



DANISH DESIGN

**DD DANISH DESIGN** by Martin Larsen

This innovative watch, model IQ12O723, follows the tradition of Danish Design and is an expression of a modern stylistic language. The intention is to refine Danish Design in these watches and to create simple but sculptural timekeepers. The MoMA store sells this watch since July 2008.

## Red Dot Award 2008

One of the most renowned international design competitions for high design quality is the Red Dot Award. Many companies from over the world submitted their design products for the Red Dot Award 2008. A record of 1,253 companies from 51 countries submitted over 3,200 products for experts assessment in 2008. The international jury of 24 awarded only 676 'Red Dot' quality labels for good design which includes only six wristwatches.

The Red Dot design museum in Essen, Germany, houses 1,500 products and has therefore the largest permanent exhibition of contemporary design worldwide.

## Designpreis 2009 Nominee

In June 2008 this design of Martin Larsen is nominated for the Designpreis 2009. This design award is from the Federal Republic of Germany and has the country's highest distinction in the field of design. It is known as the »Prize of Prizes«. The reason: no other design award sets such strict criteria on entries. Thus, a company can only enter the competition for the Design Award if its product has already been awarded a national or international design prize. Another precondition for entry is that companies must have been nominated by the Ministries and Senators of the Federal States or by the Federal Ministry of Economics and Technology.

Danish Design, Pure Scandinavian Style.


**reddot design award**  
winner 2008

 DESIGNPREIS  
2009  
NOMINEE


**Functions:** displays hours, minutes, seconds and date **Movement:** quartz, analogue **Case:** matted stainless steel, trapezoid shaped  
**Case sizes:** 40 mm diameter, 7.6 mm thick **Water-resistant:** 3 ATM (30 metres) **Glass:** scratch-resistant sapphire crystal  
**Strap:** genuine leather with Danish Design logo in strap