



Press release

Essen and Berlin/Germany, 5 October 2017

Best creative achievements: Museum for Communication Berlin shows exhibition of Red Dot winners

The Red Dot Award: Communication Design is celebrating its 25th anniversary in Berlin. After this year's laureates are duly celebrated at the Red Dot Gala in the Konzerthaus Berlin in Germany on 27 October 2017, an exclusive selection of the award-winning works will be on show in the Museum for Communication Berlin from 29 October. Until 14 January 2018, the studio exhibition "Best Communication Design – Red Dot Winners Selection 2017" will showcase the state of the art of the international creative scene.

Collection of top design achievements

The collection of the year's best communication design works includes all of the projects that won a Red Dot: Best of the Best or a Red Dot: Grand Prix. From packaging to posters and advertisements, visitors will experience the diverse nuances of award-winning communication design from all over the world. In addition, they will be given an insight into the creative achievements of the Red Dot: Agency of the Year 2017 and of the best up-and-coming designer, winner of the Red Dot: Junior Prize.

Agencies, designers and companies from 50 countries entered 8,051 projects in the 18 categories in the competition. They were evaluated live and on site in terms of their individual performance by a 24-member jury. The experts only awarded the Red Dot to those entries that won them over with high design quality and creativity.

Communication design meets music

The award-winning top achievements that visitors to the Museum for Communication Berlin can discover include the corporate design of the Eurovision Song Contest 2017, which took place in Kiev. The creative minds at Banda Agency and Republique from the host country got their inspiration from traditional Ukrainian necklaces. The distinctive style of the pearls expresses the individuality of the participants and their entries and thus the

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Design Zentrum Nordrhein Westfalen
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motto, "Celebrate Diversity". This embodies the values of the competition that invites people to come together to listen to music and celebrate their shared cultural heritage and their differences.

Just the right amount of humour

Ideas in abundance – that's exactly what the main character has in the advertising campaign "Hovering Art Director", which Achtung! / Studio Kraftwerk from the Netherlands designed for US software firm Adobe Systems. To promote the advantages of Adobe Stock, the work is focused on one exaggerated Art Director, who is virtually brimming with ideas. It uses humour for identification, while at the same time illustrating how useful the product is for a designer's day-to-day work.

Fries made from wood shavings?

Another equally entertaining ad is "Forest of Fries", created as a joint effort by German agencies thjnk and Leo Burnett Germany for McDonald's Germany. Because far-fetched stories are often more exciting than reality, many people believe the well-known myth that the fries from the famous fast-food chain are made from wood and wood shavings. To prove how absurd these rumours are, an ad was produced that highlights the company's high quality standards and shows us that we shouldn't believe everything we hear.

Exciting accompanying programme

The accompanying programme organised by the Museum for Communication will give deeper insights into the studio exhibition "Best Communication Design – Red Dot Winners Selection 2017". In addition to guided tours for groups, which can be booked individually, there are tours for individual visitors at 2 p.m. on Tuesday, 31 October 2017 and at 6.30 p.m. on Tuesday, 9 January 2018. Additionally, Professor Dr. Peter Zec, founder and CEO of the Red Dot Award, will give a tour at 5.30 p.m. on Tuesday, 5 December 2017. During the tour, the expert will introduce what he considers to be the year's best communication works.

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Best Communication Design – Red Dot Winners Selection 2017

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

Exhibition duration: 29 October 2017 to 14 January 2018

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 EUR 5
Reduced rate EUR 3
Children under 18 go free

Guided tours: For individual visitors:
Tuesday, 31 October 2017, 2 p.m.
Tuesday, 9 January 2018, 6.30 p.m.
Museum entrance fee (children go free)

Expert tour "Icons of brand design"
with Professor Dr. Peter Zec,
Founder and CEO of the Red Dot Design Award
5 December 2017, 5.30 p.m.
Museum entrance fee (children go free)

Further information at www.mfk-berlin.de and www.red-dot.org/cd

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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.

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 organised by the Design Zentrum Nordrhein Westfalen in Essen, Germany, and 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.

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