

MEDIA RELEASE

For immediate release: Friday 22 January 2010

SHORTLIST NAMED IN 2010 AUSTRALIAN INTERNATIONAL DESIGN AWARDS

177 products shortlisted including a recreational sport plane, sheep drencher, flame retardant underwear garments and high-tech medical instruments

A reusable coffee cup, portable ultrasound device, playground swing equipment, luxury vehicle trailer, roof guttering system and a pair of new-age skates are amongst more than 170 professionally-designed products chosen to progress to the next judging round of the 2010 Australian International Design Awards.

Presented by Standards Australia, the Australian International Design Awards is Australia's premier design assessment program, recognising Australian and international design and innovation excellence.

From a record entry field of 202, 177 products have made the First Round Shortlist and will progress to the Final Round Assessment stage of the prestigious awards program.

"This year's Shortlist features a diverse range of world-class innovative products designed by global companies as well as local and international design consultancies and entrepreneurs," said Stephanie Pemberton, Program Director of the Australian International Design Awards.

"When judging begins in Sydney next month, experts will assess products from common kitchen appliances, through to stylish interior furniture, high-tech medical equipment including a lung function screening tool and even an oral sheep drench gun.

"Products from the likes of Samsung, Whirlpool, Siemens, Nissan, Land Rover, LG Electronics, Billabong, Sunbeam and Breville are going head-to-head against ground-breaking world-first innovations including a portable ultrasound device, futuristic gaming headset that reads brain signals and a new generation cochlear implant for international design recognition," Mrs Pemberton said.

"The diversity of products to reach the next stage of judging demonstrates how businesses of all types are looking to design as an important differentiator in the marketplace," she said.

Products to make the 2010 Australian International Design Awards Shortlist cover a range of categories including Consumer; Business and Technology; Medical and Scientific; Automotive and Transport; Sport and Leisure; Housing and Building; Heavy Machinery; and Architectural and Interior Products. Examples include:

- Liberty swing – park swing equipment for wheelchair-bound infants
- Emotiv EPOC gaming headset – that reads brain signals and facial expressions
- Pelleres forearm weights – to strengthen core muscles
- Malvern Star Bicycle Frame – Australian-designed carbon fibre frame
- Solid Surfboard Rack – to store surfboards
- Billabong lightweight wetsuit
- Optiline sheep drench gun – for oral treatment of parasitic worms
- Cochlear Nucleus 5 System
- Underground LPG storage system
- Bosch cordless drill and other tools
- Coffee machines from De'Longhi, Jura, Siemens and Breville
- Jackhammer trolley – that absorbs weight and vibrations
- LG plasma and LCD TVs

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- Victa Lawn Edger
- KeepCup reusable coffee cup
- Samsung refrigerator and washer/dryer
- Tupperware kids baking set
- Pure Sensia digital and internet-connected radio
- Xsports 2400 personal communications device for rugged conditions
- Xanthos luxury vehicle trailer
- Shipping container
- Lightweight wine bottles
- Bobino cord organiser/accessory
- Sewing and quilting Gingher seam ripper
- Multifunction solar light pole
- Termite detection device
- Solar energy system
- Icon A5 Amphibious sport plane with folding wings
- 11 different vehicles, including models from Audi, Land Rover, Hyundai, Peugeot, Chevrolet, Nissan and Mazda
- Mustang 430 Sports Coupe motor boat
- Be office chair
- Evoke conference and stadium seat

All shortlisted products now face scrutiny from a multidisciplinary panel of Australian and international judges who will gather in Sydney to give each entry a thorough assessment as they inspect, test, interact and pull apart each of the entries. During the two-week assessment period, judges will assess each product against a common set of criteria including innovation, visual and emotional appeal, functionality, quality of manufacturing, human factors (ergonomics, semantics and safety) and environmental sustainability.

The winners of the 2010 Australian International Design Awards, including the 2010 Australian International Design Award of the Year, will be announced on Friday 4 June in Sydney.

Conceptual designs created by 30 industrial design university students from across Australia have also been shortlisted for the Australian Design Award – James Dyson Award, the student category of Standard Australia's Australian International Design Awards.

Applicants were notified of the 2010 First Round Shortlist today. The complete 2010 Australian International Design Awards Shortlist can now be viewed online at www.designawards.com.au

Background

The 2010 Australian International Design Awards program has attracted a record 202 industry entries and a further 98 student entries, representing a 27% increase on 2009.

Past winners in the Australian International Design Awards include the Qantas A380 Economy Seat, Flaik snowsports tracking device, Gator LED bike headlight, and Ford Territory.

Next steps

In the Final Round Assessment stage, all shortlisted products will be assessed by a multidisciplinary panel of Australian and international experts in relevant design disciplines.

Judges have the opportunity to physically test entries from a usability perspective, and rank the design merits of each product against a common set of criteria including innovation, visual and emotional appeal, functionality, quality of manufacture, human factors such as ergonomics, semantics and safety, and environmental sustainability.

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Accolades up for grabs:

Australian International Design Award of the Year – one only
Australian International Design Award - multiple
Australian International Design Mark – multiple

Associated accolades:

Powerhouse Museum Design Award and Selection
Award for Excellence in Sustainable Design
Australian Design Award – James Dyson Award for excellence in student design

2010 Timetable

Final Round Assessments	Mon 22 February – Fri 5 March 2010
Notification of Finalists	Fri 12 March 2010
2010 Presentation Night	Fri 4 June 2010 - Sydney

More information

For information on the Australian International Design Awards visit www.designawards.com.au, call + 61 2 9237 6090, or write to mail@designawards.com.au

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