



**EUROPEAN
PRODUCT
DESIGN
AWARD**

FOR IMMEDIATE RELEASE

**WINNERS OF THE FIRST EUROPEAN PRODUCT DESIGN AWARD, EPDA, ANNOUNCED AT
THE EUROPEAN PARLIAMENT**

Los Angeles, California, April 20, 2017– Today, the *European Product Design Award*, EPDA, announces to the general public the winners of its debut design competition. The award which was first announced at the European Parliament on April, 12 in Brussels is an initiative which recognizes the efforts of talented international product designers who aim to improve our daily lives with their practical, well-thought-out creations.

According to the EPDA President, Hossein Farmani, "The quality of designs both from the professionals and students were exceptional. We are pleased to bring the design world's attention to these great product designs. He further stated that, "Announcing the winners at the EU parliament added another level of excellence to these new awards".

The winners of these prestigious awards and their awards are:

1. Kengo Kuma and Associates for CHIDORI awarded Design of the Year, 2017;
2. Miniki for MINIKI SLIMLINE awarded Design Innovation of the Year, 2017;
3. Wideblue Ltd for PEEK RETINA awarded Design for Humanity Award, 2017;
4. Anna Haldewang from Savannah College of Art and Design awarded Discovery of the Year, 2017.

According to Sandro Serenari, e-qo President, "We supported the EPDA in organizing a successful award ceremony at the European Parliament so as to grant the final ceremony the institutional environment that talented and brave designers deserve."

About EPDA

The European Product Design Award, rewards the strategic thinking and imagination which results in making a great product. The award can help awardees advertise and market their products into people's homes or businesses, as well as giving careers a welcome boost.

For more information about the award visit <https://productdesignaward.eu/>.

Submissions are open to product designers around the world. The 2018 entry begins on May 22. Interested individuals or bodies should send in their beautiful, innovative, and creative product designs that might just make someone's life easier and more joyful. For more enquiries and questions email press@productdesignaward.eu.

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