

MEDIA RELEASE

New name for Prestigious Design Awards

The Design Institute of Australia (DIA) Queensland Branch today announced an exciting new look and name for the annual Queensland Design Awards.

DIA Queensland Co-presidents Dianne Smith and Natalie Wright today unveiled the new name: qdos (Queensland Design on Show), and invited submissions for the prestigious awards.

“We’re very excited about the launch of qdos (pronounced ‘kudos’), its associated events and networking opportunities for the Queensland design industry,” Ms Smith said.

“qdos provides a unique opportunity for Queensland’s designers and design companies to be recognised for their outstanding work by their peers and the general public.

“The last Queensland Design Awards achieved a record number of entries and included an international judge for the first time, qdos will continue this success and build on it.”

“qdos is about promoting the value of design in everyday life and recognising Queensland designers as some of the best in the world,” said Ms Wright.

“The awards program includes all facets of the design industry in the three major categories of Interior Design, Three Dimensional Design and Visual Communication, with more than 20 sub categories. (for a full list of categories see over page)

“Entries are now open for the awards, including the Smart State Designer of the Year award, and we encourage all Queensland design companies and designers to get involved in this program.”

Along with the launch of the new name, the DIA also announced an interesting competition to promote the new qdos branding.

More than 1000 Queensland design industry professionals have received a three-dimensional qdos symbol that they are being asked to photograph with their favourite example of Queensland design.

Entries will be displayed on the qdos website and winning photographs will be showcased in the qdos awards program in June 2008. This unique competition is aimed at promoting the qdos brand and encouraging involvement from design professionals.

Entries for qdos 2008 are now open, entries close Friday 22 February, 2008 and the qdos awards presentation will be held on Friday June 13, 2008.

For more information visit www.qdosawards.com or send an email to qdos@design.org.au

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DIA presidents are available for interviews and photo opportunities; qdos photographic competition entries will also be available to media on request.