



reddot design museum
Singapore

PRESS RELEASE

Singapore, August 2015

Exhibition: Today

Red Dot Design Museum Singapore - The Unveil of 2015 Product Design Winners Exhibition

Good design today relates closely to the modern lifestyles, fit in fast paces of life and create utmost conveniences to various walks of life. It is not only aesthetic and functional, but also innovative, intuitive and user-oriented. These characters are inherent in the winning works of the annual Red Dot Design Award.

From 1 August 2015 onwards, the Red Dot Design Museum Singapore presents a new collection of the latest product design works from this year's Red Dot Award: Product Design. At **Exhibition: Today**, the refreshed collection of design products showcases refined technology, improved combination of materials and increased emphasis on users' comfort and convenience. For the award this year, a panel of 38 international experts selected the Red Dots from a total 4,928 entries from 56 countries. The contemporary collection at the museum presents a selection of these winners, showcasing an array of international product designs including from brands the like of Apple, Sony, Dolby Laboratories, IKEA, Plantronics and Humanscale.

Some exhibits in this new collection includes the Humanscale Trea Chair, a multipurpose chair that adjust flexibly to body's natural movement without the need for extra adjustment via knobs and levers; The Plantronics BackBeat FIT Sports Headset which enhances users' comfort by having miniaturized components, a flexible neckband and a wireless design. The nano-coating protects the headset and makes it robust and durable.

A video presentation of the Dolby cinema by Dolby Laboratories will also be exhibited. The futuristic cinema focused wholly on the experience of visitors. It has a curved hall way in full height projected imagery and sound that makes stories come alive before the eyes of the audience. "We pride ourselves on naturally integrating Dolby's stunning sound and stellar imaging technologies into our designs, creating experiential, intuitive, and functional products." said Vince Voron, Vice President and Executive Creative Director, Dolby Laboratories.

Seek out good design in the winning works of the Red Dot Award: Product Design 2015 at Red Dot Design Museum, Singapore. Opened In November 2005 as the first contemporary design museum in Singapore and in Asia, the museum presents an international collection of over 1,000 design works and is an exclusive exhibition venue for winners the annual Red Dot Award. The museum is the physical embodiment of the international Red Dot Design Award.

Every year, international expert panels of Red Dot jury decide which product designs, communication designs and design concepts will hence be on display at the museum via **Exhibition: Today**, **Exhibition: Convey**, and **Exhibition: Future**. They test and discuss, assess their innovative design quality based on different criteria depending on their task and purpose, and ultimately decide which have earned the Red Dot seal of quality, thus a place in the museum.

- End -

Red Dot Design Museum
28 Maxwell Road
Red Dot traffic #02-15
Singapore 069120

Tel: +65 6534 7194
Fax: +65 6226 2259
<http://museum.red-dot.sg>
Co Reg. No. 200501838N



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About Red Dot Design Museum Singapore

More than a museum

The Red Dot Design Museum Singapore opened its doors in November 2005 and is one of the most popular venue in Asia for design works and activities. It exhibits exclusively, winning works of the Red Dot Design Awards in its collection of **Exhibition: Today**, **Exhibition: Convey** and **Exhibition: Future**. The museum is housed in the iconic Red Dot Traffic Building - a former Singapore Traffic Police Headquarters built during Singapore's pre-independence British colonial era brushed in a bright coat of red - the museum is a refreshing dose of creativity in the centre of Singapore's business district.

About Exhibition: Today

Collection of product design works from Red Dot Award: Product Design

Duration: 1 year from 1 August 2015

Red Dot Award for Product Design 2015 saw a record number of 4,928 entries from 56 countries, with a jury comprising 38 international experts. In an evaluation process spanning several days, the team of experts awarded the sought-after seal of quality for good design, the Red Dot, to 1,240 products. Only 81 entries were bestowed the honour of the top award, the Red Dot: Best of the Best, while 122 won an Honourable Mention for a particularly well-executed aspect of design work. A collection of works are on display at the Red Dot Museum Singapore. One will explore all areas of daily life and how design can make a difference. The exhibition encourages visitors to 'reach out and touch' most of the exhibits, allowing one to explore the prize winning products through one's senses.

About Exhibition: Convey

Selection of communication design works from Red Dot Award: Communication Design

Duration: 1 year from 1 August 2015, refreshes quarterly

As part of Red Dot on tour traveling exhibition, a selection of winning works from the Red Dot Award: Communication Design are shown at the Red Dot Design Museum Singapore. From Berlin to Basel, Taipei, and to Singapore as the final stop - excellent design deserves international attention. A panel of 24 international industry experts selected 569 Red Dots from a total of 6,800 projects entered in 2013. One can find the best of communication design works ranging from corporate design, brand identity, Apps, film & animation to game design. The exhibition is updated every quarter, presenting different categories of works.

About Exhibition: Future

Repository of design concept works from Red Dot Award: Design Concept

Duration: Until 20 September 2015

Home to Red Dot Award for Design Concept, the Red Dot Design Museum Singapore presents a complete repository of winning design concept works from 29 categories of 4,791 entries submitted from 63 countries in 2014. A panel of 22 international design experts selected 202 Red Dots, 40 Red Dot: Best of the Best for their exceptional design excellence, and another 62 design concept works with an Honourable Mention. **Exhibition: Future** give a glimpse into the future with winners' solutions, digital presentations and prototypes for tomorrow.

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About Design District

Begin a design journey from the museum, explore creative Singapore

Over 60 curated and carefully selected local creative businesses by the Red Dot Design Museum Singapore has come together as a collective to form the Design District. Located within 3km radius from the museum in Tiong Bahru, Tanjong Pagar and Chinatown precincts, these 'places of interests' offer quality offerings, enriching experiences, innovative concepts or inspiring interior designs. A self-guided mobile app introduces the featured businesses through its unique and visual-heavy presentation of good pictures and creative info graphics. Coupled with map to navigate the district, the Design District Mobile App aims to give user an alternative creative experience of Singapore.

About Design Museum Shop

Good design, good gifts

Aptly located at the heart of design, the Design Museum Shop is a natural extension of the exhibition at the Red Dot Design Museum Singapore. Opened in February 2010, the museum shop carefully curates a large collection of good design objects from all over the world. Many objects on sale are unique in Singapore, or are winners of the Red Dot Design Awards.

The retail space is enclosed in a glass structure with a urban futuristic elements showcasing some of the most innovative and unique products. Apart from suggesting good design gift ideas, the museum shop weighs in the importance of the gift of good design, it is no wonder that it's a living museum.

About MAAD [Market of Artists And Designers]

One friday night a month, largest and longest recurring creative marketplace

MAAD is a monthly designers' popup promoting creations, designs and innovations, encouraging creativity and originality. The popup marketplace started in July 2006 as a not-for-profit platform and test-bed for enterprising creatives to showcase their original works and talents.

The marketplace have since grown to host one of the largest concentration of creatives in Singapore. Today, illustrators, artists, musicians, crafters, thinkers, artisans, entrepreneurs, mentors, as well as shoppers gather one friday a month for a night of creative popups. Apart from resident DJ Minimal Simplicity spinning original beats, homegrown musicians have a share of limelight with multidisciplinary artist Andy Yang curating the music segment MAAD Sounds!, involving Singapore's musicians performing live, original music, designed sounds.

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Museum opening hours

Weekdays > 11 a.m to 6 p.m

Weekends > 11 a.m to 8 p.m

The Red Dot Design Museum may be temporarily closed during private events. Please check the event listing on the website: <http://museum.red-dot.sg>

Ticket prices

Adults: SGD 8.00

Students: SGD 4.00

Children (under 12): SGD 4.00

Seniors: SGD 4.00

* Free admission to the museum during MAAD (Market of Artist And Designers). Please check the dates on the website: www.maad.sg

Museum email & phone

museum@red-dot.sg

+65 6327 8027

Address

Ground Floor, 28 Maxwell Road, Red Dot Traffic Building. Singapore 069120.

Take the MRT to Tanjong Pagar Station. Look out for directional signs at the station for "Red Dot Traffic" building where the museum is located. Take "Exit B" for a casual five minutes walk to the museum.

Museum Shop

Opens daily, 11am - 8pm.

info@designmuseumshop.sg

+65 6225 5950

Press contact

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Some of the products on exhibition at the Red Dot Design Museum Singapore



IKEA PS 2014 Pendant Luminaire

Red Dot: Honourable Mention 2015

The PS 2014 pendant luminaire was inspired by science fiction movies and video games. Its resemblance to a spaceship or an imploding planet yields a particular dynamic appeal. A simple mechanism changes the contour of the luminaire: pulling the strings changes the shape of the lamp shade as well as the intensity of the light. When closed, only a small amount of light finds its way out; when fully open, more light pours out and creates interesting light effects on the walls.

Manufacturer

IKEA of Sweden AB, [Sweden](#)

In-house design

David Wahl, Sweden

www.ikea.com

Apple Watch

Red Dot: Best of the Best 2015

The Apple Watch adds a further interpretation to the measuring of time. Coming with a design language that is inspired by traditional watchmaking, it features an innovative interface that enables users to customise the watch by allowing them to choose between different, more personal watch faces. A digital crown makes navigating the watch highly intuitive and amazes users with its versatility and many possibilities. The innovative Force Touch display is extremely sensitive and recognises even the lightest touch. Another exciting experience is how it senses the difference between a tap and a press, as the Taptic Engine enables a new vocabulary of both acoustic and sensory notifications and responses.



Manufacturer

[Apple, USA](#)

In-house Design

Apple, USA

www.apple.com

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BackBeat FIT Sports Headset

Red Dot Award 2015

The BackBeat FIT is a Bluetooth stereo headset for athletes. Thanks to miniaturised components, a flexible neckband and wireless design, it is compact and comfortable. Easily accessible buttons on the headset enable a simple operation and the intuitive management of music and phone calls. Bright colours and the light-reflecting surface increase the visibility of athletes in the dark. The nano-coating protects the headset against moisture and makes it robust and durable.

Manufacturer

Plantronics, Inc., USA

In-house design

Plantronics, Inc., USA

www.plantronics.com

Dell UltraSharp 34 Monitor

Red Dot Award 2015

The Dell UltraSharp 34 Monitor impresses with an elegant new design that becomes an eye-catcher in any room. The innovative, curved 34" monitor stands out with a wide panoramic field of view, offering users a fascinating viewing experience. In addition, it features an excellent WQHD resolution of 3440 x 2440 pixels, an aspect ratio of 21:9 and HDMI 2.0. The size and curvature design of the screen are specifically selected based on human factors research and investigations to ensure that the screen covers both the primary field-of-view as well as the secondary peripheral vision and thus achieves ideal visual ergonomic performance.



Manufacturer

Dell Inc., USA

In-house design

Experience Design Group, USA

www.dell.com

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Snowflake Pendant Luminaire

Red Dot Award 2015

Snowflake is a pendant luminaire made of FSC-certified bamboo plywood. It is sold as a kit, which reduces the volume for shipping to a minimum. Furthermore, this gives users the fun and satisfaction of having easily assembled their own lighting system. Push-in nylon clips keep the pieces together and ensure that the lamp automatically takes up its shape during assembly. The design of the luminaire, which is available in three different sizes, was inspired by a trip to the Antarctic.

Manufacturer

David Trubridge Ltd., New Zealand

In-house design

David Trubridge, New Zealand

www.davidtrubridge.com

Wind

Red Dot Award 2015

Wind was developed with the objective of designing a new archetype of a bookcase. The modular aluminium bookcase system features extruded shelves and die-cast uprights. The aesthetics of the system are defined both horizontally and vertically by the filigree aluminium uprights, while the nylon fibre joints ensure a high degree of stability. Closing element of each composition is an aluminium laminated, lacquered MDF panel.

Manufacturer

Rimadesio S.p.A., Italy

Design

GB Studio S.r.l. Interiors and Industrial Design(Giuseppe Bavuso), Italy

www.bavuso-design.com



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Dolby Cinema

Red Dot Award 2015

The concept of this futuristic cinema is focused wholly on the expectations of the visitors. As visitors cross the threshold of the Dolby Cinema signature entrance, they are guided along a curved hallway immersed in full-height projected imagery and sound, creating a sensory transition and separation from the bright theatre lobby and into the auditorium. The resulting integration of inspired design and the latest technology is a cinema where the stories you love come alive before your eyes through Dolby sight and sound technologies in ways you never thought possible.

Client

Dolby Laboratories, Inc., USA

Design

Dolby Laboratories, Inc. (Donald Burlock, Vince Voron), USA

www.dolby.com

HP Color LaserJet Enterprise M553 Printer

Red Dot: Best of the Best 2015

The HP Color LaserJet Enterprise M553 is a powerful colour laser printer with a purist appearance that also allows it to stand on its own. It impresses with clear radii and well-balanced proportions. Since even the vents are concealed, nothing distracts from its pure form. This printer was designed for modern office environments, into which it blends seamlessly, yielding an almost iconic look. An innovative feature is the combination of intelligent, media-oriented technology and a specially developed toner for extremely low energy consumption and lower overall costs. It also achieves very good print results in work groups, and even prints two-sided documents with the same speed as one page.

Manufacturer

Hewlett-Packard, USA

In-house Design

Hewlett-Packard In-House Team

www.native.com



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Arlo™ Smart Home Security Camera

Red Dot Award 2015

Arlo is a Wi-Fi security camera capable of transmitting and recording HD videos. The small and versatile device features a magnetic ball mount and thus enables the monitoring of every possible angle in the room. Since the device is weatherproof and equipped with infrared functions, it can be used both indoors and outdoors for round-the-clock registering of movement and image recording. A single battery charge lasts for up to six months of operation time.

Manufacturer

NETGEAR, Inc., USA

In-house Design

John Ramones, Jenny Ouk , USA

www.netgear.com

Design

Enlisted Design (Beau Oyler, Julian Bagirov, Charles Bates, Jared Aller), USA



Braun Face Facial Epilator and Cleansing Brush

Red Dot Award 2015

The facial epilator Braun Face gently removes very fine hair by the root on upper lip and eyebrows. Its sleek and compact design allows handling it like mascara. The extra-slim, precise head is arranged in a free and perpendicular position to the device so that the area to be epilated is clearly visible. By clockwise and counter-clockwise rotation the hair is easily captivated and removed. An additional brush head cleanses and exfoliates the skin.

Manufacturer

Procter & Gamble Manufacturing GmbH

In-house design

Braun Design Team, Germany

www.braun.com



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Vivideo ENT Video Endoscope

Red Dot Award 2015



The Vivideo endoscope with an integrated LED light provides high-resolution video images for diagnostic examinations of the entire ear, nose and throat area. The combination of ultra-flexible material and the small diameter of the insertion tube increase patient comfort. The hummingbird-like shape of the handle is coated with silicone and helps the physician adopt a natural and comfortable hand position during the examination. Furthermore, the endoscope is easy to clean and very durable thanks to its high-quality materials.

Manufacturer

[Pentax Medical, Germany](#)

In-house design

Christoph Rilli, Germany

www.pentaxmedical.com

ANCHOR + No. 6701 Suitcase

Red Dot Award 2015

Anchor + No. 6701 is equipped with a system that makes transporting luggage when travelling easier. Pressing down the carrying handle blocks the wheels of the case immediately. This brake system was inspired by the image of a ship casting anchor. Just like an anchor, the brake stops the suitcase firmly. If the handle is pulled out again, the wheels are automatically released. Whether travelling on a bus, train or by air, this suitcase gives its user enormous flexibility and increased security.

Manufacturer

[T & S Co., Ltd., Suitcase Designing Company, Japan](#)

In-house design

Ruicheng Qi, Japan

www.tands-luggage.jp



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