



Red Dot Design Concept Yearbook 2011/2012

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"Audience: A must for designers, product manufacturers, product managers, purchasing managers, advertising professionals, and product designers looking for innovations and new concepts to create very new products. The design concept yearbook will also be of interest to anyone with a curiosity for cultural artefacts. Content: A sneak preview of anticipated trends in product design worldwide. The yearbook features product concepts that show creativity and potential, but that have not yet been manufactured, for example prototypes of concept cars, future scenarios, or computer simulations. The catalogue also presents profi les and interviews with designers and jurors. Here are the different categories to show the variety of ideas: public space, habitat, mobility, energy, green (sustainable design, recycle, waste reduction), bathroom, domestic aid, interior accessories, illumination, home furniture, productivity (GPS displayers, navigational tools, key identifi cation, etc.), workplace, protection, life science, third age, interaction & communication, mobile lifestyle, entertainment, fashion, education and recreation (sports, board games, computer games, toys, musical instruments, saunas, etc.). "



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