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## PRESS RELEASE

### The FollowMe lamp wins the 2016 Red Dot: Product Design prize

The **FollowMe**, a portable, rechargeable lamp which uses LED technology and was designed by **Inma Bermúdez** and issued by Marset, has just won the 2016 Red Dot: Product Design prize. In the quest for good design and creativity, this prize values products for their innovation, formal quality, functionality and ability to last over time. The Red Dot signals international recognition of the highest quality in design.

**More than 500 products from all over the world were submitted in the 2016 edition in 30 different categories.** Only the products that stand out for their excellence in design receive this quality seal.

**The FollowMe is a wireless lamp which can be carried anywhere. Because it is independent, small and warm,** it is ideal for both home interiors and exteriors. It is also perfect for restaurants and terraces that have no electrical outlets, or to replace candles. Its oak handle encourages users to pick it up. **Compact and small in size,** it almost seems like a personal accessory. Its rotating lampshade made of white polycarbonate highlights its fresh lighting design. **It comes with LED technology and a dimmer to regulate the brightness of the light. The battery is built-in and it has a USB port for charging.**

The prizes will be awarded on the 4<sup>th</sup> of July Essen, Germany. All the products chosen will be displayed for four weeks in a special exhibition entitled "Design on Stage" and will later join the **permanent exhibition at the Red Dot Design Museum Essen, a space measuring 4,000 m<sup>2</sup> which welcomes around 150,000 visitors every year.**

The Red Dot prize, which is organised by the Design Zentrum Nordrhein Westfalen in Essen, is comprised of three different disciplines: product design, communication design and concept design. **In 2015 alone it received 17,000 applicants, making it one of the largest contests of its kind in the world.**

If you would like to download photos, click on this link: [docs.marset.com/reddot.zip](http://docs.marset.com/reddot.zip)

For more information on the **designer Inma Bermúdez** go to: <http://reflectionsonlight.marset.com/en/inma-bermudez/>

For any inquiries, write to [press@marset.com](mailto:press@marset.com) or phone +34 93 414 28 44.