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The new BRABUS Shadow 900 range receives the prestigious Red Dot Design Award

Reviewing the best new products of the year, the annual Red Dot Design Awards are recognised as being one of the most prestigious design awards in the world. And the hotly contested Product Design category is where the world's top brands meet to compete.

From fashion to consumer electronics, vehicles, medical technology, furniture design and many more, award entries are assessed not just for their design aesthetic, but the materials selected, the level of manufacturing craftsmanship, the surface structure, the ergonomics and overall functionality.

With the BRABUS Shadow 900 range winning a 2020 Red Dot Award in the Product Design Category is the latest, welcome achievement for BRABUS Marine, the joint manufacturing alliance formed between German, high-performance, luxury automotive car producer, BRABUS Group and Finnish boat manufacturer, Axopar Boats.

Unlike the marine industry's often 'unilateral' way of working up a new design, the approach adopted for the BRABUS Shadow 900 range was a disruption and reversal of normal rules and considered norms.

Responsibility was not just a solitary performance by any single designer. More a collaboration of multiple designers, business strategists, naval architects, engineers — people with different skillsets and backgrounds, but all with a solid understanding of the market and the product.

Referring to the Red Dot Award win, Axopar and BRABUS Marine Creative and Innovations Director, Jan-Erik Viitala, explained more when he said: "Ours is a new way of working within the industry. By utilising our 'shared-platform' thinking, design of the Shadow 900 range is the result of four unique parties, namely, Axopar Boats, BRABUS,



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BRABUS Marine and Navia design agency co-contributing and therefore co-designing together.”

Navia’s Head of Yacht Design Jarkko Jämsén added: “There’s a genuine sense of excitement, innovation and inspiration when we get together for workshops and meetings. We use immersive design tools like 1:1 scale modelling, prototyping and mixed reality with computer-game engine technology to get everyone excited, revved-up and deeply involved in the discussion and decision-making process.”

Expressing his pleasure at winning the award, BRABUS Group CEO, Constantin Buschmann, said: “The international esteem gained from receiving a Red Dot Design Award proves the BRABUS Shadow 900 is an outstanding product, packed with previously unseen innovation, such as the amazing front cabin Gullwing Doors and the clever use of internal and external deck space. The united competence of Axopar, Navia and our own engineering design team have, between them, done a truly excellent job creating a unique high-performance ultra-luxurious ‘superboat’.”

Taking place from 23rd June 2020 to 31st May 2021, the Red Dot Design Museum in Essen will host two exhibitions connected with the awards, namely, ‘Milestones in Contemporary Design’ and ‘Design on Stage’ where a 1:15 scale model of the BRABUS Shadow 900 will be on permanent display.

More about the BRABUS Shadow 900 range

Sumptuously appointed and packed with technical innovation, the BRABUS Shadow 900 Black Ops Limited Edition ‘1 of 37’ and BRABUS Shadow 900 represent the third model range in a series of boats created by BRABUS Marine.

Streamlined and distinctive appearance, the ultra-exclusive Black Ops Limited Edition versions with their dark gunmetal grey livery and vibrant red upholstery, form part of an exclusive launch edition, collector’s series, that traditionally forms part of the joy & celebration of bringing every new BRABUS Marine product to market.



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The versatile range includes a Spyder - full-open version, for pure, unadulterated driving pleasure and a Sun-Top version, offering that extra reassurance of overhead protection. Owners can expect 60+ knots performance from Mercury Marine's latest, 450R Verado XL 4.6 liter V8 FourStroke engines in dual-rig configuration, hence the Shadow 900 name.

Never been seen before innovations include Gullwing doors that completely transform the front cabin accommodation, giving this previously under-used space, a fresh sense of space & light that no other performance-orientated sports-weekender or high-power RIB could ever come close to.

With versatile storage and people-carrying capability, a Shadow 900 is easily one of the world's best luxury tenders or chase boats, perfectly at home in the company of the world's finest superyachts. For further information visit brabusmarine.com.

More about this year's Red Dot Design Awards

With headquarters based in Essen, Germany, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Brands & Communication Design and Design Concept.

In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after distinction "Red Dot" has been the revered international seal of outstanding design quality.

This year a record entry of 6500 participating products, from no less than 60 different countries were assessed and evaluated by an international panel of independent designers, design professors and respected specialist journalists alike.

The award winners are presented in the yearbooks, museums and online, with a gala ceremony for around 1200 guest at the Design Museum in Essen in June. Winners are entitled to use the prestigious Red Dot symbol in their marketing and promotional activity.



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More information is available at www.red-dot.de.

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