



DAME DESIGN AWARDS METSTRADE COMPETITION

JURY REPORT ON THE 2023 DAME AWARD – WEDNESDAY 15TH NOVEMBER 2023

The 32nd DAME Award Winner, Category Winners, Special Mentions and Environmental Design Award winner for 2023 were announced at the Breakfast Briefing before the opening of the METSTRADE exhibition, on Wednesday 15th November. This report provides more detail on the highlighted products, along with brief insights into the Jury's findings.

DAME DESIGN AWARD

This year the DAME Jury inspected 100 entries from 19 countries. It nominated a total of 53 products for consideration in final assessments.

The Jury identified a total of nine winners among the eight DAME categories. From these an overall DAME Award winner was chosen. The Jury also identified 14 Special Mentions (commended runner-up entries) and named an Environmental Design Award winner.

This year the DAME categories were redesigned in response to the evolving world around us. They reflect how end users are likely to interact with marine equipment in the future. They also accommodate major shifts of industry focus, such as moves towards interoperability, automation and alternative energy and propulsion.

The DAME Awards examines every aspect of marine equipment design, from aesthetics, functionality, innovation, integration, price efficiency, lifecycle management and packaging. It offers opportunities for all METSTRADE Show exhibitors to submit their latest products and to significantly raise their profile around the world. Entries are judged by a jury of highly experienced naval architects, boat and industrial designers and user experts.

The wide focus of the DAME acts as a catalyst for the whole marine industry to continuously improve its design efforts, down to the smallest detail.

› CHAIR'S COMMENTS

Andre Hoek, chair of the DAME jury, stated: "The jury would like to thank everyone who entered this year's DAME Awards. Your efforts are always appreciated, and we are always mindful of the time, resources and passion required to bring each product to market. This year we nominated the highest ratio of all entrants since 2016. That is indicative of the quality we saw across a healthy mix of genuinely new concepts as well as fresh design ideas for existing gear that has been with us for many years.

"As the DAME Awards reminds us annually, applying all facets of good design practice will benefit any product, large or small, simple or intricate. Excellent application of holistic design remains the focus of the jury. All nominees are to be congratulated for meeting the initial threshold for final judgement and entry at our excellent DAME showcase in hall 13 and on the new DAME Awards website – <https://www.damedesignawards.com>.

"There were noticeably more entries this year supporting the boat electrification agenda, but it must not be forgotten that the drive towards net zero must influence all new products in the industry today. Improving the lifecycle impacts of marine equipment is an imperative for any design process. The environmental statements we request for each entry give reason to believe the industry is moving in that direction while also highlighting there is much more to do.

"The DAME's new categorisation structure for this year helped the jury to focus on the intended end purpose of all products. It also balanced the entry field more evenly, resulting in us being able to name worthy winners for all categories. Several were in close contention for the overall award, but our eventual choice was unanimous. Our 2023 DAME Award winner shifts the market in its sector and expands the potential for its technology through excellent design and manufacturing execution."

› DAME AWARD WINNER 2023

OCEANVOLT HIGHPOWER SERVOPROP 25

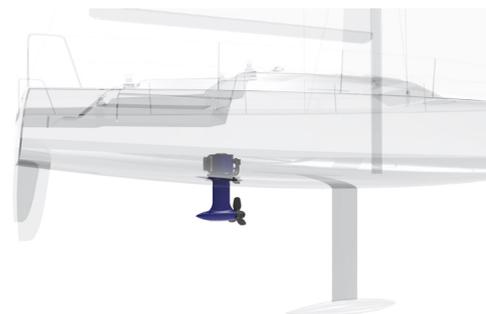
It is no surprise to report that the 2023 DAME entry list featured the highest number of electric propulsion products seen in 32 years and the highest average quality. To stand out as a zero-emission solution now requires a product that discernibly offers tangible design advantages over a growing array of peers. This is a strong indicator of the marine industry's shift towards meeting its sustainability objectives.

There were several strong electric outboard submissions nominated this year. However, the Jury was this year drawn to a different propulsion application and selected the outstanding HighPower ServoProp 25 from Finnish electric inboard pioneer Oceanvolt to win the Propulsion & Dynamics category – and ultimately claim the overall DAME 2023 Award.

This excellently conceived and engineered 25kW electric saildrive tangibly moves the goalposts for 45-70ft sailboats in terms of providing a reliable and extremely quiet option for electrification. Oceanvolt's use of its controllable pitch propeller technology ensures maximum efficiency for propulsion and hydrogeneration, with the system able to return up 5kW of power when the yacht is sailing at 10 knots.

Thought has been given to minimising installation time with an integrated motor controller and liquid cooling system, while the ServoProp 25 operates from a 48V battery pack, keeping it within the safe voltage threshold. The saildrive has been designed to be installed with the propeller facing forwards, for greater efficiency, or backwards. Composite leg construction and the ability to change the saildrive oil from inside the boat without lifting it substantially ease maintenance for blue water yachts destined to spend long times between facilities with cranes.

In summary then this is an exemplar product that pushes the electrification agenda toward more far-reaching horizons. With design effort apparent in every facet, it is the perfect winner of the DAME Award 2023 against a strong field of category winners.



> CATEGORY WINNERS

The DAME Jury identified a total of nine winners in the eight DAME categories and granted one Environmental Design Award and 14 Special Mentions. The Category Winners are:

PERSONAL EQUIPMENT

ZHIK SEABOOT 700 (PRESENTED BY PLASTIMO)

Designed to reinvent the way a sea boot works and feels, the Seaboot 700 is lightweight, flexible and comfortable. Zhik collaborated with Michelin on the design of the sole and formulation of the rubber, but this Australian company also demonstrates its own clear understanding of the needs of sailors with lots of design detail in key areas. The result is desirable and a clear step forward for waterproof and breathable footwear that may be used for many hours or even days at a time.

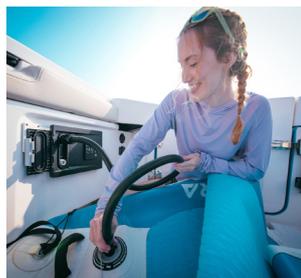


Stand 05.241/05.141

COMFORT & ENTERTAINMENT AFLOAT

SCANSTRUT ATMOS 12V WATERPROOF BUILT IN AIR STATION

Inflatable boats and toys have become standard inventory on many boats. The ATMOS is a fully integrated two-stage air pump with user friendly controls and pleasing aesthetics in a waterproof housing that will look at home embedded in the cockpit of many a motorboat or yacht. It can inflate from low pressure up to 20psi according to easily adjusted settings. The Jury recognised this as an excellent example of identifying a niche requirement and addressing it by researching and developing a well-designed product, right down to a clear installation and user manual.



Stand 03.502/03.510

NAVIGATION & COMMUNICATION

RAYMARINE ALPHA PERFORMANCE DISPLAY SYSTEM

Raymarine's new entry into sailing performance displays stood out right from the start in this category thanks to the quality of its 7in and 9in displays. Large numerical, graphical and animated screens are well designed and easy to read at distance. They can be controlled via touch screen or remotely from any compatible MFD. The system is completed by a Smart Wind sensor and Axiom chartplotter. The jury was particularly impressed with the Alpha Performance Display System's performance given its lower-than-expected price point, making hi-res big screen sailing data accessible to a wider base of users.



Stand 01.111

ELECTRONIC & ELECTRIC SYSTEMS

VIMAR LINEA XT PLATFORM

This range of digital switches proves that you can blend aesthetic styling without penalising user-centric features. The Linea XT drew praise from the jury for its detailed design which is minimalist in look and yet with configurable backlit icons and status feedback options to make the job of identifying the function of its switches much easier. Clever features include the ability to incorporate proximity sensors and programme the backlighting for power saving. XT keypads can be customised in field using semi-transparent mylar labels, while the power supply and actuators sit in the flush mounting box.

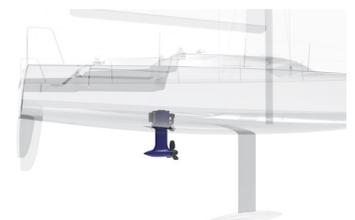


Stand 10.306

PROPULSION & DYNAMICS

OCEANVOLT HIGHPOWER SERVOPROP 25

This excellently conceived and engineered 25kW electric saildrive tangibly moves the goalposts for 45-70ft sailboats in terms of providing a reliable and extremely quiet option for electrification. Oceanvolt's use of its controllable pitch propeller technology ensures maximum efficiency for propulsion and hydrogeneration, with the system able to return up 5kW of power when the yacht is sailing at 10 knots. Thought has been given to minimising installation and maintenance time and the ServoProp 25 operates from a 48V battery pack, keeping it within the safe voltage threshold. An exemplar product that pushes the electrification agenda toward more far-reaching horizons.



Stand 01.682

DECK EQUIPMENT

The jury could not separate two leading contenders in this category, judging each to be a significant design development for its respective application. It is therefore pleased to announce the following joint winners:

HARKEN PUSH/PULL CAPTIVE REEL WINCH

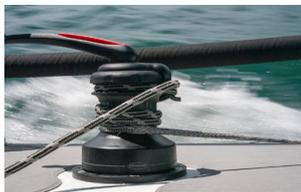
This product drew early attention from the jury as they realised its full potential. The Push/Pull Captive Reel Winch moves horizontal and vertical underwater foils, sail controls, or retractable superyacht recreation spaces such as extendable stern platforms in two directions (in and out, side-to-side, up or down). Its design replaces the need for two winches and their accompanying space and power requirement. It also assists the marine industry's move towards electrification of control gear in preference to hydraulics.



Stand 12.512/12.520

RONSTAN ORBIT WINCH

You can always improve existing equipment that we have taken for granted over decades. Ronstan's new Orbit range proves that emphatically in the field of winches. Its 'QuickTrim' feature enables sailors to ease lines without moving the winch handle or the line from the self-tailing jaws. Holding the sprung top cap anticlockwise allows the bottom jaws to rotate, providing a smooth and controlled ease of the line. The jury welcomed this excellent development for mainstream yachting and noted a number of other features including line wear-reducing vertical 'Power Ribs' on the winch drum, the ability to disassemble the winch without tools and the fact it is lubricated with food grade solvent-free grease.



Stand 03.131

SECURITY & SAFETY ABOARD

HALL SPARS LIMIT COLLAR

The increasing incidence of lightning strikes and rise of composite rigging systems are the dual imperatives behind the development of the LiMit Collar. This product provides high-conductivity seamless fuse structures at critical areas where current arcs between composite and metallic rigging parts and absorbs current at each conical end fitting. The LiMit Collar was developed after several years of R&D. The jury praised the excellent evidence of careful design effort including the ability for crews to conduct post-strike inspection and replacement. A welcome new safety feature for composite rigged yachts and superyachts.

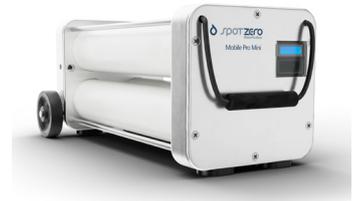


Stand 01.112

SHORESIDE EQUIPMENT & MATERIALS

SPOT ZERO MOBILE PRO MINI WATER PURIFIER

This product is designed for dockside use with two main purposes – to provide spot-free wash downs and to act as a water purifier when filling tanks. Its 8.5lt/min production will keep up with a small pressure washer or fill a 500lt freshwater tank in an hour. The jury felt this was quite possibly the neatest design of reverse osmosis water purifier ever to enter the DAME jury room. Of note is the way in which the Mobile Pro Mini Water Purifier is packaged, including alloy end caps that provide a sturdy landing for rope handles, feet and wheels without any sharp edges. Instructions printed immediately below the display window make for fuss free operation without fumbling for a manual.



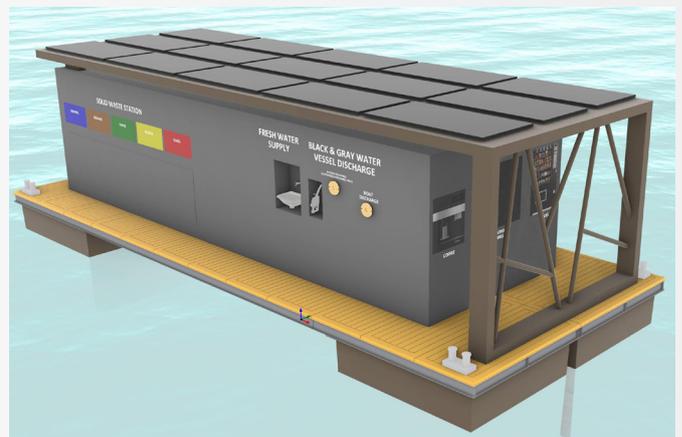
Stand 03.130

> ENVIRONMENTAL DESIGN AWARD WINNER

MARSERVIS ECOCUBE

EcoCube is a pontoon-like solar-powered floating building constructed from natural fibres and bio epoxy resin. It acts as a receiving station for wastewater and rubbish from leisure vessels and can offer tank top-ups from desalinated water. It is designed to be monitored remotely, will broadcast AIS signals to be discovered easily and offer control via onboard touch screens or a phone app. While noting the merit of its detailed design, the jury specifically wanted to recognise the EcoCube's potential to be placed in highly visible locations as a reminder for boat owners to treat all waste products with sensitivity and not have any excuses for bad practices.

Stand 07.312



> SPECIAL MENTIONS

PERSONAL EQUIPMENT

Mustang Survival Atlas 190 Pro Sensor Life Jacket

The Atlas 190 Pro Sensor 150N life jacket features a new bladder design to improve turning and airway protection. The jury noted how comfortable it was to wear, being flexible, light weight and a nice fit. **Stand 01.710**

WesCom Group - sMRT ALERT DSC AIS MOB

The class-M compliant sMRT ALERT combines AIS and VHF DSC technology to enhance localised man overboard recovery. Automatic or manual activation triggers a DSC distress signal, with location tracked using dual GPS and Galileo receivers through AIS. **Stand 3.321**

COMFORT & ENTERTAINMENT AFLOAT

Blue-Airco DC variable speed self-contained unit

An advanced self-contained air-conditioner able to operate on vessel house battery systems, with variable speed to quickly reach the desired internal temperature and maintain it in an energy efficient way on DC house battery banks. **Stand 07.414**

Solvit3D MAKRA FLADE - Marine

The entry most handled by the jury in this year's DAME Awards, MAKRA FLADE is a 3D printed leather design and seamless leather contouring solution for boating applications. The sample supplied was nicely sculptured and felt soft, with exciting potential for interior design options. **Stand 07.433**

Hansa Noord MEMBRALOOOP flexible water filter

A chemical and electricity free drinking water filter with a lifespan of 10 years that removes non-dissolved solids, bacteria, viruses and worm egg to World Health Organisation 'High Protective' classification. The jury was intrigued by its design which enables installation in tight spaces and potential for reducing filter cartridge waste. **Stand 07.311**

NAVIGATION & COMMUNICATION

Garmin GPSMAP 9000 Series

Impressive integrated 4K resolution touchscreen chartplotter with edge-to-edge clarity on a glass helm. It features premium design and materials, fast processing and comprehensive connectivity. Admired by the jury for its performance and cohesive hardware and software design. **Stand 01.101/01.103/ 01.200**

ELECTRONIC & ELECTRIC SYSTEMS

Gussi Italia MURANO

Formula 1 meets boat helm with this touchscreen display that can be installed on the hub of the wheel to place it right in the driver's view. Multiple control options and highly customisable, using a phone app. **Stand 01.241**

EPTechnologies Solid State Battery

Solid state batteries offer great potential for improving energy density and reducing safety risks, but it is early days for the technology. Kudos to EPTechnologies for bringing a solid-state battery to the marine market ahead of mainstream automotive adoption. **Stand 03.331**

PROPULSION & DYNAMICS

TEMO - TEMO 1000

The second product in TEMO's range follows its brilliant DAME Award winning entrant model with plenty of clever design ideas of its own, not least a removable large battery within the leg of the outboard. Its 1100W output is good for larger dinghies and sailing yachts up to 8m. **Stand 05.457**

DECK EQUIPMENT

Rigging Projects X Car

This well-designed product utilises a patented Torlon roller and Torlon ball solution to ensure alignment, reduce friction load by up to 30% and enable users to deal with the wider load paths and higher loads of Structured Luff technology. **Stand 01.540**

Goiot Systems Magic deck hatches

Simple, elegant products with integrated friction hinges and a frameless opening. Magic hatches show great attention to detail, integrate well with flush deck designs and are made mostly of recycled and recyclable materials. **Stand 5.454**

Cyclops Marine smartbatten system

Load sensor specialist Cyclops Marine designed the smartbatten to help sailors control sail shape with more precision and achieve fast, repeatable settings by accurately monitoring load in their sail battens. Great use of technology to take the guesswork out of sail control. **Stand 03.211**

SECURITY & SAFETY ONBOARD

Swiss Ocean Tech AnchorGuardian

Provides real time information on the position of the anchor in relation to a superyacht, its loading and instant warning of dragging. It also supports the crew with a graphic visualisation of the anchor position when dropping and weighing. The jury recognised AnchorGuardian as a promising well-presented solution to reduce anchor related superyacht strandings. **Stand 11.412**

Digital Yacht CO Alert

An advanced carbon monoxide detector to protect boaters from death and injury due to CO poisoning. An NMEA 2000 interface enables alerts to be triggered on compatible MFDs as well as providing in-cabin audible and visual alerts. A welcome addition to Digital Yacht's formidable range of connected boat devices. **Stand 01.533**

> DAME JURY 2023

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



Andre Hoek (chair)

Naval architect and yacht designer, founder of Hoek Design and Hoek Brokerage, The Netherlands



Elaine Bunting

Independent marine journalist, qualified yacht instructor and former editor Yachting World, UK (judged remotely)



Davide Cipriani

Boat and industrial designer, president of yacht design at Centrostiledesign, Italy



Rory Coase

Yacht designer, Coase Design, Norway



Ben Ellison

Freelance marine technical journalist, Panbo marine electronics hub, USA (attended remotely)



Patrick Hemp

Technical manager and trained designer, ICOMIA, South Africa



Arjen Jansen

Senior lecturer, school for Industrial Design Engineering at TUDelft, The Netherlands



Olivier Racoupeau

Naval architect and boat designer, founder and owner of Berret Racoupeau Yachts, France



Kim Hollamby

The DAME Jury is supported by a non-voting secretary, Kim Hollamby of Hollamby Partnership, UK



> DAME 2023 NOMINATIONS, SPECIAL MENTIONS AND WINNERS

CATEGORY 1. PERSONAL EQUIPMENT

Product	Company	Stand
Zhik Seaboot 700	● Plastimo	05.241/05.141
Atlas 190 Pro Sensor Life Jacket	● Mustang Survival	01.710
sMRT ALERT DSC AIS MOB	● WesCom Group	03.321
Dan W3 Polar lifejacket light	Daniamant	01.704

CATEGORY 2. COMFORT & ENTERTAINMENT AFLOAT

Product	Company	Stand
THOA portable wireless dim	Prebit lighting	10.606
Regal	ROCA Industry AB	01.243
DC variable speed self-contained unit	● Blue-Airco Srl	07.414
ATMOS 12V Waterproof Built In Air Station	● Scanstrut Ltd	03.502/03.510
Lightweight liner	CAP doo	05.281
MAKRA FLADE - Marine	● Solvit3D GmbH	07.433
MEMBRALOOP flexible water filter	● Hansa Noord VOF	07.311
Qplate®	Yachtica	10.414

CATEGORY 3. NAVIGATION & COMMUNICATION

Product	Company	Stand
Alpha Performance Display System	● Raymarine	01.111
TruEcho CHIRP Fish Finder	Furuno Electrics Co Ltd	01.141
GPSMAP® 9000 Series	● Garmin	01.101 / 01.103 / 01.200
N2K Protect	Digital Yacht Ltd	01.533
HDS PRO	Navico Group EMEA BV	02.221 / 02.321

CATEGORY 4. ELECTRONIC & ELECTRIC SYSTEMS

Product	Company	Stand
Linea XT platform	● Vimar Spa	10.306
Scotty AI	Safiery Pty Ltd	12.531
Zeus High Energy Alternator Regulator	ARCO Marine	02.113
MURANO	● Gussi Italia	01.241
Solid State Battery	● EPTechnologies ApS	03.331
OceanBridgE	Ocean LED Marine Ltd	10.705
Mastervolt Mac Plus 48V	Navico Group EMEA BV	02.221 / 02.321
DLC	Lone Star Marine	07.322

CATEGORY 5. PROPULSION & DYNAMICS

Product	Company	Stand
TEMO 1000	● TEMO	05.457
HighPower ServoProp 25	● Oceanvolt	01.682
ARIES R50	Molabo GmbH	03.243
Force® Kraken Trolling Motor	Garmin	01.101/01.103/01.200

ZeroJet Electric Jet Propulsion System [ZJ Gen2]	ZeroJet Limited	02.222
Fin5	FinX	05.451
ePropulsion X20 electric outboard motor	Guangdong Propulsion Technology Limited	06.301
Travel XP	Torqueedo GmbH	06.310

CATEGORY 6. DECK EQUIPMENT

Product	Company	Stand
Orbit Winch	● Ronstan International Pty. Ltd.	03.131
Shelt'R	MARIN'R	07.411
X Car	● Rigging Projects BV	01.540
Push/Pull Captive Winch	● Harken Inc	12.512/12.520
Magic deck hatches	● Goiot Systems SAS	05.454
SAILFORCE	Ewincher	05.331
smartbatten system	● Cyclops Marine	03.211
Flush Air Vent	Rutgerson Marin AB	01.571
Olli	easyssea	07.313
Pollock carbon boarding ladder	Exit Carbon	03.531/03.531A
Bure Swim Ladder	Carbinium Engineering Ltd	10.706
ROCNA MK II Anchor	CMP Group Ltd	01.615
Synapse integrated sensors	Southern Spars	11.613

CATEGORY 7. SECURITY & SAFETY ABOARD

Product	Company	Stand
AnchorGuardian	● Swiss Ocean Tech Ltd	11.412
Bi-Tec® Alloy	Tecnoseal Foundry SRL.	12.102
CO Alert	● Digital Yacht Ltd	01.533
LiMit Collar	● Hall Spars	01.112
U Safe Beach	USAFE Worldwide	01.561

CATEGORY 8. SHORESIDE EQUIPMENT & MATERIALS

Product	Company	Stand
Mobile Pro Mini Water Purifier	● Spot Zero	03.130
ECOcube	● Marservis doo	07.312



Environmental Award



Joint Winner



Special Mention



DAME Award Winner 2023

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MARINE RACERS' ASSOCIATIONS

**METS
TRADE**

DAME