

JURY ANNOUNCES 20th DAME – Design Award METS 2010 NOMINEES

Out of a total of 132 products entered in this year's prestigious DAME – Design Award METS competition, the DAME Jury has nominated 63 from which the overall and category winners will be chosen.

The competition, which is held every year in conjunction with METS inc. SuperYacht Pavilion, received entries from 19 countries, with nominees coming from 13 of them. The overall and category winners will be announced at the special Breakfast Briefing on November 16th at 8 a.m. prior to the start of the METS show that same day. During METS, all short listed products will be on display in the special DAME presentation, which is located in the RAI Elicium.

The DAME Awards Jury chairman, Bill Dixon, commented on the opportunities of the nominations, "On this 20th anniversary, I was delighted to see the number of new companies to METS that had also put products up for these awards among the 132 entries. One can see the tremendous effort that the nominees have put into identifying new product opportunities, and then ensuring that these designs meet the ever more demanding customer expectations. These are the products that we hope will excite the end user, to invest both in new boats and equipment, all designed to enhance the overall experience of today's demanding boater."

Judging of the entries took place at Amsterdam RAI Convention Centre where the products were made available for viewing and testing, giving Jury members the chance to try them in order to assess their suitability, originality, design, and construction. Other important factors, such as overall consumer appeal, impact on the marine industry, cost effectiveness, and ease of use, were also evaluated during the day-long judging process.

Irene Dros, Senior Product Manager of the show commented on the Jury's efforts, saying: "We thank all present and past jury members for their dedication in judging all these applications so carefully every year. During the show and in the catalogue we will put the spotlight on all 19 past winners since 1991."

The Overall Winner

The overall winner of the DAME Awards will be announced at the ICOMIA-METS Breakfast Briefing held in the Forum of Amsterdam RAI before the official opening of the show. This briefing, which includes a number of special invitees, is open to all exhibitors and members of the media. The Award presented to the overall winner was designed by Naval Architect Tony Castro, former chairman of the DAME Jury, and is intended to reflect the international nature of the competition.

DAME categories

As always, the Jury assesses the products by reference to the balance and interaction between overall design, build, functionality and use of materials. Other factors taken into account are originality, ergonomics and price/quality ratio. The short listed products are divided among eight categories:

1. Marine electronics
2. Interior equipment, furnishings, materials, and electrical fittings used in cabins
3. Marina equipment, boatyard equipment, and boat construction tools and materials
4. Deck equipment, sails, and rigging

5. Clothing and crew accessories
6. Lifesaving and safety equipment
7. Machinery, propulsion, mechanical, and electrical systems and fittings
8. Marine related software

In addition the Jury - at its discretion - can give out certificates for "Most ECO-Friendly Product" and "Most Innovative Product". Other products that are exceptional, but do not win the award in their category, may be given a special mention.

DAME Jury 2010

The DAME Jury is selected from design experts around the world. This year's Jury includes:

- Mr. B. Dixon, Dixon Yacht Design, United Kingdom – *Chairman of the DAME Jury*
- Mr. G. den Boef, The Netherlands – *Secretary of the DAME Jury*
- Ms. M. Bos-De Vaal, Art-Line Interiors B.V., The Netherlands
- Mr. T. Conradi, judel/vrolijk & co engineering GmbH, President DBSV, Germany
- Mr. T.P.T. Donkin, retired ICOMIA secretary general, United Kingdom
- Mr. A. Frabetti, Ferretti – Advanced Yacht Technology Centre, Italy
- Mr J.J. Jacobs, Professor Design, TU Delft (University of Technology), The Netherlands
- Mr. J. Jakopin, J&J Design/Seaway, Slovenia
- Mr. R. Marshall, yacht designer and author, USA

About METS incorporating SuperYacht Pavilion

METS, the world's largest trade exhibition of equipment, materials and systems for the international marine leisure industry, is organised by Amsterdam RAI in association with the International Council of Marine Industry Associations (ICOMIA). The show's target groups are yacht builders, naval architects, repair yards, distributors, dealers, wholesalers, captains, marina operators and equipment manufacturers from around the world. The SuperYacht Pavilion is the central platform for the worldwide super yacht industry and a "show within a show" at METS.