

MEDIA RELEASE

Under strict embargo until: 11.30pm AEST Friday 29 May 2009

QANTAS A380 ECONOMY SEAT FLYING HIGH WITH TOP INTERNATIONAL DESIGN PRIZE

With an innovative footrest net, dual-movement recline and flawless attention to detail across the entire product, judges tonight awarded the Qantas A380 Economy Seat this year's top accolade in Standards Australia's Australian International Design Awards.

Designed by Marc Newson Ltd, in partnership with Qantas Airways and Recaro Aircraft Seating, the Qantas A380 Economy Seat exceeded all judging criteria to take out the **2009 Australian International Design Award of the Year** announced in Melbourne on Friday 29 May.

"Economy aircraft seating is a notoriously restrictive design category. The Qantas A380 Economy Seat is a world class result," commented the judges.

"There are so many thoroughly considered elements in one very simple and elegant package. This product cannot be faulted."

Judges were particularly impressed with the level of innovation and attention to detail given to all aspects of the seat. The design process clearly considered all features from the materials and aesthetics right through to the revolutionary footrest net, recline space and user interface of the entertainment unit. The environmental aspects of flying were also considered with lightweight carbon fibre selected to help reduce weight.

"The seat displays excellent materials selection and reduction with respect to the surrounding limitations and impact on the environment, whilst maintaining a high degree of passenger comfort," said the judges.

Marc Newson, Qantas Creative Director and Vanessa Hudson, Head of Customer Product and Service Development accepted the Award from Dr Terry Cutler, Chair of the Government's National Innovation Review.

"I am deeply honoured to receive this award, especially as this is the first major Australian award to be bestowed on one of the Qantas A380 programs. An enormous amount of energy was put into the A380, but particularly the Economy seat, which of course accommodates the bulk of passengers," said Marc Newson.

"I'd like to thank the Australian International Design Awards Jury for this award and in particular Qantas Airways, whose unrelenting dedication to this project led to this outstanding result."

Ms Hudson said: "We are delighted to have been awarded the Australian International Design Award of the Year. Working together with Marc Newson and Recaro Aircraft Seating, we set out to create a brand new Economy seat befitting of a next generation aircraft such as the A380. To win this prestigious award for a product that has enabled us to revolutionise the economy travel experience is truly an honour."

Stephanie Watson, Program Director of the Australian International Design Awards said this year's Awards program attracted a high standard of entry with products submitted from Australian and international companies including Cochlear, Holden, Fisher & Paykel, Miele, Electrolux, Tag Heuer, British Airways, BabyBjörn, Siemens and Rip Curl.

"The products were beyond exceptional and the competition was tough. It took a week of intense scrutiny, debate and deliberation to arrive at the results - it wasn't until the last day of judging that the Qantas A380 Economy Seat emerged as the winner of the top prize.

"Despite the challenging economic times, it's clear many businesses and manufacturers see the value of investing in design to differentiate their products. It is great to see a collaborative design team made up of Australian and international designers win the top accolade," she said.

For more than 50 years, the Australian International Design Awards has rewarded and recognised Australian design excellence and innovation. Now in its second year as an international competition, the program assesses Australian and internationally-designed products available in Australia.

MEDIA RELEASE

Qantas A380 Economy Seat flying high with top international design prize
Under strict embargo: Not for release until 11.30PM AEST Friday 29 May 2009

About the Qantas A380 Economy Seat

- The Qantas A380 aircraft is being progressively introduced on selected flights from Sydney and Melbourne to Los Angeles and on selected flights from Sydney to Singapore and London.
- It has 332 Economy Seats.

About the Australian International Design Awards

Standards Australia's Australian International Design Awards recognises the best in industry and student design in Australia and internationally. Professional designers are rewarded through eight industry categories and students are awarded through the Australian Design Award – James Dyson Award, in partnership with Dyson Appliances (Australia).

In 2009, 154 Australian and internationally-designed entries were submitted with 115 products shortlisted for final round assessment. Judges awarded 30 Australian International Design Awards in recognition of superior design (including the recipient of the Award of the Year) and 43 Australian International Design Marks in recognition of good design.

All shortlisted products are physically assessed against six criteria: innovation, visual and emotional appeal, functionality, quality and manufacture, human factors (including ergonomics, safety and semantics) and environmental sustainability.

For more information on the 2009 Australian International Design Awards, go to www.designawards.com.au.

For information on the student awards, go to <http://student.designawards.com.au>.

A complete list of results:

Available from Luisa Bustos, Australian International Design Awards (luisa.bustos@standards.org.au or 0405 506 457)

Images:

To access a library of high quality images and video from the 2009 Australian International Design Awards visit:

<https://secureftp.standards.org.au/Thinclient/Login.aspx>

Username: Design

Password: Monday@1

Please note these login details are case sensitive

The 'Media Image' folder contains images for all the finalists arranged by category.

Media enquiries and interview requests:

Australian International Design Awards
Standards Australia

Luisa Bustos
Mobile: 0405 506 457
Email: luisa.bustos@standards.org.au
Web: www.designawards.com.au

Kate Evans
Mobile: 0410 331 246
Email: kate.evans@standards.org.au

– ends –

The Australian International Design Awards is a division of Standards Australia. Standards Australia is recognised by the Government as Australia's peak Standards body. It coordinates standardisation activities, develops internationally aligned Australian Standards of that deliver Net Benefit and accredits other Standards Development Organisations. Through the Australian International Design Awards it promotes excellence in design and innovation. www.standards.org.au www.designawards.com.au www.australiandesign.org