

Special exhibitions

Milestones in Contemporary
Design 2020–2021

Design on Stage 2020–2021



reddot design museum

Red Dot Design Museum Essen
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www.red-dot-design-museum.org

Opening hours

Tuesdays – Sundays & public holidays: 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

Subject to change, current information on
www.red-dot-design-museum.org

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

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Special exhibitions

Milestones in Contemporary Design 2020–2021 Design on Stage 2020–2021



Cover Photo
VanMoof S3
E-Bike
VanMoof, Netherlands
In-house design
Red Dot: Best of the Best 2020



reddot design museum



Rapida 106
Offset Printing Press
Koenig & Bauer, Germany
Design: Design3, Germany
Red Dot: Best of the Best 2020

Milestones in Contemporary Design

The exhibition in the White Hall and the White Box presents the 76 best products of 2020 – the current milestones in international product design. They fulfil the four qualities 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.

Design on Stage

From Australia to Mexico and all the way to the Philippines – for a whole year, the Red Dot Design Museum will be hosting award-winning products from 60 countries, which of course include countries traditionally strong in design, like Japan, Switzerland, Sweden, the USA and Germany. The approximately 1,800 exhibits, all winners in the Red Dot Award: Product Design 2020, 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 Apple, Grohe and Kaldewei, installations by Lenovo, Dark, Audi and Cavalon, as well as a selection of award-winning products from previous competitions.



IRIO
Floor Lamp
Baltensweiler, Switzerland
In-house design
Red Dot: Best of the Best 2020

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 use
- the quality of responsibility

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

The jury members Vivian Wai-kwan Cheng, Aleks Tatic, Luisa Bocchietto and Simon Ong at work.



Azurion 7 C20 with FlexArm
Image-Guided Therapy System
Philips Image Guided Therapy,
Netherlands
In-house design
Red Dot: Best of the Best 2020

Azurion 7 C20 with FlexArm

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

The quality of function

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

One example of quality of function is the Arctic Patrol Modular Parka, an impressively complex yet practical jacket system. Featuring an iconic design, its perfect functionality makes it ideal for use in cold climates.



Arctic Patrol Modular Parka
Winter Jacket
Helly Hansen, Norway
In-house design
Red Dot: Best of the Best 2020

The quality of seduction

French-American designer Raymond Loewy (1893–1986), one of the pioneers of product design, once said that “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.

One example of a product where the quality of seduction is clearly evident is the Apple Pro Display XDR with its surprisingly emotional rear view: The innovative lattice design improves functionality by making the monitor light, and increasing air flow. At the same time, it is unusual and genuinely eye-catching.

Pro Display XDR
Apple, USA
In-house design
Red Dot: Best of the Best 2020



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 (born in 1932) who became world famous mainly as the head of design at Braun. At 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 its benefit to the user.

The Honda e for example offers a special user experience which lets drivers drive the car using just one pedal. Its numerous innovative assistance systems are also highly convenient.

Honda e
Passenger Car
Honda Motor, Japan
In-house design
Red Dot: Best of the Best 2020



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 manufacturing of the product more sustainable, durable and therefore more environmentally compatible.

BrainRobotics is a hand prosthesis with artificial intelligence that allows its wearer to make intuitive movements that become more and more natural over time using the muscle signals transmitted by what remains of the limb.

BrainRobotics
AI Hand Prosthesis
BrainCo, USA
In-house design
Design: Shenzhen Mental Flow
Technology, China; TAG, USA
Red Dot: Best of the Best 2020



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 meant 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, purely functional products that are entirely reduced to their purpose are created. 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.

The Husqvarna Viking Designer Epic 2
Sewing and Embroidery Machine
SVP Worldwide, Sweden
Design: Zenit Design, Sweden
Red Dot 2020



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.



**Air heater
with humidifying function**
Guangdong Xinbao Electrical Appliances,
China
In-house design
Red Dot 2020

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 in our memory. Iconic shapes help products to become design classics that may stay on the market for decades. True quality in form is timeless.

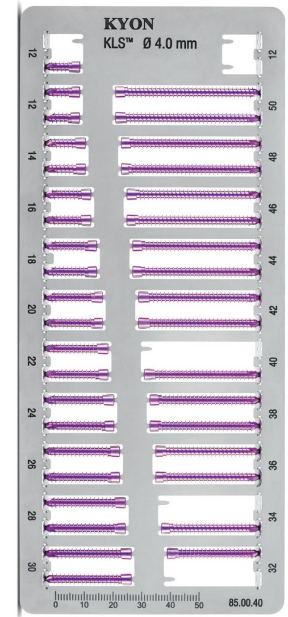


Pantheon I
Smart Speaker
Pantheon Audio, Australia
In-house design
Red Dot 2020

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 they had. Quality becomes an experience. However, such quality also has its price: the last ten per cent increase in quality can double the production costs.

Kyon Bone-Screw Rack
Kyon, Switzerland
In-house design
Red Dot 2020



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.

Urban Taraxagum

Bicycle Tyre
Continental Reifen, Germany
In-house design
Red Dot 2020



Brand building by design

Apple is one of the best examples of just how much design pervades all areas of a company, and how much it 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.



The iPhone launched in 2007 was the first real smartphone, and was awarded the Red Dot: Best of the Best in 2008.

Trend-setting products

Smart Products

Smart Products are connected and digital products from all areas of life. Products that win an award in this category operate in the field of Big Data and have successfully mastered the complex interaction between humans and technology in the age of Industry 4.0 and the Internet of Things. As part of a comprehensive system, the purpose and use of these products is determined by collecting and processing data.

Prestigio Click&Touch combines a keyboard, touchpad and mouse in one product. The smart device automatically detects whether the user is typing or rather using the surface for scrolling, swiping or cursor control. It then seamlessly switches to the appropriate mode.

Prestigio Click&Touch

Keyboard with Integrated Touchpad
ASBISC Enterprises, Cyprus
In-house design
Design: Clevetura, Belarus
Red Dot 2020



Innovative Products

The "Innovative Products" section presents new products – from technical optimisations and differently conceived forms to the development or use of new materials as well as products whose approach to use is revolutionary. Products awarded in this category set new standards in their respective industries or even become the basis for innovation to expand the creative scope of designers and architects.

The distinctive appearance of the Stakki tripod chair is characterised by its basic triangular shape. Manufactured as a monobloc unit, Stakki is both very light and stable. The recyclable chair can be set up in a space-saving way with the greatest possible leg-room. Thanks to the concave leg profile, ten chairs can be stacked almost vertically.

Stakki

Stackable Tripod Chair
VS Vereinigte Spezialmöbel-
fabriken, Germany
Design: Design Ballendat,
Germany
Red Dot 2020



Red Dot Design Museum

Current product culture in the midst of industrial architecture:
With more than 2,000 exhibits, the Red Dot Design Museum Essen presents the world's largest exhibition of contemporary design in the former boiler house of the UNESCO World Heritage Site Zollverein, a former coal mine complex. Innovative and well-shaped objects from around 45 nations make the quality of good design become experienceable at close range because touching and testing many of the exhibits is allowed. From inventive USB flash drives to shapely furniture to a gyrocopter pending from the ceiling: All items were awarded with the Red Dot quality seal in one of the largest international design competitions.

