

URBAN STAR AWARDED FOR RED DOT DESIGN AWARD: PRODUCT DESIGN 2012

16-03-2012



West 8 and Philips are proud to announce that their design, Philips Urban Star, has been awarded for the red dot design award 2012 for product design in the category lighting. On July the 2nd, the ceremony for the red dot awards will take place in the Aalto Theater in Essen, after which the Urban Star will be featured in a four-week special exhibition in the red dot design museum.

The red dot design award is a prestigious award which was held for the first time in 1955 and has grown to be internationally respected in the design industry. The award has 19 different categories, and has had over 4,515 registrations in 2012 alone from 58 countries.

West 8 was commissioned by Philips to design the Urban Star which Philips manufactured. The lighting fixture replaces the current generation of pole top fixtures; the next step in the move towards LED lighting. It has a sustainable design intended for streets, parks and boulevards where the street lighting may not cross the 5 meter boundary. Its shape adapts to every type of surrounding.

The jury of the award has paid attention to innovation, functionality, self-explanatory quality and environmental compatibility. However, the award goes beyond merely good design, as Prof. Dr. Peter Zec, the initiator and CEO of the red dot puts it: "The red dot stands not only for excellent design achievements but also for continuity and reliability".

For more information on red dot please refer to www.red-dot.org.

more information: [Urban Star](#)