



reddot design award

Press information

Essen, in April 2013

**Start of "red dot award: communication design 2013":
Creative industries are called upon to "inspire the world"!**

Creative minds who are convinced of their achievements have the chance to mess with the best of the industry from now on. Since 20 years, the "red dot award: communication design" honours projects that impress with their high level of design excellence. Designers, agencies, clients of communication design and talented newcomers are entitled to participate. The international quality seal "red dot" impresses partners, industry experts as well as customers – and it guarantees worldwide media interest.

In a few months, design luminaries from many different countries will come together to examine and evaluate thousands of submitted works: The red dot jury is the heart of the competition. Internationality and independence are the principles the red dot design award stands for. In order to guarantee its high reputation, jury members are selected who will carry out their task in a neutral and unbiased manner. In a several days long session, the jury evaluates each and every entry from 21 categories – live and on site.

Prof. Dr. Peter Zec, Initiator and CEO of red dot, says: "Inspire the world" – the motto of the "red dot award: communication design" sums it up neatly: with your entries you can impress our jury members from all over the world. And if you are successful, our communication measures will ensure that your award-winning designs will receive international attention. Communicating news of your own achievement is more



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important than ever before. Particularly in saturated markets, it is necessary to lend visibility to unique selling propositions and to win the trust of potential clients." The "red dot award: communication design" is one of the largest creativity awards. Last year, the red dot jury judged upon 6,823 entries from 43 countries.

red dot supports up-and-coming talents with the red dot: junior award, because the "young savages" of communication design need to mess with established designers. Taking the advantages of reduced fees, students and young professionals get the chance to convince the jury, and the most talented one will be awarded "red dot: junior prize" – with a purse of 10.000 euros.

www.red-dot.de/cd

Croatian success in the "red dot award: communication design"

"BOOKtiga Festival of Second-Hand Books 2012 – The importance of (being) a margin", poster awarded the "red dot: best of the best" in 2012

Client: Poreč City Library, Poreč

Design: Studio Sonda, Vižinada, Jelena Šimunović, Sean Poropat, Ana Buršić, Tina Erman, Aleksandar Živanov

The poster advertises an international fair for new and second-hand books that aims to promote the love of reading books and thus popularise books again. The theme of the festival in 2012 was the marginalisation of libraries in modern urban environments. Since such a non-profit festival is usually shadowed by other more popular, commercial and attended events, and since the festival promotes the value of using second-hand items, it seemed logical not to buy dedicated ad space, but instead to use the ad



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spaces taken by other, more profitable events. Thus, an attention-grabbing ribbon was designed and applied around the edges of already put-up posters, creating a visual frame that symbolises the marginality of the book fair. This way the festival loudly makes its position regarding other events clear, however, without wanting to cancel or cover them, but simply by becoming an integral part of them. The BOOKtiga Festival presents itself as a margin of the central event, as the margin has always been a place that marks the important things.

Statement by the jury

"This work impresses by its subversive character. It was conceived not as a poster but a ribbon turning other posters into backgrounds for its own message. This kind of guerrilla tactic of occupying public space was realised in a highly sophisticated and humorous manner."

"Chopin 200", poster, awarded the "red dot" in 2012

Client: Clavis, Music Teachers Association, Zagreb

Design: STUDIO INTERNATIONAL, Zagreb

Art direction/concept: Boris Ljubičić

How can the act of playing a Chopin sonata be lent visual form? The poster for an international piano school with professional teachers presents an unusual instruction method: it shows fingers playing on interior blinds, with more or less light passing through according to finger movement. Rhythmically represented in 100 images, some of the pictures are repeated, just as sequences in musical script likewise recur. Since this kind of visualisation stimulates the imagination when it comes to sound palette and possibilities presented by the piano, it was well received among students and teachers of the school.



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Participation periods

Early Bird: until 15 April 2013

Regular: 16 April – 7 May 2013

Latecomers: 8 May – 24 May 2013

Jury session: June 2013

Award ceremony & Party

As one of the most influential design competitions in the world, red dot will again make a stop in the creative metropolis of Berlin in 2013. Not only the laureates can look forward to 18 October – everybody who is somebody in the industry will get together in the "Konzerthaus Berlin" and will honour the winners for their outstanding creative achievements. At the subsequent Designers' Night, they can celebrate their success.

red dot gala, Designers' Night & vernissage of "Design on stage"

18 October 2013 in Berlin

Winners' exhibition "Design on stage"

19 – 20 October 2013 in Berlin

Further information: www.red-dot.de/cd

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