



reddot design museum

Press release

Essen/Germany, 24 February 2014

**On the trail of the Royals: guided tour of the special exhibition
"Sweden at its best" in the Red Dot Design Museum Essen**

Recently, Crown Princess Victoria of Sweden and Prince Daniel visited the Red Dot Design Museum Essen in order to assure themselves of the design achievements from their home country. At the close of the special exhibition "Sweden at its best: Red Dot Award-winning design from the North", which enthused the royal visitors, the Red Dot Design Museum offers a guided tour of the presentation of prize-winning Swedish product design: on Sunday, 2 March 2014 from 3-4.30 p.m.

During their tour of the exhibition, visitors will find out that Swedish design is shaped by the typical pure elegance and functionality but also by modern manufacturing techniques and sustainability. The selection of award-winning drafts features products from various living environments: they document the design know-how of the Scandinavian nation – from furniture to work tools to objects that can be found in every household. All of the exhibits received a prize in the Red Dot Award, one of the largest and most renowned design competitions of the world.

Among the innovative everyday items is the Firephant, a fire extinguisher which is, due to its form language, reminiscent of an elephant. The extraordinary design object is an eyecatcher in every room. Technology fans will be fascinated by the Gardena R40Li. The small gardening helper is a mixture of lawn-mower and robot, cutting the domestic grass independently. But also protective clothing is a topic that Swedish designers draw attention to: Husqvarna Technical Extreme was developed for professional forest work and features a balanced synthesis of high functionality and modern look.

Besides the special exhibition "Sweden at its best", which ends on 2 March 2014, visitors can discover about 2,000 innovative and well-shaped everyday items from around the world in the Red Dot Design



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Museum Essen. In order to make good design become experientable, touching and testing most of the exhibits is particularly allowed.

Public tour: "Sweden at its best" in the Red Dot Design Museum Essen

Sunday, 2 March 2014, 3-4:30 p.m.

Participation fee: 5 € per person plus admission

Admission: 9 € (Reduced: 4 €)

Children under 12: Free admission

As the group size allows for a maximum of 25 participants, the Red Dot Design Museum kindly asks for previous registration by phone on +49 201 30104-0 or via e-mail to museum@red-dot.de.

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