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Q&Q SMILESOLAR RECEIVES GOOD DESIGN® SELECTION FOR 2015

The Q&Q SmileSolar has been shortlisted for the coveted Good Design Awards, Australia's oldest and most prestigious award for design and innovation with its origins dating back to 1958. The Awards showcase superior examples of good design across a broad range of industries and design disciplines. There are seven main categories for the awards and 25 sub-categories, representing one of the most diverse range of submissions in the world.

The Q&Q SmileSolar series is a fun and eco-friendly timepiece powered by light using recycled materials with accessible retail price of \$49.99. The products are now available in 60 countries at not only watch retailers but also design stores, gift stores, apparel and department stores such as MoMA Design Store New York, Tokyo and Le Bon Marche Paris, etc.

The Judges commented: "The designers must be congratulated for creating an elegant timepiece that is underpinned by solid environmental credentials. This is accessible design at its best and should bring a smile to anyone who wears it."

After a week long judging process involving more than 30 local and international design experts, only 266 of the 380 entries qualified for the Good Design® Selection stage. These entries are now in the running to receive the country's highest design honour to be announced at the Good Design Awards Gala evening on 29 May in Sydney.

To qualify for the Good Design® Selection, entries must satisfy the stringent criteria for good design that includes factors such as safety, quality, functionality, sustainability and innovation.

The Good Design Awards conducts one of the most rigorous assessment processes in the world and to qualify for this round is a significant achievement. Dr. Brandon Gien, CEO of Good Design Australia who manages the annual Awards program said, "We pride ourselves in upholding very high standards in our evaluation process and as a result, only the best submissions make it through to this stage."

"The judges take their job very seriously and dive into each submission to find out what makes it special and truly innovative. The very best ones go on to be considered with the Good Design Award®, one of the most coveted awards for design and innovation in the world," Dr. Gien said.

"I'm very pleased that the Q&Q SmileSolar has gone on to this stage of the Good Design Awards, it is a testament to the hard work the designers have put in to bring this project to market," said Dr. Gien.

The Good Design Award® winners will be announced at the annual Good Design Awards Gala Night on 29 May at The Pavilion, Darling Harbour. For more information, see www.good-design.com

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