



# GOOD DESIGN 2014

CALL FOR  
ENTRIES



**GOOD  
DESIGN**  
Australia



## WELCOME TO GOOD DESIGN

MUSE Knockdown Chair, Good Design® Selection 2013

Achieving good design isn't always an easy journey. It takes time, passion and unwavering commitment. It demands great attention to detail and creative flexibility. It's about being innovative in solution and smart in simplicity. It requires courage, and it commands respect.

In a crowded marketplace, good design gives companies their competitive edge. It separates the extraordinary from the ordinary, excellence from mediocrity and brilliant from boring.

Ultimately, good design is about making a difference – on functional, economical, aesthetic and sustainable levels. For the individual and society as a whole.

At Good Design Australia, we understand, support and celebrate this pursuit. We recognise top quality amongst the best products and services on Australian and global markets, critiqued against international benchmarks. Our Jury brings together design leaders from a diverse array of fields and countries. And, after more than 50 years, the Good Design Awards program is amongst the most trusted and recognised accolades of its kind in the world.

On behalf of Good Design Australia, I invite you to take the good design journey to the next level and be part of the biggest celebration of innovation and creativity for 2014. We have again partnered with VIVID Sydney to stage the Good Design Festival. Share in the awards night and VIP events, exchange ideas at forum discussions and present products at public exhibitions.

We hope you can join us.



### **Dr. Brandon Gien**

CEO, Good Design Australia  
President, International Council of  
Societies of Industrial Design (ICSID)

# GOOD DESIGN STARTS HERE



For more than five decades, the Good Design Awards program has promoted the very best in innovation and creativity, on local turf and the global stage. From a credible, trusted independent platform, we aim to showcase superior examples of good design across a range of industries. We are committed to building a greater appreciation of the role of professional design and creative thinking in product development and service delivery for business and consumers. Good design for better products, better services and a better world.

As one of the longest standing and most prestigious design awards in the world, each year we receive hundreds of submissions from all corners of the globe. By participating, applicants can enjoy the benefits of:

- A unique promotional launch pad for new products and services
- Widespread exposure via mainstream media, digital and social media channels, exhibitions and international trade fairs
- Strong differentiation and market positioning through the internationally recognised Good Design® Selection and Good Design Award® trademarks
- Sales enquiries and referrals through online entry profiles listed on our highly ranked websites
- Exclusive networking opportunities and exposure to a wide range of Australian and international designers and business leaders, manufacturers and distributors, government officials, media and emerging young designers – through celebratory events and design conferences
- International credibility and the program's strong association with the International Council of Societies of Industrial Design (ICSID), the world organisation for industrial design.





# GOOD DESIGN EVALUATION

Each year, Good Design Australia invites renowned local and international design experts to judge entries for the Awards. This Judging Panel is made up of leaders in the fields of industrial design, engineering, architecture, software and electronics design, service design, design strategy and communications design. We select each Judge based on their area of expertise and ability to bring an individual perspective in the search for the very best in good design.

Applying one of the most rigorous evaluation processes in the world, our Judges closely inspect all entries and critique them according to strict design evaluation criteria:

- Form
- Function
- Safety
- Sustainability
- Quality
- Commerciality
- Innovation

*“Good design is when a product is environmentally fantastic, functionally brilliant and totally appealing to the senses.”*

— Good Design Awards Jury, 2009

# GOOD DESIGN SYMBOLS OF EXCELLENCE

Among the most respected and recognised international design endorsement symbols in the world, the Good Design® Selection and Good Design Award® trademarks are visible indicators of good design principles and an organisation's commitment to design excellence. Their connection to quality products and services leads to increased sales and point-of-sale differentiation for consumers.

*“Everything is designed. Few things are designed well.”*

— Brian Reed,  
Graphic Designer

Good Design Australia also presents special awards and prizes to products or services in the expanding field of design including the Patron's Prize for Australian Design, the Powerhouse Museum Design Award and Selection, and the Design Institute of Australia Award (new).



Category

## GOOD DESIGN® SELECTION

Awarded to products or services that, in the opinion of the Judges, have satisfied the criteria for good design. There is no limit to the number of Good Design® Selections made every year.



Category

## GOOD DESIGN AWARD®

Awarded to products or services that meet and exceed the evaluation criteria. There is no limit to the number of Good Design Award® accolades granted every year.



Best in Category

## GOOD DESIGN AWARD® BEST IN CATEGORY

Represents the highest level of design excellence in a particular category. Only one Good Design Award® Best in Category is granted per category, with winners representing absolute best in class design.



Sustainability

## GOOD DESIGN AWARD® FOR SUSTAINABILITY

Awarded to an entry that represents the highest level of excellence in sustainable design practices – in recognition that environmental considerations play an important role in the design and development of new products and services. This award is limited to only one winner every year that, in the Judge's opinion, will have a positive impact in promoting excellence in sustainable design.



of the Year

## GOOD DESIGN AWARD® OF THE YEAR

The Good Design Awards' highest honour, the Good Design Award® of the Year, is granted to one overall winning product or service that represents ground-breaking design at a global level. The recipient must surpass all design evaluation criteria and, in the Judge's opinion, showcase excellence in design at every level.

# GOOD DESIGN CATEGORIES

The Good Design Awards cover the broadest spectrum of design accolades offered in the world – from the latest cars on our roads, cutting-edge medical equipment, furniture, heavy engineering and mining equipment, to sports gear and everyday products such as toasters, televisions and kitchen utensils. The Good Design Awards also includes rapidly expanding areas such as Service Design and Design Strategy, as well as products in the digital space.

*“Good design is thorough down to the last detail.”*

— Dieter Rams, Industrial Designer



## DOMESTIC APPLIANCES

Includes small appliances, white goods, brown goods, home heaters and air conditioners, floor care, barbeques and personal care products.



## SPORT & LEISURE

Includes professional and recreational sporting equipment, bicycles, sporting apparel, running shoes, camping gear and adventure wear.

## FURNITURE & LIGHTING

Includes domestic and commercial furniture, workstations, lighting, bathroom ware, architectural hardware, materials and textiles.



## CONSUMER ELECTRONICS

Includes televisions, computers, home theatre systems, phones, mobile devices, digital cameras, gaming consoles and electronic accessories.

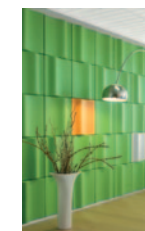


## AUTOMOTIVE & TRANSPORT

Includes automotive vehicles, automotive components, motorcycles, buses, trains, trucks, aircraft, watercraft and other modes of transport.

## ARCHITECTURE & INTERIORS

Includes architecture, interiors, landscapes, public spaces and facilities, office and retail fitouts, environmental signage, wayfinding, street equipment, environments and exhibition design.



## HOUSEWARES & OBJECTS

Includes tableware, kitchen utensils, cookware, laundry accessories, pet care, home décor, ornaments and hand-crafted objects.



## COMMERCIAL & INDUSTRIAL

Includes professional instruments, office products, financial registers, production and safety equipment, earthmoving, mining and agricultural machinery.

## PACKAGING & GRAPHICS

Includes primary, secondary and tertiary packaging, POS displays, structural graphics and print media.



## BABIES & CHILDREN

Includes baby goods, nursery furniture, toys, scooters and trikes, educational products and children's play equipment.



## MEDICAL & SCIENTIFIC

Includes medical devices, laboratory equipment, scientific instruments, hospital furniture, therapeutic goods and home health care.

## DIGITAL & ONLINE

Includes software, websites and online portals, user interfaces, smartphone applications, animations, gaming and digital media.



## FASHION & ACCESSORIES

Includes jewellery, eyewear, watches, fashion apparel and accessories, travel and leather goods.



## HARDWARE & BUILDING

Includes home hardware, power tools, garden and lawn care, pool care, home security, building products, plumbing, lighting systems and industrial fittings.

## SERVICES

Includes service design, design strategy and systems for commercial, education, government and not-for-profit sectors.





*“Innovation distinguishes between a leader and a follower.”*

— Steve Jobs (1955 - 2011)

# GOOD DESIGN CELEBRATES YOUNG DESIGNERS

Creativity is born unbridled in young minds. Good Design Australia is proudly partnering with the iconic Australian company, Hills, to unearth the best design and innovation talent amongst Australian youth and inspire a new generation of thinkers and designers.

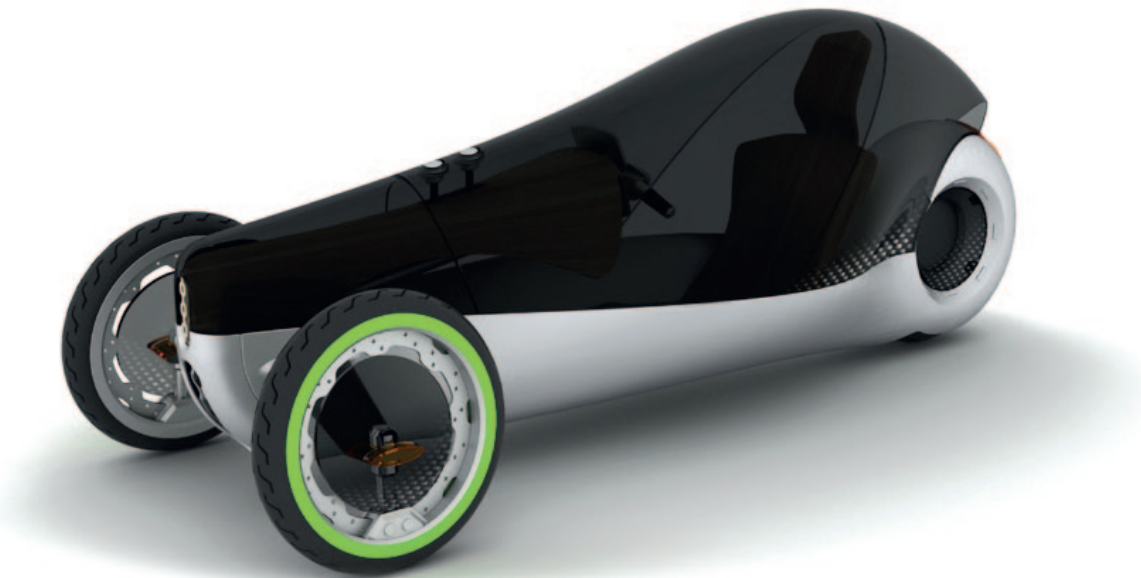
The Hills Young Australian Design Awards is a new national design award for young designers, engineers, innovators and entrepreneurs. Entrants to the Awards have an opportunity to gain significant industry recognition and share in cash prizes in the following categories:

- Hills Young Australian Designer of the Year Award – \$10,000
- Hills Design Innovation Award – \$5,000
- Hills Design Technology Award – \$5,000
- Hills Design Sustainability Award – \$5,000

Entry is free to Australians and students studying in Australia under the age of 25. Awards will be presented at the annual Good Design Awards Gala Night.

[www.hillsdesignawards.com.au](http://www.hillsdesignawards.com.au)

**HILLS.**  
YOUNG AUSTRALIAN  
DESIGN AWARDS





# GOOD DESIGN FOR A BETTER WORLD

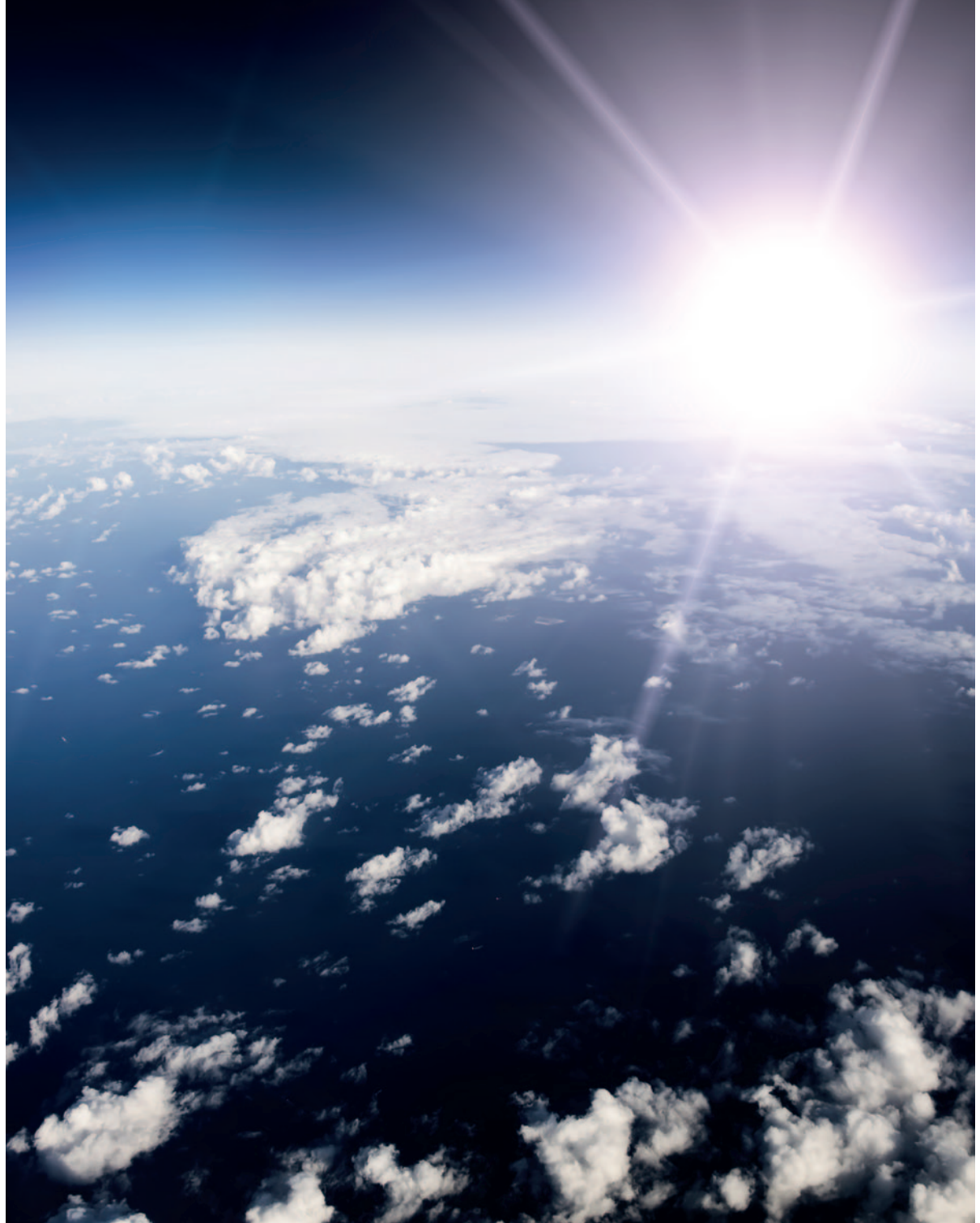
Good design extends far beyond the realm of beautiful products and efficient systems and services. Complex social problems require new thinking, techniques and technologies to drive positive change.

2014 will see the launch of the inaugural Australian Social Innovation Awards to recognise brilliance and bravery in solutions addressing societal challenges. Proudly organised by Good Design Australia in conjunction with the Australian Centre for Social Innovation, these Awards will celebrate excellence in social change initiatives and, in turn, create a better Australia and better world.

**[www.socialinnovationawards.org](http://www.socialinnovationawards.org)**

*“Good design is to bring innovation and usability together and if you can do that in an exciting way, then it can help to improve people’s lives.”*

— Good Design Awards Jury, 2011





# GOOD DESIGN FESTIVAL

Under the new banner of the Good Design Festival, we are taking the celebration of good design and our Good Design Awards' participants to the next level. Aligned with VIVID – Sydney's annual festival of light, music and ideas – the Good Design Festival will feature the:

## GOOD DESIGN AWARDS GALA NIGHT

One of the most celebrated and prestigious events on the international design calendar.

## GOOD DESIGN FORUM

A two-day international design conference featuring inspirational keynote speakers who are design leaders and 'disruptors'.

## GOOD DESIGN SHOWCASE

A series of exhibitions to showcase the best in good design.

There will also be VIP functions, PR and media opportunities, and more...



*“Good design ticks all the boxes, great design has an emotional connection. When you forget what you are doing and function is automatic – that’s great design.”*

— Good Design Awards Jury, 2011





# GOOD DESIGN GALA NIGHT



Celebrate with over 750 VIP guests at the design industry's night of nights where we announce the 2014 Good Design Awards against a spectacular backdrop of colour and lights. A highlight on the international design calendar, this event attracts the leading design personalities and companies in the industry from across the world.



International dignitaries attending the event in 2014 include the Board of Directors of the International Council of Societies of Industrial Design – the world organisation for industrial design – as well as VIPs from government, media and leading industry associations. This is a once in a lifetime design event that you can't afford to miss.

*“The only important thing about design is how it relates to people.”*

— Victor Papanek, Designer and Educator (1927-1998)

# GOOD DESIGN FORUM

*“Good design is the most important way to differentiate ourselves from our competitors.”*

— Yun Jong Yong,  
CEO, Samsung

The inaugural Good Design Forum – ‘Design as Strategy’ – in 2013 featured some of the biggest names in design, including Richard Seymour from Seymourpowell (UK) who lead the interior design of Sir Richard Branson’s Virgin Galactic Spaceship, and design legend, Dong Hoon Chang, the Head of Design at Samsung (Korea), recently voted the second most creative person in the world by Fastcompany. The Forum also featured local speakers from Deloitte, Suncorp, Telstra, Westpac, UTS Business School and SAP.

2014 is shaping up to be even bigger and more exciting as the Good Design Forum extends to a two-day conference at the Museum of Contemporary Art overlooking iconic Sydney Harbour. Hear from world-class keynote speakers as they share the latest trends and developments on the future of design in business and education and exchange ideas with innovation leaders from a range of sectors.

The 2014 speaker line-up will be announced on our website soon.



# GOOD DESIGN SHOWCASE

*“Design is intelligence made visible.”*

— Alina Wheeler, Designer (USA)



Finalists in the 2014 Good Design Awards will be eligible to take part in a number of national and international exhibitions that showcase the most innovative products. This includes the Powerhouse Museum Showcase, a highly acclaimed year-long public exhibition of selected products in the annual Good Design Awards.

Activate your brand through this high traffic platform and allow consumers to engage with your product or service in a whole new way.





# GOOD DESIGN IN THE MEDIA

Reaping the benefits of Good Design recognition hinges on people knowing about it. So we do our best to tell your story widely.

Good Design Australia has developed a vast media network, both nationally and internationally, providing significant coverage for participants in the program. Our media activity is monitored daily, with print, TV, digital and radio coverage across Australia achieving an average cumulative audience of more than 13 million readers and viewers per year.\*

As well as listing entries on high traffic websites (gooddesignaustralia.com and designawards.com.au, with an average readership of 400,000+ unique visitors per year), all participants are featured in the coveted Good Design Awards Yearbook – one of the most prestigious design publications in the world of design featuring a Foreword by the Patron of Good Design Australia, His Excellency, Michael Bryce AM AE LFRAIA, LFDIA.

\* 2012 iSentia Media Monitoring Report – average annual cumulative audience of readers and viewers from media generated from Good Design Australia.



*Blackmagic Cinema Camera, Good Design Award® of the Year 2013*



**GOOD  
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Australia

Enter the 2014 Good Design Awards before 28 February to receive the Early Bird Discount, a 20% discount off the standard application fee.

## 2014 Timetable

### **Entry to the Good Design Awards Opens**

3 February 2014

### **Early Bird Entry Closes**

28 February 2014

### **Official Entry Closes**

31 March 2014

### **Good Design Awards Judging**

29 April – 2 May 2014 (Sydney Town Hall)

### **Good Design® Selection Announced**

6 May 2014

### **Good Design Festival**

23 May – 9 June 2014

### **Good Design Gala Night**

29 May 2014 (venue TBC)

### **Good Design Forum**

29 – 30 May 2014 (MCA Sydney)

## More Information

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### **Visit**

[www.gooddesignaustralia.com](http://www.gooddesignaustralia.com)

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