



red dot gala: GROHE designers pick up “design team of the year” accolade



reddot design award
design team of the year 2011

Faucet manufacturer garners fourth “red dot: best of the best” award

One of the year’s most important design awards came to a rousing conclusion when more than 1,200 guests from all over the world converged on Essen’s Aalto Theatre for the annual red dot gala on Monday, July 4. Numerous famous designers, media representatives, business experts and politicians attended the “red dot award: product design 2011” ceremony to celebrate the winners of this internationally renowned award. GROHE, Europe’s largest manufacturer of sanitary fittings and a world leader in this industry, had more than one reason to jubilate. The company not only garnered its fourth “red dot: best of the best” award but was also singled out for the coveted “design team of the year 2011” accolade.

Following the award ceremony which saw GROHE receive the highly prestigious “red dot: best of the best” award for its Digital Collection, the evening reached its climax when the GROHE design team led by Paul Flowers was officially named the “red dot: design team of the year” – an unforgettable experience for the 17-strong team. The laudatory speech was held by world-class interior designer Steve Leung. The multiple award-winner’s philosophy, “Enjoy Life – Enjoy Design” is a perfect match to the GROHE company’s commitment to infuse its products with emotional added value, as encapsulated in its slogan “Enjoy Water”. Having listened to Steve Leung’s praise of the company’s design expertise, Paul Flowers, Senior Vice President Design of Grohe AG, was handed the coveted “Radius” trophy by last year’s winner, Hilti’s head of design Stephan Niehaus. Paul Flowers and GROHE CEO David J. Haines thanked Professor Peter Zec, the initiator and CEO of the red dot design award, the jurors and their design team and then the team members assembled on the stage were finally able to lay their hands on the illustrious trophy. Says Paul Flowers: “We have worked towards this moment for years, daring to believe we could one day join some of the best brands in the world, who have received this great honour. We are overjoyed, proud and thankful for having been singled out for this unique accolade.” Being the first sanitary manufacturer to be named “red dot: design team of the year”, GROHE joins the ranks of such prestigious previous winners as Bose, BMW, adidas, Apple, Audi, Sony and Philips.

