



reddot design award

Press release

Essen and Berlin, 21 October 2021

## **Museum für Kommunikation in Berlin to launch studio exhibition "Best Brands & Communication Design – Red Dot Winners Selection 2021" on 13 November**

In a new special exhibition, the Museum für Kommunikation in Berlin will present a selection of the brands and projects that were successful in this year's Red Dot Award: Brands & Communication Design. The works exhibited from 13 November 2021 to 9 January 2022 range from posters and books, online projects and advertising films to packaging design and will give an overview of the state of the art in international communication design.

### **Outstanding creative achievements at the heart of the exhibition**

The studio exhibition focuses on the roughly 50 best works in the competition year 2021. They were selected by the international Red Dot Jury for their high design quality and awarded a Red Dot: Best of the Best or the Red Dot: Grand Prix. In addition, the exhibition shows the Red Dot: Brand of the Year as well as the best project from an upcoming designer, for which the winner traditionally receives the Red Dot: Junior Prize.

The exhibits include such diverse works as the new corporate design for the Munich Documentation Centre for the History of National Socialism, an ad campaign for car brand Mini, a distinctive new font inspired by the unique features of the Vietnamese alphabet, unusual milk packaging from Russia or the anti-viral mesh partitions created for the Lexus brand in Japan during the pandemic.

### **Honorary title "Red Dot: Agency of the Year" awarded to Cologne-based agency denkwerk**

The exhibition also features the 'Stylus' trophy. It will be handed over to the Red Dot: Agency of the Year 2021 on 12 November, the evening of the opening. This is the highest accolade and is awarded for consistently strong design accomplishments. This year's recipient is the Cologne-based agency

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Red Dot Design Award

Red Dot GmbH & Co. KG

Martin-Kremmer-Str. 14-16

45327 Essen, Germany



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denkwerk. Last year's winner, the agency Interbrand, will pass on the 'Stylus' trophy to the denkwerk team.

**"Best Brands & Communication Design – Red Dot Winners Selection 2021"**

An exhibition by the Museum für Kommunikation in Berlin in cooperation with the Red Dot Design Museum Essen

Exhibition duration: 13 November 2021 – 9 January 2022

Address: Museum für Kommunikation Berlin  
Leipziger Straße 16  
10117 Berlin-Mitte  
Germany

Opening times: Tuesdays 9 a.m. – 8 p.m.  
Wednesdays to Fridays 9 a.m. – 5 p.m.  
Saturdays, Sundays, public holidays 10 a.m. – 6 p.m.

Entrance fee: Regular rate EUR 6  
Reduced rate EUR 3  
Children under 18 go free

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## Press invitation to the exhibition opening on 12 November 2021

Dear colleagues,

We cordially invite you to the opening of the studio exhibition. The vernissage takes place on Friday, 12 November 2021, at 7 p.m. (doors open from 6 p.m.) in the Museum für Kommunikation in Berlin. Anja Schaluschke, Director of the Museum für Kommunikation in Berlin, and Professor Dr. Peter Zec, Founder and CEO of the Red Dot Design Award, will greet you at the event and show a selection of award-winning works in the form of a film entitled "Red Dot Films Selection 2021". The evening will culminate in the official celebration of this year's Red Dot: Agency of the Year, which is Cologne-based agency denkwerk.

Because guest numbers are severely curtailed due to the pandemic, please register by no later than 2 November 2021 by e-mailing [presse@red-dot.de](mailto:presse@red-dot.de). All attendees must provide either proof of vaccination or recovery from coronavirus.

### **About the Museum für Kommunikation in Berlin:**

The Museum für Kommunikation in Berlin makes it possible to experience communication first hand. Charming robots greet the visitors in the imposing atrium. In the surrounding galleries, the visitors themselves communicate at interactive terminals using smoke signals, tin can phones or digital messages. The revolution of human communication is at the heart of the permanent exhibition on the first floor. Visitors can try out a pneumatic post system, a semaphore telegraph and a morse code transmitter. Last but not least, the Treasure Chamber in the basement presents seventeen particularly valuable exhibits, including the Blue Mauritius (the world's most famous stamp) and the world's first telephone, invented by Philipp Reis.

More information is available at [www.mfkberlin.de](http://www.mfkberlin.de).

### **About the Red Dot Design Award:**

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 20,000 entries, the Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after distinction "Red Dot" has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online.

More information is available at [www.red-dot.de](http://www.red-dot.de).

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