

HiQ AWARDED TWO RED DOT DESIGN AWARDS

The HiQ design team from Great Apes in Helsinki, Finland, continues to win yet more well-earned awards. The latest are two awards in the prestigious Red Dot Awards: Communication Design 2017.

“We are immensely proud to receive not only one, but two awards in such a world-renowned competition as this,” says Niko Sipilä, Creative Director at Great Apes.

The two awards in the Red Dot Awards: Communication Design 2017 are in recognition of the user interface for Quantum Break and for Elisa’s “Feel the Game” campaign. Great Apes overcame competition from a total of some 8,000 other submissions from 50 countries to claim these two victories. The awards will be presented at a major gala in Berlin on 27 October.

“We are extremely honoured to win two Red Dot Design Awards this year for two very different types of project. Versatility within digital design and working for various platforms has always been one of our drivers. Receiving this recognition is further proof that over the years this has become one of our main strengths,” says Niko Sipilä, Creative Director.

The Red Dot Design Awards date back to 1955, when they were instituted by Design Zentrum NRW in Germany. The iconic red dot is considered to be one of the world’s most highly respected marks of quality for good design.

This is the third occasion in just a short time that Great Apes from HiQ have been rewarded for their work on the interface of the the Xbox game Quantum Break. Earlier in the year Great Apes won gold in both the Vuoden Huiput competition and the prestigious European Design Awards.

“Winning yet another award in the face of the toughest possible competition is an immense source of pleasure to us. It’s proof of just how far we have advanced in terms of product design,” says Lars Stugemo, President and CEO of HiQ.

With Great Apes, HiQ is one of the digital design and development agencies in Finland that has earned most international recognition, with a string of awards in some of the industry’s most prominent competitions. These include the Webby Awards, previous years’ Red Dot Design Awards and Eurobest, as well as numerous Nordic prizes such as Grand One and Grafia’s “Best of the Year”.

Great Apes’ clients include the Linnanmäki amusement park, Microsoft, Lidl, Amer Sports, Royal Ravintolat, Paulig Group, Kalevala Koru, the Finnish Defence Forces and Finland’s state-owned gaming company, Veikkaus.

Further information

Erik Ridman, Head of Communications, HiQ, tel. +46 70 750 80 60, email: erik.ridman@hiq.se

Jukka Rautio, Managing Director, HiQ Finland, tel. +358 40 827 1142, email: jukka.rautio@hiq.fi

HiQ helps to make the world a better place by making people’s lives simpler through technology, design and communication. We are the perfect partner for everyone eager to achieve results that make a difference in a digital world. Founded in 1995, HiQ has over 1,600 specialists in four countries and is listed on the Nasdaq Stockholm Mid Cap list. For more information and inspiration, please visit www.hiq.se