



**reddot design award**

Koleksiyon Holding  
Mr. Ozan Vural  
Haciosman Bayiri Cumhuriyet Mah.  
Baglar Cad. No:35 Kefeliköy-Sariyer  
34457 Istanbul  
Turkey

product design  
communication design  
design concept

Essen, March 2012

**red dot award: product design 2012**  
**And the red dot goes to...**

Dear Mr. Vural,

With your elaborate and innovative product design, you have proven that you can compete with the best in your industry and convince an international and independent top-class jury.

I am therefore pleased to inform you that you are among the winners of this year's "red dot award: product design". You were able to prevail over extremely ambitious competitors in one of the most renowned design contests in the world. I cordially congratulate you on your award – also on behalf of the red dot jurors!

This year, 1,800 manufacturers and designers from 58 countries were hunting for the acknowledged red dot – the quality seal for aesthetic forms and lasting trends. 4,515 products had to be assessed by our jury composed of 30 international experts. As always, they tested and evaluated live and on-site in Essen, Germany. Due to the consistently high quality of the products submitted, it was not easy for the renowned experts to make their decision. In the end, only the best of the top-class field of participants could prevail. You are amongst them.

● **Design Zentrum Nordrhein Westfalen**

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Of course, your award will be duly celebrated: On 2 July 2012, at the red dot gala – the highlight of this year's "red dot award: product design". By tradition, more than 1,000 international guests from design, industry, politics and the media will gather in the Aalto-Theater, Essen, to celebrate together at the red dot gala. The award ceremony and the following Designers' Night will be the perfect opportunity to renew old contacts, socialise and talk with colleagues from all over the world about the latest trends and developments in design. Information on the events and the possibility to book tickets can be found in our online portal [www.myreddot.de/winner](http://www.myreddot.de/winner).

Using the "my red dot" portal, you can also book your "Winner Package" until 8 March 2012, so that your product will be presented in the "red dot design yearbook 2012/2013", in the red dot design museum and at the online exhibition at [www.red-dot.de](http://www.red-dot.de).

Your personal access data:

[www.myreddot.de/winner](http://www.myreddot.de/winner)

User name: koleksiy61015

Password: uu8a9w

After booking, the red dot winner label will be available to you for download. It is the quality seal of your creative competence. Make use of it and communicate your success in the "red dot award: product design 2012" to your colleagues, business partners, clients, and the whole industry.

Finally, I would like to congratulate you on behalf of the whole red dot team. I am looking forward to welcoming you on 2 July 2012 in Essen and experiencing an unforgettable evening with you!

Best regards,

Professor Dr. Peter Zec  
Initiator and CEO of the red dot



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**Overview of the results of the products submitted by you to the  
"red dot award: product design 2012"**

Our international jury awarded the "red dot" for high  
design quality to:

13-4554-2012PD Gala Office Chair

The following product unfortunately did not receive an award:

01-4666-2012PD Cantata Table