Krakow, 21 August 2017

**Opus B Brand Design wins the “Oscar in design”!**

**Prestigious Red Dot Award: Communication Design 2017 awards have been granted. Prominent world experts appreciated the cooperation of Opus B Brand Design team with the City of Krakow. It is a spectacular success of the city's visual branding system designed by the agency.**

Opus B Brand Design team have received Red Dot Award: Communication Design 2017 for the concept and execution of the visual branding system for the city of Krakow. Red Dot Awards guarantee the highest quality of products and excellent design. These are undoubtedly the most important awards in the design industry and have been dubbed **"Oscars in design."**

This year's results have been decided by a jury of 24 independent experts in design. When choosing the winning designs, they took into account such product characteristics as creativity and high quality design.

"I am glad that agencies, designers and companies from all over the world decided to compete for Red Dot: Communication Design awards again. It is important to have one's designs and achievements evaluated, to constantly improve and maximise one's effectiveness. Congratulations on high quality of work to the winners of this year's edition. Red Dot Award is evidence that the right design strategy has been chosen," says Professor Peter Zec, the founder and president of Red Dot Award.

**Enjoy Krakow – prize-winning design of the visual branding system**

It was a real challenge for Opus B designers to create a consistent but also flexible system. “Krakow is a modern and aspiring city rich in tradition. That is why its new visual communication system should identify with the place for which it has been created. It should be flexible and provoke interesting new solutions," explains Paweł Frej, Brand Design Director in Opus B.

The new visual identification system of the city of Krakow is based on a theme of a map. The typical city structure as the graphic leitmotif enabled consistent presentation of the city from a new perspective.

"Our goal was to produce a system with a certain design framework determined. Therefore, we have created a set of four tools: a map, an icon, a frame and clouds," says Paweł Frej.

Designers emphasise that the map motif is a capacious means of narration. The symbols of Krakow gave designers a pretext for telling an urban story with the use of an alphabet of icons and the frame puts communication in order, strengthens the message and highlights the number of projects executed by Krakow. The cloud, in turn, generates space for discussion.

**More information on the design:** [**http://opusb.pl/branddesign/krakow**](http://opusb.pl/branddesign/krakow)

"The city is formed by people: its residents, tourists, businessmen. In other words: all users of city space. Today, the city also means a brand which is supposed to pursue communication, strategic and business goals. It should be strong and distinct. It should respond to needs and arouse emotions. This is the idea which formed grounds for the visual identification system of Krakow. The new system is a common denominator for all activities related with the promotion and communication of the city, undertaken by various organisational entities. Krakow is a city of multiple meanings. With the new visual identification system, we strove to arrange these meanings into a coherent narrative which still leaves some space for new stories. We pursue various activities to build the brand of Krakow. We are really glad that such an important design for us has been noticed and recognised by global design experts," says Elżbieta Kantor, head of the Department of Promotion and Tourism at the City Office in Krakow.

So far, the Red Dot Award has also been granted for the visual identification system to Qatar, Moscow and Meran, a town in Italy.

**Red Dot Award: Communication Design 2017 in numbers**

This year's edition of Red Dot Award: Communication Design competition saw a record number of entries. Designers from 50 countries sent more than 8 thousand designs in 18 categories. The international jury of design experts granted 749 Red Dot awards, 5 Red Dot Grand Prix, 67 Red Dot: Best of the Best and 1 Red Dot: Junior Prize.

The winning designers awarded with Red Dot 2017 will be honoured during an official gala to be held on 27 October in Berlin.

**About** **Red Dot Design Award**

Red Dot Design Award comes in three categories: Communication Design, Product Design and Design Concept. The competition organised by Design Zentrum in North ­Rhe­inland­, Germany, belongs to the greatest events of its kind. Red Dot Awards were first granted in 1955. The name and brand were created in the 1990s by Professor Peter Zec, President of Red Dot. As a much-desired award, the Red Dot has been one of the most prestigious awards in industrial design and communication for more than 60 years now.