

M E D I A A L E R T

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AUSTRALIAN APPOINTED TO INTERNATIONAL DESIGN BOARD

Mr Brandon Gien, Executive Director of the Australian International Design Awards has been elected to the International Council of Societies of Industrial Design (ICSID) Board at its 25th General Assembly held in San Francisco, USA, on 22 October 2007.

With over 150 members located across 50 countries and representing more than 150 000 design professionals around the world, ICSID is in a unique position to highlight the importance of design and innovation for our social, cultural, economic and environmental development.

Asked to comment on his appointment, which promises to further elevate the role of Australian design internationally, Mr Gien said he was honoured and thrilled to be serving this prestigious world design organisation.

“I am deeply passionate about design and the role it plays in every aspect of our daily lives. For the last decade I have been committed to promoting the design profession in Australia and this appointment will provide an important platform to further elevate Australian design internationally,” said Mr Gien.

“With the environment high on the agenda of business and governments around the world, ICSID is strongly positioned to promote the role of industrial design and design in general as a key instrument for addressing the challenges that lie ahead.

“ICSID is the world’s leading global design organisation and plays an important role in promoting the skills of designers and I am confident this prestigious body will be able to harness the creative capacity of our designers, unearth emerging design talent, and be part of the solution,” said Mr Gien.

“I remain dedicated to positioning design as a key driver to solve challenging problems, satisfy customer needs and assist business to commercialise ideas and gain a competitive edge in the market.

Mr Gien’s appointment to the ICSID Board coincides with the organisation’s 50 year anniversary and the transition of the Australian Design Awards to the Australian International Design Awards.

This year, products professionally designed anywhere in the world and available for sale in Australia are eligible to enter the Australian International Design Awards.

“It means a lot to win an Australian Design Award, but it will mean even more for Australian designers to win an Australian International Design Award against global competition,” said Mr Gien.

“The Australian International Design Awards, a division of Standards Australia, like ICSID is committed to improving the quality of life through its support of excellence in professional product design and innovation.

“I hope that through my appointment to the ICSID Board I can further promote the role of design and serve to strengthen Australia’s position in what is fast becoming an essential and highly competitive industry,” Mr Gien said.

The 2008 Australian International Design Awards is currently accepting entries.

The announcement of the winners will be made on 30 May 2008 and will coincide with the 50 year anniversary of promoting design and innovation in Australia and the first ICSID Board meeting for 2008.

For more information:

- International Council of Societies of Industrial Design (ICSID): www.icsid.org
- Australian International Design Awards: www.designawards.com.au
- Standards Australia: www.standards.org.au

For interviews or photos please contact:

Kate Evans, Public Affairs Manager, Standards Australia
(02) 9237 6036 | 0410 331 246 | kate.evans@standards.org.au

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