

For immediate release:

BOMBAY SAPPHERE®

DESIGN DISCOVERY AWARD

DANIEL EMMA ANNOUNCED AS WINNER OF BOMBAY SAPPHERE® DESIGN
DISCOVERY AWARD 2010

December 15th: One of the most impressive and iconic design structures of the modern era was the setting for the presentation of the 8th annual BOMBAY SAPPHERE® Design Discovery Awards on Wednesday night. 200 design industry, media and VIP guests saw Daniel Emma win the top prize - a \$30,000 cash prize and a trip to Milan to attend the international design fair Salone del Mobile in 2011 - for their 'Basics' Collection, at the awards ceremony held at the Sydney Opera House on Wednesday night.

Judged by a panel of industry experts, the award is offered annually to recognise outstanding work by emerging Australian designers and was this year presented by Neale Whitaker, Editor-in-Chief of *belle* Magazine and guest judge on the panel for the 2010 awards, who said, "*The judges felt that the winners, Daniel Emma, were 'the complete package', displaying a proactive independence of spirit, brand awareness, great interaction with their end-user and a reliance on local production. One of the judges commented on the simple 'heart and emotion' of Daniel Emma's well-edited range which is both international and uniquely Australian in its appeal.*"

Adelaide based Daniel To and Emma Aiston are inspired by the simple things in life and won this year's award for their 'Basics' Collection – Paperweight, pendant light, magnetic paperclip holder & mirror. The pair's ideas are a combined effort and are never more Daniel's than they are Emma's - they are 'Daniel Emma.' The designers are fastidious in their creations, always choosing products that are both unique and functional. Daniel Emma design products that aim to be objects that people get a joy from owning,

that put a smile on the user's face each and every time they use it.

The BOMBAY SAPPHIRE® Design Discovery Award 2010 sees Daniel Emma receive a \$30,000 cash prize and a trip to Milan to attend the international design fair Salone del Mobile in 2011. This year's four runners up, who receive \$2,500 each, include Henry Wilson for 'Factory Slide', David Knott for 'Cantilabra', John Quan for 'Flexible Desk Lamp' and Adam Cornish for 'Monkey Grip'. Recipients of \$1,000 prize money for being shortlisted finalists included designers Michael Hoppe for 'Hitman', Andrew Simpson & Oliver Smith for 'Stilla', Ben Edwards for 'Offcut Stools', Toby Horrocks for 'Platform Shelves' and Nick Rennie for 'labro' & 'organis'. Gary Galego is the winner of the 2009 Vogue Living People's Choice Award for his design 'Carbonwood'.

This year judges witnessed incredible diversity in the range of materials used - with fabrications in everything from paper through to concrete - and had their jobs cut out for them choosing the winner. There were solutions for the home and the workplace, with designs that re-imagined everyday objects and offered fresh insights into how people engage with their surroundings. Designs were even more innovative than in previous years and entries were largely design solutions – less about sculpture and more about function – and combined beauty with practicality.

According to judge Terri Winter of top3 by design, *"It was very interesting to see a more thoughtful and quietly innovative range of entries this year and the products submitted were carefully considered and sensitive pieces."*

The BOMBAY SAPPHIRE® Design Discovery Award initiative is part of BOMBAY SAPPHIRE®'s continued commitment to reward and assist Australian designers in developing their careers. The BOMBAY SAPPHIRE® Design Discovery Award 2010 finalist designs will be on display at a public exhibition in early 2011.

For more information about 2010 Bombay Sapphire Design Discovery Award and exhibition details please visit: www.bombaysapphire.com/designdiscoveryaward

or

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Editor's Notes:

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Top ten finalists BOMBAY SAPPHIRE® DESIGN DISCOVERY AWARD 2010:

- Monkey Grip by Adam Cornish – Pot plant hanger
- Factory Slide by Henry Wilson - Lighting
- Offcut Stool by Ben Edwards - Furniture
- Stilla by Andrew Simpson & Oliver Smith – Wine decanter
- Basics Collection by Daniel Emma – Paperweight, pendant light, paperclip holder & mirror
- 'Cantilabra' by David Knott - A Cantilevered candelabra
- Flexible Desk Lam by John Quan - Lighting
- Hitman by Michael Hoppe – Multi purpose tool
- 'Labbro' and 'Organis' Paper Plates by Nick Rennie
- Flatform Shelf by Toby Horrocks - Shelving