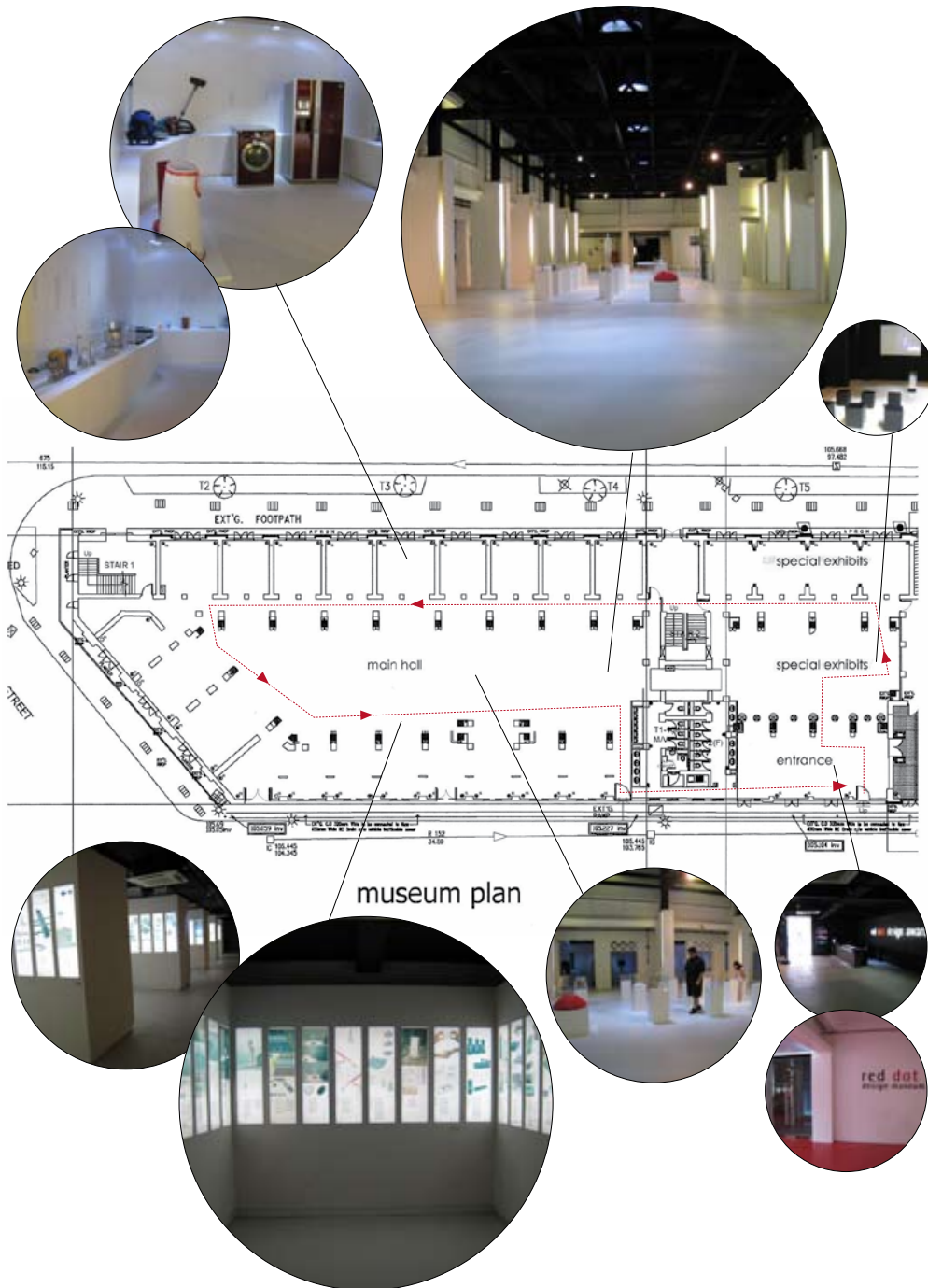


# RED DOT DESIGN MUSEUM



## 1. Red Dot Design Museum at a Glance

Housed in a loud red building built in 1928 as a police barrack, the Red Dot Design Museum is one of two museums in the world showcasing the world's best product designs and concepts, namely international Red Dot Design Award winners. The only other Red Dot Museum is located in Germany.

This museum is a must-visit if you want to expose yourself to innovation and be creatively inspired. The exhibits appeal more to adults but feel free to visit with a baby in stroller as the venue is stroller-friendly and very quiet - perfect for a nap-time visit - but young children may lose interest quickly as exhibits are not interactive.

Admission costs \$8 per adult and \$4 for students, children under 12 years, and senior citizens. The Museum is opened on Monday, Tuesday, Friday (11am to 6pm) and weekend (11am to 8pm). The best way to get there is via MRT. Alight at Tanjong Pagar and take exit B.

## 2. Learning from the Judges

Upon entering, you'll find the space rather sparse but it gives focus to the few exhibits around. You'll see some block seats and an iPod where you can select to view on a large screen various comments from the panel of Red Dot Award judges. This is helpful to students and professionals gaining an insight to how winners were selected.

## 3. Design Sells

In the main exhibition space, walk towards the nooks on the right and you'll see

products, go left and you'll see a wall filled with ingenious design concepts of products. The award-winning products are grouped somewhat in categories. For example, you'll see household appliances placed in the same nook and office equipment in another. Each product includes a description and the year the Red Dot Design Award was given. Smaller items are boxed up to prevent theft so it's see and no touch.

Look out for the Stokke stroller, toys, and other child-friendly products. There are also award-winning pots, appliances, fashion accessories, mobile phones, and gadgets.

## 4. Concepts Today, Products Tomorrow

If your baby is taking a nap in the stroller, walk along this side of the hall first. The nooks are filled with product concepts that are chalkful of ideas that will certainly inspire and excite. Some products look so useful, you wish you could buy them!

There are lots of reading to do as each concept includes pictures or illustrations and a detailed background of the design idea and philosophy. Some concepts also have prototypes. You can see these on display in the middle of the hall. The backlit displays are also grouped in categories such as domestic aid, education, entertainment, fashion, furniture, green, habitat, illumination, interaction & communication, interior accessories, life science, mobility, productivity & work, and recreation.

Visit [www.red-dot.sg/concept/museum/main\\_page.htm](http://www.red-dot.sg/concept/museum/main_page.htm) for more details.