

design report award 2007

Stephen Procter wins the design report award 2007

For the eighth time the design report has awarded its prize for the most promising newcomer at the Salone Satellite, the renowned forum for gifted designers in Milan. A New Zealander is Newcomer of the Year for the first time.

The prominent specialist Jury (Tomoko Azumi, Giulio Cappellini, Harry & Camila, Jehs + Laub and Martin Zentner) very quickly came to an agreement: The collection of childrens furniture by New Zealander Stephen Procter, currently living as an industrial designer in Sydney convinced at first sight. With the demands of bringing up his new young family and the necessity to adjust to this new situation in life, he designed an all in one high chair, pram, cot, changing table and clothes horse which can be folded away and easily transported.

The jury also awarded three Special Mentions, one of them going to the German Design Agency hansandfranz in Munich. The founders are interior designers Konstantin Landuris and Horst Wittmann. At the Salone Satellite, they presented, amongst other designs, the lighting fixture „Troja“ which is made up of two telescoped arches allowing themselves to continuously adjust and in doing so creating different reflective moods of light in the room. No wiring can be seen because the transmission of electricity is held in the casing of the lamp.

Many original products like the flexible clothes hanger „Lazy“ were presented by production designers Michael Neubauer and Matthias Wieser from the Aschaffenburg Design Studio qed. The hook of the clothes hanger can be pushed down enabling it to be easily inserted into narrow neck garments allowing easy hanging of clothes. The crutch „Flexability“ not only represents through its innovative concept and strong red colour an enormous development in the design of walking supports but also can be stacked into each other and when needed can be used with only one hand. The designers from qed also received a Special Mention.

The third Special Mention also went to a German Design Agency: Formfjord in Berlin. The product designers Fabian Baumann and Sönke Hoof were very convincing with their lighting designs „Linus“ and „Ceres“ as well as their shelves „Duplex“ which consists of one square and many rectangular units that can be combined with each other to create different options being held together magnetically.

The winner of the design report award receives the prize money of 5000 Euro. All distinguished designers will be assisted by the design report through editorial coverage and international media support. Sincere thanks must go to our sponsors Luminaire, Merten, Nils Holger Moormann, Thonet and Vitra, without their support, this newcomer prize wouldn't be possible.

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The Salone Satellite, founded by journalist Marva Griffin, celebrated its ten year jubilee this year with the special exhibiton "Avverati: progetti dal Salone Satellite alla produzione". It displayed prototypes within the last ten years which have managed to make it from the Salone Satellite into production, many of them being works which have been recognised by the design report award – a story of success.

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High resolution pictures can be downloaded from www.design-report.de

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