reddot design museum
Essen

Press release

Essen/Germany, 20 May 2015

"Design for Speed" - Red Dot Design Museum and Sparkasse Essen present exhibition on new bicycle culture

From 21 May to 20 August 2015, the Red Dot Design Museum Essen presents in cooperation with Sparkasse Essen, the exhibition "Design for Speed: Red Dot-awarded mobility". It will show award-winning exhibits which demonstrate the expertise of international manufacturers and make clear that the nearly 200-year evolution of the bicycle continues.

With 15 exhibits, "Design for Speed: Red Dot-awarded mobility" will illustrate that the bicycle has become the expression of a new urban lifestyle. For decades, the car was the epitome of independence and fast locomotion. Now bikes are the new symbol of flexibility and speed in urban areas. The Melon Urban Active Helmets from Essen, Germany also show that a trend can affect other sectors. All exhibits were awarded in the Red Dot Design Award, one of the world's largest product competitions.

The exhibition is the first event in the upcoming anniversary celebrations of the Red Dot Award in its hometown Essen. 60 years of design history "made in Ruhr region" are celebrated in the course of four exhibitions. In addition to "Design for Speed: Red Dot-awarded mobility", the Ruhr Museum and the Red Dot Design Museum Essen will present the joint exhibition "Enduring, not ultimate form" from 29 June until 23 August 2015: In Hall 5 at Zollverein World Heritage Site, the rich history of the Design Zentrum NRW will be thematised.

Moreover, from 30 June to 26 July, the Red Dot Design Museum is also a hot spot for leading contemporary industrial design: In addition to the winner exhibition "Design on Stage - Winners Red Dot Award: Product Design 2015" the Red Dot: Design Team of the Year 2015 will present its best design achievements in the former boiler house of the Zeche

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Zollverein coal mine: Visitors are invited to discover "Icons of everyday life – Bosch Home Appliances throughout the ages".

Design for Speed: Red Dot-awarded mobility
An exhibition in cooperation with Sparkasse Essen

Duration:	21 May – 20 August 2015
Exhibition location:	Sparkasse Essen Ill. Hagen 43 45127 Essen Germany
Opening hours:	Mon & Thu: 9 a.m. - 6 p.m. Tue, Wed & Fri: 9 a.m. - 4 p.m.
Admission:	free
Further information:	www.red-dot-design-museum.org

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