

yellow design | yellow circle: Top award for visionary innovations

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They speak a clear language and impress with an unobtrusive, uncluttered design: this year the international jury of experts at the “red dot” awards, one of the largest and most renowned international design competitions, honoured no less than five products designed by yellow design | yellow circle.

Strategic brand development pays off

Falk – as one of the best-known German brands and manufacturer of city maps that have grown synonymous with the name – has repositioned itself on the market over the past years under the guidance of yellow design | yellow circle: that is the diversification from a manufacturer of maps to a developer of navigation software. In line with a consistent brand strategy, yellow design | yellow circle developed a discrete and strong product language for Falk which in its form conveys the declared goals of competent, clear-cut, reliable and top quality navigation, thus convincing the juries of the most important design competitions in the past years. In the spring the F-Series was awarded the renowned IF-Award; now it is the F- and M-Series that get the coveted “red dot” design prize for high-quality design. This also convinced the jury of the German Design Council: the F- and M-Series as well as the entire PND (Personal Navigation Device) family has been nominated for the highest official German distinction, next year’s “Design Award of the Federal Republic of Germany”.

Best-of-the-best for outstanding design

The SensaMare Complete Bathroom, designed for HOESCH Design, prompted the jury again to award the highest prize for outstanding and innovative design. Distinguished with the coveted Gold IF-Award in the spring, the SensaMare Complete Bathroom now convinced the international jury of the Design Centre North Rhine-Westphalia again: consisting of high-quality, haptically contrasting materials such as metal, acrylic and wood and based on the combination of cube and circle in terms of form, it was awarded the coveted “best-of-the-best” award 2008 of the “red dot”.

Learning to write with distinction

The “griffix” learn-to-write system, designed for Pelikan by yellow design | yellow circle, guarantees the best-possible support in the process of learning how to write. Distinguished in the spring with the coveted international ISPA-Award at the “Paperworld” trade fair, the system is now being honoured with the international “red dot” quality seal for highest design quality.

Brand development through high-quality design style

The breast pump NUK e-Motion – designed by yellow design | yellow circle – conveys the values of the NUK brand in the emotional and highly sensitive context of “breast feeding”. Distinguished with the IF-Award in the spring, the “red dot” jury acknowledged the product this year with an “honourable mention” for an especially successful detailed solution. Furthermore this product is also nominated for the “prize of prizes”, the Design Award of the Federal Republic of Germany 2009.

You can find further information on the following websites:

www.yellowdesign.com
www.red-dot.de/presse

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yellow design | yellow circle | yellow too

yellow design | yellow circle | yellow too is a network of agencies offering a comprehensive range of design services and with offices in Cologne, Pforzheim and Berlin. As a full-service agency yellow design | yellow circle develops brands and supervises design projects from conception to implementation. In the past 30 years yellow design | yellow circle worked successfully for international corporations, mid-sized companies and institutions in various industries. What ties yellow to many customers is many years of cooperation that makes it possible to implement common visions.

The services always focus on providing comprehensive consultation with respect to user-oriented and market-driven solutions. Highest design quality is achieved through strategic planning and an interdisciplinary working approach. The results – whether corporate design, product design, packaging or website – convey the brand philosophy and contribute to the distinctiveness of the brand, because brand and design play an important role as distinguishing features in a globally changing economic environment. yellow design | yellow circle sees these services as process-supporting: providing support from product range planning, product development, communication measures up to the product launch.

[You can find this press release here](#)