



THE  
TECHNO  
CREATIVES

Gothenburg, 18. August 2016

## PRESS RELEASE

### **Overbridge awarded with Red Dot: Best of the Best!**

**The highest standard of communication design:  
Overbridge project receives the coveted Red Dot: Best of the Best!**

The Red Dot jury has reached a decision and is awarding the coveted Red Dot: Best of the Best in the Red Dot Award: Communication Design 2016 to The Techno Creatives AB and Elektron Music Machines MAV AB for its outstanding **Overbridge Project**.

In sessions that lasted several days, the 26 experts on the Red Dot jury evaluated each of the large number of entries individually, live and on site. This year saw designers and companies from a total of 46 countries take part in the award. Every year, a few selected projects particularly stand out from the numerous entries because of their exceptional design and innovative approach. This time, only 0.8 percent of the projects are recognized with the Red Dot: Best of the Best, the award for outstanding design quality.

To fully integrate analog synthesizers and drum machines with computers has long been a dream for many electronic musicians. Introducing **Overbridge**, a breakthrough technology allowing real analog instruments to be handled as software instruments, Elektron made this reality.

**Overbridge** unites hardware and software. It enables real analog instruments inside your DAW, and you can combine the strengths of Elektron hardware and your music studio software.

The immersive and thoroughly designed Overbridge environment encourages only what matters the most. Creativity. Usability. Convenience. Immediacy. A brilliant and more personal sound.

Instead of conceiving a digital simulacrum of a physical control board, resulting in minor or no advantages, Elektron and The Techno Creatives utilized combined digital know-how and created a totally new visual experience, free from traditional rotary wheels and sliders. The intuitive Overbridge interaction patterns are designed with musicians in mind, enabling them to accomplish envisioned

results in a straightforward manner. Frequencies are for example visually represented as real-time updated graphs, which a user can edit. Information is not obscured in dropdowns or buried in menus.

The day and night modes, utilizing carefully designed color schemes, makes Overbridge perfectly fit for the working life of a musician. The highly functional and beautiful user interface of Overbridge really stands out. Finally, musicians can combine the power of analog hardware instruments with the benefits of software control.

Excitement levels will remain high for the Red Dot: Best of the Best prize winners as they will only find out on 4 November 2016 at the Red Dot Gala in the Konzerthaus Berlin who amongst them has been awarded one of the nine Red Dot: Grands Prix. In the presence of around 1,400 guests from around the world, the winners of this highest accolade will receive the elegant white Red Dot Trophy as a symbolic mark of their achievement.

“The increasingly international nature of our competition is proof of its growing reputation in the global design world”, says Prof. Dr. Peter Zec, founder and CEO of Red Dot. “We are very happy with this year’s competition and are delighted at the very high standard of the award-winning projects from around the world. In today’s world, communication designers have become the catalysts between the worlds of language, economics and technology, in other words, they are the engines of progress. More than ever before, we want to be a driving force for development and trends in the sector and give established as well as up-and-coming designers the opportunity to find and claim their place in the market. The Red Dot seal of quality, known around the world to stand for a high level of design, helps them to achieve this.”

## Award Ceremony and Exhibition

The laureates will be honored on 4 November 2016 in Berlin where the Red Dot Gala will take place in the Konzerthaus Berlin for the sixth time in succession. Afterwards, the Red Dot prize winners will be celebrated at the Designers’ Night in the E-Werk Berlin. Here, for one night only, the exclusive winners’ exhibition “Design on Stage” will be presented at which Red Dot will also be showing the award-winning project **Overbridge**.

## The Red Dot Design Award

The origins of the Red Dot Design Award date back to 1955. The now internationally renowned name and brand of the competition were developed by Prof. Dr. Peter Zec in the 1990s. The “Red Dot” has established itself internationally as one of the most coveted seals of quality for good design. In order to be able to properly evaluate the wide range of design projects, the award is sub-divided into three competitions: “Red Dot Award: Product Design”, “Red Dot Award: Communication Design” and “Red Dot Award: Design Concept”, each of which is held once a year. The Red Dot Award documents the most incisive trends around the world in everything from products to communication projects, packaging to design concept and prototypes. The award-winning designs are exhibited in the Red Dot Design Museums.

[www.red-dot.org](http://www.red-dot.org)

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## Red Dot Design Award 2016: Communication Design

### RED DOT GALA

4. November 2016  
Konzerthaus Berlin  
Berlin, Germany

### DESIGNERS NIGHT AND WINNERS EXHIBITION

4. November 2016  
Berliner E-Werk  
Berlin, Germany

### RED DOT JURY 2016

Renne Angelvou, Finland  
Prof. Michel de Boer, The Netherlands  
Prof. Dr. Linda Breitlauch, Germany  
Davor Buketa, Croatia  
Daniel Budiman, Germany  
Michel Chanaud, France  
Eric Chang, Taiwan  
Kelley Cheng, Singapore  
Mårten Claesson, Sweden  
Jiaying Han, China  
Rainer Hirt, Germany

Prof. Shu-Chang Kung, Taiwan  
Chris Lee, Singapore  
Johnason Lo, Taiwan  
Uwe Melichar, Germany  
Jack Renwick, Scotland  
Prof. Dr. Christof Rezk-Salama, Germany  
Jörg Sachtleben, Germany  
Jean Jacques Schaffner, Switzerland  
Bettina Schulz, Germany  
Niels Schrader, The Netherlands  
Sylvia Vitale Rotta, France  
Peter Philippe Weiss, Switzerland  
Jan Wilker, USA  
Holger Windfuhr, Germany  
Prof. Dr Seung Hun Yoo, South Korea