



Welcome to the fascinating  
world of design!



reddot design museum  
Essen



Understanding Design:

"Today's civilisation has been created  
by mankind, and therefore designed.  
The quality of projects is the quality of the world."

OTL AICHER, Germany  
Designer

## Red Dot Design Museum: an exhibition of a special kind

Make good design and the quality of customary items become experienceable – that is the purpose of the Red Dot Design Museum. With about 2,000 exhibits, the exposition displays the complete range of current product design. Innovative and very shapely everyday objects from about 45 nations inform visitors about cultural characteristics and enable them to experience award-winning drafts at close range in the hands-on exhibition. From inventive USB flash drive to multifunctional stove to a gyrocopter pending from the ceiling – outstanding products are showcased on five floors and approximately 4,000 square meters. Special exhibitions on certain topics complete the inspiring insights into the world of design.





Understanding Design:

"It is the designer's responsibility to be the advocate for the end-user."

BELINDA STENING, Australia  
Designer and editor of Curve magazine



## What is good design?

What characterises design quality? Every object, every product that surrounds us in our everyday life is designed. But good design is not only a beautiful appearance. It helps us to cope with our life, to make our working environment safer or to spend our free time in a more comfortable way. Thereby, the form stems from the specific purpose of the product. You can sit better, work better and think better on an elaborate office chair. You can write legibly with a good fountain pen. A very shapely designed bike gives you pleasure during the whole ride. And a car, where aerodynamic drag was reduced, consumes less fuel. Design also always means functionality, ergonomics, easy handling and ecological compatibility. According to the purpose of an item, some characteristics are given more priority, others less.

Mando Footloose E-Bike  
Manufacturer: Meister Inc., South Korea  
Design: MAS Design Products Ltd. (Mark Sanders), GB





Understanding Design:

"Good design features a balanced synthesis of four qualities: the quality of function, aesthetics, usage and responsibility."

PROF. DR. PETER ZEC, Germany  
Initiator and CEO of Red Dot



## How do the exhibits come to be displayed in the Red Dot Design Museum?

The decision which products will be exhibited in the Red Dot Design Museum is made each year anew by design experts from around the world. They form the jury of the Red Dot Design Award. In a process lasting several days, the renowned professionals test, discuss and evaluate every entered draft live and on-site in Essen, Germany. Thereby, they take various criteria into account, such as the degree of innovation, functionality, durability or self-explanatory quality. Only products which fulfill the competition's criteria, receive the coveted quality seal and thus their deserved place in the Red Dot Design Museum. The exhibition has a long tradition: Already in 1955, the "Ständige Schau formschöner Industrieerzeugnisse" (Permanent Show of Elegant Industrial Products) was opened in the Villa Hügel, the legendary seat of the Krupp family in Essen. Already at that time, the presentation documented what is state-of-the-art in product design.

Red Dot jurors:  
Prof. Dr. Ken Nah (Korea)  
& Gordon Bruce (USA)





Understanding Design:

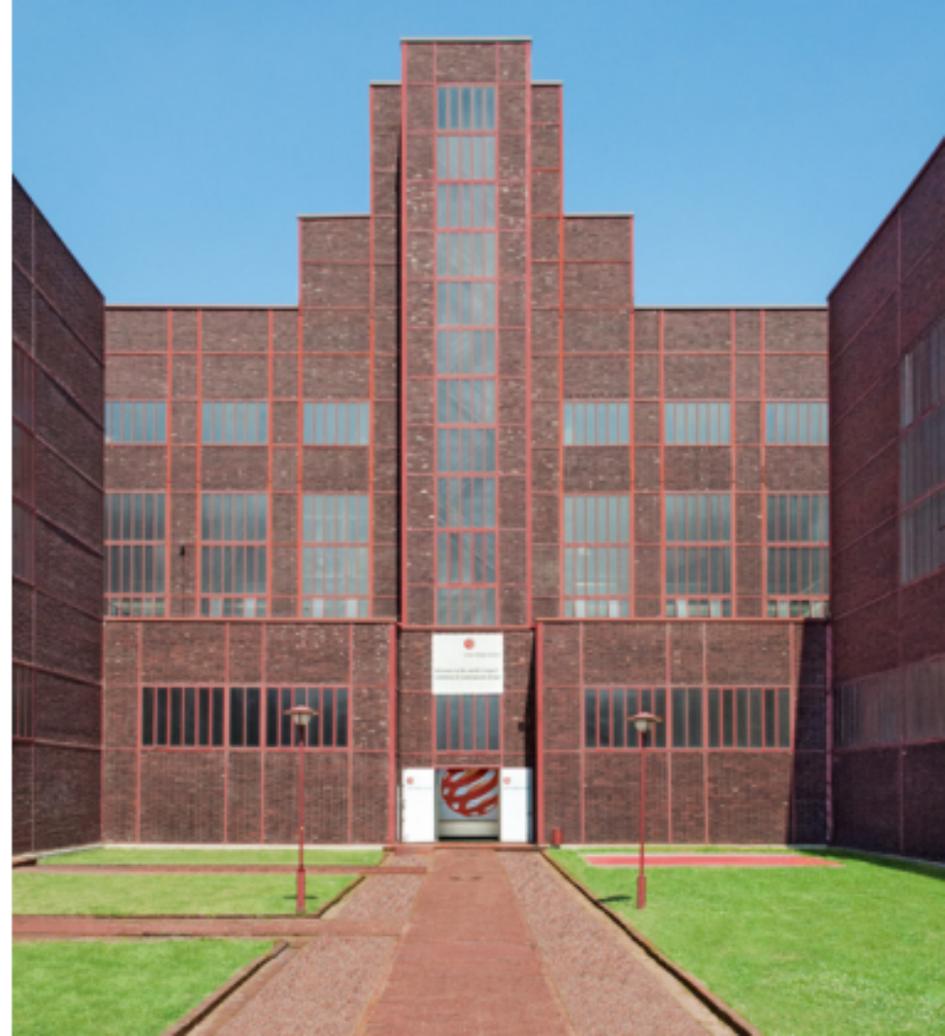
“Design quality cuts objectively across our various cultures of origin.”

DR. LUISA BOCCHIETTO, Italy

Architect, designer and president of ADI (Italian Association for Industrial Design)

## Between the poles of old and new: current product culture meets historic industrial architecture

Nearly everything that surrounds us in our everyday life is designed. Also Zollverein Coal Mine Industrial Complex, which became UNESCO World Cultural Heritage in 2001, was constructed according to functional and aesthetic principles – and with it the boiler house. Built between 1928 and 1929 by the architects Fritz Schupp and Martin Kremmer in a functionalistic style, the former power house was especially rebuilt for its new purpose as the Red Dot Design Museum by Lord Norman Foster in the mid-1990s. Thereby, the British architect created a visual and experienceable tension between worn-out materials such as old bricks, rusty walls or metal tubes and new materials like glass and concrete. The contrast of old and new, of current product culture and historic industrial architecture lets everyday items displayed in the Red Dot Design Museum appear in an altogether different light – an unforgettable experience.



### Opening hours

Tue – Sun and on public holidays\*

11:00 a.m. – 6:00 p.m.

Last entry

5:00 p.m.

Closed on Mondays

\*The museum is closed on 24, 25 and 31 December as well as on 1 January and on the occasion of special events.

Please inform yourself about the current opening hours on our website.

### Contact

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[www.red-dot-design-museum.org](http://www.red-dot-design-museum.org)

### Admission

Regular

Euro 6.00

During special exhibitions

Euro 9.00

Reduced\*

Euro 4.00

Children under 12

free admission

Groups of 15 persons or more

Euro 4.00 each

Family ticket (2 adults + children)

Euro 16.00

Family ticket during special exhibitions

Euro 22.00

Club card (free admission for 1 person + 1 guest for 1 year)

Euro 39.00

\*Students, trainees and handicapped persons with ID

### Tour booking

Phone: +49 201 30104-0

E-mail: [museum@red-dot.de](mailto:museum@red-dot.de)



**PROUD**

