



## Press release

Essen and Berlin/Germany, 5 October 2018

### **Award-winning communication design: discover the exhibition of Red Dot winners in the Museum for Communication Berlin**

The studio exhibition "Best Communication Design – Red Dot Winners Selection 2018" shows an exclusive selection of the works that were successful in the latest Red Dot Award: Communication Design. From packaging to posters or online projects, the exhibition will present the best communication design works of the year, and thus examples of the status quo of the international creative scene, from 28 October 2018 to 13 January 2019 in the Museum for Communication Berlin.

#### **Award-winning creativity**

Since 2011, the Essen-based Red Dot Award has been a guest in Berlin once a year to celebrate the winners of the international competition for communication design. After the current laureates have received their trophies at the Red Dot Gala in the Konzerthaus Berlin on 26 October 2018, an exclusive selection of their award-winning creations will be on show in the Museum for Communication Berlin from 28 October.

#### **Good form – in every respect**

The collection of the best communication design works of the year includes among other things the world's fastest annual report, developed by Puma and Publicis Pixelpark. The 9.58-second film shows Usain Bolt's world record-breaking race. Matching the company's claim – "Forever Faster" – the Puma Annual Report 2017 is integrated in the clip as an overlay. Another example of best form is a beer can designed by Serviceplan based on the design of a champagne flute. The German agency thus gave the well-known packaging an unusual shape for the limited edition "Le BECK'S: The Legendary Beer Can".

#### **A new look at familiar things**

A similarly unconventional idea is the "Genesis Gangnam Showroom" from Hyundai Motor Company that facilitates an entirely new brand and product experience. The showroom arouses the curiosity of the clients by only making

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Red Dot Award: Communication Design  
Red Dot GmbH & Co. KG  
Gelsenkirchener Str. 181  
45309 Essen  
Germany



a small portion of the vehicles visible from outside. In the calm and elegant interior, they can discover the quality of the "Genesis" luxury brand without feeling compelled to make a purchase. A new perspective on characters that surround us constantly in our everyday lives is offered by "Le Murmure". The typography of the eponymous French creative agency is both pithy and elegant and is complemented by stylistic variations. The script plays with skilful asymmetries of the letters, thus conveying the company's style.

### **Nuances of communication design**

These and the other roughly 70 exhibits bear impressive testimony to the fact that projects that win over the jury for the Red Dot Award: Communication Design are of high quality, well thought-through and convincing. They cover the entire range of contemporary communication – from apps and sound design to illustrations, typography, brand design as well as film and animation.

The exhibits include the projects awarded the Red Dot: Best of the Best by the 24-member jury for their very high design quality and creative performance in the competition. The works that won the Red Dot: Grand Prix, namely the best in each category, are likewise on show. In addition, the exhibition uses the examples to provide an insight into the creative achievements of the year's most successful agency and brand. The piece of work by an up-and-coming designer awarded with the Red Dot: Junior Prize completes the overview of the latest trends in the global communication industry.

### **Exclusive guided tour with Red Dot founder**

Visitors who are interested in experiencing the different nuances of award-winning communication design can do so for example on a guided tour in German language with Red Dot founder Professor Dr. Peter Zec. On Tuesday, 11 December 2018 at 5.30 p.m., the design expert will give a guided tour of the exhibition. He will introduce the best creative projects of the year from his perspective and give a deeper insight into how our communication is designed.

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reddot design award

## “Best Communication Design – Red Dot Winners Selection 2018”

An exhibition by the Museum for Communication Berlin in cooperation with the Red Dot Design Museum Essen

Exhibition duration: 28 October 2018 to 13 January 2019

Address: Museum for Communication 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 5 Euros  
Regular rate (from 1 January 2019) 5 Euros  
Reduced rate 3 Euros  
Children under 18 go free

Further information at [www.mfk-berlin.de](http://www.mfk-berlin.de) and [www.red-dot.org/cd](http://www.red-dot.org/cd)

### About the Museum for Communication Berlin:

The Museum for Communication Berlin is regarded as the world's oldest postal museum. It was founded in 1872 on the initiative of Postmaster General Heinrich von Stephan. Today the Museum for Communication Berlin unites the past, present and future. Its permanent exhibition offers vivid insights into the origins, development and future of the information society. A series of attractive temporary exhibitions showcases the many different aspects of communication. The Treasure Chamber is home to the most valuable exhibits, such as the most famous postage stamps in the world – the Blue and Red 'Post Office' Mauritius. Further information: [www.mfk-berlin.de](http://www.mfk-berlin.de).

### About the Red Dot Design Award:

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then the sought-after Red Dot is the revered international seal of outstanding design quality. Further information: [www.red-dot.org](http://www.red-dot.org).

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