



reddot design museum
Essen

Press release

Essen/Germany, 25 September 2014

"Formosa Forms": the Red Dot Design Museum Essen presents an exhibition on Taiwanese design trends

From 1 October until 2 November 2014, the Red Dot Design Museum Essen presents "Formosa Forms – Design trends in technology and lifestyle from Taiwan". Using selected Taiwanese designs, the special exhibition documents current design developments in the fields of lifestyle and accessories. About 100 exhibits show the contrast as well as the symbiosis of tradition and modernity and illustrate the contemporary design understanding of Taiwanese manufacturers and designers.

Sculptural lamps, high-performance notebooks and entertaining gadgets: With well-shaped products from various life worlds, Taiwan ranks among the world market leaders in the design sector. Millions of people around the globe use the innovations of the insular state in the Western Pacific, which was once called "Ilha Formosa" (beautiful island), without knowing that their daily companions come from there.

Among the well-shaped objects, which visitors can experience at close range in the Red Dot Design Museum Essen, rank bicycles and corresponding accessories, innovations from the fields of computer technology and mobile communications, lamps, lifestyle products and achievements of the life science industry. The exhibition of Taiwanese top-performances is completed by communication projects: elaborate packagings as well as posters and digital works which draw attention to their messages in a creative and surprising way. All of the drafts stand for prizewinning design – they were decorated with the Red Dot or the Golden Pin Design Award.



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1 October – 2 November 2014:

**Formosa Forms – Design trends in technology and lifestyle from
Taiwan**

Admission: 9 € (Reduced: 4 €)

Children under 12: free admission

Red Dot Design Museum Essen

Zollverein Areal A (Schacht XII)

Kesselhaus (A7)

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Further information: www.red-dot-design-museum.org

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