



EUROPEAN
ALUMINIUM
AWARD

INDUSTRIAL DESIGN & ENGINEERING

IS YOUR
INNOVATION
THE WINNER
IN 2010?



NEW!
YOUNG DESIGNERS
AWARD

ORGANIZING PARTNERS



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EUROPEAN ALUMINIUM AWARD

Companies with an innovative product that incorporates aluminium can win an important prize by taking part in this year's EUROPEAN ALUMINIUM AWARD.

Winning a prestigious prize such as this European Aluminium Award not only recognises your innovative approach to business, but is also an important stimulus that helps to promote your company.

The EUROPEAN ALUMINIUM AWARD is an initiative of the Dutch Aluminium Centre. For this 7th edition a wide base has been acquired through the support of the European Aluminium Association (EAA), the GDA - the German Aluminium Association - and ALUMINIUM 2010, World's largest Trade Show & Conference in the area of Aluminium.

The leading aluminium companies ALCOA, ALERIS, HYDRO and RIO TINTO ALCAN are involved as main sponsors of the competition.

The Awards will be handed out in a festive gala during ALUMINIUM 2010, 8th World Trade Fair & Conference, which is held on 14-16 September at Messe Essen in Germany.



FOR EVERY ALUMINIUM INNOVATION

For every aluminium innovation

Industrial designers, manufacturers, importers, architects, builders and constructors can enter into various categories for the 7th EUROPEAN ALUMINIUM AWARD 2010 Industrial Design & Engineering. The competition is held every 2 years.

The Aluminium Award is given to products or projects in which aluminium has been applied in an innovative manner. An independent jury makes a selection from the nominated entries.

Every company that has an aluminium innovation can enter and both industrial and consumer products can take part. The closing date for submission is 1 July 2010.

Entry fee is 450,- Euro excl. VAT per entry.



AWARDS FOR INDUSTRIAL AND CONSUMER PRODUCTS

In total 6 Awards are at stake in 2 Categories

- **Consumer Products**
 - Design
 - Innovation
- **Industrial Products**
 - Automotive and Transport
 - Building and Construction
 - Machinery and Electronics
 - Production Techniques

Jury Award

In addition, the Jury will give an Overall Jury Award for the entry with the most striking contribution to "Environment, Sustainability & Energy Efficiency". To honour the company that proves consciousness that the wellbeing of future generations depends on how we preserve our social and environmental resources.

Extra prizes and honourable mentions are possible depending on the art of the entries received and according to the jury's decision.



Lotus Evora: winner Overall Jury Award

JUDGING

The final winners of the Award will be selected from the nominees by an independent jury. The jury will draw up a report in which it will explain its choices and the way in which the final decision was reached.

Jury members are:

Prof. Laurens Katgerman (chairman),

International recognised expert in the field of aluminium technology, Faculty of Mechanical, Maritime and Materials Engineering (3mE), Delft University of Technology, (NL)

Mr. Vito Oražem (vice chairman),

Managing Director, Design Zentrum Nordrhein Westfalen, (D)

Mr. Stuart Preston,

Consultant, The Institute of Materials (IOM), (UK) – in consideration-

Mr. Rein van de Velde,

Consultant, van de Velde Consultancy, (NL)

Ms. Roberta Bordiga,

Editorial staff Edimet/consultant Alumínio e Leghe, (I)

Mr. Henrik Foug,

Editor in Chief, Jern og Maskinindustrien, (DK)

Mr. Alwin Schmitt,

Editorial staff Giesel Verlag, (D)

Mr. Johan Jongejan (secretary),

Aluminium Centrum, (NL)

CRITERIA

To be eligible for the EUROPEAN ALUMINIUM AWARD 2010 the products have to have been produced or put onto the European market after 1 January 2008 and must incorporate aluminium applied in a practical or innovative manner.

The following criteria shall be taken into account in the assessment of the entries:

- a. Originality and functionality of the use of the materials:** the degree to which the metal aluminium is used in an original and useful manner.
- b. Functionality of the product:** the degree to which the part meets both its primary user function and its technological function, as a result of use of materials, construction and any ergonomical adjustments.
- c. Design:** the degree to which the design as a whole reaches a harmonic unity or a solution - by the construction of the design and the details of the shape, all this in relation to the material used.
- d. Durability:** in relation to Life Cycle Costs.
- e. Recycling:** the possibility to recycle the applied materials and the raw materials used.
- f. Representativity and promotional value for aluminium.**



SELECTION AND NOMINATION

Selection and Nomination

In each category the selection committee will assess the entries with respect to the completeness of its documentation and whether they meet the regulations. Entries that meet the selection criteria will be judged and reviewed for nomination for the 2010 EUROPEAN ALUMINIUM AWARD in one of the two main categories. In principle in each main category maximum 15-20 entries will be nominated.

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AWARD GALA 2010

Prize-giving during award gala 2010

The EUROPEAN ALUMINIUM AWARD 2010 Industrial Design & Engineering is given during the Award Gala on Tuesday, 14 September at the International Trade Show ALUMINIUM 2010 at Messe Essen, Germany.

All nominated entries will be on display during the show in the Galeria, the dazzling heart of ALUMINIUM 2010 that lasts from 14 September to 16 September. Some 18000 visitors and 900 exhibiting companies are expected from more than 40 countries.



Prof. Laurens Katgerman
(Jury Chairman)

The winner of the Aluminium Award receives a sculpture, made of aluminium, as well as a certificate. The winners and nominees are presented during the Award Gala ALUMINIUM 2010.



VASCO Bryce winner Designer Award Consumer Products

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TOP 3 REASONS TO ENTER

1. Earn the honour, recognition and respect your product deserves

Winning the EUROPEAN ALUMINIUM AWARD means you have created an outstanding aluminium product or technology worthy of international recognition! Let your clients, your colleagues, your competitors, and the media know that you are an award-winning industry leader. Nothing says "we're the best" like an expert third party endorsement.

2. Show your innovation regardless of your company size

It's difficult for new and small firms to compete against brand-name companies. Consumers need to have confidence in your business. The EUROPEAN ALUMINIUM AWARD affords the credibility and legitimacy you need to compete in the global marketplace. Whether you are a small firm or a listed company, all entries face the same judging process and are eligible to win the same prestigious award. We give equal treatment to all entries.

3. Benefit from new marketing possibilities

Winning a EUROPEAN ALUMINIUM AWARD is a newsworthy event and a catalyst for publicity and new business. The winners will be communicated to the public in the Award marketing campaign. Advertise your success, too! Send an e-mail announcement to your clients. Issue a press release. If you have a newsletter, send out a "Special Edition." Award recognition gives prospects confidence in your business and is especially useful if you are a small or new firm.

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ENTER AND WIN!

Products or projects must be registered at one's own initiative by 1 July 2010.

Direct entry is possible through the website www.aluminium-award.eu.

Regulations and registration forms for the EUROPEAN ALUMINIUM AWARD 2010 can also be downloaded from www.aluminium-award.eu.

More information on registration or the organisation regarding the EUROPEAN ALUMINIUM AWARD 2010:

Secretariaat EUROPEAN ALUMINIUM AWARD 2010

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NEW!!! YOUNG DESIGNERS PRIZE

For the first time the award for 'Young Designers' will specifically encourage young talents.

In this category, students and designers in the under-30 years of age group present creative ideas and new approaches.

Young Designers born on or after 1 January 1980 may apply.

All nominations from Young Designers judged by the jury will be put on display in a special area of the Award exhibition in the Galeria during ALUMINIUM 2010.

The Young Designers Prize will also be presented at the Award Ceremony on Tuesday night 14 September 2010.

Young Designers may enter at a reduced rate of EURO 150,- excl.VAT per entry.



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WINNERS STATEMENTS EUROPEAN ALUMINIUM AWARD 2008

LOTUS

"We are absolutely delighted that the Lotus Evora has won such a prestigious award. A foundation for future success",
Mike Kimberley, Chief Executive Officer of Group Lotus Plc

VASCO

"The international recognition of the novel character and design of its newly conceived radiator by granting this Award is a confirmation of VASCO's creativity and a valuable boost to stimulate future innovative endeavours",
Jan Nuyts, CEO The Heating Company

ALURUNNER

"The EUROPEAN ALUMINIUM AWARD was a great event where we got together with lot of interesting companies",
Hans Deiseroth, Alurunner

BAYARDS ITALY

"Bayards is the proud winner of the Aluminium Award 2008. A dream came true. It's like winning the Champions League",
Peter Gritsch, Bayards Italy

RESQTEC

"RESQTEC uses the Award to highlight it's innovative character and "high-tech" status, very helpful for sales all over the world!",
Fred Baas, RESQTEC Zumro

ORGANISING PARTNERS



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centrum**



European
aluminium association

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ALUMINIUMINDUSTRIE e.V.

