

BATHROOM INNOVATION AWARD 2010



BIA 2010 – Call for Entries

Reece, Australia's leading name in bathrooms, is delighted to announce the launch of the Bathroom Innovation Award (BIA) 2010, an innovative product design competition rewarding emerging and established designers.

The BIA was established in 2005 by Reece to encourage and celebrate original bathroom product design and aims to showcase creativity and reward design excellence. Open to both design professionals and students, the BIA offers a unique opportunity to shape the bathrooms of tomorrow.

The award is divided into two categories; students studying design/architecture/ industrial design and professionals working in the field of design or architecture. Entrants are asked to design innovative bathroom products from product categories that include; tapware, showers, toilets, baths, vanity basins and bathroom furniture.

Prizes include \$20,000 cash for the winner of the professional category, \$10,000 cash for the winner of the student category and \$5,000 for the institution at which the winning student is enrolled.

The BIA also gives winners the chance to have their design commercially produced by Reece. After collecting the professional award in 2005, the Halo Shower by Duncan Ward went on to be developed by Reece, together with Phoenix Tapware, and is now available for purchase throughout Reece showrooms nationally.

Judged by a team of industry leaders, the BIA is regarded as one of Australia's most prestigious design awards. The judging panel in 2010 includes David Clark (Editor of Vogue Living), Paul Hecker (Hecker Phelan & Guthrie), Shayna Blaze (Blank Canvas Interiors and TV Presenter) and Belinda Geels (Reece Bathroom Marketing Manager).

Says Peter Wilson, Reece CEO, "as an Australian company, with a rich 89-year history, Reece is committed to supporting Australian design. We are very proud of this award as the BIA is a celebration of Australia's designers of the future and product innovation."

Entries for the BIA 2010 will be open from 1 March, 2010, and will close on 31 May, 2010.

For competition details, and to view the winning designs from previous years, please visit: www.bathroominnovation.com.au

For image or interview requests, please contact:

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The BIA 2010 Ambassador Duncan Ward – Design Director at Satelight Design and winner of the Reece BIA in 2005 and 2007



Duncan Ward has been appointed the ambassador for the Reece Bathroom Innovation Award (BIA) 2010.

Duncan is a Melbourne-based Industrial Designer. His career began in visual arts, working as a sculpturer and fine art photographer, which then led him to the world of industrial design.

Duncan's revolutionary Halo Showerhead was the winner of the inaugural BIA in 2005, and is the first BIA winning design to be commercially produced by Reece, together with Phoenix Tapware. Since its release, the Halo has gone on to collect a number of coveted awards.

Speaking about the BIA, Duncan Ward said, "I am proud to be an ambassador for this fantastic initiative. The Reece BIA is a wonderful platform for both emerging and established designers. I commend Reece for their commitment in supporting Australian designers.

Reece has invested its resources in order to see Australian designed bathroomware in the public arena. I am very proud to be associated with the awards – and Reece – and feel that this is a great step forward in building design and manufacturing in Australia."



Duncan Ward's Halo Showerhead

Duncan Ward is available for interview. If you would like to request an interview, please contact:

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