,
Germany
In-house design
Red Dot: Best of the Best 2019

Brand building by design

Apple is one of the best examples of just how much design pervades all areas of a company and can shape it and make it successful. When Steve Jobs (1955–2011) was alive, the hardware, software, brand and corporate design, ad campaigns, services, packaging and retail design – and even the cult surrounding his own personality in the product presentations – were staged down to the finest detail. The example of Apple thus shows that when design is interpreted correctly, it is a quality-creating factor in product development and corporate communication.



Mac mini

Apple, USA
In-house design
Red Dot 2019