



reddot design museum
Essen

Press release

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International top performances: two special exhibitions at the Red Dot Design Museum Essen

When the Red Dot Design Museum Essen opens its doors on 8 July 2014, visitors can look forward to international high-class designs. Until 3 August 2014, the latest Red Dot-awarded products will be presented in the former boiler house of UNESCO World Heritage Zollverein coal mine in Essen Germany. For four weeks, two special exhibitions will turn the museum into a hot spot for industrial design at the highest level: While "Design on Stage" showcases successful designs from 47 nations, "People Driven" grants insights into the work of the Red Dot: Design Team of the Year 2014, the think tank Veryday from Sweden.

Design on Stage – Winners Red Dot Award: Product Design 2014

In the midst of historical industrial architecture, the Red Dot Design Museum presents latest product culture: The four-week special exhibition "Design on Stage" presents among others elegant pieces of jewellery, innovative entertainment electronics or well-shaped furniture of designers from around the world.

The "Ora-ïto" dining table by Roche Bobois presents itself as a fascinating interior object which challenges the beholder's familiar habits and patterns of perception with its complex structures. Urban mobility is thematised by the "ThinBike" from German manufacturer Schindelhauer Bikes: a reinterpretation of the classic two-wheeler in terms of significance and functionality. It realises the idea of a full-size bicycle that is easy to fold and thus can be stored in even the smallest rooms on the appropriate wall mount.

A special highlight of the winners' exhibition is the boat "TIWAL 3.2" which received the "Red Dot: Best of the Best" award. The inflatable sailing dinghy won't be launched in the Red Dot Design Museum, but be



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lifted into the air and hover weightlessly in the house's eastern wing. The foldable piece of water sports equipment, which can be transported easily in two bags, was designed by the up-and-coming talent Marion Excoffon from France.

On three floors, visitors experience the award-winning exhibits which convinced the 40-headed expert jury of the Red Dot Award: Product Design 2014. All objects which were honoured with the highest award, the "Red Dot: Best of the Best", will be staged in the imposing White Hall of the museum. Portraits of the designers who created the outstanding products and of the jury members complete the exhibition.

People Driven

A special place is traditionally reserved for the exhibition of the Red Dot: Design Team of the Year, which comes in 2014 from Sweden: Verday. The award is a special honour since no designer and no company can apply for it – a single distinction which stands out from all Red Dot awards. The design and innovation agency Verday has received this highest appreciation for its exemplarily and internationally successful design work. Now, the creative minds around Krister Torssell, CEO of Verday, present their innovative design achievements in the Red Dot Design Museum Essen.

The exhibition "People Driven" presents designs that empower people in their everyday life. Verday believes that user-centric solutions based on genuine user insights can empower, enrich and energise brands and the people they serve. Already since 1969, the company has pursued its people-driven design philosophy and design practice. Everything Verday designs is the result of deep insights into what people really need, feel and desire. The exhibition demonstrates how they strive to honour this belief in every project they undertake.

On display are iconic products such as the SAS coffee pot, the BabyBjörn carrier, the November chair, and EzyStove, proofing Verday's unique design approach. All works are the result of an elaborate combination of people insight and business innovation. Moving forward into a digitally



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connected world, this approach is as relevant as never before. Products created by Veryday stand for innovative designs which can increase the quality of life for people of all ages: from sleepy babies to busy parents or active grandparents – all across the globe.

Special exhibitions:

**"Design on Stage – Winners Red Dot Award: Product Design 2014" and
"People Driven"**

8 July – 3 August 2014

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