

**Press release:**

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

The GROOVE, which has been awarded “Product of the Year 2009” by the PBS Industrial Association, was also successful in the red dot design award competition. The LYRA GROOVE received an “honourable mention” from the top-class expert jury. With 3,231 products submitted in the competition, the GROOVE clearly stands out from the masses, as the design experts awarded just 194 honourable mentions to those products which distinguished themselves with particularly successful design details.

The GROOVE’s excellent results stem from its brilliant idea and the natural materials used. Children’s fingers automatically feel for the interesting areas and come to rest in the grooves provided for them. In this way, GROOVE encourages intuitive and ergonomically correct positioning of the fingers when drawing and writing. The grooves are specially offset so that even after the pencil has been re-sharpened, they are still located in the correct positions. The generous size of the grooves and their natural finish give the GROOVE a welcoming, attractive look, and also prevent the fingers from slipping down toward the point. They encourage the child to draw and write boldly and expressively, aided by an extremely tough, colour-intense lead. The GROOVE is available in 24 colours and the pencil is suitable for both left and right-handers. The GROOVE – Hold it right from the start!

For further information please visit : [www.lyra-groove.de](http://www.lyra-groove.de)

The festive awards presentation with more than 1,000 guests will take place in the Essen Opera House, the Aalto-Theatre, on 29 June 2009.

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](http://www.red-dot.de/press)

### **Press contact:**

Janice Chua

LYRA ASIA Pte Ltd

Blk 5012 Ang Mo Kio Ave 5, #03-05 Techplace II Singapore 569876

Phone: +65 482 1198, Fax: +65 6482 1813

E-Mail: [janicechua@lyraasia.com](mailto:janicechua@lyraasia.com)

### **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



reddot design award  
honourable mention 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
<b>Special exhibition:</b>	<b>1 July 2009 to 31 July 2010 in the red dot design museum, Singapore</b>

### **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



# groove

*Feel the Groove!*

[www.lyra-groove.de](http://www.lyra-groove.de)



reddot design award  
honourable mention 2009



**Der richtige Griff  
von Anfang an.**



since  
  
1806

LYRA D-90101 Nürnberg • Germany • A  Fila Company • E-Mail: [info@lyra.de](mailto:info@lyra.de) • Internet: [www.lyra.de](http://www.lyra.de)