



PRESS RELEASE



DAME opens for 30th anniversary edition

METSTRADE and RAI Amsterdam are pleased to announce the opening of entries for the 30th edition of the DAME Design Award, exclusively for the exhibitors attending this year's METSTRADE Show.

While many manufacturers have experienced a difficult first-half of 2020, there is evidence that research and development efforts have continued through the challenges of the pandemic. Hence the 30th anniversary edition of this unique and coveted competition is expected to be particularly special as it highlights the incredible design efforts of the industry around the globe.

DAME is judged by a panel of leading boat, interior and industrial designers, as well as user experts. Appointed to the Chair this year is renowned naval architect, designer and yacht racer, Andre Hoek. He replaces Birgit Schnaase, who completed her term in 2019 after her eight much appreciated years of service on the DAME Jury.

Unrivalled recognition

The DAME Award is organised each year in conjunction with the METSTRADE Show, the world's largest marine equipment trade event. Typically one-third to half of the entry field attain nomination status, which brings their products to the attention of the global marine audience ahead of METSTRADE and on a special presentation within the show itself. Those that go on to achieve DAME Category and Overall Winner awards are acknowledged as having reached the top standard of design practice for marine equipment in their field.

Nick Bice, Commercial Director of last year's DAME Winner, U SAFE, commented: "To receive the overall DAME Award after admiring all the products that had received accolades in past years was extremely exciting. It was humbling to be recognised by the industry in this way and a great reward for all the hard work by the U SAFE team in creating a game-changing product.

"Since winning the DAME Award, our global profile has increased in almost unmeasurable numbers. METSTRADE, combined with the DAME Award and a great product, have boosted our business significantly."

About the DAME

The DAME Design Award at METSTRADE Show was launched in 1991 to promote design across all disciplines and recognise the best-designed products at the METSTRADE Show. The DAME Jury also considers the expected benefit for the marine industry of the entries, as well as their suitability for intended purpose, level of innovation, cost effectiveness and environmental impact. The DAME is judged in seven key product categories spanning the many activities of METSTRADE Show exhibitors and visitors.

Like everything else in the world, METSTRADE and the DAME Jury are having to anticipate the possibility of some changes, but if circumstances permit the objective is to maintain the format in line with recent years, to highlight the very best design aspects of new products across the world.

For the DAME 2020 Specific Terms and Conditions of Participation and the online application form, exhibitors should access [their Exhibitor Portal](#). Entries are open now – the last day for applications is 18 September 2020.

Support for Blue Marine Foundation

The €150 registration fee per product that each METSTRADE exhibitor pays to enter the DAME Award is always donated to charity. The METSTRADE Exhibition Committee has decided that this year's DAME proceeds will go to Blue Marine Foundation.



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