

Press release:

Innovative coloured pencils COLORSTRIPE from Johann Froescheis Lyra-Bleistiftfabrik GmbH & Co. KG win internationally-renowned awards


The COLORSTRIPE coloured pencil from LYRA has won an iF product design award 2009. The iF design award has been an internationally-recognised mark of excellent design for 55 years. In 2009 there were 2,808 submissions from 39 countries. 50 of the 802 winners were awarded the “**iF gold award**” by an international jury, honoring particularly outstanding design achievements. The 50 iF gold award winners were announced on 3 March 2009, the first day of the CEBIT exhibition, at a celebratory awards ceremony. The COLORSTRIPE, entered in the Office/Business category, took home one of these coveted iF gold awards. All iF award-winning products are on display at the “iF exhibition 2009” in Hanover until August 2009.

LYRA has also been able to celebrate success in other well-known international design competitions, with a red dot design award 2009 each for the COLORSTRIPE and the GROOVE. Both coloured pencils were judged in the “Office” category, and were designed by the product designers Markus Hillemann and Franz Schmitt from formidable design (www.formidable.de).

COLORSTRIPE wins the highest prize in the red dot design awards. LYRA has succeeded in impressing the judges for one of the most renowned and hardest international design competitions with their outstanding, innovative design. In the red dot award: product design 2009 the top-class jury awarded the “red dot: best of the best” for the highest design quality to only 49 of the 3,231 submitted products. In the eyes of the jury, COLORSTRIPE was one of the entrants to earn a place among these 49 pioneering design products.

With its three-sided ergonomic shape and its distinctively puristic design, the COLORSTRIPE clearly shows you what it's made of. The high-quality, continuously visible and colour-intense lead contrasts against the solid-coloured black wood. The COLORSTRIPE is a lifestyle object for a growing consumer generation that understands the importance of sustainable products. The lead makes drawing fine lines and covering large areas easy, and is extra break-proof and waterproof. The innovative coloured pencil is available in 16 colours. COLORSTRIPE - in a class of its own!

For further information please visit: www.lyra-colorstripe.de



Products submitted to the red dot design award are assessed by an international jury consisting of renowned design experts. They examine and test the products and assess them according to criteria such as degree of innovation, functionality, ergonomics, longevity, ecological compatibility and clarity of function. This year companies from 49 countries with a total of 3,231 products faced the judgement of the jury.

The exhibition of the winning products in the red dot design museum

All award-winning and honoured products will be on display from 29 June to 26 July 2009 in the exhibition “Design on stage – winners red dot award: product design 2009” at the red dot design museum on the premises of the ‘Zeche Zollverein’ World Cultural Heritage Site. After the 26 July 2009 the products will be presented in the red dot design museum’s permanent exhibition for at least one year. With approximately 1,500 products on more than 4,000 square metres, the red dot design museum houses the largest permanent exhibition of contemporary design worldwide.

The red dot design award

Today, the red dot design award, the origins of which go back to 1955, is the largest and most renowned design competition worldwide. It consists of the individual disciplines “red dot award: product design”, “red dot award: communication design”, and “red dot award: design concept”. In 2008 the competition recorded around 11,000 entries from 61 nations in total.

For further information please visit: www.red-dot.de/press

Press contact:

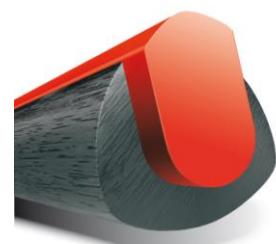
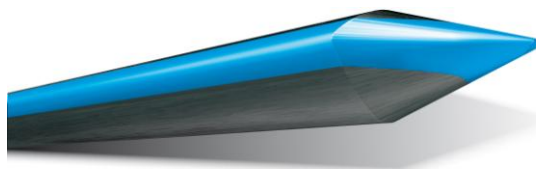
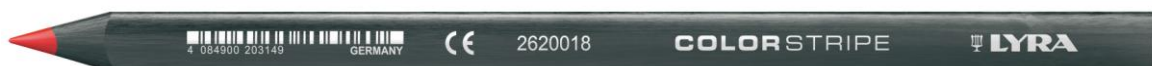
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Additional information:

Facts and figures of the red dot award: product design 2009

Entries:	3,231
Nations:	49
'red dot' awards:	683
'red dot: best of the best' awards:	49
'red dot: honorable mentions':	194



red dot design award
best of the best 2009



Awards ceremony:	29 June 2009, 6pm in the red dot design museum, Essen, Germany
Special exhibition:	30 June 2009 to 26 July 2009 in the red dot design museum, Essen, Germany
Special exhibition:	1 July 2009 to 31 July 2010 in the red dot design museum, Singapore

The jury of the red dot award: product design 2009

- Manuel Alvarez-Fuentes, Mexico
- Sybs Bauer, Designkunst, Germany
- Gordon Bruce, Gordon Bruce Design LLC, USA
- Prof. Rido Busse, Busse Design Ulm, Germany
- Shashi Caan, USA
- Tony K. M. Chang, Taiwan Design Center, Taiwan
- Vivian Cheng Wai Kwan, Hongkong
- Mårten Claesson, Co-founder of the Swedish design partnership Claesson Koivisto Rune, Sweden
- Vincent Créance, MBD Design, France
- Martin Darbyshire, Tangerine, Great Britain
- Robin Edman, The Swedish Industrial Design Foundation, Sweden
- Joachim Faust, HPP Hentrich-Petschnigg & Partner, Germany
- Prof. Lutz Fügner, Fachhochschule Pforzheim, Germany
- Makio Hasuike, Italy
- Keith Helfet, South Africa, Great Britain
- Prof. Renke He, Hunan University China, School of Design, China
- Dr. Carlos Hinrichsen, Pontificia Universidad Católica de Chile, Chile
- Prof. Dr. Florian Hufnagl, Die Neue Sammlung – Pinakothek der Moderne, Germany
- Tapani Hyvönen, Managing Director ED-design Ltd., Finland
- Kristiina Lassus, Kristiina Lassus Studio, Italy
- Soon-In Lee, Korea Institute of Design Promotion (KIDP), South Korea
- Prof. Stefan Lengyel, Lengyel Design, Germany, Hungary
- Prof. Ron A. Nabarro, Israel



- Simon Ong, Kingsmen Creatives Ltd., Singapore
- Dirk Schumann, Schumann – Büro für industrielle Formentwicklung, Germany
- Nils Toft, Partner and Managing Director of CBD A/S, Denmark
- Danny Venlet, Venlet Interior Architecture, Belgium

The jury's selection criteria

Degree of innovation

Functionality

Formal quality

Ergonomics

Durability

Symbolic and emotional content

Product peripherals

Self-explanatory quality

Ecological soundness

The product categories of the red dot award: product design

- 1 Living rooms and bedrooms
- 2 Households and kitchens
- 3 Tableware
- 4 Bathrooms, spa and air-conditioning
- 5 Lighting and lamps
- 6 Gardens
- 7 Sport and games
- 8 Fashion and accessories
- 9 Watches and jewellery
- 10 Architecture and interior design
- 11 Offices
- 12 Industry and crafts
- 13 Life science and medicine
- 14 Automobiles, transport and caravans
- 15 Entertainment technology and cameras
- 16 Communication
- 17 Computers



reddot design award
best of the best 2009

The award "red dot: best of the best" for the highest design quality, expressing innovation in form and function in an outstanding manner, is presented to:

Die Auszeichnung „red dot: best of the best“ für höchste Designqualität, die in überragender Weise Innovation in Form und Funktion ausdrückt, wird verliehen an:

Colorstripe
Coloured Pencil/Farbstift

Lyra-Bleistift-Fabrik GmbH & Co. KG,
Nuremberg, Germany/Nürnberg, Deutschland
Design: Formidable Design
(Markus Hillemann, Franz Schmitt),
Kranzburg / Braunschweig, Germany/Deutschland

Essen, 29 June 2009

Shashi Caan
New York, USA

Mikael Claesson
Stockholm, Sweden

Joachim H. Faust
Düsseldorf, Germany

Prof. Dr. Peter Zec
Initiator red dot design award
Essen, Germany