

MEDIA RELEASE

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2008 Smart State Designer of the Year announced

Brisbane designer Robert Geddes is the 2008 Smart State Designer of the Year.

Arts Minister Hon Rod Welford made the announcement at the qdos Awards gala at the Schonell Theatre tonight, presenting Mr Geddes with a \$5000 travel bursary.

The Smart State Designer of the Year Award recognises a career of design excellence as well as skill through a specific project or range of projects.

As Director of Brisbane firm PROdesign, Mr Geddes has had more than 25 years industry practice designing products ranging from medical devices through to initiating the Electric Vehicle Project.

Mr Geddes said he was delighted at receiving the award and would use it to travel to Asia and Europe to help promote the value and contribution of Queensland designers to the global economy.

"In so many ways Asia is the emerging world and its influence on the next century will be enormous so the business of design needs to understand the impact of this tsunami and how to respond to it," Mr Geddes said.

"Designers will need to understand their role within the new global business world and Australian designers will need to develop a strategy to survive and thrive.

"I plan to visit several design centres to learn about their successes and failures and from that help to create the very best design centre for Queensland.

Mr Geddes said throughout his 25 plus years in the design industry his approach to every project had been the same.

"I seek to understand how it can improve the world for the user, the client, the community, the ecology, the future – and then seek to create a solution that will pass the test of time," Mr Geddes said.

"To be recognised for a lifetime of work is a great honour."

Mr Geddes was one of three finalists including Brisbane jewellery designer Ari Athans and interior designer Revelyn Bryce-Browning.

In 2007, Mr Geddes was recognised internationally for his design, the Qlicksmart Cassette 3in1 sterile scalpel blade remover, widely used in the medical profession.

Previous winners of the Smart State Designer of the Year Award are furniture designer Lasse Kinnunen and interior designer Kirsti Simpson.

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Further information on Mr Geddes and high resolution images of his designs are available from <http://www.prodesign.com.au/media/>. Interviews by request.

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