

CoorsTek KK's Office Wins "Red Dot Design Award 2016"

CoorsTek KK announces that new headquarter's office and gallery which KOKUYO Co., Ltd. designed, have won this year's *Red Dot Design Award in the category of Communication Design. The Red Dot Design Award is a globally renowned design competition, and CoorsTek's office and gallery have been selected for the retail design category of the Red Dot Award: Communication Design 2016.

Overview of the design



Design concept: In rebranding the office and gallery of CoorsTek, the engineered ceramics manufacturer, three keywords emerged to define the company's core competences: Pure, Repeat, Clarity. These leitmotifs were integrated into the company's new spatial and light dot technology concept. The light dots are repeated and reflected in the walls so that visitors are surrounded by them. Each light reacts interactively when touched. With music, the products are thus displayed as artworks, aimed at making visitors understand the sophisticated technology behind them.

Design Company: KOKUYO Co., Ltd., Tokyo

Art Direction/Interior Design: Wataru Sato, KOKUYO

More information:

<http://red-dot.de/cd/de/online-exhibition/work/?code=14-03083&y=2016&c=236&a=0>

***Red Dot Design Award**

The Red Dot Design Award is organized by the Design Zentrum Nordrhein Westfalen in Germany. It is awarded in three categories: Product Design, Communication Design and Design Concept. The Communication Design Category is further divided into 21 fields such as corporate design, brand design advertising and spatial communication.

<http://en.red-dot.org>

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