



RED DOT DESIGN AWARD FOR NORTH SAILS

March 2009



PRelease



reddot design award
winner 2009



RED DOT DESIGN AWARD FOR THE NORTH SAILS iFRONT

North Sails convinced the jury of the most famous and toughest international design competition with its outstanding and innovative product design of the new North Sails iFront. In line with the red dot award: product design 2009 the North Sails iFront has been awarded with the high quality seal "red dot" for top design quality by a top-class manned jury. This price is only be awarded to exceptional creative, innovative and high quality products. In total 3.231 products from 49 nations faced the experts verdict, this year and only a few out of them achieved the prestigious red dot trophy. The awards show will take place in front of more than 1.000 guests at the "Opernhaus Essen, Aalto Theater" on June 29th, 2009.



The North Sails iFront is the fastest and most comfortable NORTH SAILS boom front piece with unique trimming and tuning opportunities, ever.

„The main difference of successful products to unsuccessful products is that they hold their ground in reality" stated design expert Professor Dr. Peter Zec, who initiated the red dot design award. „The successful participation at a design award can be the first evidence for the economically success of a product in the near future, because it provides a very objective kind of design decision which is normally very subjective." An award at an international famous design competition like the red dot design award is accordingly an important indicator for the potential of a product to persist internationally.

The rating of the products given in the red dot design award is carried out by an international manned jury persisting of famous design experts. They examine, test and judge the products according to criteria like level of innovation, function, ergonomics, durability, ecological compatibility or quality of self-declaration. This year companies from 49 countries with totally 3.231 products turned themselves to the opinion of the jury.

The North Sails iFront will be presented at the exhibition „Design on stage - winners red dot award: product design 2009" in the red dot design museum on the world cultural heritage "Zeche Zollverein" from June 30st - July 26th, 2009 together with all other prizewinning products. Afterwards it will be presented at the permanent exhibition of the red dot museum for minimum one year. The red dot design museum accommodates the worldwide biggest permanent exhibition of contemporary design on more then 4.000 square meters.





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NUMBERS AND FACTS

Der red dot design award, whose sources go back to 1955 is the biggest and most famous design competition of the world. It is divided in different disciplines „red dot award: product design“, „red dot award: communication design“ and „red dot award: design concept“. In total the competition recorded 11.000 registrations from 61 nations.

Find more info on www.red-dot.de/presse

Numbers and facts of the red dot award: product design 2009

registrations:	3.231
nations:	49
awards „red dot“:	683
awards „red dot: best of the best“:	49
„honorable mentions“:	194

Price giving:	29th of June, 2009, 6 PM, Essener Aalto-Theater
Exhibition of winners:	30st of June, 2009 – 26 th of July, 2009, red dot design museum, Essen

Assessment of the jury:

- Level of innovation
- Function
- Formal quality
- Ergonomics
- Durability
- Symbolic and emotional content
- Product periphery
- Quality of self-declaration
- Ecological compatibility



We are so proud winning the red-dot award since we find ourselves in good company with such prestigious brands like e.g. apple which underlines the importance of the red-dot award.