
MEDIA RELEASE | For immediate release

Australian Design Award- James Dyson Award Finalists Announced

Standards Australia and Dyson team up once again to spotlight Australia's top student design talent, with the announcement of the 2009 Australian Design Award-James Dyson Award Finalists.

Selected by a panel of Australian design industry judges, this list will also now go onto represent Australia in the global James Dyson Award; competing against student designers from over 20 countries.

'Each year it gets harder to select which student projects make it through to the final round,' says Stephanie Watson, Program Director of the Australian International Design Awards (AIDA), Standard Australia's recognition program for professional and student design. 'The calibre of entries continues to improve; from initial concept, through research, and of course prototypes submitted.'

'The Australian Design Award-James Dyson Award offers graduates the chance to showcase their potential directly to industry, providing a high likelihood that these students will end up working in their chosen field' said Ms Watson.

'The fact that this award is run in conjunction with the industry program is part of its strength, and a key reason it is so well supported by Australian universities and students,' says Ross Cameron, Managing Director of Dyson SEA. 'It now also offers the additional benefit of showcasing these top students at an international level. We believe this adds to the value offered to students.'

This year's top design projects cross industries, and range from an automatic braking device that could potentially save a baby's life, to a life vest that intuitively knows when to bring its wearer to the surface.

The winner of the Australian Design Award-James Dyson Award will be announced at the Australian International Design Awards Presentation Night on Friday 29 May 2009. The winner receives a monetary prize of \$4,000 and a trip to the UK to take part in the James Dyson Award event.

Judging this year's Australian Design Award-James Dyson Award were the following industry experts:

Ross Cameron – South East Asia Managing Director, Dyson

Mark Bertinetti - Senior Industrial Designer, ResMed Ltd

David Giorgio - Senior Industrial Designer, Caroma Dorf

John Dummett – CEO, Surf Hardware International

Caroline Davis - Design Manager, Design + Industry

Alice Blackwood - Design Quarterly Editor, Indesign Group

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The Finalists list is available below with links to each project. All entries for 2009 can be viewed online at <http://www.student.designawards.com.au> under 'Entries'.

For information about the industry categories of the Australian International Design Awards, visit www.designawards.com.au

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Australian Design Award – James Dyson Award 2009 FINALISTS (13 projects)



UGO SAFETY BRAKE

An automatic brake system for strollers and prams to limit the vehicle from rolling away and causing injury to a child. *James William Wansey, Woodford NSW (University of NSW)*



'Link' Urban Scooter System

A modular transport solution to be retrofitted to existing Smart Poles allowing users to hire a small lightweight electronic scooter. *Anton Grimes, Crows Nest NSW (University of NSW)*



Squad, Firefighter Positioning System

An indoor positioning system device allowing firefighters to identify current location in reference to other units and external command centre and give a surrounding map when visibility is poor. *Roy Hareguna, Eastgardens NSW (University of NSW)*



mAIRine

A safety wetsuit top specifically designed for the extreme conditions found in tow-in, big wave surfing and which allows for self rescue when a surfer is held underwater for a critical period of time. *Grant Humphries, St Leonards NSW (University of NSW)*



SOLAQUA

A water disinfection unit to be used in rural sub-Saharan Africa using ultra-violet and infra-red rays from the sun to eliminate contaminants. *Jason Lam, Beaumont Hills NSW (University of NSW)*



The Ultimate Limb

A foot prosthetic that improves an amputee's ambulation over rough and demanding terrain without compromising day-to-day usability. *Brandon Clark, Lapstone NSW (University of Western Sydney)*



TrackSense

An improved multimode alarm system for warning railway personnel of oncoming trains using vibration sensory modes that are matched to a pre recorded database of train vibrations. *Lachlan Meeks, Exeter NSW (University of Technology, Sydney)*



Exitpoint

A sonar dive navigation and early warning system to reduce the incidence of inexperienced divers becoming separated from the group. *Tom Fraser, Wynnum QLD (Queensland University of Technology)*



Switch Commuter Bike

A high performance folding bike specifically designed for easy handling in crowded environments, taking up no more space than the footprint of one wheel. *Robert Dumaresq, Armadale VIC (Monash University)*

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Ripcurl Headstrong Protective Hood for Surfing

A hood worn by surfers to protect against the elements including rocks, reef, the seabed, rogue surfboards, water pressure, UV rays and the cold.

Tom Gaunt, East Hawthorn VIC (Monash University)



MO:BEN

A portable food container incorporating an integral film heater element to reheat food such as lunches.

Alex Cheong, Maidstone VIC (Monash University)



Boomer- mobility aid for the elderly

A walking aid with a stair climbing function designed in response to the aging population.

Daniel Molloy, Wheelers Hill VIC (Monash University)



Accuswift Tripod Head

A tripod system for still photographers allowing swift, free flowing ball joint adjustment with one hand and accurate gear rotation for precision adjustments.

James Field, Burnside SA (University of South Australia)