

# 25 YEARS DAME

## JURY REPORT

**25<sup>th</sup> DAME – DESIGN AWARD  
COMPETITION**

**METS 20  
TRADE 15** 17-18-19 NOVEMBER  
RAI AMSTERDAM  
THE NETHERLANDS

### ➤ JURY REPORT ON THE SILVER JUBILEE 2015 DAME AWARD TUESDAY 17 NOVEMBER 2015

The DAME Award Winners and Category Winners for 2015 were announced at the Breakfast Briefing before the opening of the METSTRADE show, on Tuesday 17th November.

The DAME Jury inspected 108 entries from 24 countries. It nominated a total of 51 products from this field for consideration in the final judging rounds.

The Jury decided a winner for each of the categories in the DAME Awards. From these two joint DAME Award winners were chosen. The Jury also identified nine Special Mentions (runners-up to the winners that highly merit a 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, industry consultants and experienced end users.

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 experience in the hands of intended users. 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

Reflecting on a particularly long and thought-provoking nomination day, the Chairman of the DAME Award Jury, Bill Dixon, explained how the process of judging entries this year had been challenging due to the strength of the products:

*"In several of the categories we found many well-designed items to consider, with prices ranging from just a few euros through to high-priced specialist equipment."*

*"The range of contenders provoked different responses from each member of our highly experienced jury, whose professional knowledge spans everything from naval architecture, interior design, end-user application and boat manufacturing to industrial design. We eventually reached a consensus, but only after a great deal of discussion!"*

*"There is a lot of creative thinking and innovative design effort coming through across the board," Dixon adds. "After a day surrounded by products of this quality, you reach the inevitable conclusion that the marine industry is gearing up for the future. This is really encouraging – and a fitting way to celebrate 25 years of the DAME Awards."*



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## ➤ DAME AWARD WINNERS 2015

In something of a twist compared to every DAME Award before it, the Jury found itself completely at a stalemate in deciding between one of the lowest priced products in the room and one of the more complex entries. In the end there was only one solution – to celebrate the 25th anniversary by awarding joint winners of the DAME Awards 2015. This is a highly appropriate way to celebrate the great strength and diversity of design effort that all visitors will witness as they walk around the METSTRADE show this year.



### SPINLOCK LUME-ON™

The DAME Jury always welcomes rethinking of everyday items of marine equipment, especially when it leads to enhanced safety at a price point that is affordable by all.

Spinlock's Lume-On is a tiny LED light that attaches underneath the bladder of any lifejacket. When activated, it uses the bladder as a diffuser, turning the whole lifejacket into a glowing light. Designed to work alongside existing lifejacket lights and sold in pairs, the Lume-On's cleverness of thought, simplicity of application and very accessible cost was widely admired by the Jury.

An excellent joint winner of the DAME Awards, perfectly illustrating the value of design in every detail, however small the item. **Stand 03.300**



### HUMPHREE ELECTRIC STABILISING FIN & INTERCEPTOR SYSTEM

The DAME Jury spent some time this year discussing how good design in marine equipment needs to drive better experiences for people afloat as the whole industry seeks to attract new generations. The growing market for stabilisers is clearly an area to watch in this regard and Humphree has introduced a series of valuable improvements with its Electric Stabilising Fin & Interceptor System.

The stabiliser's 24V DC servo, its 360° rotating fin (to combat anchor walking), its failsafe fin attachment (design to preserve hull integrity in case of a strike) and its full integration with interceptor trim devices would each be worthy of consideration on their own. Taken as a package this is a very impressive piece of technology, involving many design disciplines, that promises a step forward again in comfort afloat. Fully co-ordinating the effort of pitch and trim is a particularly welcome development and expected to lead to much better handling and reduced fuel consumption.

A completely contrasting and equally worthy joint winner of the 25th anniversary DAME Awards. **Stand 11.004**

## ➤ CATEGORY WINNERS

The DAME Jury selected winners in each of the seven categories and granted nine Special Mentions. The Category Winners are:

### MARINE ELECTRONICS AND MARINE RELATED SOFTWARE

#### Simrad HALO™ Pulse Compression Radar

Scan for weather or the shoreline at as much as 72nm range while monitoring for obstructions as close as 100m, all by using one radar. That is the clever proposition of the Simrad HALO Pulse Compression Radar that utilises the next generation of the company's solid-state pulse-compression technology. The Jury appreciated both the complex design effort represented by this dual-range breakthrough model and also the user interface of the multifunction display with its side-by-side radar images. **Stand Navico 01.120, 01.147**



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

#### WAECO CRX-80S

WAECO's CRX range offers the versatility of fridge/freezer, refrigerator only or freezer only operation. This makes it extremely useful onboard a boat where variable storage requirements often exist for day sailing and longer cruises. A slide-out freezer section provides the means of changing modes. The Jury liked this obvious flexibility and also the design detail evident, such as on the door catch that was nice to operate, a small but important point on any item of galley equipment. **Stand Dometic Holding AB 01.615**



### MARINA EQUIPMENT, BOATYARD EQUIPMENT AND BOAT CONSTRUCTION TOOLS AND MATERIALS

#### Tru-Design Load Bearing Collar

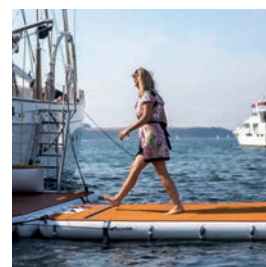
So what do you do if your composite seacocks need to be uprated to comply with the ABYC H-27 standard by passing a robust loading test? Design a strengthening collar without the need for additional through-hull fasteners or bonding is the answer. The Load Bearing Collar spreads the load evenly and can be used as original equipment or retrofitted. The Jury appreciated this entry for its design simplicity. **Stand 02.224**



### DECK EQUIPMENT, SAILS AND RIGGING

#### NautiBuoy Marine Multi-functional Inflatable Platforms

Nautibuoy's Marine Multi-functional inflatable platforms provide the means of turning a larger leisure yacht into a full resort at anchor. The platforms get those aboard closer to the water and provide an easy means of working with tenders, personal watercraft. They have a comprehensive and well-executed range of accessories, including a practical cover to enable use as a work platform. The Jury recognised the value of the four years of design development behind this product and declared it as a notable winner in a hotly contested category. **Stand 09.701**



### CLOTHING AND CREW ACCESSORIES

#### Henri Lloyd Flex 3D Jacket

It's hard to convey just how light and comfortable the Flex 3D jacket is without actually picking it up. It features thermal non-flattening spiral wadding that retains loft under stretch and is claimed to be 33% more effective than its predecessor.





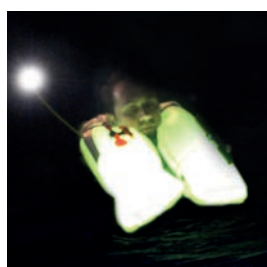


The outer fabric, internal wadding and stitching offers multi-dimensional stretch – it was a feel that the Jury really liked. **Stand 03.105**

### LIFESAVING AND SAFETY EQUIPMENT

#### Spinlock Lume-On™

The Jury always welcomes rethinking of everyday items of marine equipment, especially when it leads to enhanced safety at a price point that is affordable by all. Spinlock's Lume-On™ is a tiny LED light that attaches underneath the bladder of any lifejacket. When activated, it uses the bladder as a diffuser, turning the whole lifejacket into a glowing light. Designed to work alongside existing lifejacket lights and sold in pairs, the Lume-On's cleverness of thought, simplicity of application and very accessible cost was widely admired by the Jury. **Stand 03.300**



### MACHINERY, PROPULSION, MECHANICAL AND ELECTRICAL SYSTEMS AND FITTINGS

#### Humphree Electric Stabilising Fin & Interceptor System

Stabiliser technology is a big area of growth as the industry seeks methods to attract new audiences to enjoy life afloat. Humphree has introduced a series of valuable improvements in this area with its Electric Stabilising Fin & Interceptor System. The stabiliser's 24V DC servo, its 360° rotating fin (to combat anchor walking), its failsafe fin attachment (design to preserve hull integrity in case of a strike) and its full integration with interceptor trim devices would each be worthy of consideration on their own. Taken as a package this is a very impressive piece of technology, involving many design disciplines, that promises a step forward again in comfort afloat. Fully co-ordinating the effort of pitch and trim is particularly welcome and expected to lead to much better handling and reduced fuel consumption. **Stand 11.004**



## ➤ SPECIAL MENTIONS

### MARINE ELECTRONICS AND MARINE RELATED SOFTWARE

#### Navionics Dock-to-dock Autorouting

The Jury really liked the capabilities of this software. It can automatically plot a route to manage complex issues such as charted hazards, narrow channels and even speed limits. This has obvious appeal for less experienced mariners but equal safety value for anyone using smaller chart plotter screens where the detail can easily be lost in the heat of the moment. **Stand 02.432**

#### FLIR AX8 Marine Thermal Monitoring System

FLIR has brought its thermal imaging expertise to the engine room and machinery spaces in a compact package. Combining thermal image and visible camera feeds, the AX8 visually highlights changes in temperature caused by hot spots and flooding and audibly alerts to them via programmable alarms. It also features FLIR's MSX technology to improve image interpretation. **Stand Raymarine UK Ltd. 01.111**

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

#### Solgaz Flameless Gas Hob GPC-2

This was this year's double-take product in the DAME Awards. At first glance, a ceramic hob – then the realisation hits that it is powered by flameless gas, not electricity. The Jury was really intrigued by the potential for the Solgaz Flameless Gas Hob, seeing that it would add style to any small boat galley, ease of cleaning and the prospect of safety benefits too. **Stand 11.804**

### DECK EQUIPMENT, SAILS AND RIGGING

#### Colligo Marine ELHF, Extra Light Headsail Furling system

Colligo Marine's Extra Light Headsail Furling system drew a lot of interest from the Jury due to its ability to handle sail changes without the need to drop the headstay. A hoisting swivel locks into a mechanism aloft and the sail is rolled in from the head and the tack, while the mid section of the sail follows. A very well designed and welcome item of rigging. **Stand 11.110**



### Lewmar EasyAIR

Recognised as being a welcome addition for boat builders, Lewmar's EasyAIR is a small, 12V-powered device mounted to the framework of a hatch or portlight that enables it to be opened by the flick of a switch. This is particularly useful when the hatch or portlight is beyond arm's reach and also makes possible automated ventilation options. **Stand 11.003, 11.101**

### Spinlock Rig-Sense

The Jury recognised this as well designed re-work of a traditional piece of equipment using modern technology. Spinlock's Rig-Sense was developed to generate consistent and repeatable measurement of loads on 2mm-5mm wire and fibre. It utilises a calibrated composite leaf spring to output load readings to an App. These measurements are displayed in kilogrammes without the need for calculations on tables. **Stand 03.300**

### CLOTHING AND CREW ACCESSORIES

#### TackingMaster™ by IDFX

At a time when wearable electronics are so in vogue, the Jury was impressed to see a well-designed, fun and simple

mechanical instrument for the wrist that enables racing sailors to make fast decisions out on the course. **Stand 02.124**

### LIFESAVING AND SAFETY EQUIPMENT

#### Regatta EXPLORER Floatation Vest

Regatta emphasises the safety importance of using a completely retro-reflective cloth on this 50N buoyancy device, meaning extremely high visibility at night when any light is present. The Jury was equally impressed that the EXPLORER looked and felt very much like normal shore gear, which should greatly encourage its use. **Stand 09.303**

### MACHINERY, PROPULSION, MECHANICAL AND ELECTRICAL SYSTEMS AND FITTINGS

#### Hull Vane B.V. - Van Ossanen

The Hull Vane is a fixed foil that is mounted at the stern of a vessel to create hydrodynamic lift and influence the stern wave pattern. The Jury was attracted to its potential for improving the sea-keeping and fuel economy of superyachts. **Stand 10.618**

## ➤ DAME JURY 2015



**Left to right on top row:**  
Dennis O'Neill, Nigel Calder, Torsten Conradi, Japac Jakopin, Arjen Jansen and Patrick Hemp.

**Left to right on bottom row:**  
Jean François de Prémorel, Bill Dixon, Birgit Schnaase and Andrea Frabetti.

The DAME 2015 Jury was supported by a non-voting secretary: Kim Hollamby, [kimhollamby.com](http://kimhollamby.com), United Kingdom.

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## ➤ DAME 2015 CHARITY: SAILABILITY

Each year the registration fee of € 150.00 for a DAME entry, is donated to a charity. The METSTRADE Exhibition Committee has decided that the registration proceeds of this year's DAME will go to the charity Sailability. This Dutch charity foundation provides disabled people with the opportunity to independently enjoy sailing on specially adapted yachts via a nationwide network of locations at partner yacht clubs.

Sailability was also the beneficiary of the 2013 competition and used the DAME funds to buy a new sailing boat for its fleet (which it christened METS). The METSTRADE Exhibition Committee is impressed with the fact that the charity has been running for over 12 years and has more than 300 volunteers, plus a board of six people. No one involved in Sailability is paid a salary, which emphasises their dedication and commitment to the disabled.

## ➤ DAME PRESENTATION

During the METSTRADE show the nominated and winning products will be on display within a special DAME 2015 presentation by entrance C. The Category Winners and Overall Winners will also be featured in an information display within the InnovationLAB and all winning companies will present their products on the InnovationLAB Stage in the Elicium. For the programme details of the InnovationLAB Stage please check the announcements boards at the show.

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**DAME**



## ➤ THIS MORNING A CHEQUE OF 16,200 EUROS WAS PRESENTED TO FOUNDATION SAILABILITY THE NETHERLANDS

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