

Philips recognized for design excellence at Red Dot awards



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Continuing its long history of delivering ground-breaking patient- and consumer-focused innovation, this week Philips celebrated its latest prestigious Red Dot design award wins.

In the company's professional healthcare portfolio, awarded products include Philips' innovative real-time 3D intracardiac echocardiography catheter – VeriSight Pro – a unique interventional device that allows cardiologists to acquire real-time ultrasound images from directly within a patient's heart to treat structural heart disease. In the personal health and wellbeing space it included three new products in Philips' male grooming range (the Philips Portable Travel Shaver PQ888/PQ889, Philips Shaver 5000X Series, and Philips Shaver S2509/S2508), building on a history of global leadership in innovative shaver technology that goes back as far as the first Philishave products introduced in 1939.

Attending the Red Dot Gala and Designers' Night on behalf of the company was Peter Skillman, Philips Global Head of Design:

At Philips, we are not just innovating by designing products that improve people's lives, we're helping to do so in a sustainable way that helps secure their future. The passion and great craftsmanship of our designers has a meaningful impact on people's lives and the world we live in. Having that recognized by Red Dot is something we have always been immensely proud of.

Philips takes a multidisciplinary approach to design, with integrated teams working closely with clinicians, patients and consumers to gain a deeper understanding of the challenges they face, using these insights to create new and unexpected solutions that are explored from three perspectives: user experience, technical feasibility and business viability. With hospital staff increasingly overwhelmed with data, Philips' designers are shifting from visualizing data to

harnessing AI models that generate meaningful insights from this data, simplifying the lives of our patients and clinicians.

In 2022, Philips was awarded the honorary title of ‘Red Dot: Design Team of the Year’ in recognition of the team’s multidisciplinary approach to creating integrated solutions that address major challenges in healthcare, such as aging populations, the increase in chronic illnesses, and escalating healthcare costs, together with its strong focus on the user and patient experience. A Red Dot tradition, Peter was on-stage at the ceremony to present the award to this year’s winner, Logitech, represented by Alastair Curtis, the company’s Chief Design Officer.

The Red Dot Gala and Designers’ Night took place in the Red Dot Design Museum (Essen, Germany) on June 19, 2023. Red Dot design awards are awarded for submitted products that are judged by the Red Dot jury to be outstanding in terms of their aesthetic appeal, functionality, smartness or innovation. This year’s award of 40 Red Dot design awards brings the total number the brand has garnered over the years to 500.

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