

MEDIA RELEASE

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CRITICAL CARE BED TAKES OUT TOP PRIZE IN AUSTRALIAN INTERNATIONAL DESIGN AWARDS

An intensive care hospital bed designed with safety, comfort, ease-of-use and aesthetics in mind for patients, health practitioners and hospital staff has taken out the top prize in the 2010 Australian International Design Awards.

Designed and manufactured by New Zealand based company Howard Wright which last year became the sole supplier of critical care beds to the Western Australian Public Health Unit, the [M8 Intensive Care](#) is designed to reduce patient handling by allowing for a wide range of medical procedures to be performed without the need to transfer the patient from the bed.

Unique design features include the ability to convert the bed into a full cardiac chair and the inclusion of a fully radiolucent deck enabling X-ray imaging capability without moving the patient.

The Design Awards judges were impressed by the attention to detail given to all aspects of the bed, from the aesthetics, materials choice and functionality through to the safety and comfort for all users.

“Superb functionality, soft-touch surfaces and inviting aesthetics are the culmination of a ground-up, human-centred approach to design. For a low production run product, the M8 Intensive Care bed represents the work of an exceptional company driven to lead by design,” said the judges.

“The Australian International Design Awards, a division of Standards Australia, recognises product design and innovation excellence available on the Australian market. To win the Australian International Design Award of the Year, a product needs to demonstrate outstanding design across six criteria including innovation, functionality, visual appeal, manufacturing quality, ergonomics and safety, and environmental sustainability. The M8 Intensive Care exceeded all the criteria,” said Stephanie Pemberton, Program Director of the Australian International Design Awards.

Ms Pemberton added that the judges were also impressed by Howard Wright’s commitment to design as integral to the company’s business growth strategy.

Additional features designed into the M8 Intensive Care bed include:

- fully electric functions with onboard rechargeable battery
- sliding backrest and leg raise capability – providing greater patient comfort
- fold down ergonomic side rails with gas strut assisted raising
- integrated bed extension and linen rack
- telescopic pillars at either end of the bed and asymmetric design
- central locking and braking system and fifth wheel for easier manoeuvrability.

Winners in the 2010 Australian International Design Awards were announced on Friday 4 June at a Presentation Night in Sydney, attended by 800 guests from the design industry.

Eight other Design Award winning products were nominated for the 2010 Design Award of the Year:

- 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 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

MEDIA RELEASE

2010 Australian International Design Awards – Top prize
Under strict embargo: until 11.30pm AEST Friday 4 June 2010

- Lean+Green Lightweight Wine Bottle designed by O-I Australia.

For a full list of winners, visit www.designawards.com.au

Background – Howard Wright

In 2005, Howard Wright joined the New Zealand Government's 'Better By Design' program, a subsidised scheme aimed at lifting company performance through better product development. As part of the program, Howard Wright undertook a comprehensive design audit and developed a process for improvement.

As a result of the audit, Howard Wright re-focused its design strategy with more attention on the needs of all hospital bed users, from nurses and patients through to orderlies, cleaners and wardsmen. In addition, industrial designers were involved in the product development from the outset, where previously engineers had played the dominant role.

Development and design of the M8 Intensive Care bed took two and half years of extensive research, design and trials with medical professionals in Australia and New Zealand.

In 2009, Howard Wright was chosen by the Western Australian Public Health Unit as its sole preferred supplier of critical care beds. Under the contract, Howard Wright will supply more than 170 M8 Intensive Care beds over the next five years to the Western Australian Department of Health's 11 main hospitals as well as regional centres.

Background – Australian International Design Awards

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

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