

## **M E D I A   R E L E A S E**

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### **2008 AUSTRALIAN INTERNATIONAL DESIGN AWARDS SHORTLIST ANNOUNCED**

A retractable blade ceiling fan and a breakthrough wheel chair design based on symmetrical biomechanics are among 122 unique products shortlisted for this year's prestigious Australian International Design Awards.

Other shortlisted products include the revolutionary NXT International Test Series Cricket Helmet, the luxurious Qantas First Lounge designed by Marc Newson, and a watersports version of the pogo stick.

The shortlisted products are now being shipped to Sydney where a panel of industry professionals will spend a week judging each of them for their originality, design, safety and commercial viability.

This year's judging panel adds to the excitement of the Awards with design experts from Motorola, Frog Design and Smart Design in the US joining top Australian design professionals to decide which of the shortlisted products will become finalists. The winners will be announced on Friday 30 May 2008.

2008 marks 50 years of rewarding design excellence in Australia, and the transformation of the Australian Design Awards to the Australian International Design Awards.

Stephanie Watson, Manager of the Australian International Design Awards says to win an Award this year against global competition will mean even more for Australian designers looking to promote their skills and products.

#### **Other products progressing to the final round of judging include:**

- Guardian Breathing Apparatus - a revolutionary breathing device providing clear and reliable communications for professional fire-fighters in high-risk environments.
- Wrino - a world first multi-function boat mooring hook that works in combination with a boat's mooring lines, allowing a multitude of functions from the safety of the boat.
- Venus Magnetic Furniture Collection – furniture held together with only super strong magnets.
- Saab 9-3 BioPower - the first range of vehicles in Australia to give drivers a choice of either renewable bioethanol, economical diesel or petrol powered engines.
- Miele H 4060 BM Microwave Combination Oven – featuring two systems that can run simultaneously, giving the speed advantage of the microwave, but ensuring the results offered by more conventional cooking methods.
- Cyclone Garden Pruner Range - a high quality range of pruners with a unique pivot system developed to eliminate the visible spring found in other pruners.
- Flaik – a personal tracking device designed for skiers/snowboarders that fuses the technologies of GPS & GSM/GPRS and provides riders with the ability to monitor personal performance such as speed, distance, altitude and airtime.

Entries cover a range of industry sectors including:

- Consumer
- Business and Technology;
- Medical and Scientific;
- Automotive and Transport;
- Sport and Leisure;
- Housing and Building;
- Agriculture and Heavy Machinery;
- Public Spaces;
- Furniture and Lighting;
- Materials and Textiles;
- Packaging and Point-Of-Sale; and
- Student Design, run in conjunction with Dyson

The 2008 Australian International Design Awards shortlist can be viewed at:  
[www.designawards.com.au](http://www.designawards.com.au)

Don't forget to check out the Dyson Student Award shortlist at [www.student.designawards.com.au](http://www.student.designawards.com.au)

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