

M E D I A R E L E A S E

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Finalists for the Australian International Design Awards Announced

For the first time Australian designers are competing against their international colleagues in this year's Australian International Design Awards, the fiftieth anniversary of the nation's peak design awards program.

Some of the world's most innovative products including a new fuel efficient engine, emergency communication device for fire fighters and homeware products are among the finalists.

The full list of finalists has been released today with 17 of the 60 products nominated for Australian International Design Awards designed overseas including the USA, the UK, Germany, China, New Zealand and The Netherlands. Australia has 44 products eligible for the top prize of Australian International Design Award of the Year.

Stephanie Watson, Manager of the Australian International Design Awards said the introduction of international products into the Awards had opened the process up to a new range of entries and designers.

"This year we have seen entries from around the world that are setting the benchmark for international design," Ms Watson said.

"An international panel of 16 judges has examined, tested and pulled apart the entries to judge the cream of Australian and international design.

"Many of the Australian products have concentrated on solving problems that for years have not been addressed by previous products. Finding innovative and unique solutions to design problems is where Australian designers are at their best.

"Judging local designs against their international rivals is a true reflection of the competitive environment in which Australian designers operate.

"The new Awards program gives Australia the opportunity to shine against their international rivals," said Ms Watson.

Finalists in this year's Australian International Design Awards include:

- [Flaik](#), a personal tracking and performance monitoring device for skiers or snowboarders that uses GPS & GSM/GPRS to map riders' speed, distance, altitude and airtime in real-time using web-based software via SMS;
- [Track Chair](#), a world first manual wheelchair mechanism that offers existing electric wheelchair users the chance to become self propelled while offering manual wheelchair users improved mobility;
- [Garden Pruner Range](#), a range of pruners with a unique pivot system developed to eliminate the visible, rust-prone spring found in traditional pruners;
- [Qantas First Lounge](#), Sydney International Terminal;
- [Termaview](#), a removable skirting board that makes it easier to undertake pest inspections and put in baiting systems;
- [WinePreserva](#), a world-first device that extends the life of an open bottle of wine for up to five days;

- [Guardian Breathing Apparatus](#), a revolutionary breathing device providing clear and reliable communications for professional firefighters in highrisk environments; and
- [Volkswagen Eos CSC](#), the first car in the world to feature a five-section hard top with an integrated sliding/tilting glass roof.

Major Australian and international companies that have been nominated for Awards include Qantas, Sunbeam, Breville, Holden, Tupperware, Saab, Philips, Miele, Bose, Electrolux and ResMed.

This year's Awards received 159 entries across 11 industry categories with 69% of commercial entries Australian designed and 31% internationally designed.

The complete list of finalists is available at www.designawards.com.au

Mr Bruce Claxton Senior Director, Design Integration, Motorola and one of this year's judges said the Australian International Design Awards is one of the world's greatest design programs.

"The AIDA is unique in that judges are able to see the products they judging, feel them, try them out, plug them in, make them work and really understand the user experience.

"The quality of the entires is second to none and the products that have been entered from Australian designers give a fantastic insight into Australian culture, particularly the focus on environmental and water saving solutions," Mr Claxton said.

The Awards, including the 2008 Australian International Design Award of the Year, will be announced on Friday 30 May in Sydney.

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