

DesignLoft V2.0

Competitions, Events, News

red dot award : product design 2012



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ARTICLE VIEWED : Red Dot Design Awards 2012 times

With growing competitive pressure on the international markets, it is now more important than ever for manufacturers to set themselves apart from the competition by proving quality rather than simply pursuing an aggressive pricing policy.

The red dot design award is now one of the world's largest and most distinguished design competitions.

Since 1955 The "red dot award: product design" is the perfect opportunity to prove your design ability in an international comparison with renowned designers and up-and-coming talents.

More than 14,000 participation from over 70 nations document the relevance of the internationally sought-after red dot in 19 major different categories.

Categories:

The "red dot award: product design" covers (almost) all the product

design categories, among them :

- Living rooms and bedrooms
- Households
- Kitchens
- 4 Tableware and decoration
- Bathrooms, spas and air conditioning
- Lighting and light design
- Gardens
- Outdoor, leisure and sports
- Fashion, lifestyle and accessories
- Watches and jewellery
- Interior Design
- Architecture and urban design
- Offices
- Industry and crafts
- Life science and medicine
- Automobiles, transportation, commercial and water vehicles
- Entertainment technology and cameras
- Communications
- Computers and information technology

Awards:

The 'red dot award: product design 2012' is not awarding prize money, but it is more of an "honor" award rewarded to designers.

[Learn more on the awards.](#)

- **red dot: best of the best**

The 'red dot: best of the best' is awarded for groundbreaking design and is the top prize in the 'red dot award: product design', along with the [Privileges](#) and PR related. This prize is reserved for the best products in a category.

- **red dot**

The 'red dot' is the prize for high design quality. The international jury only awards this sought-after seal of quality to projects that set themselves apart significantly from comparable projects thanks to their excellent design.

- **honourable mention**

An honourable mention recognises particularly well-executed aspects of design work, and is awarded to products with excellent detail solutions.

- **red dot: design team of the year**

Becoming the 'red dot: design team of the year' is a very special honour. Since 1991, red dot has been selecting one design team every year that shapes markets around the world through consistently innovative design achievements. The list of winners in recent years reads like the 'who is who' of international design, including such renowned companies as Apple, Nokia, Pininfarina, adidas, LG Electronics, BMW, Bose, Tupperware, Hilti - or currently Grohe.

Jury

The jury for the "red dot award: product design 2012" is a multidisciplinary panel of more than 25 members with high-level expertise and is absolutely independent.

We will not be able to list all of them here , For more information on the jury please go here : <http://en.red-dot.org/?id=4669>

Schedule

- **Registration deadline**

Early Bird: 9 December 2011

Regular: 20 January 2012

Latecomer: 8 February 2012

- **Delivery of submissions**

Dates for product submissions*: 23 January to 10 February 2012

Dates for self-assembly**: 25 January to 1 February 2012

Dates for motor vehicle

(automobiles, buses, motorbikes etc. in the original): 23 February 2012, 8 a.m.

- **Collection of submissions**

Dates for motor vehicle

(automobiles, buses, motorbikes etc. in the original): 23 February 2012, from 5 p.m.

Dates for collecting self-assembled submissions*: 5 March to 9 March 2012

Dates for collecting submissions: 12 March to 21 March 2012

- **Adjudication**

February 2012

Information about the adjudication results: at the beginning of March 2012

- **Award ceremony:**

- 2 July 2012

Registration Fees

- Early bird: 210 euros (registration by 9 December 2011)
- Regular: 240 euros (registration by 20 January 2012)
- Latecomers: 270 euros (registration by 8 February 2012)

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