



reddot design museum
Essen

Press release

Essen/Germany, 7 July 2014

"Design on Stage": Public tour of the special exhibitions in the Red Dot Design Museum Essen

From 8 July until 3 August 2014, the Red Dot Design Museum Essen presents two special exhibitions at the same time. On Sunday, 13 July 2014, visitors can explore "Design on Stage" and "People Driven" in the course of a public tour from 3-4.30 p.m. On three floors, the house presents what is state-of-the-art in international product design.

The visitors meet award-winning innovations from various fields of life during their tour of the exhibition "Design on Stage": The "Ora-ïto" dining table by Roche Bobois will fascinate fans of shapely furniture. It presents itself as an inspiring interior object which challenges the beholder's familiar habits and patterns of perception with its complex structures. Sporty townspeople will be excited by the "ThinBike" from German manufacturer Schindelhauer Bikes. It reinterprets the significance and functionality of a classic two-wheeler: a full-size bicycle that is easy to fold and thus can be stored in even the smallest rooms on the appropriate wall mount.

Another item on the agenda of the public tour is the exhibition of the Red Dot: Design Team of the Year, which is in 2014 the Swedish design and innovation agency Veryday. Elaborate, innovative, close to people – all this and much more characterises solutions which are designed by the team and presented in the special exhibition "People Driven". Their philosophy – everything starts and ends with the user – leads to iconic products such as the SAS coffee pot, the BabyBjörn carrier, and the EzyStove. 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.



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As the group size allows for a maximum of 25 participants, the Red Dot Design Museum Essen kindly asks for previous registration by phone on +49 201 30104-60 or via e-mail to museum@red-dot.de.

Special exhibitions:

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

8 July – 3 August 2014

Red Dot Design Museum Essen

Gelsenkirchener Str. 181

45309 Essen

Germany

www.red-dot-design-museum.org

Public tour

Sunday, 13 July 2014, 3–4.30 p.m.

Participation fee: 5 € per person plus regular admission

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