



reddot design museum
Essen

Press release

Essen/Germany, 3 February 2015

Creative hot spot: international communication design in the Red Dot Design Museum Essen

Smart apps, impressing posters or attention-attracting advertising films – all communication works which are on show in the Red Dot Design Museum Essen, Germany, from 6 February to 3 May 2015 have one thing in common: their award-winning design. The special exhibition "Design on Stage – Winners Red Dot Award: Communication Design 2014" presents the latest Red Dot awarded creative achievements from around the globe.

Among the more than 600 innovative works, which will turn the former boiler house of UNESCO world heritage Zollverein once again into a hot spot, are annual reports, packaging designs and typographies as well as games, interfaces and sound designs. The works grant insights in the latest and most exciting strategies and illustrate impressingly how to communicate in a creative way today.

In its small cinema, the museum presents among others the WWF donation campaign "The Ant Rally" which was developed by BBDO Germany: The agency produced a protest march of ants. With messages cut into leaves, the ants demonstrated against the deforestation of the rain forest, and thus against the destruction of their natural habitat.

Current communication projects are also shown by using the example of packaging design: they prove that packaging is much more than protection or means of transportation. It can be designed playfully, present its content in a never seen way or tell stories. Visitors can get enthused by the "Smart Heads" which Kolle Rebbe designed for Hansgrohe: a packaging which gives the manufacturer's shower heads a body, for example the one of Apple founder Steve Jobs.



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Works of up-and-coming designers mix up with the achievements of renowned creative agencies and companies. So does the "Next Generation Scientific Poster" by Konrad Rappaport which was awarded with the Red Dot: Junior Prize endowed with 10,000 Euros. "Its potential is as huge as the future of presenting scientific education", adjudged the international expert jury the interactive digital scientific poster. It deals with the consequences, mechanisms and reasons of landslides in the ocean as a frequent catalyst of tsunamis. It imparts complex scientific content in an extremely vivid way.

In the course of the exhibition, the Red Dot Design Museum Essen offers a public guided tour: on Sunday, 8 February 2015. From 3–4.30 p.m., visitors go on a discovery tour and learn a lot about the exciting communication designs which surround us in our everyday lives around the clock. Previous registration is requested.

Special exhibition "Design on Stage – Winners Red Dot Award: Communication Design 2014"

6 February – 3 May 2015

Admission: Euro 9.00 (Reduced: Euro 4.00)

Children under 12: free admission

Public guided tour of the special exhibition "Design on Stage"

Sunday, 8 February 2015, 3–4.30 p.m.

Participation fee: 5 € per person plus regular admission

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.



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Zollverein Areal A (Schacht XII)

Kesselhaus (A7)

Gelsenkirchener Str. 181

45309 Essen

Germany

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

Press contact:

Marie-Christine Sassenberg

Senior Communications Manager

Red Dot Design Museum Essen

Design Zentrum Nordrhein Westfalen

Gelsenkirchener Str. 181

45309 Essen

Germany

Phone +49 201 30104-43

E-mail: m.sassenberg@red-dot.de

www.red-dot-design-museum.org/press