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## Top design award for AUDI AG's "museum mobile" / North Rhine-Westphalia Design Centre awards "red dot:grand prix"



*Ingolstadt/Essen (ots) -*

EMBARGOED until 26 October 2001, 7.00 p.m.

The North Rhine-Westphalia Design Centre awarded its "red dot:grand prix" to the Audi "museum mobile" today in Essen for outstanding communication services. Dr. Wolfgang Reiniger, Mayor of the City of Essen, together with Prof. Dr. Peter Zec, Chairman of the North Rhine-Westphalia Design Centre, presented the certificates to Jacques de Ladonchamps, Head of Audi Forums, and Michael Keller from the Munich agency KMS at a ceremony attended by around 700 guests from the worlds of design, industry, culture and politics.

"It is a great honour for us to receive this prestigious design award for our museum in Ingolstadt. With the "museum mobile" we have succeeded in creating a new form of company and historical presentation," explained de Ladonchamps. The museum is the focal point of the Audi Forum Ingolstadt, AUDI AG's "calling card".

Audi's "museum mobile" presents more than 50 cars and 30 motorcycles and bicycles from the company's history, which dates back over 100 years. Over 22 metres in height, this round building with fully glazed facades stands for "change through motion". It forges a link between the modern brand Audi and its precursors Audi, DKW, Horch, Wanderer and NSU.

The "red dot:grand prix" is the most prestigious award presented by the North Rhine-Westphalia Design Centre within its "red dot award:communication design". KMS was chosen from 2,515 entrants for its "museum mobile" concept and museum communication materials, such as photographs and catalogues. The award carries prize money of DM 20,000.

The "red dot award:communication design" replaced the "German Prize for Communications Design" last year. This prize was introduced in 1993.

As well as the "grand prix", the North Rhine-Westphalia Design Centre has awarded the "red dot:junior prize" twice, the "red dot:best of the best" thirty times and the "red dot" 139 times. The award-winning works will be presented as part of a special exhibition in the rooms of the North Rhine-Westphalia Design Centre until 13 January 2002.

Audi is an international developer and manufacturer of high-quality cars. In 2000 the company sold more than 650,000 Audi models. The sales revenues of the Audi Group totalled DM 39 billion. The Audi Group currently has more than 50,000 employees.

Note to editorial staff:

- A photo of the "museum mobile" is available through "obs" (dpa).
- Further information on and photos of the "museum mobile" can be called up at <http://www.audi-press.com>  
Call ++49 (0)841 89 36189 for password.
- Further information about AUDI AG at <http://www.audi.de>, about the Audi Forum Ingolstadt and the museum mobile at <http://www.audi.de/foren>

Communication: Corporate and Finance

Joachim Cordshagen, Tel: ++49 (0)841 89 36340

e-mail: [joachim.cordshagen@audi.de](mailto:joachim.cordshagen@audi.de)

Dr. Ute Röding, Tel: ++49 (0)841 89 36384

e-mail: [ute.roeding@audi.de](mailto:ute.roeding@audi.de)

#### Medieninhalte



*The North Rhine-Westphalia Design Centre awarded its "red dot:grand prix", its most prestigious award, to the Audi "museum mobile" today in Essen.*

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