

MEDIA RELEASE

For immediate release: Friday 23 January 2009

2009 AUSTRALIAN INTERNATIONAL DESIGN AWARDS SHORTLIST ANNOUNCED

116 products from around the world make the shortlist

Over 100 entries, including a cooktop which converts to a kitchen bench, compact bicycle tools, two airline seats, waterproof digital movie camera, hearing devices, motor grader, and innovative office workspace have made the shortlist for the 2009 Australian International Design Awards, announced today.

Presented by Standards Australia, the Australian International Design Awards is Australia's premier design recognition program, competing against international programs including Red Dot and iF.

Design practitioners from around the world viewed all the entries online and selected 116 products from an initial 154 to progress to the Final Round Assessment stage of this prestigious international design awards program.

"The high percentage of entries that have made it through to the next judging stage indicates the high quality of design work and the importance of investment in design," said Stephanie Watson, Program Director for the Australian International Design Awards.

"Increasingly, products are going through the professional design process, resulting in a much higher standard of output. Designers and manufacturers are clearly thinking of design as a key aspect of a product's commercial success," she said.

Products to make the 2009 Australian International Design Awards Shortlist cover a range of categories including Consumer, Business and Technology, Medical and Scientific, Automotive and Transport, Sport and Leisure; Housing and Building; Heavy Machinery; Architectural and Interior Products. Examples include:

- An energy-efficient refrigerator range;
- rechargeable battery;
- portable Hills Hoist;
- heavy duty Eveready torch;
- the latest family cars from Ford and Holden;
- new Cochlear implant;
- semi-invisible Caroma dual flush toilet;
- revolutionary Rip Curl wetsuit;
- Zip hot water dispenser;
- Izone fridge drawer;
- DelvTech Sports-haler; and
- Springfree trampoline.

All entries to make the shortlist can be viewed online at <http://www.designawards.com.au>

Ms Watson said 52 percent of shortlisted entries were designed in Australia with internationally-designed products coming from countries including Portugal, Switzerland, Italy, New Zealand, the Czech Republic, the UK, USA, Taiwan, Sweden, Denmark, France and China.

All shortlisted products now face scrutiny from a panel of international judges who will gather in Sydney in March to look, touch, test and play with entries. During the two-week process, judges will assess each product against a common set of criteria including innovation, visual/emotional appeal, functionality, quality/manufacturing, human factors (ergonomics, semantics and safety) and environmental sustainability.

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The winners of the 2009 Australian International Design Awards, including the 2009 Australian International Design Award of the Year, will be announced on Friday May 29 in Melbourne.

Designs created by thirty industrial design university students from across Australia have also been shortlisted for the Australian Design Award – James Dyson Award, the student category of Standard Australia's Australian International Design Awards.

Other information about the Australian International Design Awards

Accolades up for grabs:

Australian International Design Award of the Year
Australian International Design Award – multiple
Australian International Design Mark – multiple

Associated Accolades

- Powerhouse Museum Design Award and Selection
- Award for Excellence in Sustainable Design
- Wheels Automotive Design Awards: Best Interior, Best Exterior, Best Overall
- Australian Design Award – James Dyson Award
- Australian Design Selection for International Promotion

2009 Timetable:

Final Round Assessments	Monday 23 February – Friday 6 March 2009
Notification of Finalists	Friday 20 March 2009
2009 Presentation Night	Friday 29 May 2009, Melbourne

View the 2009 Australian International Design Awards Shortlist at www.designawards.com.au

More information:

For information on the Australian International Design Awards visit www.designawards.com.au, call + 61 2 9237 6090, or write to mail@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
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