

BATHROOM INNOVATION AWARDS



Celebrating Australia's Designers of the Future

Reece, Australia's leading name in bathrooms, is delighted to announce the winners of the 2008 Reece Bathroom Innovation Award (BIA), the country's most exciting and inspiring competition for young designers.

The BIA was established to encourage original and innovative bathroom product design and aims to showcase creativity and reward design excellence. Open to both design professionals and students, the BIA celebrates emerging and established talent.

Justin Wagemakers of Blue Sky Design Group in Sydney is the winner of the \$20,000 professional prize for his Free|flow Shower. The winner of the \$10,000 student prize is Lockie von Moger from Swinburne University of Technology, Melbourne, for his Ishi Shower. Swinburne University has also been awarded with a \$5000 prize.

Says Belinda Geels, Bathroom Marketing Manager at Reece, "the Reece BIA is a celebration of Australia's most creative and talented designers. Reece are delighted to support such a worthwhile initiative which celebrates Australia's designers of the future and product innovation."

Now in its fourth year, the annual BIA offers a unique opportunity to shape the bathrooms of tomorrow. Reece asks entrants to design bathroom products including tapware, showers, toilets, baths, vanity basins and bathroom furniture. The BIA also gives winners the chance to have their design commercially produced by Reece.

Judged by a team of industry leaders, the BIA is regarded as one of Australia's most prestigious design awards. The judging panel in 2008 consisted of Richard Waller (Deputy Editor of Vogue Living), architect Chris Goss (Orbit Solutions), designer Ronen Joseph (American Standard), Paul McGillick (Editorial Director at Indesign Publishing) and Belinda Geels (Bathroom Marketing Manager at Reece).

The 300 entries showed a trend towards eco-living, with water saving at the forefront of designs. Showers proved to be the most popular entry item, with basins and baths also popular.

For further information about the 2008 Bathroom Innovation Awards, including information about the finalists, please visit www.bathroominnovation.com.au.

Your bathroom. Your life.™ To find the location of the nearest Reece Showroom please call **1800 032 566** or visit www.reece.com.au/bathrooms

For image or interview requests, please contact:

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About the Winners Professional Category Justin Wagemakers – Sydney

The Freeflow shower

Justin Wagemakers' Freeflow is designed to liberate the flow of water from the restricted path it is often forced to travel. The idea is simple; Freeflow is a showerhead that can easily be fixed anywhere, and in any position on the wall of a shower through magnetic adhesion. This clever design addresses issues of sustainability by giving us the choice of directing water wherever it is mostly required. Freeflow also features a thermostatic mixer, ensuring you have complete temperature control.

In times where water is being referred to as the oil of the 21st century, Freeflow will affect our sensibility to water and challenge our traditional experience of bringing our body in contact with this precious resource.



Q Tell us about yourself and how you got into design.

A I was born in the Netherlands. Having been born to creative parents, I spent my childhood traveling with my family, which has heavily influenced my design career. My interest in design was sparked at an early age with an initial passion for Lego. As a child I loved building, fixing and exploring objects and it was this that led me to industrial design.

Q Where did you study?

A I studied at the Design Academy in Eindhoven, the Netherlands.

Q What are your career highlights to date?

A My career highlights to date include the Getup Climate Torch, Targus bags, Philips Monitors and televisions, and a number of projects for Electrolux, Resmed and Cochlear.

Q Who are your design heroes?

A My design heroes include Ray & Charles Eames, Ron Arad, Naoto Fukasawa and Jonathan Ive.

Q Tell us about your career plans

A Happily employed at Blue Sky Design Group in Sydney, I plan to stay with the company for the next couple of years after which I hope to design some of my own products. Ultimately, I want to design products for people – products that enhance our lives and experiences.

Q What does winning the BIA mean to you?

A Winning the BIA has been a fantastic experience. It is such an honour to be chosen from a large group of professionals to have the winning design. It was fun and stimulating to work on - of course you're in it to win it, but you never believe you're actually going to win. The prize for winning the professional category is just the icing on the cake.

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About the Winners Student Category **Lockie von Moger – Melbourne**

The Ishi Shower

The main aim of this design was to create a style not seen in the current market place. The desired outcome was a shower that would allow the user to have a number of water saving options, yet stand out as a feature piece within a bathroom.

Two various water-flow states can be chosen through the adjustment of a slider located in the head of the shower.

A unique water saving option of a pause button allows the user to wet themselves, pause and lather up before rinsing.



Q Tell us about yourself and how you got into design.

A I was born in Melbourne. I became interested in design at a young age – I found myself interested in the way things work and searching for ways to improve them at a very early age. I am constantly looking at the way people interact with day-to-day objects to assess what works well and what can be improved.

Q Where did you study?

A I have just completed the Bachelor of Engineering in Product Design at the Swinburne University of Technology, Melbourne.

Q Who are your design heroes?

A My design heroes include Carl Liu, Daniel Forsgren, Alison Norcott and Brendan Hutchieson. I also find inspiration from architects - Frank Gehry, Frank Lloyd Wright, Charles Hutton, Herzog and de Meuron, Mies van der Rohe and Santiago Calatrava are just some of the names in architecture that have inspired me.

Q What does winning the BIA mean to you?

A Winning the BIA is a fantastic opportunity to gain exposure in the industry. It is also a great honour to have professionals from the design industry recognising my designs. As I have just completed my studies, it is a fantastic way to kick-start my career and I look forward to gaining more experience in the industry.

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