

Press contact

Emil Rosen
emil.rosen@berge.io
+46 (0)73 342 28 67

Olle Claesson
olle.claesson@berge.com
+46 (0)70 896 48 57

PRESS RELEASE 2017.07.07

Mavero wins International Design Awards

Berge has been awarded 3 silvers and 1 bronze at 2016 International Design Awards for MAVERO, the future of clean energy storage.

Household appliances category

Silver - Home Interior Products

Sustainable Living/Environmental Preservation category

Silver - Energy Conservation Equipment

Silver - Residential Sustainable Design

Bronze - Alternative Energy Source Equipment

Berge had a vision of creating an appliance that becomes more of an interior object. -"We aimed for a timeless design by removing the need of a fixed display that is quickly outdated in the rapid advancement of screen technology. Instead we allowed the user to receive the most crucial information through the Ambient Interface and more detailed data on your device, a product that is constantly updated". The Ambient Interface are the lit logo displaying charging/discharging and the beautiful lighting feature around the perimeter of the MAVERO that also displays the battery level when giving it a gentle stroke.

The loop of light symbolizes the circular nature of renewable energy and while the colour of lighting is kept to a minimum we wanted to make Kreisel synonymous with energy by having the Kreisel green when displaying energy levels.

"Berge delivered excellent work on a very short time frame. Their team could quickly bring concepts and designs to the table as well as live mock-ups of the ambient interface"

***- Christian Schlögl
CEO, Kreisel Electric***

MAVERO is the result of applying Kreisel's expertise in battery technology, one of the most efficient and safe cells in the world, to an energy storage product for domestic use to help people harvesting green energy and be a part of the sustainable revolution. The team worked hard on making the product easy to setup with a modular battery design allowing a single technician to install a product, otherwise needing at least two people.

IDA on the product design category

A great product has the potential to be life changing. It can be simultaneously beautiful and innovative, useful and creative, designed to solve a problem, make life easier or simply spread joy.

At the International Design Awards, we want to reward the strategic thinking and imagination which goes into making a product which will be used, valued and perhaps even loved by its target market. Winning an award can help you get your product noticed and into people's homes or businesses, as well as giving your career a welcome boost.

We want to find new, innovative and ground-breaking products that we can share with the world. Our winning product design will have spotted a gap in the market and created the perfect item to fill it.

Award's ceremony and exhibition

Honoring winners of the 9th and 10th competitions, the bi-annual event will be a night for architects, interior, fashion, product and graphic designers and design fans from around the world to celebrate the best of design theory and practice. The cocktail event will bring together established professionals, emerging designers, enthusiasts and members of the press in an inspiring multi-disciplinary arena conducive to collaboration between innovators.

The ceremony will be held on the 10th of June at the A+D Architecture & Design Museum, Los Angeles, USA

The International Design Award

The International Design Awards (IDA) exists to recognize, celebrate and promote legendary design visionaries and to uncover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design. IDA aspires to draw attention to the iconoclasm of design world wide, conceptualizing and producing great work. Farmani Group assembled IDA as the design sibling of the Annual Lucie Awards for Photography, which has emerged as one of the world's most prestigious photography awards.

A handful of designers, thinkers and entrepreneurs created the International Design Awards in 2007 as a response to the lack of recognition and celebration for smart and sustainable multidisciplinary design. 5 disciplines can be awarded the IDA.

Interior Design
Graphic Design
Fashion Design
Product Design

The IDA trophy was designed by Ron Taft. The IDA logo, the 2007 and 2008 books were designed by Chen Design Associates, San Francisco. The original IDA concept was established with a great help from Jamie Waguh.