

Reflect05
reflecting
design
Designed
to save
your life

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REFLEC05 - "ENLIGHTEN" REFLECTOR:

Interaction designers Gregers Hemming Lund, Industrial designer Hân Pham and Industrial designer Kenneth Lylover from Århus, Denmark were awarded an honorary mention in Reflect05- design competition for reflective products with their entry Enlighten. Enlighten competed in Reflector -category. The competition was held in Helsinki Finland.

The organizers received 181 entries from designers and design students. The contestants were mainly from Finland but there were also designers from Belgium, Denmark, Estonia, Italy, UK and Sweden. The standard was very high and there are many attractive, clever and technically developed designs among the works.

Jury's comments of Enlighten:

" Enlighten reaches a difficult target group, the youth. The reflective part is situated in perfect height for safety. The reflector is easy to produce: all materials and parts are already available. The changeable message can be interesting though it can increase the production cost. Enlighten works also only with the reflective part in the end of the reflector. The ground work has been carefully done and the proposal has been presented well."

Downloadable images:

www.kuten.net/reflect/pressi/press.html

More info on the design competition:

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