



reddot design award

Press release

Essen and Berlin, 7 October 2019

From packaging design to brand profiles: exhibition of Red Dot winners in the Museum für Kommunikation Berlin

The studio exhibition "Best Brands & Communication Design – Red Dot Winners Selection 2019" shows an exclusive selection of the projects and brands that were successful in the Red Dot Award: Brands & Communication Design. From online projects and coffee table books to brand profiles that are second to none, the exhibition will present the best brands and communication design works of the year, and thus examples of the status quo of the international creative scene, from 3 November 2019 to 12 January 2020 in the Museum für Kommunikation Berlin.

Brands in the focus of the competition

This year, for the first time, companies from different industries could enter their brand in the Red Dot Award: Brands & Communication Design. This is the competition's response to the desire of award-winners to present themselves as integrated brands. It's a justified approach, because memorable brands are the key factor for international success. Yet the power of communication design is reflected not only in successful brand profiles but also in individual projects. These continue to be an essential part of the Red Dot Award. From digital reports to print brochures or packaging, the competition covers the entire range of contemporary communication design.

Looking to the future

Among other things, the Museum für Kommunikation Berlin presents far-sighted works: entitled "Crossmapping the Future", the Megatrend Report M8 by Robert Bosch looks at the developments of the future. Rich in extensively researched content and fitting, sophisticated illustrations, the compendium – designed by STRICHPUNKT – offers in-depth insights, compact data sheets and interviews with innovators. Equally innovative is the typeface "Helvetica Now" developed by Monotype. The new version of one of the world's best-known typefaces is geared to the changing technical conditions and reading habits of users.

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Red Dot GmbH & Co. KG

Gelsenkirchener Str. 181

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Sharing a connection

Whether through its magenta colour, the letter "T" with its elongated serifs or the sound logo – Deutsche Telekom has succeeded in being recognisable at all sensory levels without using words. True to the motto "Life is for sharing", every nuance of the brand image is integrated in a consistently developed corporate design. Siri and Alexa are now also going to share their lives for ever: The digital campaign by the Vienna Tourist Board designed by SERVICEPLAN GERMANY features the marriage of the two AI assistants and was created to let people know about the EuroPride event in Vienna. The campaign centres around the 'Pride Skill' – a tool that made it possible for Alexa and Siri to connect.

Exhibition shows the status quo of the creative scene

The exhibition presents 70 other projects in addition to those outlined above. The exhibits in the winners exhibition include the works and brands awarded the Red Dot: Best of the Best by the 25-member jury for their very high design quality and creative performance. The projects awarded the Red Dot: Grand Prix and the distinction "Red Dot: Brand of the Year" – the best projects in their respective section – are also on show. In addition, the exhibition uses examples to provide an insight into the creative achievements of KW43 Branddesign by Grey Germany, the year's most successful agency. The piece of work by an up-and-coming designer that won the Red Dot: Junior Prize rounds off the overview of the status quo of the international creative scene.

Exclusive guided tour with Red Dot CEO

One of the ways in which interested parties can experience the different facets of award-winning communication design is on a guided tour with Professor Dr. Peter Zec, founder and CEO of the Red Dot Design Award. On Tuesday, 17 December 2019 at 5.30 p.m., the design expert invites visitors on a walk through the exhibition. He will introduce the best brands and creative projects from his perspective and give a deeper insight into how our communication is designed.

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“Best Brands & Communication Design – Red Dot Winners Selection 2019”

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

Exhibition duration: 3 November 2019 – 12 January 2020

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

Expert guided tour: 17 December 2019, 5.30 p.m.
with Red Dot CEO Professor Dr. Peter Zec
Museum entrance fee (children go free)

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Invitation to the exhibition opening on 2 November

We cordially invite you to the launch of the studio exhibition on Saturday, 2 November at 7 p.m. (doors open at 6.30 p.m.) in the Museum für Kommunikation Berlin, Leipziger Straße 16, 10117 Berlin.

Regine Meldt, Head of the Public Relations Department at the Museum für Kommunikation Berlin, and Professor Dr. Peter Zec, founder and CEO of the Red Dot Award, will greet you in person at a champagne reception. You can look forward to a screening of "Red Dot Films Selection 2019", which shows a selection of award-winning short films and adverts.

Please let us know for sure by 22 October 2019 at www.red-dot.org/mfk2019 whether you will attend.

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. Further information is available at www.mfk-berlin.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 18,000 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.

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