



reddot design museum
Essen

Press release

Essen/Germany, 7 May 2015

Asian design between handicraft and hightech: free guided tour of the Red Dot Design Museum Essen

On Sunday, 10 May 2015, visitors of the Red Dot Design Museum Essen can learn and experience the world of Asian design, which today has a strong impact on our society's aesthetic opinion and has become an integral part of our everyday life. With the title "Between Handicraft and Hightech – Harmony in Asian Design" a public guided tour introduces current product designs and the concepts behind them from 3 – 4.30 p.m.

Asia is a region of high economic dynamics which has been a standard for shapely and technical innovations for thousands of years: a metropolitan area which regularly convinces people with ground-breaking new designs, highest design quality and a remarkable variety. During the tour of the world's largest exhibition of contemporary design, contrasts will be pointed out which bind together to a balanced unit: old and new, natural and artificial, traditional handicraft paired with hightech.

The Red Dot Design Museum acts in a relationship of tension, too: between old and new, between modern product culture and historic industrial architecture, the house presents the complete range of up-to-date and innovative product designs. What distinguishes these exhibits from other articles of daily use is a very specific quality: excellent design. All of the exhibits were honoured in the Red Dot Design Award, one of the largest and most renowned design competitions in the world. As touching and testing most of the objects is allowed, the about 2,000 exhibits from ca. 45 nations make good design become experientable.



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"Between Handicraft and Hightech – Harmony in Asian Design"

Public tour of the Red Dot Design Museum Essen

Sunday, 10 May 2015, 3 – 4.30 p.m.

Participation fee: 5 € per person plus regular admission

Admission: 6 € (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 30104-60 or via e-mail to museum@red-dot.de.

Red Dot Design Museum Essen

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

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