

5 May 2015

O SIX HUNDRED KAYAK RECEIVES GOOD DESIGN® SELECTION FOR 2015

The O Six Hundred Kayak has been shortlisted for the coveted Good Design Awards, Australia's oldest and most prestigious award for design and innovation with its origins dating back to 1958. The Awards showcase superior examples of good design across a broad range of industries and design disciplines. There are seven main categories for the awards and 25 sub-categories, representing one of the most diverse range of submissions in the world.

The O Six Hundred Kayak is a reimagining of a 4,000 year old inuit design where animal skins would be stretched over a wood or whalebone-skeleton frame. This 2015 design is a flat pack kit that you assemble yourself consisting of a timber frame construction that slots together like a model aeroplane with a translucent kevlar skin that glows in sunlight. At just 10kg, anybody can get to the water with ease.

The Judges commented: "The O Six Hundred Kayak is a delightful design in every sense of the word. It is one of the few standout examples of exquisite craftsmanship, absolute attention to detail and elegant and uncluttered design. Everything about this product is delicious. It ticks every design box. Beautiful, beautiful beautiful..."

After a week long judging process involving more than 30 local and international design experts, only 266 of the 380 entries qualified for the Good Design® Selection stage. These entries are now in the running to receive the country's highest design honour to be announced at the Good Design Awards Gala evening on 29 May in Sydney.

To qualify for the Good Design® Selection, entries must satisfy the stringent criteria for good design that includes factors such as safety, quality, functionality, sustainability and innovation.

The Good Design Awards conducts one of the most rigorous assessment processes in the world and to qualify for this round is a significant achievement. Dr. Brandon Gien, CEO of Good Design Australia who manages the annual Awards program said, "We pride ourselves in upholding very high standards in our evaluation process and as a result, only the best submissions make it through to this stage."

"The judges take their job very seriously and dive into each submission to find out what makes it special and truly innovative. The very best ones go on to be considered with the Good Design Award®, one of the most coveted awards for design and innovation in the world," Dr. Gien said.

"I'm very pleased that the O Six Hundred Kayak has gone on to this stage of the Good Design Awards, it is a testament to the hard work the designers have put in to bring this project to market," said Dr. Gien.

The Good Design Award® winners will be announced at the annual Good Design Awards Gala Night on 29 May at The Pavilion, Darling Harbour. For more information, see www.good-design.com

[ENDS]