

World-renowned design award / Selected from over 4,400 products

Bauscher is awarded red dot design award 2011 for *Enjoy*

Weiden, Germany, April 2011. The *Enjoy* porcelain collection by Bauscher, a BHS tabletop AG brand, has been awarded an “honourable mention” by the jury with its panel of highly respected experts in the red dot award: product design, one of the most renowned international product competitions. This is the recognition that the design experts grant to products with especially refined detail solutions.

Bauscher introduced *Enjoy* in 2010 at the Internorga and expanded the collection in 2011 with further articles from the coffee, snack and dinner segments (design: Ottenwälder und Ottenwälder). The hallmark of the collection is its soft and curved design that is unusual yet harmonious and inspired by the natural form of a delicate necklace. The result: curved forms that lend the table a sophisticated, simple elegance. Every article represents its own variation of catenoid lines. The collection impresses with its innovative forms, as in the asymmetrical tableware pieces, and practical functionality to meet the special demands of the coffee and snack segment.

Well-deserved reward for genuine, new creative solutions

“As always, our jury cast a very careful eye over the products submitted. Design quality has asserted itself clearly in the judging process, with genuine and new creative solutions also being rewarded. Both of these criteria are not just yardsticks for good design, but also for the potential for success on the market. This potential is increased several times over by the targeted use of our renowned design award”, says Professor Dr. Peter Zec, the initiator of the red dot design award. This year, designers and companies from 60 countries entered 4,433 products in the red dot award: product design.

“We are very proud to have been honoured by this award and the recognition it shows for Bauscher’s design competence as well as the high standards which we also offer our customers when it comes to design“, says Manuela Kűfner, Head of Marketing at Bauscher.

The red dot design award

The red dot design award dates back to 1955 and is now the world’s largest and most distinguished design competition. It breaks down into the three disciplines ‘red dot award: product design’, ‘red dot award: communication design’ and ‘red dot award: design concept’. There were almost 14,000 entries from 68 countries in the year 2010 alone.

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