

MEDIA RELEASE

For immediate release: AEST 11.30pm Friday 4 June 2010

WINNERS ANNOUNCED IN 2010 AUSTRALIAN INTERNATIONAL DESIGN AWARDS

42 products recognised for design excellence in the Australian International Design Awards

Products including an intensive care hospital bed, new generation Cochlear implant system, revolutionary sheep drench gun, lightweight wine bottles and hybrid surfboard combining a longboard and shortboard are among 42 winners in the 2010 Australian International Design Awards.

Presented by Standards Australia, the Australian International Design Awards is Australia's premier product design assessment program, recognising design and innovation excellence. Winners were announced at a gala event in Sydney on Friday June 4.

An intensive care hospital bed designed with safety, comfort, ease-of-use and aesthetics in mind for patients, health practitioners and hospital staff won the 2010 top prize, **Australian International Design Award of the Year**.

Designed and manufactured by New Zealand based company Howard Wright, the [M8 Intensive Care](#) impressed judges with the attention to detail given to all aspects from the aesthetics and functionality through to the safety and comfort for all users, particularly the ability for a range of medical procedures to be undertaken without shifting the patient from the bed, reducing patient handling and risk of injury.

"To be named the Australian International Design Award of the Year a product needs to demonstrate outstanding performance across the six criteria of innovation, functionality, visual appeal, quality and manufacturing, human factors and environmental sustainability. The M8 Intensive Care exceeded all the criteria," said Stephanie Pemberton, Program Director of the Australian International Design Awards.

"The decision was not taken lightly by judges. This year, 42 products received a Design Award in recognition of design excellence and 69 were awarded a Design Mark for good design – a record number," Ms Pemberton said.

Of the 42 Design Award winners, nine products were nominated for the Design Award of the Year:

- M8 Intensive Care designed by Howard Wright
- Evoke conference seating system designed by Outerspace Design and Camatic
- Cochlear™ Nucleus 5 implant System designed by Cochlear and Blue Sky Design Group
- Enviromesh concrete reinforcing material designed by Infinity Design Development for OzSafe Industries
- ON task chair by Wilkhahn designed by Wilkhahn
- Baby Jogger City Mini Single stroller designed by Baby Jogger
- OPTILINE™ Sheep Drencher designed by Simcro and Novartis Animal Health
- Dyson Air Multiplier bladeless fan designed by Dyson
- Lean+Green Lightweight Wine bottle designed by O-I Australia.

The 2010 Australian International Design Awards Presentation Night was officially launched by Federal Parliamentary Secretary for Innovation and Industry, The Hon Richard Marles MP.

View the winners online at www.designawards.com.au

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Full list of Design Award Winners in recognition of *design excellence*:

PRODUCT	CATEGORY
Be – task chair	Architecture and Interior Products
Element Task Lamp	Architecture and Interior Products
Evoke – conference seating system	Architecture and Interior Products
Faraway – Bathroom components and accessories	Architecture and Interior Products
M2 Monitor Arm	Architecture and Interior Products
Nimbus LED.next Line Series – ceiling lighting system	Architecture and Interior Products
Nimbus LED.next ModulQ Series – ceiling lighting system	Architecture and Interior Products
ON by Wilkhahn – task chair	Architecture and Interior Products
SolarGem Solar Home Lighting System – solar power system	Architecture and Interior Products
Audi A5 Sportback	Automotive and Transport
Hyundai i45	Automotive and Transport
Nissan Murano	Automotive and Transport
Compass Fluid Head – camera tripod	Business and Technology
Datapod System – data centre	Business and Technology
FLAT® - table stabiliser	Business and Technology
Motorola MC9500 Mobile Computer	Business and Technology
Baby Jogger City Mini Single – fold-up and lightweight stroller	Consumer
BabyBjörn Bassinet Harmony	Consumer
BabyBjörn Travel Cot Light	Consumer
Breville Smart Grill	Consumer
Citiz, Citiz & Milk, Citiz & Co – coffee machines	Consumer
Dyson Air Multiplier – bladeless fan	Consumer
Electrolux En-V Barbecue	Consumer
Emotiv EPOC – gaming headset	Consumer
Fiskars PowerGear Large Pruners	Consumer
Kenwood kMix Stand Mixer	Consumer
Lean+Green Lightweight wine bottles	Consumer
Neff Single Oven	Consumer
Aquamonitor	Housing and Building
EasyGas Downunder – LPG bottle for underground	Housing and Building
Environmesh – new generation concrete reinforcing system	Housing and Building
LEX Slimline LED exit sign	Housing and Building
Mainline B Series Adapter System – power adaptor set	Housing and Building
Bond III – cancer detection system	Medical and Scientific

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Cochlear Nucleus 5 System – implant system	Medical and Scientific
Imaxeon Salient	Medical and Scientific
M8 Intensive Care – critical care bed	Medical and Scientific
OPTILINE Drencher – sheep drench gun for parasitic worm treatment	Medical and Scientific
Signos™ Pocket Sized Ultrasound System – portable ultrasound system	Medical and Scientific
TeleMedCare Health Monitor – personal health monitor	Medical and Scientific
Meyerhoffer Surfboard by Modern Longboards – hybrid surfboard	Sport and Leisure
Pelleres™ - forearm weights to build core strength	Sport and Leisure

Background

The 2010 Australian International Design Awards program attracted a record 202 industry entries and a further 98 student entries, representing a 27% increase on 2009. In the Final Round Assessment stage, shortlisted products were assessed by multidisciplinary panels of [Australian and international experts](#) in relevant design disciplines.

Judges had the opportunity to physically test entries from a usability perspective, and rank the design merits of each product against a common set of criteria including innovation, visual and emotional appeal, functionality, quality of manufacture, human factors such as ergonomics, semantics and safety, and environmental sustainability.

Past winners in the Australian International Design Awards include the Qantas A380 Economy Seat, Flaik snowsports tracking device, Gator LED bike headlight, and Ford Territory.

Accolades up for grabs:

Australian International Design Award of the Year – one only
Australian International Design Award - multiple
Australian International Design Mark – multiple

Associated accolades:

Powerhouse Museum Design Award and Selection
Award for Excellence in Sustainable Design
Australian Design Award – James Dyson Award for excellence in student design

Images:

To access a library of high quality images and video from the 2010 Australian International Design Awards please click the following link: <https://secureftp.standards.org.au/Thinclient/Login.aspx>

Username: Design

Password: Monday@1 *Please note these login details are case sensitive*

The 'Media Image' folder contains images for all the finalists arranged by category.

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