



reddot design museum

Press release

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"Creative Exchange: World's Best Communication Design and Highlights from NRW" – an exhibition on communication design with a focus on NRW

15 March to 2 June 2019 in the Red Dot Design Museum in Essen

From 15 March, the Red Dot Design Museum in Essen will host the exhibition "Creative Exchange: World's Best Communication Design and Highlights from NRW", featuring the best communication design achievements from North Rhine-Westphalia and all over the globe at the Zollverein UNESCO world heritage site in Essen. From packaging to posters and advertisements, visitors to the exhibition can experience award-winning communication design in all of its nuances, including all of the projects that won a Red Dot: Best of the Best or a Red Dot: Grand Prix in the Red Dot Award: Communication Design 2018.

From football clubs and a coal exhibition to art and culture – a spotlight on design works from NRW

The exhibition devotes an especially large amount of space to communication design "made in NRW". The results of the Red Dot Award: Communication Design, which creatives and companies from all over the world take part in every year, show that North Rhine-Westphalia is one of Germany's top design locations. At 29%, almost one third of all German entries that won an award in 2018 were from agencies, creatives, designers and companies in NRW (by comparison: in 2015, this figure stood at just 18%). For example, these works include packaging design for Veltins-Pilsener, advertising for Rimowa and annual reports for Vorwerk and Metro, as well as the new corporate design of the football club Fortuna Düsseldorf.

Also, many of the award-winning works from NRW come from the cultural domain. The contemporary witness portal 'Zeitzeugen', designed by the agency

Press contact

Astrid Ruta
Konzept. Text. Redaktion
Riesweg 38
45134 Essen, Germany
Phone: +49 201 84079533
E-mail: museum@astridruta.de

Red Dot Design Museum Essen
Gelsenkirchener Str. 181
45309 Essen, Germany
www.red-dot-design-museum.org



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Markwald & Neusitzer for Bonn's Haus der Geschichte museum, was even named one of the best works in the entire competition, winning a Red Dot: Grand Prix for its design. Zeitzeugen-portal.de is an online offering by Haus der Geschichte, where people can give their very personal view of developments and occurrences in Germany in the 20th and 21st century in the form of video interviews.

Invitation to the vernissage on 14 March 2019

The exhibition will be launched on Thursday, 14 March 2019 at 7 p.m. (doors open: 6.30 p.m.). All those who wish to get an insight into the current top achievements of the international creative scene are cordially invited to the vernissage in the Red Dot Design Museum. Prior registration is required at www.red-dot.de/wbcd. Entry to this event is free of charge.

Red Dot Design Museum – Opening hours and entrance fees

Tuesdays – Sundays & public holidays: 11 a.m. to 6 p.m.

(last admittance: 5 p.m.)

Mondays: closed (except on public holidays and during school holidays in North Rhine-Westphalia)

Entrance fee for special exhibitions: EUR 9 (reduced rate: EUR 4)

Children under the age of 12: free

Fridays: pay what you want

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

About the Red Dot Design Museum Essen

Making good design tangible and exhibiting the quality of daily objects – that is the task of the Red Dot Design Museum, the roots of which date back as far as 1955. With roughly 2,000 exhibits from around 45 countries, it presents the entire range of current product design. The museum is situated in the former boiler house of the UNESCO world heritage site Zeche Zollverein Coal Mine Industrial Complex and extends across five floors and more than 4,000 square metres. It presents well-designed objects that have been selected as winners by renowned experts in one of the largest international design competitions, namely the Red Dot Design Award. The world's largest exhibition of contemporary design informs about 150,000 visitors each year about current design trends, and visitors are encouraged to try out many of the exhibits. Special thematic exhibitions complement the inspiring insight into the fascinating world of design.

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