

SABS Design Excellence Awards : Stand Up and Be Seen!

The SABS Design Excellence Awards has become a jealously-eyed prize amongst production designers. This award scheme has been presented for close on 40 years under different names and aims to honour South Africa's foremost product designs and designers.

Attie Jonker, design team leader of the JS1-Revelation, an 18-m wingspan glider that won last year's Chairperson's Award for the most innovative product, says that winning a SABS Design Excellence Award has resulted in huge publicity for their product, both on television and in the print media.

The SABS Design Excellence Awards entries, presented by the SABS Design Institute, are adjudicated by top industry experts, and every year an international judge joins the judging panel. Entries fall into one of six categories. These are home and office ware, medical and healthcare, mechanical engineering, electrical engineering, transport, automotive, mining and machinery. Then there are also awards made in education, leisure, sports goods or toys, the built environment, including components, urban furniture, equipment, tools, as well as electronics, information and communication technology (ICT). The product must have been on the market for a year or more, and award-winning products will be showcased at the annual SABS Convention, held in Johannesburg in October.

Running at the same time of SABS Design Excellence Award scheme will be the SABS Design

Institute's Prototype Initiative, where product designers with working prototype models will have the opportunity to get advice on how to get their prototypes out of the garage and on the way to production.

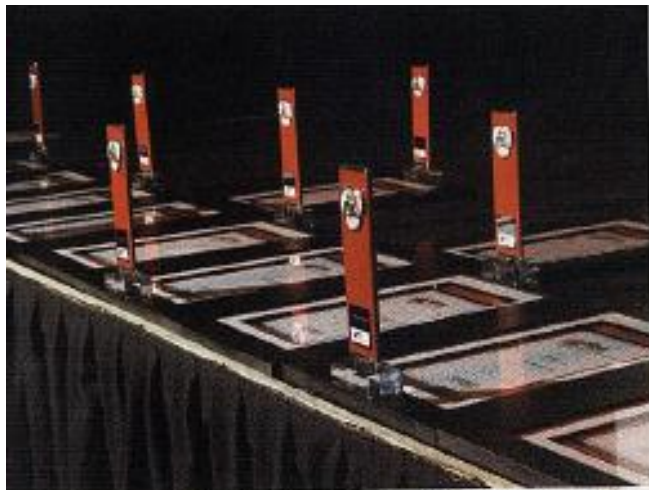
The Prototype initiative involves a free consultation with a small panel of design experts, consisting of eminent South African designers and engineers. Consultations are confidential, and focus on the design aspects of the prototype.

By entering their prototypes, designers also become eligible to attend the Idea to Product seminars presented at various centres throughout South Africa, free of charge. These seminars deal with common problems experienced by product developers.

The SABS Design Excellence Award scheme aims to recognise and spotlight the achievements of South African product designers, while also encouraging local product design and manufacture and promoting international competitiveness of local products. This award scheme has established a proud tradition of promoting indigenous design.

Visit www.designinstitute.org.za for more information, to enter online next year, or to view previous award-winning products. You could also contact Zenobia Norval at (012) 4287038 or e-mail design@sabs.co.za

Right: Prof. Ian Jondrell, Chairperson Of the adjudication panel Of the SABS Design Excellence Awards and Head Of the School for Electrical and Information at the University Of the Witwatersrand, addresses the award ceremony's attendees.



The SABS's design awards — lined up and waiting to go.

Portia Mposula of the SABS Design Institute holds a recent winner, the Butte Torch Tongs, a braai tool with a built-in light source, designed by ...XYZ and Todd Broome Utensils CC. This was one Of 15 South African designed products that won SABS 4 Design Excellence Awards last year

