

DAEMON 2iC'S MANAGEMENT OF THE 2007 BREVILLE YOUNG DESIGNER AWARD SET A WHOLE NEW BENCHMARK FOR HOW TO CONDUCT THE AWARDS IN FUTURE YEARS. THANK YOU.

**Richard Hoare**  
Breville, Director of Design and Innovation



# BREVILLE: 2007 YOUNG DESIGNER AWARD

DAEMON 2iC TAKES THE ANNUAL BREVILLE YOUNG DESIGNER AWARDS PROGRAM TO NEW HEIGHTS IN ITS SECOND YEAR, BY DISCOVERING AND NURTURING AUSTRALIA'S MOST TALENTED YOUNG INDUSTRIAL DESIGNERS

## CHALLENGE

To build the reputation and credibility of Breville's Young Designer Award program by increasing the number of entries and securing it within final year curriculum activities at leading universities - Australia wide.

A concept conceived by Daemon 2iC in 2006, the program invites final year industrial design students to respond to a design brief for the chance to win a 12 month internship with Breville's award-winning design team.

## STRATEGY

To promote the program, Daemon 2iC took the Breville designers on a national roadshow, securing guest lectures at top industrial design universities across Australia.

At the same time, Daemon 2iC worked closely with the industrial design faculties to secure the Breville Young Designer Award within the final year curriculum.

The submissions were judged by a panel – comprising of Breville Design, Commerciality and Marketing teams – who had the difficult task of selecting three finalists to fly to Sydney, meet the design team and present their design concepts to the panel.

## RESULTS

The Breville Young Designer Award has become an ongoing annual program for Breville in Australia.

UNSW, UTS and University of South Australia included the Breville Young Designer Award within their 2007 curriculum for final year students.

Three quarters of Australia's industrial design universities plan to include the program in their curriculum activities in 2008.

Entries increase by a massive 300% since last year's inaugural award.

In just two short years, the Young Designer Award has become a leading awards program that kick starts the careers of Australian designers.

## Intern's ripe idea is in the bowl

**DESIGN**  
Sarah McInerney

A FRUIT bowl that can detect when its contents are ripe has won Toby McInnes an internship at Breville.

The St Peters resident was awarded the John O'Brien scholarship of a 12-month work placement based on his fruit bowl design.

"It was all about feedback, it actually let you know when something was not ripe or too

ripe but still able to be used in a cake," he said. "It also tried to prolong the life of the fruit."

Mr McInnes is in his final year of studies in industrial design at the University of New South Wales. He is over the moon about winning the scholarship.

"Breville is a really good company to work for," he said. "Before that I was washing pots and pans in a restaurant in the city and thinking I might be doing it again."

As part of his studies he has designed products ranging from a pack-away barbecue for a four wheel drive car and a blow-up esky to take to the races.

"These days it is about thinking outside of the box," he said. "Most things have been done so it is hard to come in and do it differently."

The John O'Brien scholarship is named in honour of Breville's late chairman.

