

JURY REPORT

24th DAME – DESIGN AWARD METS COMPETITION

Jury Report on the 2014 DAME Award – Tuesday 18 November 2014

The DAME Award Winner and Category Winners for 2014 were announced at the Breakfast Briefing before the opening of the METS – Marine Equipment Trade Show - on Tuesday 18th November. The DAME Jury inspected 116 entries from 23 countries. It nominated a total of 45 products from this field for consideration in the final judging rounds. The Jury decided that six products were of high enough quality to win in their respective categories when moderated across the whole field of DAME Award entries. From these an ultimate DAME Award winner was chosen. The Jury also identified 12 Special Mentions (non-winning products that nevertheless merit commendation).

The DAME Awards brings together many of the important global marine product launches of the year with world-recognised experts in boat and industrial design and construction. The aim of the competition is to promote and highlight the total use of design throughout a product's lifecycle, from conception, to manufacturing and end user experience. The Jury also considers overall impact on the marine industry, suitability for intended purpose, the level of innovation, the product's cost effectiveness and its environmental impact.

Chairman's Comments

Commenting on a strong field of entries, the Chairman of the DAME Awards Jury, Bill Dixon, observed that it is commendable to see so much product development at a time when the marine industry has been experiencing a long period of constrained budgets. "Developing new, well designed and innovative products is very difficult for relatively low manufacturing volumes," Bill says. "Nevertheless many of the companies that we recognised in this year's nominations have looked at a problem, found a new and interesting way to solve it and come up with a confident solution. Others have discovered ways of making the boat builder's life easier through better integration and ease of installation.

Simple, elegant design with cohesive integration is the future and this is the challenge that the DAME Awards will continue to address by highlighting the achievements of the best entries.

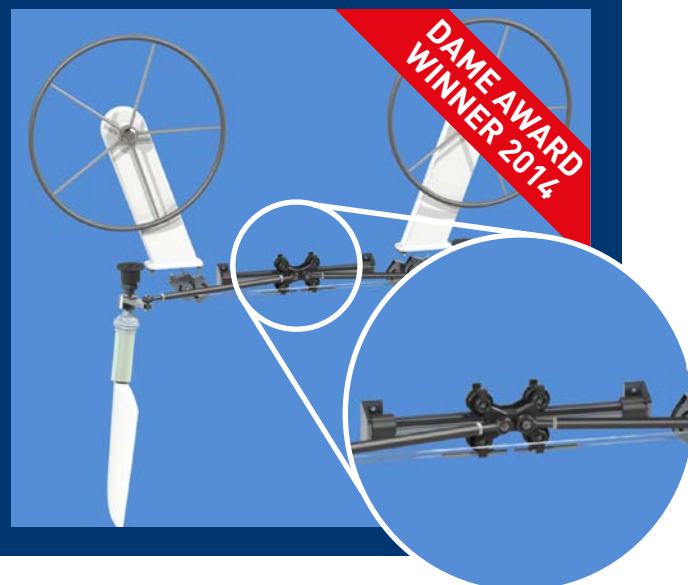
DAME AWARD WINNER 2014

Jefa Steering ApS Steering Traveller

The DAME Jury is always on the look out for clever design solutions that challenge the status quo to deliver obvious improvements for boat owners and builders. There were several examples this year but the standout winner was Jefa's Steering Traveller. This product removes the need for bulky steering quadrants and improves rudder feedback at the helm for twin rudder, twin wheel sailing yachts.

Special attention has been paid to save installation space and weight as well as to eliminate backlash, hence improving yacht handling.

The Jury appreciated the elegance of Jefa's approach to this application – a commendable example of how current practice can be examined and redesigned to produce tangible improvement. **STAND 11.333**



CATEGORY WINNERS

The DAME Jury selected six winners from seven categories and granted 12 Special Mentions

The Category Winners are:

MARINE ELECTRONICS AND MARINE RELATED SOFTWARE



Glomex weBBoat 4G

WeBBoat is an integrated 3G/4G/Wi-Fi coastal internet antenna system that offers high speed internet throughout a boat in a very quick and easy way via a single unit with minimal cabling. An integrated SIM card slot provides for 3G and 4G connectivity; the unit

switches to use WiFi signals when detected to save cellular data fees. The Jury liked the weBBoat 4G's simplicity, compact design and all-in-one approach to an area of rapidly growing interest in the marine industry. **STAND 01.213**

INTERIOR EQUIPMENT, FURNISHING, MATERIALS AND ELECTRICAL FITTINGS USED IN CABINS



Kenyon International SiLKEN2 Induction Cooktop

Kenyon has brought a sophisticated and aesthetically pleasing touch control induction cooktop into the marine world with the SiLKEN2. Welcome features include clever power and heat management. However the aspect that really captured the

Jury's imagination was the high temperature cooking grade silicone mat that provides a high grip surface for pans when in use, stops the cooktop from getting scratched and is easy to clean afterwards. **STAND 02.210**

MARINA EQUIPMENT, BOATYARD EQUIPMENT AND BOAT CONSTRUCTION TOOLS AND MATERIALS



Seabung

This year's stand out example of a simple idea to address a known issue was the Seabung. Designed to enable a seacock to be replaced with a boat still in the water, the device uses a flexible dome mounted on a post with integrated safety lanyard eyelet. This enables a

boat owner to push the Seabung through a skin fitting to seal the dome against its outside flange. **STAND 03.522**

DECK EQUIPMENT, SAILS AND RIGGING



Jefa Steering ApS Steering Traveller

The Jefa Steering Traveller removes the need for bulky steering quadrants and improves rudder feedback at the helm for twin rudder, twin wheel sailing yachts. Special attention has been paid to save installation space and weight as well as to eliminate backlash, hence

improving yacht handling. The Jury appreciated the elegance of Jefa's approach to this application – a commendable example of how current practice can be examined and redesigned to produce tangible improvement. **STAND 11.333**

CLOTHING AND CREW ACCESSORIES

There was an unusually low entry this year for what can often be a strong category. After considering carefully the entry quality against other categories the Jury decided not to award a category winner this year. It hopes to see a good field of entries in 2015 from a sector that often drives design trends in the marine industry.

LIFE SAVING AND SAFETY EQUIPMENT

Exposure Marine MOB Search Light

Exposure Marine's MOB Search Light is a beautifully designed and engineered, pocket-sized, powerful LED torch with several useful functions. Housed in a robust body, the MOB Search Light has variable output when used in hand and



it floats and automatically enters a very bright strobe mode if dropped into water. The Jury also liked its ability to be charged via a USB lead. **STAND 03.223**

MACHINERY, PROPULSION, MECHANICAL AND ELECTRICAL SYSTEMS AND FITTINGS

Mastervolt / Marincó Pro-Installer EZ-Mount Battery Switches

The Jury really appreciated the simplicity and ease of installation of the EZ-Mount Battery Switches from Marincó by BEP. Instead of working from the rear of the



switch, you install the base, connect the cables and then attach the actuator and cover. The switches also integrate very well with the rest of the range and look good – important when even the smallest detail below hatches is now under scrutiny by owners. **STAND 02.321**



SPECIAL MENTIONS

MARINE ELECTRONICS AND MARINE RELATED SOFTWARE

Furuno 1st Watch Wireless Radar

An early candidate for attention in the Jury room due to its innovative approach, the Furuno 1st Watch Wireless Radar broadcasts its data to iOS devices over WiFi, so the scanner only needs a power supply to operate. The Jury really liked the simple to understand user interface on the iOS app. **STAND 01.223**

LCJ Capteurs BaroPlug

Another brilliant example of a nicely executed product that is elegantly designed. The LCJ BaroPlug is a compact barometric sensor that connects anywhere in a NMEA 2000 network to provide air pressure information for instrumentation.

STAND 04.123

MARINA EQUIPMENT, BOATYARD EQUIPMENT AND BOAT CONSTRUCTION TOOLS AND MATERIALS

DrSails

This two-component emergency adhesive has been developed to repair and mount various applications on any boat when wet or underwater. It can bond GRP, carbon, metal, wood and wetsuits. The Jury particularly liked the ability of this flexible adhesive to bond sailcloth.

STAND 02.229 – SAILING TECHNOLOGIES, S.L.

Prodex Elastomers Fenderlight

The Fenderlight is a pontoon fender with integrated LED strip to make it glow at night. The Jury was intrigued by this product and speculated on whether it could be developed for a marina to be able to signpost boat owners to empty berths at night. **STAND EF.60**

DECK EQUIPMENT, SAILS AND RIGGING

Colligo Marine Stackers

Stackers are neatly designed lightweight static blocks with an integrated becket that can be stacked together to provide a purchase system from 2:1 up to a 5:1. They are designed for slippery lines like Dyneema and offer a very strong and simple alternative to bearing blocks. The Jury thought these were a very clean solution and nice extension to increasingly popular soft shackles. **STAND 04.522**

Exit Engineering S.r.l. Giotto Carbon Fibre Ladder with Tall Folding Grips

This 1.8m boarding ladder with four broad treads weighs just 6.7kg and feels like it would be very comfortable and safe in use. A beautiful piece of equipment for high value yachts with every detail thoroughly thought out and executed. **STAND 06.205**

LIFE SAVING AND SAFETY EQUIPMENT

Allen Brothers Keyball Trapeze System

The Keyball Trapeze System has been developed to reduce the risk of entrapment for trapeze sailors by the removal of the hook from the traditional harness. It instead utilises a ball and socket arrangement with no moving parts. The Jury recognised this as a really clever improvement to the hook system that has been the norm for many years.

STAND 03.206

Fender-Design AnchorRoll

AnchorRoll is designed as a buoy that marks the position of a boat's anchor and self-adjusts for water depth up to 12m. It can also be fitted with a solar-charged LED marker light; hoops make it easy to stow on a rail when not in use. The Jury liked the unit's concept and clean design and hoped the manufacturer will further develop the idea for use also as a tripping line. **STAND 01.544**

MACHINERY, PROPULSION, MECHANICAL AND ELECTRICAL SYSTEMS AND FITTINGS

AntiRoll B.V. AntiRoll

The AntiRoll's retractable dual-axis curved low drag fins provide stabilisation underway and at zero speed. The Jury thought this solution was beautifully engineered, with interesting potential at anchor and for sailing vessels.

STAND 10.321

Fischer Panda GmbH Panda 150i PMS

This compact 150kVA generator features a competitive power-to-weight ratio, reduced fuel consumption and integration with other models in the range. The Jury was pleased to see variable speed technology making its way into larger generator sizes. **STAND 02.500**

LEHR Inc Propane Powered 15HP Outboard Engine

The largest yet in Lehr's range of propane powered outboards. The Jury considered the inclusion of a lithium iron start battery under the hood to be a very useful new design feature. **STAND 11.532**

Makefast Ltd Eaton sunroof system

The Jury recognised the Eaton sunroof system as a cost effective sunroof solution for volume boat manufacturers with well-engineered components, great attention to detail and focus on minimising installation time. **STAND 03.508**

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DAME JURY 2014

This year's DAME Jury is made up of eight leading industry experts:

Mr. Bill Dixon, Dixon Yacht Design (Chairman of the DAME Jury) - UK

Mr. Torsten Conradi, judel/vrolijk & co Engineering GmbH, President DBSV, Germany

Mr. Chris Beeson, sailing editor of Yachting Monthly, UK

Ing. Andrea. Frabetti, Ferretti Group / Advanced Yacht Technology, Italy

Mr. Jean François de Prémoriel, Bénéteau Groupe, France

Prof. Ger Bruens, TU Delft, Associate Professor Design Aesthetics, The Netherlands

Mr. Nigel Calder, independent technical marine journalist, USA

Mr. Klaus Roeder, carpe diem yacht design and a member of the ICOMIA Technical Committee, Germany.

The DAME 2014 Jury was supported by a non-voting secretary:

Mr. Kim Hollamby, du Pré Group - UK

THIS YEAR'S DAME CHARITY

Each year the registration fee of € 150.00 for a DAME entry is donated to a charity. Since 2005 Amsterdam RAI supports AMREF Flying Doctors. Therefore AMREF is appointed as DAME charity by the Exhibition Committee, for every even year. Every other year all international marine related charities are invited to apply.



Clean water, healthy Masai in Kajiado

In Kajiado (Kenya) AMREF Flying Doctors, supported by Amsterdam RAI, provides for better access to sustainable clean (drinking) water and less water, sanitation and hygiene related diseases. The Kajiado district in the Kenyan part of the Rift Valley is a dry area with few sources of safe drinking water. The region is inhabited by the nomadic Masai, who travel around with their cattle. The lack of safe water and knowledge about hygiene causes many diseases, especially among (pregnant) women and young children. The population's traditional way of life is also threatened by a misuse of natural resources. This project focuses on a reduction in the number of water-related diseases with the Masai by improving access to safe drinking water and sanitation. With this project, approximately 50,000 people will have access to safe water. Approximately 16,500 people will have access to sanitation and these people will also be informed about the importance of good personal hygiene.

This morning a cheque of 17,400 Euros was presented to AMREF Flying Doctors.



From left to right on top row: Chris Beeson, Torsten Conradi, Klaus Roeder and Nigel Calder. **From left to right on bottom row:** Jean François de Prémoriel, Bill Dixon, Andrea Frabetti, Ger Bruens.



DAME Award

Leading naval architect Tony Castro, a former DAME Jury Chairman, is the designer of the DAME prize. The trophy reflects the truly international nature of entries and the competition's focus on design

DAME PRESENTATION

During METS 2014 winning products will be on display in the new Innovation LAB located in the Elicium building supported by iPad presentations of the products offering visitors more background information. For the first time all winning companies will present their products on the Innovation Stage. The nominated products will be displayed in the entrance of the Holland Complex (halls 9-10-11), again with virtual presentations.