

Red Dot Award: Product Design 2016

In search of good design and innovation

Call for entries



red**dot** award
product design



Welcome to the Red Dot Award: Product Design

The Red Dot Award: Product Design is one of the largest design competitions in the world. Manufacturers and designers enter their current products and hope to win, which comes with numerous privileges. The Red Dot jury awards the coveted "Red Dot", the internationally recognised seal of design quality, to the best entries.



reddot award 2016
best of the best

Only the most outstanding products of each category receive the highest individual distinction in the competition: the Red Dot: Best of the Best. In 2015, only 1.6% of all entries were honoured with this award.



reddot award 2016
winner

The Red Dot is the prestigious distinction for high design quality. The international jury awards this coveted quality seal exclusively to products that stand out from comparable entries due to their good design or innovative character.



reddot award 2016
honourable mention

The jurors of the competition award a particularly successful detail or aspect of creative performance with an Honourable Mention. Products that stand out for a well thought-out solution are awarded with this honourable recognition.

Winners' Benefits

Red Dot winner label

This quality seal defines the best products of the year. The internationally renowned and recognised Red Dot winner label creates the highest degree of attention at first glance – on packaging, in advertisements, on websites, at the trade fair stand and in TV commercials.



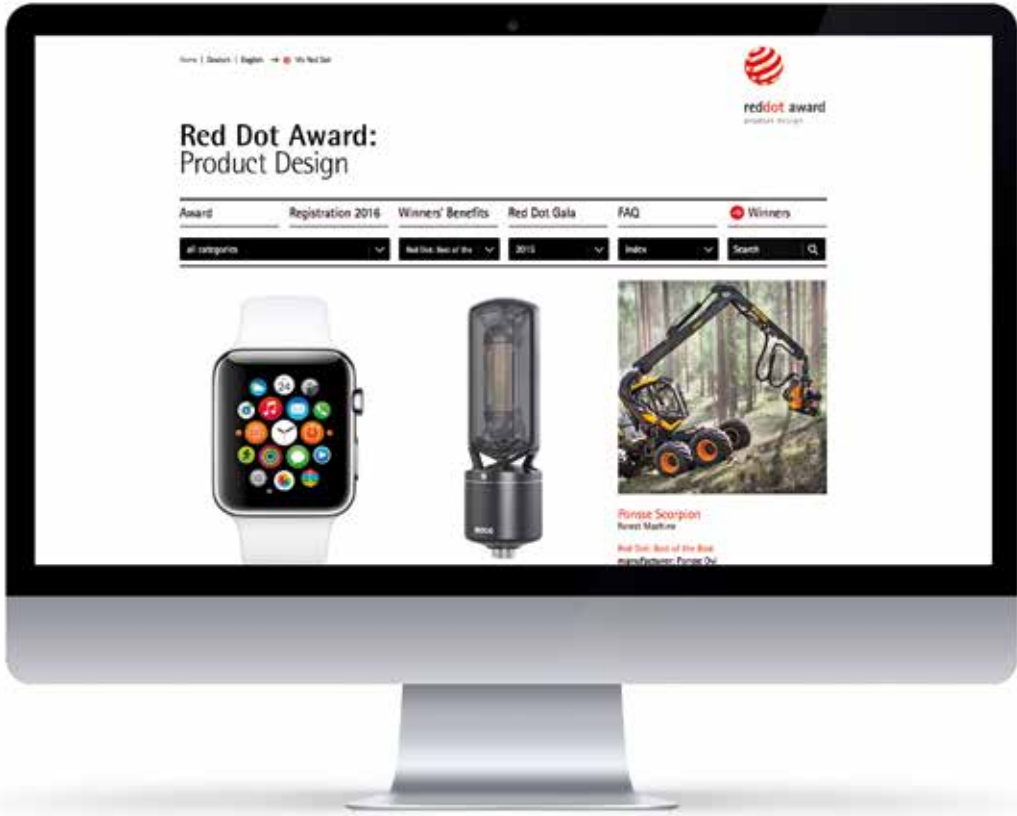
Red Dot Design Yearbook

The volumes "Living", "Doing" and "Working" document the winners of the Red Dot Award: Product Design and present photographs, background information and designer profiles. The yearbook, which is published worldwide, is regarded as a reference work, collector's item and archive of award-winning, contemporary design.



PR & Press

Red Dot creates a continuous presence of its award-winners in the media on a national as well as international scale. Furthermore, the winners benefit from worldwide media partnerships.



Online Presentation

The online presentation showcases all award-winning products of the year. This research tool for the public provides high-resolution photographs, related links and information on designers and manufacturers as well as statements by the Red Dot jury.

www.red-dot.de/pd/winners



Red Dot App

The Red Dot App presents the winning products together with information on designers and manufacturers. Individuals interested in purchasing products that have been awarded a Red Dot can find out about products available in their areas and are provided with insider tips on design locations.

Red Dot Design Museum Essen

On roughly 4,000 square metres the Red Dot Design Museum houses approximately 2,000 exhibits from 45 nations. Annually some 150,000 international guests visit the worldwide largest exhibition of contemporary design presenting products that have been awarded the Red Dot.

www.red-dot-design-museum.org



Product categories

There are 31 categories for entries in the Red Dot Award: Product Design. For each entry, the actual product is individually appraised, tested and assessed by the internationally renowned Red Dot jury.

Submission in four steps

- Registration at www.myreddot.de
- Enter information about product, manufacturer and designer
- Insert product description and upload picture of the product
- Delivery of the original product on time for the adjudication



1 Living rooms and bedrooms



12 Leisure, games and fun



13 Musical instruments and equipment



14 Babies and children



15 Fashion, lifestyle and accessories



2 Households



16 Watches



17 Jewellery



18 Interior design



19 Interior design elements



3 Kitchens, kitchen furnishings and kitchen appliances



20 Materials and surfaces



21 Urban design and public spaces



22 Office furnishings and office chairs



23 Stationery



4 Tableware and cooking utensils



5 Bathrooms, spas and personal care



6 Heating and air conditioning technology



7 Lighting and lamps



24 Industry, machinery and robotics



25 Tools



26 Life science and medicine



27 Vehicles (land, water and aerospace)



8 Garden furnishings, garden and BBQs



9 Outdoors, trekking and camping



10 Sports



11 Bicycle and bicycle accessories



28 Vehicle accessories



29 Consumer electronics and cameras



30 Communication



31 Computers and information technology

The Red Dot jury

At the heart of the Red Dot Award: Product Design is its jury. With their specialist knowledge, some 40 recognised experts from around the world guarantee the high quality standards and thus the value of the Red Dot seal. While the set-up of the jury changes annually, one element remains the same: all members commit to the "Code of Honour". This states that jurors cannot participate in the adjudication of products they were involved in in any way. In addition, no juror can be employed by an industrial manufacturing company. This prevents conflicts of interest and ensures the highest possible degree of fairness and neutrality.

In an evaluation process lasting several days the international experts test, discuss and assess every single entry without a preselection. They adjudicate the actual products, which makes it absolutely necessary for entrants to submit functioning samples.

Adjudication criteria
The judging criteria provide a guiding framework which is interpreted individually by each juror.

- Degree of innovation
- Ergonomics
- Product periphery
- Functionality
- Durability
- Self-explanatory quality
- Formal quality
- Symbolic and emotional content
- Ecological compatibility



FLTR: Guto Indio da Costa, Prof. Carlos Hinrichsen and Dr. Luisa Bocchietto

"The important criteria for me in the assessment of a product are freedom of appraisal, absence of conflicts of interest, ability to compare and established competence."

Dr. Luisa Bocchietto, Italy



FLTR: Prof. Renke He, Wen-Long Chen and Robin Edman



Prof. Herman Hermesen



Prof. Masayo Ave

Red Dot Gala

During the glamorous award ceremony, the Red Dot Gala, the Red Dot: Best of the Best award-winners will be in the limelight. On 4 July 2016 they will receive their deserved Red Dot Trophy on stage at the Essen opera house, the Aalto-Theater, and with it the recognition of the international design scene in front of an audience of 1,200 guests.

Another highlight of the gala is the honouring of the Red Dot: Design Team of the Year. Designers and companies cannot apply for this title. It is a distinction that stands out from all other awards and the highest recognition of a sustainable design policy.

The Essen Aalto-Theater provides the glamorous setting for the festive award ceremony, the Red Dot Gala.



"Economic success is based on good design and its communication. Receiving a distinction at the Red Dot Award confirms the quality of a product and communicates its success in a contemporary way, thus setting it apart from the masses."

Professor Dr. Peter Zec, founder and president of the Red Dot Award



Red Dot CEO, Prof. Dr. Peter Zec, hosting the award ceremony.



The red carpet stylishly sets the tone for an exceptional night.

Designers' Night

After the award ceremony approximately 1,400 international guests, among them design stars, CEOs and decision makers in marketing as well as representatives of international media, will meet at the Designers' Night at the Red Dot Design Museum in Essen, Germany, where the Red Dot winners are celebrated into the small hours. The after-show party is also the vernissage of the exclusive exhibition of winners.



Contemporary product design amidst historical industrial culture: The Red Dot Design Museum Essen presents the winners against an extraordinary backdrop.



The Red Dot and Honourable Mention winners receive their deserved certificates at the Designers' Night.

Celebrating in the midst of award-winning design: The vernissage of the winners' exhibition and the ensuing party flow seamlessly into one another at the Designers' Night.





reddot award
product design

Red Dot Award: Product Design 2016

Enter now!

Dates

Registration periods:

Early Bird:

26 October 2015 – 4 December 2015

Regular:

5 December 2015 – 26 January 2016

Latecomer:

27 January 2016 – 10 February 2016

Judging:

February 2016

Result notification:

March 2016

Award ceremony and vernissage of the winners' exhibition:

4 July 2016

Presentation of the awarded products:

Red Dot Design Yearbook 2016/2017:
available from 4 July 2016

Red Dot Online:

from 4 July 2016

Special exhibition in the Red Dot
Design Museum Essen:

5 July – 31 July 2016

Registration fee

Early Bird: 260 euros

Regular: 350 euros

Latecomer: 450 euros

These prices are net of statutory VAT.

Product categories

- 1 Living rooms and bedrooms
- 2 Households
- 3 Kitchens, kitchen furnishings and kitchen appliances
- 4 Tableware and cooking utensils
- 5 Bathrooms, spas and personal care
- 6 Heating and air conditioning technology
- 7 Lighting and lamps
- 8 Garden furnishings, garden and BBQs
- 9 Outdoors, trekking and camping
- 10 Sports
- 11 Bicycle and bicycle accessories
- 12 Leisure, games and fun
- 13 Musical instruments and equipment
- 14 Babies and children
- 15 Fashion, lifestyle and accessories
- 16 Watches
- 17 Jewellery
- 18 Interior design
- 19 Interior design elements
- 20 Materials and surfaces
- 21 Urban design and public spaces
- 22 Office furnishings and office chairs
- 23 Stationery
- 24 Industry, machinery and robotics
- 25 Tools
- 26 Life science and medicine
- 27 Vehicles (land, water and aerospace)
- 28 Vehicle accessories
- 29 Consumer electronics and cameras
- 30 Communication
- 31 Computers and information technology

Entry rules

Any product that has been produced in an industrial manufacturing process can be entered into the Red Dot Award: Product Design 2016. The products must have been launched on the market after 1 January 2014 and before 1 July 2016. Non-industrial unique items are barred from participating in the Red Dot Award: Product Design. Manufacturers and designers may enter as many products as they wish.

Contact Red Dot team

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For application and further information please visit www.red-dot.org/pd, registration at www.myreddot.de