



reddot design museum

Press release

Essen/Germany, 29 January 2014

In the world of design: Crown Princess Victoria of Sweden and Prince Daniel in the Red Dot Design Museum Essen

Their Royal Highnesses Crown Princess Victoria of Sweden and Prince Daniel of Sweden were welcomed by Prof. Dr. Peter Zec, initiator and CEO of Red Dot, in the Red Dot Design Museum Essen earlier today. The couple, accompanied by Ewa Björling, Swedish Minister for Foreign Trade, and Garrelt Duin, Minister for Economic Affairs of North Rhine-Westphalia, were given a tour of the world's largest exhibition of contemporary design.

The museum houses about 2,000 exhibits from different living environments. A unique highlight was the special exhibition "Sweden at its best: Red Dot Award-winning design from the North" which was prolonged due to the royal visit. Showcasing a vast selection of awarded products, the display emphasises the principals and qualities of Swedish design.

The innovative everyday objects presented in the museum come from 45 nations and were all awarded the prestigious quality seal of the Red Dot Award: Product Design. Every year, the competition attracts numerous applicants, a large number of whom head from Scandinavia and trusts, amongst others, in Nordic expertise for the Red Dot jury: The Swedish design professional Mårten Claesson is one of the jurors in the Red Dot Award: Product Design 2014. The royal couple expressed their particular delight at learning that Mårten Claesson, a Swedish designer who has worked with Prince Daniel on a fitness center project, was appointed one of the jurors in the Red Dot Award: Product Design 2014. At the end, the Crown Princess Victoria from Sweden and Prince Daniel signed the visitors' book.



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The special exhibition "Sweden at its best" is running until 2 March 2014. Swedish design is known for pure elegance, restrained use of colours and functionality. The success of Nordic designs is based on the modern technologies in combination with traditional handcrafted techniques: the products reach from the decorative fire extinguisher to protective workwear.

Currently, designers and companies are called upon to submit their best products and let them be evaluated by an international jury. The registration period ends on 5 February.

Further information on the Red Dot Design Museum at www.red-dot-design-museum.org

Further information on the Red Dot Award: Product Design 2014 at www.red-dot.de/pd

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