



## **PRESS RELEASE**

### **Kuzco Lighting's Magellan receives Red Dot: Best of the Best for ground-breaking design quality**

New York, New York. March 30, 2020. The Red Dot Jury has made its decision: Magellan emerged victorious from the Red Dot Award: Product Design 2020 and won a Red Dot: Best of the Best, the highest distinction, for its ground-breaking design. This means that Kuzco Lighting is one of the winners in the world's most renowned design competition.

#### **One of Kuzco Lighting's New York Studio's first designs: The Magellan**

The Magellan commands contemporary spaces with elegance, and pure, concentric form. Multiple shades surround a hollow center in a static orbit, creating a soft, floral effect that invites the eye to navigate the fixture's contoured repetition. Indirect light is cast onto the shade interiors, creating an even, ambient glow. Featured as a stand-alone or clustered in larger spaces, the Magellan is especially suitable as a dramatic focal point.

#### **Red Dot CEO Professor Dr. Peter Zec on the laureates**

"Our experienced jury only awards the Red Dot: Best of the Best to the most convincing products in a category. This is why only a small percentage of the objects entered win this award. It is proof that every detail of the design is coherent and well thought through. Consumers can trust our experts' decision entirely and can rest assured that the products are of top quality. I want to congratulate the laureates very sincerely on their wonderful success," said Professor Dr. Peter Zec, founder and CEO of Red Dot.

#### **Detailed evaluation of the products entered**

The Red Dot Award: Product Design offers designers and manufacturers from all over the world a platform for assessing their products. In 2020, designers and companies from 60 countries entered more than 6,500 products in the competition. The international jury comprises experienced experts from different disciplines and has been convening for around 65 years in order to select the year's best designs. The adjudication process lasts several days and is based on two essential criteria: The jurors test all of the entries in order to assess not just the aesthetic but also the materials selected, the level of craftsmanship, the surface structure, ergonomics and functionality. After intensive discussions, they make a decision on the design quality of the products. True to the motto "In search of good design and innovation", only the best designs receive an award. Just 1.2% of the objects entered received a Red Dot: Best of the Best.

# KUZCO

## **Magellan in exhibitions, online and in the yearbook**

On 22 June 2020, The Magellan will be added to the exhibition “Milestones in Contemporary Design” in the Red Dot Design Museum Essen, where all of the award-winning products will be on show. The museum will thus be a hot spot for best-in-class industrial design. From that date, the winning product from Kuzco Lighting will also be presented in the online exhibition on the Red Dot website. The Red Dot Design Yearbook 2020/2021 comes out in July 2020.

## **About Kuzco Lighting:**

Kuzco represents the successful integration of advanced lighting technology and beautiful minimalist form. Fine material finishes and carefully considered design details complement and augment the architectural setting. Sleek yet distinguished the extensive curated collection reflects an impeccable degree of refinement.

## **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: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award 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 distinction “Red Dot” has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. More information is available at [www.red-dot.de](http://www.red-dot.de).

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