



## Press release

### **Award-winning communication design: KABINET 01 / Jan Jagodič / for/with FLAVIAR receives Red Dot for high design quality**

*September 2017.* The jury for the Red Dot Award: Communication Design 2017 has made its decision. In a process spanning several days, the 24 experts assessed communication and creative works from agencies, designers and companies from 50 participating countries. **KABINET 01 / Jan Jagodič / for/with FLAVIAR** has cause for celebration: The jurors awarded the Red Dot for high design quality to the following project: **Flaviar Tasting Box**, designed by Jan Jagodič & team from Flaviar and thus emphasised his high design quality and creative achievement.

Flaviar is a fine spirits club where members enjoy an ever-changing collection of craft and premium distilled beverages. The time had come to re-conceptualize and redesign their flagship product. This thoughtfully composed tasting box represents the essence of its "Try before you buy" approach. Due to the nature of the business – the delivery of fragile physical goods through the postal service – packaging had to be lightweight and durable, yet also elegant. It was important to communicate the intention with both clarity and emotion. The goal was to create a zeitgeist product with a masculine character.

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award: *"I am delighted that agencies, designers and companies from all over the world have once again used the Red Dot Award: Communication Design as an evaluation platform. It is important to subject one's own achievements to scrutiny again and again in order to constantly improve and maximise the potential for success. I congratulate the Red Dot winners on the high design quality of their work. The award testifies to the fact that they are pursuing the right design strategy"*.

The award ceremony for the Red Dot Award: Communication Design 2017 will take place on 27 October. During the Red Dot Gala in the Konzerthaus Berlin in Germany, the Red Dot: Best of the Best and Red Dot: Grand Prix winners will receive their trophies. At the subsequent Designers' Night in the E-Werk Berlin, the Red Dot laureates will be given their well-deserved certificates and will celebrate their success. In addition, the exclusive winners' exhibition "Design on Stage" will showcase the awarded communication works at the after-show party, including Flaviar Tasting Box.



The award-winning project from **KABINET 01 / Jan Jagodič / for/with FLAVIAR** will also be presented in the International Yearbook Communication Design 2017/2018. It will be published on 14 November 2017 and documents the state of the art in global communication design.

**About [award-winning agency/designer/company]:**

KABINET 01 PROVIDES COMPLETE DESIGN SOLUTIONS.

This dynamically-organized and highly-motivated group of designers lead by Jan Jagodich has proved itself through a series of demanding projects, from designing company images, promotional material, and press material to designing products and spaces. Since 2001 Kabinet 01 frequently uses its expertise in product development, marketing, advertising, and sales acceleration. An engineering approach and a playful imagination are key characteristics of this studio, which regularly works with numerous domestic and international clients.

**About the Red Dot Design Award:**

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 of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at [www.red-dot.org](http://www.red-dot.org).

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