

Fifty free places up for grabs in Red Dot Award registration

ESSEN, GERMANY: On 11 December 2013, career-starters have 24 hours to apply for one out of 50 free registrations to the 2014 Red Dot Award: Product Design.

This 'Young Professionals Application Day' is very popular with up-and-coming talents, as it enables young professionals to compete with renowned designers from all over the world



reddot design award
product design

Supporting young designers

The day was born out of the idea to support product designers who have been offering their services only lately with a participation in the worldwide renowned award. It aims at providing creative young professionals a successful start into the world of design and facilitating new

talents' access to the industry.

Professor Dr Peter Zec, who initiated the Red Dot Award and this special support for beginning professionals, says, "Young people often have notable innovative ideas and produce outstanding design achievements. The Red Dot Award strengthens the trust of potential clients and enables the laureates to communicate their successes within their first working years; in the most difficult time of their career."

In 2013, hundreds of creative minds from 30 countries grabbed their chance and applied for the 50 free registrations within 24 hours. Nine of them convinced the jury with the design quality of their products. Bernhard Elsaesser, the second young professional in the history of the Red Dot to win the highest award in the competition, received the Red Dot: Best of the Best for the vase 'The attitude of the definite - the square'.

Besides the free participation, the up-and-coming designers with distinctions are supported with extensive measures; the use of the winner label for the awarded product, its presentation in the Red Dot Design Museum and online exhibition are the privileges. The laureates will also be introduced in the new Red Dot App and the Red Dot Design Yearbook, the reference work for contemporary design.

Registration process

For other designers wishing to enter their products, the early bird entrance closes 6 December 2013, regular entries close on 28 January and a late fee entrance is on 5 February 2014. The jury sessions take place during February and the awards ceremony is on 7 July 2014. The exhibition of winning entries is from 8 July to 3 August.

Designers, who have obtained their academic qualifications within the past five years, have 24 hours on 11 December 2013 to apply via the Red Dot website for one of the free registrations. The participants of the promotion will be drawn randomly.

For further information and registration, go to www.red-dot.de/pd/participate/red-dot-young-professionals.