

## Industry leading DAME - Design Awards now open for entries

**Invitation for METSTRADE exhibitors to raise global awareness for their products**

The DAME - Design Award is the most significant marine equipment competition of its kind, anywhere in the world. For 28 years, it has focused attention on the art and science of design in all aspects, from styling, functionality and innovation, through to ease of implementation, practicality of use – and even packaging. It is judged by a panel of top naval architects, boat, interior and industrial designers, plus user experts. To be nominated and then to win a DAME Category and attain the ultimate prize of DAME Award Overall Winner marks a product as being at the pinnacle of design practice in the industry.

METSTRADE organiser RAI Amsterdam is pleased to announce the opening of entries for DAME 2018 – from today until 18 September 2018. All submissions are made using the METSTRADE Exhibitor Portal.



## **2017 winner – Scanstrut Ltd**

After receiving the DAME Award last year for his company's accessible sailing enabling RS Venture Connect Conversion Kit, Scanstrut CEO, Tom Reed, stated: "Scanstrut has participated in the DAME Awards for many years, with several nominations and Special Mentions. However, to win the overall DAME Award is a great honour and a milestone achievement for our brand and the whole team at Scanstrut. It has further raised our company profile internationally with our distributors, boat builders, media and innovation partners and we are already seeing the commercial benefits of winning the award.

To win, your product must be original, innovative and its benefits clearly conveyed. If you believe in your idea, then I would thoroughly recommend taking part in DAME – it's a game changer if you're successful!"

## **New jury members announced**

The METSTRADE team at RAI Amsterdam is also very pleased to announce the appointment of new Jury members for 2018, continuing a long tradition of refreshing this panel of leading industry experts. Renowned naval architect Andre Hoek, from Hoek Design in the Netherlands, and highly experienced US marine electronics specialist, Ben Ellison, were appointed to the DAME Jury in 2018. Naval architect and well known technical writer, Dave Marsh, also permanently joined the jury after his guest appearance last year. They replace much valued outgoing Jury members, Jean Francois de Prémoré, of Prestige / Beneteau Groupe and technical author and consultant, Nigel Calder, who have completed their term.

The new members will join the Jury chair, Birgit Schnaase of Schnaase Interior Design, together with Jury members Dr. Arjen Jansen from TU Delft University, ICOMIA's Technical Manager Patrick Hemp, Olivier Racoupeau of Berret Racoupeau Yacht Design, Centrostiledesign's Davide Cipriani and Yachting World Editor, Elaine Bunting.

## **About the DAME**

The importance of the DAME Awards in the global marine industry is unrivalled. The 28th edition of the competition will continue in the tradition of providing a globally recognised platform to highlight the importance of design for all marine products, from function to aesthetics and from packaging to the end-product. The DAME Jury also considers the expected impact on the marine industry of entries, their suitability for intended purpose, the level of innovation, the cost effectiveness and environmental impact.

A significant number of entries are recognised for their merit by achieving recognition as a DAME Nominated product and are placed on a special presentation within Hall 6 at the METSTRADE Show . From these, the final selection of seven category winners and the eventual DAME Award overall winner will be made.

Participation is open to manufacturers and authorised suppliers who are registered as exhibitors or co-exhibitors at the METSTRADE Show.

For the DAME 2018's Specific Terms and Conditions of Participation and the application form, see the METSTRADE Exhibitor Portal, or contact METSTRADE at [dame@rai.nl](mailto:dame@rai.nl) if you would like to learn more about the goals and terms of the competition. Entries close on 18 September 2018.

## **About the METSTRADE Show**

The METSTRADE Show is the world's largest trade exhibition of equipment, materials and systems for the international marine leisure industry. It is organised by RAI Amsterdam in association with ICOMIA (International Council of Marine Industry Associations). Three dedicated specialist pavilions are part of the METSTRADE Show: the SuperYacht Pavilion, the Marina & Yard Pavilion and the Construction Material Pavilion. In 2018, the METSTRADE show will be held from 13-15 November in RAI Amsterdam Convention Centre. For more information and to join in the 365-day conversation on the METSTRADE Community see [www.metstrade.com](http://www.metstrade.com), or follow METSTRADE on Twitter, Facebook or LinkedIn.