

# JURY REPORT

Tuesday 13 November 2007

2007  
**DAME**  
DESIGN AWARD METS

MARINE EQUIPMENT TRADE SHOW  
**METS**  
2007



## DAME PRIZE 2007 WINNER

### JURY REPORT ON THE 2007 DAME AWARDS

The 17th annual Design Award METS competition attracted a total of 138 products from 107 companies.

The task of the Jury was to select an outright winner from eight categories and to choose entries that merited 'Category Winner' and 'Special Mention' certificates. Category level awards are not made when it is perceived that standards are not equivalent to the level of other winners.

A total of 34 products were short listed for final consideration in 2007 and these are the 'Nominated' products that appear in the DAME presentation at METS. From these the Jury selected the outright winner, together with 5 outright Category Winners and 11 Special Mentions.

When making any assessment under the DAME rules the most important aspect, central to the final judgment, is design in its fullest context – the degree to which the overall styling, construction, functionality (the capability of the product in relation to its intended use) and level of innovation are seen as equally balanced features of the entry. Originality, use and ease of human operation are also taken into account, as well as other considerations such as the ratio of price to performance.

### OVERALL COMMENTS

Bill Dixon commented on his first time as DAME chairman: "Overall I was impressed with the quality of the products, but my feeling was that there were categories that stood out, with a number of strong candidates, and other categories that were a little disappointing. On a personal note, the judging felt as if I was on a steep but enjoyable learning curve, given that I have not had DAME jury experience prior to this appointment. It was a tough job getting through the number of candidates, so I must thank my experienced colleagues on the jury for guiding me through my first year as Chairman."

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 of the Design at METS Awards.



## THE DESIGN AWARD METS 2007

The winners of the 2007 DAME Awards were announced by the jury chairman, yacht designer Bill Dixon, during the Breakfast Briefing at the opening of METS. The DAME Awards are given in recognition of design elegance, functional beauty, and ease of use. The overall winner, in the opinion of the jury, best exemplifies these traits.

### DAME 2007 WINNER

These desirable qualities are certainly found in this year's overall winner, the Teaky Beach - Stern Platform Chaise Longue from Opacmare S.p.A. of Italy. The Teaky Beach is a very elegant product that can be completely hidden in the deck when not in use, allowing that part of the yacht to be employed for other purposes. But should a person want to sunbathe, or merely relax on deck, hidden hydraulics, a cushion, and a simple handheld electronic control turn the Teaky Beach into an extremely comfortable lounge chair. The hydraulic package is so carefully engineered that the Teaky Beach only requires about 75 mm (3 inches) of depth, thus enabling a normal-height cabin below it. While this product is aimed at the upper end of the market, a segment that is extremely hot right now, it can be fitted on boats as small as about 20 meters (65.6 feet).



Winner DAME 2007:  
The Teaky Beach - Stern  
Platform Chaise Longue from  
Opacmare S.p.A. of Italy

## THE CATEGORY WINNERS

This year there were winners selected in five out of eight possible categories. All the winning products were designed superbly well, making them stand apart from their competitors. It was extremely difficult, however, to determine the overall winner from among the five category winners. This decision forced the jury to deliberate very carefully.

### Marine electronics

In this category, the largest of all, the winner was the Marine Reader from Secure Yacht Ltd. This programmable magstrip token is attached to a surface near the yacht's boarding platform, and any person stepping aboard the vessel must be identified by it or an alarm will sound. The device glows blue to indicate its presence, turns green if the boarder is allowed to proceed, and turns red if the boarder is not allowed past. The Marine Reader can also be wired to sound an alarm if an intruder tries to sneak past it.

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

The winner of the furnishings category was the Opacmare Teaky Beach - Stern Platform Chaise Longue. As mentioned above, this piece of furniture can be made to be flush with the deck, or it can become an elegant lounge chair with just the push of a button.

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

A winner was not awarded in this category.

### Deck equipment, sails and rigging

As usual, this category was very large and interesting. The DAME jury probably spent more time on this category than any other. The winner was the Opacmare Multifunction Stern Platform from Italy. This platform is remarkable in that it can be configured to be a simple yacht stern platform, or it can be "unfurled" to become a platform onto which a jetski, dinghy, or small tender can be loaded and then lifted out of the water. The platform is completely adjustable. It can go from being about half a meter below the waterline to its fully closed position. Set at sea level, it is a very functional boarding platform. The operation is extremely smooth and is controlled by a handheld wireless remote.

### Clothing and crew accessories

While a wide range of clothing was entered, the jury decided against giving a 2007 award in this category.

### Life saving and safety equipment

In this category the jury looked at a number of interesting products, but only one stood head and shoulder above the rest. The winner was the EVRSafe ISS-1040 from EVRSafe Marine Technologies. The EVRSafe ISS-1040 has a small screen that instantly tells the viewer the readouts from the EVRSafe sensors installed around the yacht. The sensors can simultaneously detect many hazardous gasses, such as carbon dioxide, propane, butane, and others. When the device senses the presence of a gas, an alarm sounds, and the screen immediately shows which sensor is detecting the gas. The unit can be customized for any boat and include up to 130 sensors and several screens in strategic locations throughout the vessel. The unit can also be configured to shut off fuel valves or turn on blowers when needed.

### [Machinery, propulsion, mechanical and electrical systems and fittings](#)

The winner in this category was the SIPARIO opening window system from Besenzoni S.p.A. of Italy. The system incorporates a fully opening window that is RINA (Italy) approved to be installed to within one foot of the waterline. When closed, the window is totally watertight, yet it can be opened from inside the yacht to enable passengers to enjoy fresh air and sunshine without going on deck. incorporate a variety of flexible couplings. This is a brilliantly presented example of engineering excellence that promises to move conventional shaft boats into the 21st Century.

### [Marine related software](#)

A winner was not awarded in this category.

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## **SPECIAL MENTIONS**

Eleven products were selected for special mention from the total of 34 products that were nominated. Many of these 11 products could easily have won their category. They were cited for clean, elegant design, good use of materials, and wide appeal to the maritime community.

### [Marine electronics](#)

Geonav 3 from Geonav Srl. The jury felt that this GPS was well designed and very compact, making it more likely to be used aboard a boat.

Broadband 60 from Radiomarine S.p.A. This product allows high-speed communications for larger yachts. Until now communications from at sea have been relatively slow and expensive. The reason the jury picked out the broadband 60 was the compact size of the accompanying electronic boxes, which the jury felt made it applicable to quite small vessels.

### [Interior equipment, furnishing, materials and electrical fittings used in cabins](#)

Petrolux oil lamp from Haveco BV. This stainless steel lamp had a very elegant and beautiful line. "A good modern interpretation of a classic design," said Bill Dixon, chairman of the jury.

Twist 'N' Lock Manual Toilet from ITT Corporation. The twist and lock action locks down the piston of the new ITT manual toilet to guard against accidentally flooding the bowl and the vessel.

### [Marina equipment, boatyard equipment and boat construction tools and materials](#)

No special mentions were awarded in this category.

### [Deck equipment, sails and rigging](#)

The Rigtune Pro from Harken, Inc. This device enables the racing sailor to get a digital readout of a sailing vessel's rig tune at any time.

The 420 "Genesis" Rudder Stock from Sea Sure Ltd. This is one of the simplest, but best engineered rudders and rudderstock designs that the jury has seen in many years.

Wichard's Gyb'Easy boom brake. This device slows the boom during a gybe to help prevent accidental gybing. It can be adjusted to suit a variety of wind conditions and sea states.

### [Clothing and crew accessories](#)

The Atmosphere Jacket from Henri Lloyd Ltd. The simplicity and style of this jacket will allow it to become a standard on many yachts.

### [Life saving and safety equipment](#)

Douglas Gill International's Compressor Buoyancy Aid. Many buoyancy aids are uncomfortable and are rarely worn, but Gill's latest design is intended to make the user happy to wear it under all conditions.

### [Machinery, propulsion, mechanical and electrical systems and fittings](#)

ChargeMaster and the MasterShunt from Mastervolt International, these two products were both cited for their innovative, clean design and elegant simplicity. They are genuine examples of form following function.

### [Marine related software](#)

No special mentions were awarded in this category.

## DAME JURY 2007

The members of this year's DAME Awards Jury were:

- Mr B. Dixon, yacht designer, Dixon Yacht Design, United Kingdom - chairman of the jury
- Ms M. Bos-De Vaal, Art-Line Interiors BV, The Netherlands
- Mr G. den Boef, Nauticring, The Netherlands
- Mr G.N. Bruens, Lecturer Design TU Delft (University of Technology), The Netherlands
- Mr T. Conradi, judel/vrolijk & co Yacht Design and Engineering GmbH, Germany
- Mr T.P.T. Donkin, retired ICOMIA secretary general, United Kingdom
- Mr A. Frabetti, Ferretti Group, Italy
- Mr R. Marshall, SNAME, yacht designer, author, US editor for The Yacht Report, USA

Amsterdam 18 October 2007

The DAME Jury



The jury from left to right:

T. Conradi, A. Fabretti, M. Bos-De Vaal, G.N. Bruens, in the front:  
R. Marshall, T.P.T. Donkin, B. Dixon, G. den Boef.

## DAME PARTICIPANTS SUPPORT BATAVIA YARD

For the first time, all participating companies paid a registration fee per product entered to support a worthy marine charity. During the Breakfast Briefing a cheque of € 20,850 Euros was handed to Mr R. Beije, the director of Batavia Yard, this years charity. The Batavia Yard will use the donation to help fund an ongoing project to build a full size replica of a famous Dutch warship, 'The Seven Provinces'. The replica is being built using traditional methods and materials as part of an important crafts training project and, when complete, will be the world's finest example of an authentically reconstructed 17th century ship. Batavia Yard operates as an open-air museum and receives no government funding.



Progress on the building of the historic ship.

**BATAVIA** werf  
Nationaal Scheepvaartmuseum Centrum

[www.bataviawerf.nl](http://www.bataviawerf.nl)

