

**MEDIA RELEASE**

Under embargo until: 8pm, Friday 29 May 2009

## **AUSTRALIAN DESIGN AWARD - JAMES DYSON AWARD**

### **Victorian student rides away with top prize**

**Emerging Victorian designer, Robert Dumaresq, has been chosen by a panel of Australian design experts as this year's most inspiring industrial design student talent.**

Robert, from Monash University, has taken Gold in the **2009 Australian Design Award-James Dyson Award** with his [Switch Commuter Bike](#), a high performance folding bike specifically designed for easy handling in crowded environments by folding to the footprint of just one wheel.

The **Australian Design Award-James Dyson Award** was announced at Standards Australia's Australian International Design Awards held in Melbourne on Friday 29<sup>th</sup> May. The program recognises and promotes professional and student design excellence and innovation in Australia.

#### **About Switch Commuter Bike**

The concept of the *Switch Commuter Bike* was born when this student designer felt the impact of a call by the Victorian Transport Minister for an end to bikes on public transport. His own reaction, along with an outpour of public opinion, led to a subsequent change of heart by the Government and inspired the idea that bikes could be better designed to help alleviate over-crowding on public transport.

Switch was developed to address the market need for a fully-functional bicycle that was also able to meet commuter needs by quickly and easily folding down for compact storage on transport, within the office, other work environments or at home.

As the environmental impact of transport methods becomes increasingly top-of-mind, Australia is experiencing a surge in people cycling beyond simply a leisure activity. It is a low-cost, non-polluting form of transport that has the added benefit of keeping the cyclist physically active.

When asked about the difference between Switch and other commuter bikes available currently, Robert stated: *"The design innovation is Switch's ability to fold in one smooth motion – making it one of the fastest folding bikes available. It doesn't rely on any structural locking mechanism to fold, as the weight of the rider keeps the frame open and rigid. A spring loaded ball bearing stops the rear section of the frame from unfolding prematurely when manoeuvring and handling."*

Robert also pointed out the fact that many bike riders aren't interested in conventional commuter bikes because they look like 'commuter bikes' whereas Switch looks like a traditional bike but with all the commuter bike benefits.

Judges were impressed with the research, clever-thinking and ease of the design. Judges comments included: *'It's so easy to fold it up, and a great idea to get more people utilising this mode of transport to and from work.'*

Robert wins a cash prize of \$4,000 towards the development of his project, and an all expenses paid trip to the United Kingdom to visit the Dyson Research Design and Development Centre, home of inventor and engineer James Dyson.

#### **Other student prizes awarded:**

The **Silver** prize was awarded to Jason Lam from the University of New South Wales for [SOLAQUA](#) - a water disinfection unit designed for third-world communities that utilises ultra-violet and infra-red rays from the sun to eliminate pathogens. A sari cloth filtration system, black backing material to absorb and distribute heat more

effectively, and innovative configuration make this a viable option for increasing access to safe drinking water in these communities.

The **Bronze** prize was awarded to Lachlan Meeks from the University of Technology Sydney for [TrackSense](#); a new and innovative portable device designed to detect vibrations from oncoming trains. The device alerts workmen on the track well in advance of the trains arrival, therefore reducing the risk of injuries on the job.

A **Highly Commended** prize was awarded to Daniel Molloy, from Monash University, Melbourne for [Boomer Mobility Aid](#); a mobility aid that has been designed in response to Australia's ageing population. It includes a stair-safe mechanism and ergonomic seating, in an aesthetically appealing, rather than utilitarian, hospital form.

#### **About the Australian International Design Awards and Australian Design Award-James Dyson Award**

A division of Standards Australia, the Australian International Design Awards recognises and promotes design and innovation excellence. It covers eight industry categories – Consumer, Business & Technology, Sport & Leisure, Architectural & Interior Products, Automotive & Transport, Medical & Scientific, Heavy Machinery and Housing & Building – and one student category. Entry to the industry categories is open to products designed in Australia or overseas, but available for sale in Australia.

The Student category, known as the Australian Design Award-James Dyson Award, has been running for the past eight years as a joint collaboration between the Australian International Design Awards and Dyson.

Past entrants into the award have gone on to secure positions with leading Australian and international design houses including Dyson (UK), Ford Motors (US), CMD Product Design & Innovation (Australia) and Yamaha (Japan).

In 2009, the 13 student finalists selected by the Australian judging panel will compete in the global James Dyson Award - a student initiative of the James Dyson Foundation - going head-to-head with top student design talent from over 20 countries, including the UK, USA, Canada and Japan. The winner of this award, together with their tertiary institute, will receive \$20,000 each.

The Australian public will have the chance to help their favourite student design get through to the next round in this global competition by registering their vote at [www.jamesdysonaward.org](http://www.jamesdysonaward.org) between 16 June and 12 July 2009.

**Further information:** [www.designawards.com.au](http://www.designawards.com.au) or <http://student.designawards.com.au>

**Media images for download:** <https://secureftp.standards.org.au/Thinclient/Login.aspx>

**Username:** Design

**Password:** Monday@1

*Please note these login details are case sensitive*

**Reciprocal links:** If you wish to organise a reciprocal web link, please contact us below.

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#### **Embargo Agreement:**

This information has been provided in strict confidence. It is not for public release until after 8pm, Friday 29 May 2009. If you wish to contact designers or others involved with the entries, please refrain from discussing the final results. The entrants are aware they are Finalists however their final results will not be made available until the official announcement on Friday 29 May 2009. Please ensure your colleagues such as editors, sub-editors, researchers and picture editors are made aware of this Agreement.

**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](http://www.standards.org.au) [www.designawards.com.au](http://www.designawards.com.au) [www.australiandesign.org](http://www.australiandesign.org)**