



orea
wir berühren

reddot award 2019
best of the best

Press release

Contact

Viola Quenzer

Tel. +41 41 455 46 06

viola.quenzer@orea-kuechen.ch

Press release, March 25, 2019

Orea W receives top distinction in the Red Dot Award: Product Design

Root, 25.03.2018 – Orea AG has won an award in the Red Dot Award: Product Design 2019. Orea W received the Red Dot: Best of the Best, the top distinction in the competition. It is granted for ground-breaking design and goes to the best products in a category.

Orea W - the smart functionality

Orea W combines modern technology with practical applications. The novel rear panel system, made from a range of materials, is both modular and flexible. Its light sandwich construction integrates tracks into a wall. The current rails are connected in four phases, allowing a diverse range of uses. The 6 mm strong shelves have integrated LEDs, ensuring that, when desired, they catch the eye. The USB docks are individually tailored to your wishes giving light and electricity exactly where it's wanted. Mobile kitchens, contactless charging units, spotlights and other applications can also be added. All the accessories for this multifunctional, luminous rear panel system are freely positionable on the tracks so you can use them exactly as you wish. The sophisticated structural system has a minimalistic and modern design and highlights the objects you want to stand out.

Design quality is the common factor for award-winning products

“Winning the Red Dot: Best of the Best is a very special honour, because only a very small percentage of entries are granted this distinction. It is well-deserved recognition for a wonderful design achievement and proof that the award-winning companies are amongst the best in design. Consumers can rely on the first-class design quality of the winning products, because they were tested and selected by an experienced jury according to strict assessment criteria,” said Professor Dr. Peter Zec, founder and CEO of Red Dot, in reference to the winners.



orea
wir berühren

reddot award 2019
best of the best

Experience and expertise get straight to the point

The Red Dot Award: Product Design is one of the world's largest design competitions. In 2019, designers and manufacturers from 55 countries entered more than 5,500 products in the competition. Only 1.5% of the objects entered won a Red Dot: Best of the Best. The international jury comprises experienced experts from different disciplines and has been convening for more than 60 years in order to select the year's best designs. During an adjudication process that spans several days, they try out the products, discuss them and ultimately reach a well-founded decision regarding the design quality of the entries. True to the motto "In search of good design and innovation", their assessment focuses on criteria such as the level of innovation, functionality, formal quality, longevity and ergonomics.

Success to be celebrated at the award ceremony

On 8 July 2019, Orea AG will celebrate her success during the award ceremony. As part of the Red Dot Gala, the international design scene will convene and the winners of the Red Dot: Best of the Best will receive their trophies on stage at Essen's Aalto-Theater. The subsequent Designers' Night in the Red Dot Design Museum Essen provides an excellent opportunity for networking. In addition, Orea W will be added to the "Design on Stage" exhibition during the party, which presents all of the award-winning products. From that date, Orea W will also be on show in the Red Dot Design Yearbook, online and in the Red Dot Design App.

About Orea AG

Headquartered in Root, Lucerne, Orea AG specializes in the manufacture of high-end bespoke kitchens and interior design amenities while striving for a holistic living concept. The projects are backed by a young dynamic team passionately committed to their planning and realization. The showrooms are located in Zurich, Lucerne and Rothrist. In response to cross-border demand for its services, Orea AG has established Orea Europe GmbH in Regensburg, Germany. Further information about Orea AG may be found at www.orea-kuechen.ch.

About the Red Dot Design Award

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into three distinct disciplines: Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, the Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then, the sought-after Red Dot is the revered international seal of outstanding design quality. The winners are presented in yearbooks, museums and online. Further information: www.red-dot.org.