

UNDER EMBARGO UNTIL 11PM FRIDAY 11 MAY 2007

2007 AUSTRALIAN DESIGN AWARDS WINNERS ANNOUNCED

An innovative bike lamp has topped the list, and a waterless urinal has been given the green light at the prestigious Australian Design Awards announced and celebrated in Melbourne last night, Friday 11 May 2007.

Melbourne based company, Catalyst Design Group, has won the **Australian Design Award of the Year** for the **Gator**, a high powered LED bike headlamp that is visually simple, compact and obnoxiously bright.

Stephanie Watson, Manager of Standards Australia's Australian Design Awards said to win the Australian Design Award of the Year is to receive the highest national achievement of design excellence available to the Australian design industry.

Of the 32 industry finalists, nominees for the Australian Design Award of the Year were:

- Gator - a high powered LED bike headlamp - designed by Catalyst Design Group;
- Series 55 BB+RT Orbit Blocks - a totally new racing block for the world yachting market - designed by Ronstan International, Bayly and Design + Industry;
- VE Commodore - Australia's first \$1billion car program - designed by GM Holden;
- The Edge - a slim, stylish kiosk suitable for a large range of self-service solutions - designed by Abuzz Technologies;
- Sykes Yakka 150 – a compact trailer-mounted auto pump system - designed by Sykes Group and Design + Industry; and
- Caroma H2Zero Cube Urinal – a viable waterless urinal that could save billions of litres of water - designed by Caroma Dorf.

Ms Watson said the entries were assessed by the panel of judges against a common set of criteria including innovation, visual appeal, functionality, originality, quality, ergonomics, safety, sustainability and commercial viability.

"The Gator was selected for the Australian Design Award of the Year from 90 shortlisted entries that were tested, pulled apart and scrutinised from every angle by an international panel of judges from big-name organisations such as Samsung, Electrolux and Braun.

"The judges were struck by the Gator's beautiful detailing and elegant form.

"They considered the Gator to be a standout example of what good design can do, a 'complete package' of excitement and innovation," said Ms Watson.

The **Award for Excellence in Sustainable Design** was introduced this year, with the support of Sustainability Victoria. This new Award was presented to the **Caroma H2Zero Cube Urinal** designed by Caroma Dorf – a waterless urinal that could save billions of litres of water.

Each year through the Australian Design Awards, the important role industrial designers play in solving problems, commercialising ideas, gaining that competitive edge and satisfying customers is raised.

"By introducing the Award for Excellence in Sustainable Design we hope to see Australia's industrial designers also recognised and rewarded for making an environmental difference," said Ms Watson.

Criteria for this inaugural Award include Reduction of Hazardous Substances [RoHS] compliance, sustainable design strategy and environmental impact. It takes into account the product's water, material and

energy efficiency throughout all stages of design, and other notable features that contribute to reducing its environmental footprint.

Of the 32 finalists, the judges awarded one Australian Design Award of the Year, 14 Australian Design Awards for excellence in design and 17 Australian Design Marks for good design.

RESULTS

Victoria

> Gator by Catalyst Design Group and Knog	Australian Design Award of the Year	Sport & Leisure
> Series 55 BB+RT Orbit Blocks by Ronstan International, Bayly and Design + Industry	Australian Design Award	Sport & Leisure
> VE Commodore by GM Holden	Australian Design Award	Automotive & Transport
> WM Statesman and Caprice by GM Holden	Australian Design Award	Automotive & Transport
> Optalert by Sleep Diagnostics and Outerspace Design	Australian Design Mark	Automotive & Transport
> Demain DT Series Cordless Drill by Demain International and Jiangsu Jinding Electric Power Tool Company	Australian Design Mark	Consumer
> QuickSmart Easy Fold Stroller by Funtastic and Ideation Design	Australian Design Mark	Consumer
> TS1 (Transportable/Transformation Space 1) by pluscreate	Australian Design Mark	Housing & Building
> Frogmouth Filter by Silvan H20 and Trymak	Australian Design Mark	Housing & Building
> Silensor Pool Pump by Davey Water Products	Australian Design Mark	Housing & Building
> NEUVO by Compumedics and Outerspace Design	Australian Design Mark	Medical & Scientific
> Bluepoint Terminal by Express RX and Outerspace Design	Australian Design Mark	Business & Technology

Australian Capital Territory

> Starting Platform by Industrious Design and the Australian Institute of Sport	Australian Design Mark	Sport & Leisure
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New South Wales

> Caroma H2Zero Cube Urinal by Caroma Dorf	Australian Design Award	Housing & Building
> The Rode Podcaster by Rode Microphones	Australian Design Award	Consumer
> Sunbeam Ceramic Series Kettle by Sunbeam Corporation	Australian Design Award	Consumer
> Breville BES400 ikon® Espresso Machine by HWI Electrical - Breville Design and Cube Industrial Design	Australian Design Award	Consumer
> Smooth Tub Chair by Schamburg + Alvisse Design	Australian Design Award	Furniture & Lighting
> Candelabra by Charles Wilson and MENU	Australian Design Award	Furniture & Lighting
> The Edge by Abuzz Technologies	Australian Design Award	Business & Technology

> Echo Panel by Woven Image	Australian Design Award	Materials & Textiles
> Sykes Yakka 150 by Skyes Group and Design + Industry	Australian Design Award	Agriculture & Heavy Machinery
> SolarScan by Polartech and 4design	Australian Design Award	Medical & Scientific
> QD Power and Data Series by Elsafe Australia and Design Edge	Australian Design Mark	Housing & Building
> Unidrill 18V by Concept to Reality and Blue Sky Design Group	Australian Design Mark	Housing & Building
> Sunbeam Conical Burr Coffee Grinder by Sunbeam Corporation	Australian Design Mark	Consumer
> Sunbeam Accura Digital Resilium Iron by Sunbeam Corporation	Australian Design Mark	Consumer
> Breville BJE510 ikon® Juicer by HWI Electrical - Breville Design and Cube Industrial Design	Australian Design Mark	Consumer
> Breville BBL600 ikon® Blender by HWI Electrical - Breville Design and Cube Industrial Design	Australian Design Mark	Consumer

Queensland

> SC Chlorinator Series by Compu Pool Products and CMD Product Design & Innovation	Australian Design Mark	Housing & Building
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Western Australia

> Clever Peg by Rimm Industries, Form Designs and Endeavour Engineering	Australian Design Mark	Consumer
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Overseas

> Philips Digital PhotoFrame™ by Australian design team based in Taiwan for Philips	Australian Design Award	Consumer
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In the student category of the Australian Design Awards, University of New South Wales student Paul Owen took out the Gold Prize in Australia's leading student design award, the **Australian Design Award-Dyson Student Award**, for his **Powercleat** project - a simple but effective device designed to overcome sailing safety issues where fine lines left lying around the deck become easily tangled presenting potential trip hazards to yachtsmen. More about the **Australian Design Award-Dyson Student Award** on request.

The Australian Design Awards, a division of Standards Australia, is Australia's only national product design awards program and operates in the national interest. The Australian Design Awards sets benchmarks of quality and excellence in manufactured goods through a sophisticated application and assessment process.

Standards Australia recognises the importance of design in creating safe, reliable and quality products and supports excellence in design and innovation through the Australian Design Awards.

MORE INFORMATION:

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www.designawards.com.au or www.standards.org.au

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