



20th DAME – Design Award METS Competition Jury Report on the 2010 DAME Awards - Tuesday 16 November 2010

The DAME Award Winner and Category Winners for 2010 were announced at the Breakfast Briefing before the opening of METS inc. the SuperYacht Pavilion on November 16th. The DAME Jury inspected 132 entries from 19 countries in a day-long session, nominating 63 products to advance to the second round of judging. Only products that make it to the second round are considered for the DAME Award. In determining the winners in eight categories, as well as the Overall Winner, the Jury takes into account a number of factors, including the design, styling, quality of construction, overall impact on the marine industry, suitability for its intended purpose, level of innovation, cost effectiveness, and favourable environmental impact. Many products made it to the final round of the competition and came close to winning. These products received an honourable mention in their categories. During METS, all short listed products will be on display in the special DAME presentation, located in the RAI Elicium.

Chairman's Comments

The DAME Award's Jury chairman, Bill Dixon, commented on the opportunities of the nominations, "On this 20th anniversary, I was delighted to see the number of new companies to METS that had also put products up for these awards among the 132 entries. One can see the tremendous effort that the nominees have put into identifying new product opportunities, and then ensuring that these designs meet the ever more demanding customer expectations. These are the products that we hope will excite the end user, to invest both in new boats and equipment, all designed to enhance the overall experience of today's demanding boater."

And the Overall Winner of the DAME Award 2010 is... **SELDÉN MAST AB FOR THE SELDÉN REVERSIBLE WINCH**

The Overall Winner of the DAME Award 2010 is the Seldén Reversible Winch of Seldén Mast AB. The Jury felt that this winch would have the largest impact on the leisure marine industry and would appear on many sailing boats in the future. By backing the line off the winch instead of easing it by hand,



The Seldén Reversible Winch.

there is greater safety for the operator. The backwind is operated from a push button in the handle of the winch, making it far more intuitive than a more conventional style winch that may use a switch located in the bottom non-turning part of the drum. Being hand operated ensures that the winch does not need additional below deck space and makes a winch retrofit extremely easy. When using the winch in either direction the line is captured by self-tailing device which sheds line easily when the winch is in the backwind mode – Stand no. 09.204

CATEGORY WINNERS



The judges selected six winners for eight categories and granted a certificate for “Most ECO-Friendly Product” and no less than two for “Most Innovative Product”.

These winners are:

Marine electronics: **ZS RopeSense by Spinlock Ltd.**



ZS RopeSense allows the crew on a larger vessel to constantly monitor line loads and obtain the actual load values on any line. The unit is available in two sizes for loads up to 5 tonnes and 10 tonnes. It is also available with a wireless relay to send information directly to a computer or to a digital display

where the loads can be read directly. The Jury felt that the design of the unit was extremely simple, yet effective for the way it was to be used. No other manufacturer has yet built a unit this simple and effective – Stand no. 03.300

Interior equipment, furnishings, materials and electrical fittings used in cabins: **BARIGO STEEL MEL by Barigo Barometerfabrik GmbH.**



The BARIGO STEEL MEL is a beautifully designed, back-lit clock and barometer from the Barigo Company. With its clean lines and unique back lighting, the Jury felt that this product, although it was a simple clock and barometer set, was elegantly designed and used its backlighting systems extremely effectively. As such, the BARIGO STEEL MEL will

grace the bulkheads of many yachts throughout the world – Stand no. 02.209

Deck equipment, sails and rigging:

Seldén Reversible Winch by Seldén Mast AB



The deck equipment, sails, and rigging category is always one of the largest, and this year was no exception with 41 entries that ran the gamut from a superyacht door to a laminated wooden oar.

The winner in this category was the Seldén Reversible Winch from Seldén Mast AB. This winch is reversed by pushing a button in the handle, which allows the winch to revolve backwards and pay out the line at a controlled speed. The Jury felt that this product represented the future of hand-operated winches and was easy and intuitive to operate. This product was also selected as Overall Winner – Stand no. 09.204

Lifesaving and safety equipment:

the Jet-trak by Global Marine Tracking Systems S.L.



The Jet-trak allows a remote user to call, disable, or enable a jet-ski remotely. It can be used in the jet-ski rental business or on large yachts to improve safety when jet-skis are used in crowded waterways. The Jury felt that the Jet-trak would enable a jet-skier

who was operating in a dangerous manner to be shut down before he or she could damage other boats or themselves. Should a jet-skier get into trouble the user could also call for help without having to carry additional gear – Stand no. 03.210

Machinery, propulsion, mechanical and electrical systems and fittings:

Panda 45 i PMS generator by Fisher Panda GmbH



Panda 45 i PMS generator is a variable-speed generator contained in a stainless steel, sound-insulated box. This generator automatically adjusts its speed and output to suit the load placed on it.

The Jury felt variable speed technology made for a very compact generator, one that will be more efficient at running under variable loads, and was a technology that we will see a lot more of in the future – Stand no. 02.500

Marine related software:

Marine: Mediterranean HD by Navionics S.p.a.



The winner in this category was the Marine: Mediterranean HD chart system for an iPad. This system's ease of use was better than

any the Jury had seen to date. With fingertip control provided by the iPad it was extremely easy and intuitive to manipulate the charts and establish routes and waypoints. Moving from screen to screen, updating charts, and zooming in on a landmark was expected to be very simple even on a moving boat – Stand no. 02.432

SPECIAL CERTIFICATES

'Most ECO-Friendly Product' certificate:

CONVERTER NV SERIES by Officine Meccaniche Pejrani S.r.l



The certificate for Most ECO-Friendly Product was given to Officine Meccaniche Pejrani S.r.l CONVERTER NV SERIES for waste generated aboard yachts. This converter reduces the amount of waste by up to 70% by pulverizing and sterilizing it with no emissions – Stand no. 05.347

Two 'Most Innovative Product' certificates:

● SiMON2 yacht control software by Palladium Technologies Stand no. 10.522

● Marine: Mediterranean HD by Navionics S.p.a. Stand no. 02.432



The Innovation certificate of excellence was given to two products that both use the iPad. The Palladium Technologies, Inc. SiMON2 yacht control software and the Navionics Marine: Mediterranean HD chart system. Both of these products utilized the iPad in ways never before seen. With the iPad, both products made control and navigation of any yacht significantly easier than it has ever been before.



SPECIAL MENTIONS

Marine electronics:

- EmpirBus NXT by EmpirBus AB, a digital switching system that conforms to NMEA 2000, ABYC, IP65 – Stand no. 02.202
- GPSMap 720 from Garmin Europe Limited uses touch-screen technology on a seven-inch display – Stand no. 01.101-103

Interior equipment, furnishings, materials and electrical fittings used in cabins:

- SPACERFLEX from En Premiere S.a.r.l. was given a special mention in this category for its unique mattress support system – Stand no. 04.519

Marina equipment, boatyard equipment and boat construction tools and materials:

- There was no winner in this category, but a special mention was given to Kebony from Kebony ASA for the company's wood decking system made out of specially-treated maple. With old growth teak forests under extreme pressure from overharvesting, the Kebony method of treating maple gave a yacht the expensive finish of teak, yet used the much more common and almost as hard wood, maple to achieve the same elegant look to yachts – Stand no. 09.404

SPECIAL MENTIONS



Deck equipment, sails and rigging:

- The Flexicarbon by Future Fibres Rigging Systems S.L., which allows carbon-fibre rigging to be rolled up for ease of transport, a feature never before available and a feature that reduces transportation costs dramatically – Stand no. 01.640
- The Hall BlockLock by Hall Spars & Rigging, USA. This lightweight halyard lock allows rigging loads to be taken by the mast only and removes halyard compression strains on the mast allowing the sails to be set with better accuracy than ever before – Stand no. 11.022
- The ReWind™ Radial® Electric winch by Harken Inc. is a two speed winch that has a backwind mechanism to allow the winch to rotate backwards and ease the sheet off the winch without having to remove it from the self-tailing mechanism. It is controlled by push button rather than by a handle making it ideal for most cruising yachts – Stand no. 11.219
- The Superlight Pantograph Door by Opacmare S.p.a. This door, which is designed for large yachts, is easily closed and locks itself in place to form a watertight seal – Stand no. 01.229
- The XXCO812 Powerclutch CTiC series by Spinlock Ltd. is a well-designed rope clutch that earned a special mention – Stand no. 03.300

Clothing and crew accessories:

There was no winner in this category, but there were two special mentions:

- One was the Hiking pants Laser STD by Sandiline d.o.o., which provide additional stiff padding behind the upper legs to help protect a Laser sailor's thighs from the sharp corner of the deck edge when hiking out – Stand no. 05.504
- The other special mention went to the Imhoff Offshore Rescue Jacket by Imhoff Technical Sailing Wear, which is unique in that it has lighted panels on the shoulders and hood that can be switched on by the wearer should he or she fall into the water at night – Stand no. 01.110

Life saving and safety equipment:

- The Odeo Flare by Odeo Flare Ltd. is a hand-held flare that uses lasers instead of pyrotechnics. Compared with a traditional flare, its beam can transmit over longer distances and for a longer time – up to five hours – Stand no. 03.118

Machinery, propulsion, mechanical and electrical systems and fittings:

- One special mention was given to four products of the Whale Water Systems line of easily connected components for any yacht system (Fresh IC, Bilge IC, Grey IC and Gulley IC) – Stand no. 01.444
- Another special mention was given to PureGen of Halyard Ltd, a complete compact fuel efficient soot cleaner for marine generators, achieving a virtual odour free exhaust – Stand no. 11.009

Marine related software:

- A special mention in this category was given to Palladium Technologies, Inc. SiMON2 for the company's yacht control software for iPad – Stand no. 10.522

DAME JURY 2010

The DAME Jury is selected from design experts around the world. This year's Jury includes:

- Mr. B. Dixon, Dixon Yacht Design, United Kingdom – Chairman of the DAME Jury
- Mr. G. den Boef, The Netherlands – Secretary of the DAME Jury
- Ms. M. Bos-De Vaal, Art-Line Interiors B.V., The Netherlands
- Mr. T. Conradi, judel/vrolijk & co engineering GmbH, President DBSV, Germany
- Mr. T.P.T. Donkin, retired ICOMIA secretary general, United Kingdom
- Mr. A. Frabetti, Ferretti – Advanced Yacht Technology Centre, Italy
- Mr. J.J. Jacobs, Professor Design, TU Delft (University of Technology), The Netherlands
- Mr. J. Jakopin, J&J Design/Seaway, Slovenia
- Mr. R. Marshall, yacht designer and author, USA



Around this year's winner, the Jury from left to right:

T. Donkin, J. Jacobs, M. Bos-De Vaal, T. Conradi, R. Marshall, B. Dixon, J. Jakopin, G. den Boef, A. Frabetti.



Former Chairman and leading Naval Architect Tony Castro is the designer of the DAME prize; the trophy reflects the truly international entry field and focus on design.

DAME PARTICIPANTS SUPPORT WHISPER BOAT BUILDING ACADEMY

All participating companies paid a non-refundable registration fee per product entered to support a worthy charity. This year Whisper Boat Building Academy (WBBA) in South Africa, the only boat building school for people with disabilities, received a cheque of 19,800 Euros. The WBBA helps deaf, previously disadvantaged, South African young people acquire learning and skills in composite construction and boatbuilding. The DAME proceeds will be used to fund development of a skills programme with learning aids suited to deaf students, and to train teachers and interpreters - www.wbba.co.za



In the DAME stand, located in the Elicium, you can find more information on WBBA as well as all nominated products and winners.



The Power of Silence

