

# PHOENIX

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Press Release

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**reddot** award 2018  
design team of the year



## **PHOENIX DESIGN TEAM** Receives Award of Honour

**“Red Dot: Design Team of the Year 2018”**

**Award Winning Ceremony on 9 July 2018, Aalto-Theater, Essen, Germany**

The award of honour “Red Dot: Design Team of the Year” was awarded this year to Phoenix Design with its design teams in Stuttgart, Munich, and Shanghai. Founded in 1987 by Andreas Haug and Tom Schönherr, the interdisciplinary and international team has been able to win about 200 Red Dot Design Awards to date, in total 13 times “Best of the Best”. Over the past five years alone, Phoenix Design was awarded a Red Dot 44 times, three times with the highest award, the Red Dot: Best of the Best.

With a consistently user-oriented design approach, Phoenix Design creates brand-typical products and services for its clients, focussing on the needs of the user and on self-explanatory interaction with the product. With “Logic, Morals, and Magic”, Phoenix Design has achieved top design results time and time again for decades. With both the variety of client companies and brands, and the high significance, premium quality and innovation of the products designed here, Phoenix Design has been setting an exemplary quality benchmark for design studios.

“The award of honour ‘Red Dot: Design Team of the Year’ is of the highest importance for our entire Phoenix Design team, and we owe it primarily to our team members who have created the success of Phoenix Design for decades. It is the most important award in the international world of design, honouring an outstanding team performance throughout several decades. We’re all enormously happy,” state Tom Schönherr and Andreas Haug, Managing Partners and founders of Phoenix Design.

**The award of honour:** Since 1988, the design team receiving the annual “Red Dot: Design Team of the Year” award is thus honoured for its outstanding overall design performance. This sign of true appreciation is highly respected over and beyond the design scene. For the first time after 13 years, it was once again awarded to an independent design studio: the Phoenix Design team.

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“Phoenix is revolutionizing the discipline of product design. With a new understanding of how products need to be able to interact with the user, the team is creating real brand experiences, convincing not only the Red Dot panel of jurors, but also convincing me personally. I’d like to cordially congratulate the award winners for their well-deserved success,” says Professor Dr. Peter Zec, initiator and CEO of the Red Dot Award, about the Red Dot: Design Team of the Year 2018.

**Award Winning Ceremony and Exhibition Opening on 9 July 2018:** As part of the Red Dot Gala event, the Phoenix Design team was officially selected as the Red Dot: Design Team of the Year 2018. It thus takes its place in a celebrated roster comprising great names like Apple, adidas, LG Electronics, Porsche, Grohe, Veryday, Bosch, Blackmagic, and Canyon at the Hall of Fame of international designs. That same day will see the opening of the special exhibition designed by Phoenix Design for this very occasion, entitled: “PHOENIX – First. Now. Next.” It is open to visitors through 19 August 2018 at the Red Dot Design Museum in Essen, Germany.

### **About the Phoenix Design Team:**

Phoenix Design is a studio for design and innovation, creating smart, meaningful, and substantial brand experiences which touch people – today, for tomorrow, and always driven by Logic, Morals, and Magic. Phoenix Design has received more than 800 design awards and prizes to date. Among them, more than 200 accolades within the context of the Red Dot Award: Product Design. With a clear user focus and typical for the brand: that’s how Phoenix Design develops products as well as entire product portfolios. Focused on the needs of the user and on self-explanatory interaction with the product. With the aim of bringing to life the brand identity in a way that’s both brand-typical and emotionally touching. More than 75 staff at the Stuttgart, Munich, and Shanghai locations are working on creating Product and Interaction Design. More information at [www.phoenixdesign.com](http://www.phoenixdesign.com).

### **About the Red Dot Design Award:**

In order to be able to professionally judge the many facets of design, the Red Dot Design Award is differentiated into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design, and Red Dot Award: Design Concept. The Red Dot Award is one of the largest design competitions worldwide. In 1955, a panel of jurors convened for the first time in order to evaluate the best designs at the time. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and the brand of the award. Since then, the coveted “Red Dot” award has become the internationally renowned seal for outstanding design quality. More information at [www.red-dot.de](http://www.red-dot.de).

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