



Press release

Essen, 17 April 2023

## The Red Dot Jury has chosen – Winners of the Red Dot Award: Product Design 2023 to be announced on June 19

- The Red Dot jury: 43 experts from 20 countries
- The best products were selected
- Publication of the winners and award ceremony on June 19

The annual Red Dot Award: Product Design is one of the best-known and largest design competitions in the world. It comprises 51 categories and follows the credo "In search of good design and innovation". In 2023, numerous companies and designers have again submitted their products to receive the coveted award. The international jury of 43 design experts has now completed its work. The winners will be announced at the award ceremony on 19 June 2023, and are invited to celebrate their success together at the Aalto Theater in Essen and the Red Dot Design Museum. On the same day, the winners will be published online in the Winners Section at [www.red-dot.org](http://www.red-dot.org).

### The jury returned to working live with tangible products

For two years, the jury could only work online. This year, for the first time, the process went live and on-site again. Professor Dr. Peter Zec, the founder and CEO of Red Dot, emphasises the difference: "When you jury online, you primarily evaluate photos or images, sometimes even renderings. But in product design or industrial design, you have to be able to experience the products. Testing cars outside, being able to hold technical devices in your own hands – that's important for a qualified and serious decision."

### Setting new standards

Whether aesthetically pleasing, functional, smart or innovative – the products honoured by the Red Dot jury are united by their outstanding design quality. Thus, the participating companies and product designers set new standards with their submissions – from fashion and accessories to consumer electronics, vehicles, household helpers and furniture. For the members of the Red Dot Jury, the evaluation is also a communicatively intensive process: "There was no difference in the work of the jury for me, even during the restrictions imposed by Covid. After all, the experts remained the same despite the circumstances. But now everyone is happy to be able



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to meet again and, above all, to exchange ideas directly on the subject matter. That the whole discussion is happening, which you can't have online in this form," explains founder Peter Zec.

### More contests by Red Dot

It is not only in industrial design that good design really counts. That is why, in addition to the Red Dot Award: Product Design, the Brands & Communication Design and Design Concept competitions are also open for entries. Anyone who is not sure in which of the three competitions – Product, Brand & Communication or Prototypes – their submission is best placed will find further information and contact options at [www.red-dot.org/en/award](http://www.red-dot.org/en/award).

### The jury for the Red Dot Award: Product Design 2023:

The Red Dot Jury is an independent panel of experts. This year, it is composed of 43 personalities coming from 20 nations. They are all united by the design expertise they have built up during their careers as professors, consultants, industrial designers or journalists.

### These are this year's Red Dot judges:

David Andersen, Denmark  
Renne Angelvuo, Finland  
Prof. Masayo Aze, Germany/Japan  
Martin Beeh, Germany  
Arch. Luisa Bocchietto, Italy  
Gordon Bruce, USA  
Gisbert L. Brunner, Germany  
Rüdiger Bucher, Germany  
Vivian Wai-kwan Cheng,  
Denmark/Hong Kong  
Mag. Art Wan-Ru Chou, Taiwan  
Mårten Claesson, Sweden  
Vincent Créance, France  
Martin Darbyshire, UK  
Robin Edman, Sweden  
Joachim H. Faust, Germany  
Prof. Lutz Fügener, Germany  
Hideshi Hamaguchi, Japan  
Prof. Renke He, China

Prof. Carlos Hinrichsen, Chile  
Simon Husslein, Switzerland  
Guto Indio da Costa, Brazil  
Qiong Er Jiang, China  
Gerald Kiska, Austria  
Annette Lang, Germany  
Dr. Thomas Lockwood, USA  
Uwe Melichar, Germany  
Nina Mihovec, Slovenia  
Prof. Jure Miklavc, Slovenia  
Adriana Monk, Switzerland  
Prof. Dr. Ken Nah, South Korea  
Ken Okuyama, Japan  
Simon Ong, Singapore  
Hon.-Prof. Dr. Sascha Peters, Germany  
Dirk Schumann, Germany  
Mario Selic, Germany  
Dick Spierenburg, Netherlands  
Kazuo Tanaka, Japan



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Aleks Tatic, Germany /Italy  
Prof. Axel Thallemer, Germany  
Nils Toft, Denmark  
Prof. Danny Venlet, Belgium

Sylvia Vitale Rotta, France  
Dr. Joseph Francis Wong, Hong Kong



**The Red Dot Jury 2023;** 1st row, from left to right: Guto Indio da Costa, Dirk Schumann, Hon.-Prof. Dr. Sascha Peters, Prof. Masayo Aze, Vivian Wai-kwan Cheng, Arch. Luisa Bocchietto, Martin Darbyshire, Prof. Renke He, Prof. Lutz Fügener; 2nd row, from left to right: Nina Mihovec, Adriana Monk, Mag. Art Wan-Ru Chou, Annette Lang, Hideshi Hamaguchi, Uwe Melichar, Prof. Danny Venlet, Dr. Thomas Lockwood, Prof. Dr. Ken Nah, Mårten Claesson; Back row, from left to right: Aleks Tatic, Martin Beeh, Vincent Créance, Mario Selic, Renne Angelvuo, Robin Edman, Gordon Bruce, Gerald Kiska, Kazuo Tanaka, Dick Spiereburg, Prof. Axel Thallemer, Prof. Jure Miklavc; absent: David Andersen, Gisbert L. Brunner, Rüdiger Bucher, Joachim H. Faust, Prof. Carlos Hinrichsen, Simon Husslein, Qiong Er Jiang, Ken Okuyama, Simon Ong, Nils Toft, Sylvia Vitale Rotta, Dr. Joseph Francis Wong

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Adriana Monk, Prof. Lutz Fügener and Vincent Créance (l. to r.) tested the cars and motorcycles at Essen/Mülheim Airport



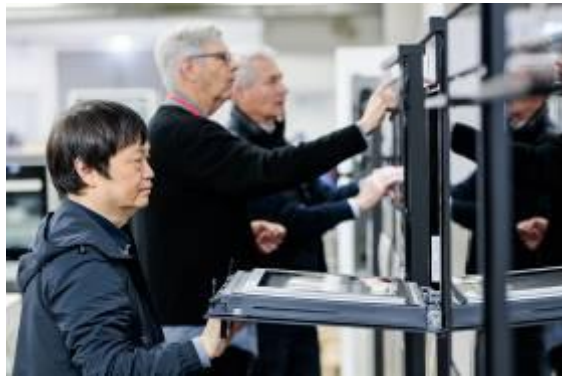
Martin Beeh tests vacuum cleaners in the Red Dot Judging Hall, Kazuo Tanaka, Mag Art Wan-Ru Chou, Dirk Schumann



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Aleks Tatic, Guto Indio da Costa, Nils Toft



Prof. Renke He, Dr. Thomas Lockwood, Robin Edman



Annette Lang



Nina Mihovec, Prof. Danny Venlet, Arch. Luisa Bocchietto



Sylvia Vitale Rotta, Renne Angelvuo, Uwe Melichar



Prof. Jure Miklavc, Martin Darbyshire, Aleks Tatic



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Hideshi Hamaguchi, Ken Nah and Gordon Bruce



Aleks Tatic, Vincent Créance, Mag. Art Wan-Ru Chou



Vincent Créance and Prof. Lutz Fügener are testing motorcycles at Essen/Mülheim Airport



After thorough evaluation by the Red Dot jury, the Prius received the highest award, the Red Dot: Best of the Best



Prof. Dr. Peter Zec



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