

November 2007

And the winner is...

"Stick To Me" receives "red dot" for superior design quality

For its outstanding design concept Stick To Me by ADDI (Johan Malmquist, Andréas Karlsson and Eric Therner) has received one of the most coveted design prizes worldwide: the 'red dot'. This quality seal for good design is awarded annually in the international 'red dot design award' competition by a jury of experts and only goes to design concepts with outstanding design concepts. It is a confident prediction of how the future will become.

Stick To Me a coat-hanger where the hooks are inspired by the shoes that workers for the swedish telecompanys use to climp telephone-poles. You can easely lift the hooks to any height and turn them in a 360 degrees along the Stick and they will snap aganst it where ever you choose to put them. Sinsce the hooks can be placed in every height, it makes the hanger usable for both children and adults. To make the hooks snap perfectly they are water milled and then coated in recycled rubber from car tires. The stick itself is made from one singel pipe and then split into three legs. This brings back memories to blown shotguns in cartoons and the pealed dandelion flower stems from our childhood memories.

The styling feels lonely but also calm and steady. Like the last tree standing in a long gone forrest. Stick To Me is expressing both intelligence and elegance in the same time as it can be used in a playful and personal manner, due to many different color variations.

The assessment of design concepts is carried out by an international jury of design experts. They examine the concepts and assess them according to criteria such as degree of innovation, realisation possibility, functionality and usefulness,, and ergonomics and human interface. This year, a total of 879 concepts from 48 countries faced the jury's verdict.

The award ceremony will take place on 30 November 2007 in Singapore. Following the ceremony, Stick To Me will be unveiled for the in a year long exhibition in the red dot design museum, Singapore.

## Background information

### The red dot design award

With more than 6,000 entries in its categories, red dot award: product design, red dot award: communication design, and red dot award: design concept, the red dot design award is one of the leading and largest design competitions worldwide.

### Award ceremony and special exhibition

The festive award ceremony takes place on 30 November 2007 in Singapore. The award-winning works will be exhibited in the red dot design museum, Singapore from 30 November to November 2008.

Award ceremony: 30 November, 7pm in the red dot design museum, Singapore

Special exhibition: 30 November 2007 to November 2008 in the red dot design museum

### The jury of the red dot award: design concept 2007

Werner Aisslinger, Studio Aisslinger, Germany

Tapani Hyvönen, Managing Director ED-design Ltd., Finland

Dr. Kim Chul-Ho, President of International Design School for Advanced Studies, Korea

Professor Lu Xiaobo, Dean of the Information Art & Design Department in the Academy of Art and Design, Tsinghua University, China

Prof Ron Nabarro, Co-Founder and Director Senior-Touch, Israel

Song Kee Hong, Design Director Design Exchange, Singapore

### The jury's selection criteria:

Degree of innovation

Aesthetic quality

Realisation possibility

Functionality and usefulness

Manufacturing efficiency / Cost of manufacturing

Ergonomics and human interface

Emotional content



For pictures and more information:

.....  
Eric Therner  
TEL: 0046 (0) 480 4970 83  
CELL: 0733 504892  
eric@addi.se