

Press release  
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## Best of the Best: Skandiform secures highest distinction in the Red Dot Award 2014!

**VINSLÖV, SWEDEN. Deli chair and Modulator table by Skandiform won over the 40-member expert jury for the Red Dot Award: Product Design 2014. In one of the world's largest and most renowned product competitions, the company proved its design excellence. The Deli chair and Modulator table stood out from 4,815 entries and received the Red Dot: Best of the Best for highest quality and groundbreaking design. In 2014, only 1.5% of all entries in the competition received the coveted top award. Thus, Skandiform ranks among the best in international product design.**

After a decision process lasting several days, the Red Dot jury awarded the highest accolade of the internationally renowned competition to Deli and Modulator. This success will be duly celebrated: On 7 July 2014, in front of around 1,200 guests from all around the world, Skandiform will be presented with its deserved trophy during the awards ceremony at the Aalto-Theater in Essen, Germany. After the Red Dot Gala, the winners' exhibition will be opened in the Red Dot Design Museum Essen, where the products will be showcased for four weeks before it enters the permanent exhibition.



*"The idea behind Deli has been to create an attractive stackable chair with an organically formed seat shell, the design and comfort of which invites users to linger a little longer. The organic form of the human body is an important source of inspiration for many of my furniture designs, and Deli is no exception."*

*/ Thomas Pedersen (designer of Deli chair)*



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*"The architect Le Corbusier developed his own scale of proportions that he called the Modulor system. This was based on the dimensions and proportions of the human body and the aim was to create a tool for good design and architecture.*

*Our Modulator table is likewise based on a few simple key components – a leg, a joint and a rail. Plus a tabletop, of course. The dimensions of the profiles and tabletops can be simply adapted to virtually any desired format or proportion. Like a tool for good design and architecture. The strength of the table – literally and metaphorically – is in the details. The extruded leg that meets the moulded joint that meets the extruded rail that meets the figure-milled edge of the tabletop... Behind the precision of these details and the harmonious relationship between their individual forms are more than 1,000 hours of dedicated work from designers and product developers."*

*/ Claesson Koivisto Rune (designers of Modulator table)*



Prof. Dr. Peter Zec, initiator and CEO of Red Dot, on the decision process in the Red Dot Award: "The 40 experts assessed the quality of the entries with the utmost care and attention. Due to their backgrounds, they also assessed the special cultural aspects of the designs from 53 countries. But only the best products receive an award from the jury. This is especially reflected in the percentage of successful entries in the Red Dot Award, which is much smaller in contrast to other international design competitions. Therefore, the winners can be proud of their achievements – with their entries, they stood out from the rest and were able to pass the test in front of the critical eyes of the experts. This success will be perceptible during the Red Dot Gala, when the laureates will receive the recognition of the international audience."

### The award-winning products in the Red Dot Design Museum Essen

With around 2,000 exhibits spread over an area of more than 4,000 square metres, the Red Dot Design Museum houses the largest exhibition of contemporary design worldwide. The award-winning products from the Red Dot Award: Product Design 2014 will be presented in an impressive special exhibition from 8 July to 3 August 2014. Since touching and testing is expressly encouraged in the hands-on exhibition, visitors experience the current best achievements at close quarters in "Design on Stage". This way, design enthusiasts can find out about the trends in international product design and assure themselves of the outstanding quality of Deli and Modulator by Skandiform.

### The Red Dot Design Award

With the Red Dot Design Award, the Design Zentrum Nordrhein Westfalen created an internationally renowned product competition. Its prize, the Red Dot, has established itself worldwide as one of the most sought-after quality marks for excellent design. The Design Zentrum Nordrhein Westfalen displays the award-winning products in the Red Dot Design Museum Essen for at least one year.

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 Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept.

Further information at: [www.red-dot.de/press](http://www.red-dot.de/press)

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