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reddot award 2017
winner



WeTransfer Wins Four Red Dot Awards

The jury for the Red Dot Award: Communication Design 2017 has announced that WeTransfer has won four of the prestigious awards, emphasizing WeTransfer's high design quality and creative achievement.

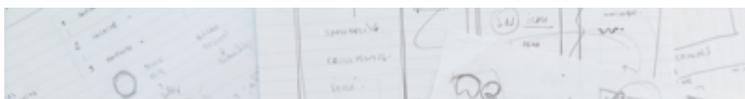
WeTransfer has been awarded in the categories of 'Brand Design & Identity' and 'Website' for the [redesign of www.wetransfer.com](#), 'Microsite' for the [Baltimore Dance Project](#) ft. FKA Twigs, and 'Books' for the [Doubt, Time, Magic](#) book set that was made in collaboration with Visual Editions.

In a process spanning several days, 24 experts assessed communication and creative works from agencies, designers and companies from 50 participating countries.

WeTransfer's award-winning projects will 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 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.





“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.”

– Peter Zec, founder and CEO of the Red Dot Award



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