

MEDIA RELEASE FOR IMMEDIATE RELEASE

New kudos for qdos awards 2008

Brisbane, QLD, 19 May, 2008 - qdos Awards, presented by the Design Institute of Australia (Queensland Branch) and Forbo announces more kudos for entrants of this year's awards.

Four big awards this year will see only one winner in each group receive this ultimate accolade—Smart State Designer of the Year, Design Excellence—Interior Design, Design Excellence—Visual Communication Design, and Design Excellence—Three Dimensional Design.

The '2008 Design Excellence' winner recognizes the most significant design project overall from all the entrants; and the 'Smart State Designer of the Year' award recognizes an established designer whose career demonstrates excellence in design while contributing to the design profession.

The 'Smart State Designer of the Year' award continues to gain momentum from the introduction of this award in 2006, where Lasse Kinnunen, Furniture designer from Deka took out the inaugural prize.

Last year's winner Kirsti Simpson, Interior Designer from HASSELL has just returned from her trip to the pre eminent centre for new design and design thinking—the Milan Furniture Fair. Awards Director Scott Bagnell said, "We are thrilled to be able to offer such a prestigious award to Queensland's top designers. We look forward to Kirsti's presentation of the Milan Furniture Fair in July when she will open our annual DIA breakfast series 'Bubble and Speak'.

qdos awards this year has also introduced two new levels of awards—'Gold' and 'Silver'. These replace our previous 'Award of Merit', and are awarded to entries in each design category for outstanding design achievement. Multiple awards (or no award) can be bestowed in each category—the ultimate decision is made by the expert judging panel.

Over 25 categories are represented by qdos awards, establishing qdos awards as the strongest multidisciplinary awards program in Queensland.

Three dimensional design award categories are: furniture design, luminare design, industrial design, lifestyle product design, built environment collaboration, fashion design and environmentally sustainable design.

Visual communication design award categories are: corporate identity / branding, literature design, packaging design, environmental graphic design / signage, digital media design, retail (display) design and environmentally sustainable design

Interior design award categories are: hospitality design, new residential design, refurbished residential design, corporate design, retail design, interior decoration, set design, best use of lighting, best use of colour and environmentally sustainable design.

An Emerging Student Designer category can award students in each of the three categories— three dimensional design, visual communication and interior design.

ENDS

About

qdos, n (sl.). queensland design on show. The new name for the Queensland Design Awards, initiated and run by the Design Institute of Australia.

qdos is one of the most dynamic, sort after, multidisciplinary awards programs in Queensland. Attracting designers across Queensland, qdos covers design disciplines of Visual Communication Design, Interior Design and Three Dimensional Design, and offers an extensive range of categories from Lifestyle Product to Corporate Identity/Branding, Luminare Design to Built Environment Collaborations. Overall awards are given for considerable achievement in Design Excellence as well as the Peoples' Choice Award which allows the general public to have their say on what they consider good design. Launched in 2006, the Smart State Designer of the Year Award offers individual recognition of Queensland's top designers, or designers ready to make their mark on the world.

DIA, n (sl.). The Design Institute of Australia (DIA) is the voice of design in Australia and has been actively improving the community recognition and status of designers since 1947. DIA is the only multidisciplinary organisation of designers in Australia. The organisation promotes the value of design and designers to industry, business, government and the community. DIA provides a vibrant networking base on a state, national and international level. Through its international affiliations, the DIA links its members with designers in over 40 countries. Visit us at www.design.org.au

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