

Press Release

Germany in first place: Berlin agency Emamidesign at the top of the international red dot rankings for the best design concepts

Berlin, 2012-05-08 – Germany finished first in the ranking of the most creative and most innovative design studios: Emamidesign from Berlin has climbed to the top position in the international red dot ranking of design agencies for best design concepts and has outdistanced its top-class competitors from various countries. The list was published a few days ago by the red dot institute in Essen.

This is an enormous success for Arman Emami who only just founded the agency in 2005.

"The red dot ranking considers not only the quality but particularly also the innovative energy of the designs. Innovation in the sense of solving problems with design is a very special concern of mine in my work; so I am all the more delighted about this first place," says Arman Emami. The international red dot ranking for design concepts was compiled for the first time this year and separately lists the companies, agencies and institutions whose designs stand out in view of quality and innovation. The jury puts a special focus on the continuity of performance and the level of progressiveness of the products' concepts.

The ranking is considered to be ground-breaking and intended to draw the attention of the public and thus also of potential clients to designers who – in the eyes of the jury – play an important role now and will continue to do so.

The quantity and types of red dot awards won within the last five years are taken into consideration for the ranking and are weighted with a special formula. Recent awards are rated higher to ensure the topicality of the rankings.

About red dot:

The red dot design award is one of the world's largest design competitions. In 2011 alone, the red dot design award was able to register more than 14,000 applications from 70 nations. It is divided into three categories: "product design", "communication design" and "design concept".

The red dot award is considered to be an international seal of approval for design quality and is bestowed for products and works that are distinguished by outstanding design performance. Prestigious designers and design experts from all over the world comprise the jury and decide autonomously and independently, which of the submitted products are to receive awards. The jury's constellation is changed every year in order to warrant objectiveness and fairness. Submitted products are evaluated on different criteria such as innovation, functionality, quality, ergonomics, symbolic and emotional content as well as their self-explanatory aspect.

Please refer to www.red-dot.de for more information.

About Emamidesign:

The Berlin based design studio Emamidesign was founded in 2005. Emamidesign offers its customers classical product design, but also develops its own design concepts and innovations.

At the centre of this is the conviction that design is an absolutely essential factor for the success of a product: as part and parcel of the brand and the corporate identity, good design creates a distinct competitive advantage.

The works of Emamidesign show familiar objects in a new, aesthetic form. The shapes are clear and straightforward, concentrating on the essential, and emit peace and harmony. High quality and uncompromising functionality distinguish the products. Yet they are absolutely suitable for everyday use and have a wide public appeal.

Arman Emami's works have so far won 36 national and international design prizes and awards, such as, for example, the red dot design award and the iF design award. Thus 98% of his works have won prizes. The design studio currently employs a team of five members.

Further information available under www.emamidesign.de

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