

DESIGNING **TOMORROW**

Three Red Dot Winners That Define Great Design in 2026

From a minimalist camera carved from a single block of aluminium to a motorcycle that quietly rewrites the rules of electric mobility, this year's Red Dot Award winners prove that the best design is no longer about making the biggest statement. Instead, it is about making the smartest one.

For decades, the prestigious Red Dot Design Awards has celebrated products that combine innovation with exceptional aesthetics. Winning a Red Dot is an achievement in itself, but receiving the coveted Best of the Best distinction places a product among the finest examples of industrial design anywhere in the world.

What makes the 2026 winners particularly fascinating is that they are not united by a single trend. Instead, they reveal a common philosophy. Designers are moving away from unnecessary complexity and visual theatrics in favour of products that feel intuitive, purposeful and beautifully resolved. Whether destined for a lounge, a camera bag or the open road, the best designs are becoming quieter, more confident and, ultimately, more human.

Three products illustrate this shift better than most.

SIGMA BF

The Beauty of Simplicity

There is something wonderfully refreshing about a product that knows exactly what it wants to be.

The Sigma BF camera has become one of this year's most talked-about industrial designs, not because it is packed with gimmicks, but because it strips away almost everything that photographers have come to expect. Machined from a single block of aluminium, the body is astonishingly clean, with almost no unnecessary buttons, dials or visual clutter. It feels less like a traditional camera and more like a precision-crafted object that happens to take photographs.

Minimalism is notoriously difficult to execute well. Remove too much and a product becomes frustrating. Leave too much and the design loses its



purity. Sigma appears to have found an impressive balance, creating a camera that is both striking to look at and intuitive to use.

It is also a reminder that premium design is not always about adding features. Sometimes it is about having the confidence to remove them.

In an age where almost every consumer product seems determined to demand our attention, the Sigma BF quietly invites us to slow down and appreciate thoughtful craftsmanship.