



Press release

Essen/Germany, 17 November 2016

**"Under the Sign of the Circle": Red Dot Design Museum presents exhibition on innovations from Japan**

"Under the Sign of the Circle": This is the title of the exhibition to be presented in the Red Dot Design Museum Essen in Germany from 25 November 2016 to 19 March 2017 on Red Dot awarded design innovations from Japan. From living, telecommunications and media to packaging design and posters – around 100 exhibits from Japanese designers and manufacturers will be on show. The focus is on technological innovations, for which Japan is very well known.

All of the objects displayed in the exhibition "Under the Sign of the Circle: Red Dot awarded Design Innovations from Japan" have received a distinction in the Red Dot Design Award. Due to its size and continuity, the competition is a yardstick for the design development of an industry or a country. Following a range of exhibitions concerning the design of individual countries – including Sweden, Belgium and Spain – the Red Dot Design Museum is devoting its new exhibition to contemporary design in Japan.

In the exhibition "Under the Sign of the Circle", visitors will experience the natural manner in which design from Japan connects what appear to be opposites: traditional crafts are married with state-of-the-art technologies, western influences such as the Bauhaus principles and functionalism are interwoven with the Japanese principle of harmony. This results in products, communication works and design concepts that win people over with their good design.

Designs will be presented from different areas of life, such as furniture, tableware and lighting for example. Because large sections of the Japanese economy are very fond of technology, there is an emphasis in the exhibition on technological innovations, for which Japan is very well known. Based on cleverly designed products – including from the areas of consumer electronics, cameras and life science – it becomes clear how the Japanese designers master

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Design Zentrum Nordrhein Westfalen  
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reddot design museum

the challenging task of translating technological achievements into marketable and in particular successful products. In addition to numerous current exhibits, the Walkman from Sony, which won an award in Essen back in 1986, will be on show in the exhibition "Under the Sign of the Circle" as an example of a historical product.

**25 November 2016 – 19 March 2017:  
"Under the Sign of the Circle:  
Red Dot awarded Design Innovations from Japan"**

**Red Dot Design Museum Essen**  
Zollverein UNESCO World Heritage Site  
Areal A [Schacht/Shaft XII], Kesselhaus [A7]  
Gelsenkirchener Straße 181  
45309 Essen  
Germany

**Further information:** [www.red-dot-design-museum.org](http://www.red-dot-design-museum.org)

**About the Red Dot Design Museum Essen:**

Make good design and the quality of customary items become experientable is the purpose of the Red Dot Design Museum Essen in Germany – in its origins already since 1955. With about 2,000 exhibits from 45 nations, it displays the complete range of current product design in the former boiler house of the UNESCO World Heritage Site Zollverein coal mine. On five floors and approximately 4,000 square meters, it presents well-designed objects which were awarded by renowned experts in one of the largest international design competitions, the Red Dot Design Award. Every year, the world's largest exhibition of contemporary design informs around 150,000 visitors about current trends – testing many of the exhibits is explicitly allowed. Special exhibitions on certain topics complete the inspiring insight into the fascinating world of design. Further information: [www.red-dot-design-museum.org](http://www.red-dot-design-museum.org).

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