

MEDIA RELEASE

For immediate release: Wednesday, 23 July 2008

FREE ONLINE DESIGN DIRECTORY OPENS

Australia's first free online industrial design directory, www.australiandesign.org, is now accepting business listings from consultancies, manufacturers and other organisations associated with design.

By listing in this directory, studios, agencies, designers, manufacturers, educational institutions, service providers and other design-related businesses can connect with new partners and potential clients from throughout the world to showcase their work and expertise.

Launched by the Australian International Design Awards, australiandesign.org is an online portal for Australia's industrial design industry featuring news and case studies, an events calendar and the Design Directory, a diverse index of industrial design-related organisations in Australia.

Once listed in the directory, businesses can submit case studies, commentary and photos for posting on australiandesign.org or have an event listed in the Calendar.

Ms Stephanie Watson, Manager of the Australian International Design Awards said australiandesign.org represents a new way of showcasing Australian design and innovation to the world.

"For 50 years, the Australian International Design Awards has supported and nurtured Australia's industrial design community through its Awards program and other projects," she said.

"australiandesign.org is our latest initiative to foster an appreciation for good design in Australia. Industrial designers now have a tool by which their latest projects, success stories and opinions can be freely discussed and promoted.

"australiandesign.org is purely about industrial design. Our aim is to be the first place the world turns to when looking to engage with Australia's industrial design industry.

"By taking advantage of the free listing in the Design Directory, industrial design-related organisations in Australia now have the opportunity for greater exposure and coverage of their work," said Ms Watson.

Features of the Design Directory:

- Quick and easy free registration
- Full contact details including name of organisation, telephone number, email and postal address
- Company logo
- 50 word description of business, service or product
- Image gallery – up to four images
- Free link to your company website

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- Ability to submit case studies for possible publication on the Lightbox of australiandesign.org
- Ability to submit your upcoming events for possible publication on the australiandesign.org Event calendar
- Fully searchable

To register on the Design Directory, visit www.australiandesign.org and click on the “List your business” button.

If you wish to organise a reciprocal link, please contact Mitchell Wade, New Media Producer, mwade@designawards.com.au

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The Australian International Design Awards is a division of Standards Australia. Standards Australia is recognised by the Government as Australia’s peak Standards body. It coordinates standardisation activities, develops internationally aligned Australian Standards of public benefit and national interest and accredits other Standards Development Organisations. Through the Australian International Design Awards it promotes excellence in design and innovation. www.standards.org.au www.designawards.com.au www.australiandesign.org