
PRESS RELEASE

Oberwerth wins prestigious Red Dot Design Award 2015

Koblenz, 31st March 2015 - The Oberwerth brand's Freiburg photo bag has been awarded first prize for high design quality by the Red Dot Award's international jury. Oberwerth won this internationally coveted prize for the Freiburg's innovative and trendsetting design with the company's very first entry for the Red Dot Design Award.



reddot award 2015
winner



Oberwerth product designer and founder Regina Immes and her entire team are delighted with the news that their bag's design had been recognised with the Red Dot seal of quality.

"We are extremely pleased that the Oberwerth Freiburg was able to win over such a top-class expert jury," Regina Immes explained. "This award serves as a wonderful acknowledgement of our commitment to create bags whose excellent handcrafted production and use of top-quality materials make them such long-lasting companions for professional photographers."

Like all Oberwerth photo bags, the Freiburg is 'Made in Germany' by hand from the first stitch to the final thread. Oberwerth only use German materials and the finest vegetable-tanned Italian leather to produce distinctive bags whose technical and visual attention to detail offer photographers the best possible comfort and flexibility.

The Red Dot is recognised across all sectors and geographies as an accolade for high design quality. The international renown of this prize is reflected in the high-quality composition of a jury packed with leading international designers. The Red Dot has become the world's biggest design competition since its launch 60 years ago.

In 2015, the expert jury included design luminaries such as David Andersen from Denmark and British shoe designer Jimmy Choo. The prize is only awarded to projects that set themselves apart from comparable projects by virtue of their exceptional design.

The Oberwerth Freiburg was recognised in the Fashion, Lifestyle and Accessories category. The award ceremony for this prestigious product design competition will take place in Essen as part of the Red Dot Gala on 29 June 2015, with the winning product displayed for four weeks as part of a special exhibition entitled "Design on Stage" before becoming part of the organisation's permanent collection.

About the Red Dot Award:

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down 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 was created by Design Zentrum Nordrhein Westfalen and with around 17,000 entries each year is one of the best-respected design competitions in the world. In 2015, it is celebrating its 60th anniversary: It was in 1955 that a jury convened for the first time to assess the best designs of the day. The sought-after award, the “Red Dot”, is the revered international seal of outstanding design quality.

Award-winning designers, manufacturers and agencies use the Red Dot winner label and receive numerous other winners’ privileges, such as the presentation of the award-winning product on Red Dot Online, in the Red Dot Design Yearbook, the Red Dot App and on Red Dot 21. Additionally, the winning products are communicated in the international PR activities of Red Dot and exhibited in the Red Dot Design Museum Essen for a whole year.

More information is available at www.red-dot.org/press.

About Globell Deutschland

Globell Deutschland, headquartered in Koblenz, Germany, is a subsidiary of German stock corporation net SE, who have been successfully producing photography accessories ‘Made in Germany’ since 2014.

Among the brands and products manufactured and distributed by the company in Germany are Oberwerth’s completely handmade premium photo bags, the Silvec brand’s handcrafted professional wooden tripods, and lenses made by the Meyer-Optik-Görlitz brand, which was revived in Germany in 2014.

As an established distributor to the photographic industry, Globell Deutschland is also an exclusive partner for renowned brands and products such as Clik Elite outdoor rucksacks for adventure photographers, which the company distributes exclusively within both German-speaking Europe and, since 2015, the entire continent.

www.oberwerth.com | www.silvec.com | www.meyer-optik-goerlitz.com | www.clikelite.de

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