

## 30TH ANNIVERSARY DAME DESIGN AWARD METSTRADE COMPETITION

### JURY REPORT ON THE 2021 DAME AWARD – TUESDAY 16TH NOVEMBER 2021

The 30th DAME Award Winner and Category Winners for 2021 were announced at the Breakfast Briefing before the opening of the METSTRADE show, incorporating the SuperYacht Pavilion, Construction Material Pavilion and the Marina & Yard Pavilion, on Tuesday 16th November. This report provides more detail on the winning products and Special Mentions, along with brief insights into the Jury's findings.

#### DAME DESIGN AWARD

The DAME Design Award 2021 celebrates three decades of closely fought competition among thousands of excellent submissions from METSTRADE exhibitors over the years. This edition follows the running of a one-off DAME R&D Excellence in Adversity Award last year during lock-down.

The DAME Awards has been consistent in its core mission. Namely to raise awareness of all that is important about marine equipment design, from aesthetics, functionality, innovation, integration, price efficiency, lifecycle management and packaging. It offers opportunities for all METSTRADE show exhibitors from around the world to submit their latest products. Entries are judged by a jury of carefully selected experts with experience and qualifications spanning all areas of design and product usage.

The wide focus of the DAME raises awareness for the whole marine industry to continuously improve its design efforts, down

to the smallest detail. It stimulates design progression across all disciplines and product types. Great end-to-end design is vital to improve manufacturing efficiency and product reliability. It recognises that the marine industry must match the high customer expectations set by products in other sectors like automotive and consumer electronics.

This year the DAME Jury inspected 103 entries from 25 countries, from which it nominated a total of 53 products for consideration in the final judging rounds.

The Jury identified a total of six winners in five of the seven DAME categories. From these an overall DAME Award winner was chosen. The Jury also identified 15 Special Mentions (commended runner-up entries).

#### CHAIR'S COMMENTS

Andre Hoek, chair of the DAME Jury, stated: "It was great to resume the full DAME Awards format for this 30th anniversary edition.

"Last year the Jury was really excited to name a truly standout product, the TEMO 450 outboard, as winner of the virtually assessed DAME R&D Excellence in Adversity Award. However, our enforced absence from the Jury Room in 2020 has been a stark reminder of the huge value of engaging with products physically. I know that METSTRADE visitors feel the same way about being able to browse products on stands here in Amsterdam, however good the material that one can access online.



# **DAME** DESIGN AWARD **30<sup>TH</sup>** ANNIVERSARY

"It made us particularly appreciate this year's efforts of METSTRADE exhibitors who enter and supply products each year. Plus of course the very large amount of work undertaken by the METSTRADE team of RAI Amsterdam to present them for detailed scrutiny in our Jury Room.

"The world has changed in so many ways since we last gathered as a Jury. "Pandemic restrictions have greatly heightened our appreciation of the environment. The lifestyle benefits of marine leisure are drawing in a whole new generation in a way that we could not have imagined just two years ago.

"Sustainable product lifecycle and making boating more accessible for novice users are critical design priorities as we move through this decade. It is appropriate therefore that the Jury selected the Volvo Penta Assisted Docking system as its DAME Award for 2021. This product is a brilliant example of how we can harness great design and evolving technology to safely remove barriers to entry."

## **DAME AWARD WINNER 2021 VOLVO PENTA ASSISTED DOCKING**

Volvo Penta has maximised the advantage it has of being able to independently vector thrust from its proven IPS (Inboard Performance System) drives. The Assisted Docking system digitally controls that ability using an Electronic Vessel Control system and Dynamic Position System to provide hitherto unknown levels of fine manoeuvring control, with the ability to take wind and current into account.

Assisted Docking is easily operated via a joystick controller, even by a novice user of a motor yacht. A Glass Cockpit System assists situational awareness. If the person at the helm needs more time to think (and who hasn't needed that when approaching a berth?), they can take their hand off the joystick and the boat holds its precise position until the control is touched again.

The Assisted Docking solution illustrates everything the DAME Jury is looking for. It is the result of much research, development and extensive software and hardware design. The system is intuitive to use but Volvo Penta obviously paid attention to more than core function and innovation. For example, the ergonomics and aesthetics of the hand controller provide a feeling of confidence in the system even before you use it.

Great design has a critical role to play in bringing new people into boating. Volvo Penta's Assisted Docking is a brilliantly researched and designed entry for a changing market landscape. A well-deserved winner of the 30th DAME Award 2021.

## **› CATEGORY WINNERS**

The DAME Jury identified a total of six winners in five of the seven DAME categories and granted 15 Special Mentions.

The Category Winners are:

### **MARINE ELECTRONICS AND MARINE RELATED SOFTWARE Garmin Surround View Camera System**

There were several very strong candidates in this category. After robust discussion the Jury ultimately agreed that Garmin's Surround View Camera System should take top honours. It utilises an array of six cameras to generate a composite aerial image of the area immediately around a boat and offers augmented reality features such as on-screen distance markers and virtual bumpers to assist. Traditional boat owners will rightly recognise this as new, whereas new entrants to boating stepping out of their birds-eye camera equipped cars will probably expect it as standard!

**Stand 01.101, 01.103, 01.200**



### **INTERIOR EQUIPMENT, FURNISHINGS, MATERIALS AND ELECTRICAL FITTINGS USED IN CABINS**

#### **Dometic Voyager TX Series**

Services equipment tucked behind panelling is often completely forgotten, but comfort afloat can be massively affected by how well it works. The Voyager TX variable capacity air conditioner is clearly the result of a lot of design input, from its neat housing, engineering and form factor matching older equipment for easy upgrade, through to energy efficiency. A night-time 'Quiet Mode' feature keeps the unit on constant tick over to maintain temperature, avoiding annoying on-off cycling.

**Stand 01.171, 01.271**





# 30 YEARS OF KEEPING DESIGN AT THE FOREFRONT IN THE WORLD OF MARINE EQUIPMENT



## DECK EQUIPMENT, SAILS AND RIGGING

### Bonomi JOY Self-Tailing Cleat

Few enjoy the chore of heaving on a mooring warp; many have reasons why that level of physical effort is not possible. The JOY started life as a prototype to take the work out of Med mooring a 32-tonne sailing yacht. This cleat neatly incorporates a self-tailing warping drum. The Jury was immediately drawn to its clever function, pleasing form, and potential to enable people to handle heavier boats with less effort. The JOY is available in 100kg and 300kg capacities, with 12V and 24V versions.

**Stand 05.108**



## CLOTHING AND CREW ACCESSORIES

In accordance with the rules of the competition, the Jury did not award a winner in the Clothing and Crew Accessories category this year after carefully considering the standard against other categories.

## LIFESAVING AND SAFETY EQUIPMENT

### ACR Electronics ResQLink View RLS Personal Locator Beacon

The Jury viewed two personal locator beacons this year incorporating Galileo's new GNSS Return Link alerting technology to provide an indication of distress receipt and rescue action. It was ACR's integration of this technology into its very well designed ResQLink View RLS Personal Locator Beacon that was judged best. This unit is compact yet usable in extremis, very cohesive and confidence inspiring. The concept of providing hope to a cold shocked person in the water via a message on the ACR's screen could just be the difference between life and death, so kudos to Galileo also.

**Stand 03.212**



## MACHINERY, PROPULSION, MECHANICAL AND ELECTRICAL SYSTEMS AND FITTINGS

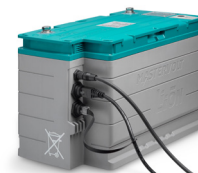
The Jury named joint winners in this category

### Mastervolt MLI Ultra 1250

Mastervolt's MLI Ultra 1250 lays a significant marker in terms of where battery technology is headed. This compact lithium-ion battery is considerably smaller and lighter compared to equivalent conventional cells, neatly packaged in the manufacturer's house style, nominally rated at 100Ah and available in 12V and 24V versions. It incorporates a Battery Management System, heat pad for cold weather operation and IP65 rating, as well as MasterBus, CZone and NMEA2000 compatible communication.

An integrated battery switch automatically disconnects cells if issues arise with temperature, charge current and other factors.

**Stand 02.321**



### Volvo Penta Assisted Docking

Volvo Penta has maximised the advantage it has of being able to independently vector thrust from its proven IPS (Inboard Performance System) drives. The Assisted Docking system digitally controls that ability using an Electronic Vessel Control system and integrated Dynamic Position System to provide hitherto unknown levels of fine manoeuvring ability. The system is easily operated via a joystick controller, even by a novice user of a motor yacht. A Glass Cockpit System assists situational awareness. If the person at the helm needs more time to think, they can take their hand off the joystick and the boat holds its precise position until the control is touched again.

**Stand 05.651**



## MARINA EQUIPMENT, BOATYARD EQUIPMENT AND BOAT CONSTRUCTION TOOLS AND MATERIALS

In accordance with the rules of the competition, the Jury did not award a winner in the Marina Equipment, Boatyard Equipment and Boat Construction Tools and Materials category this year after carefully considering the standard against other categories.

## ➤ SPECIAL MENTIONS

### MARINE ELECTRONICS AND MARINE RELATED SOFTWARE

#### Calypso Instruments Ultrasonic Portable Mini

A very neat 40 mm diameter fully portable instrument to measure true and apparent wind speed and direction. Data is displayed on your smartphone, Garmin watch or over a NMEA network.

**Stand 01.183**

#### ICOM IC-M94DE

ICOM has a deserved reputation for creating well-designed radio equipment. This handheld VHF is up another level again. It incorporates DSC, AIS and an integrated GPS – a notable achievement in such a small but usable unit.

**Stand 01.151**

#### Pixel sur Mer EXOCET Gold

A flight controller for foiling yachts that promises to bring big boat racing technology to the mainstream. The EXOCET automatically controls the yacht at a stable flight height, from take-off to landing.

**Stand 05.554**

#### Raymarine Cyclone Open Array Radar System

Visually stunning solid-state radar with a very low form factor. The highly capable Cyclone range demonstrates that you can beneficially reinvent an old norm in terms of aesthetics while substantially enhancing performance.

**Stand 01.111**

### INTERIOR EQUIPMENT, FURNISHINGS, MATERIALS AND ELECTRICAL FITTINGS USED IN CABINS

#### Dometic M65 Gravity Toilet Series

The design concept of Dometic's M65 Gravity Toilet is simplicity. Its all-in-one format incorporates a small holding tank and it operates with minimal components.

**Stand 01.171, 01.271**

#### Morbern MorGreen Evohide Mistral FRee

Demand for vegan leather substitute materials is growing and this example was appreciated by the Jury for its texture, colour palette and technical specs. Made from 75% sustainable materials and fire resistant without chemical additives.

**Stand 02.525**

### MARINA EQUIPMENT, BOATYARD EQUIPMENT AND BOAT CONSTRUCTION TOOLS AND MATERIALS

In accordance with the rules of the competition, the Jury did not award any Special Mentions in the Marina Equipment, Boatyard Equipment and Boat Construction Tools and Materials category this year after carefully considering the standard against other categories.

### DECK EQUIPMENT, SAILS AND RIGGING

#### Karver Systems KF Bio Concept

A typically competent furler from Karver and the best of those seen in the Jury Room this year. The KF Bio Concept is enhanced using eco materials and lower impact components without any price or performance penalty.

**Stand 05.323**

#### Rapid Marine Universal Chocks

Deck hardware to stow your tender or jet ski gets a complete makeover with these Universal Chocks. Chunky but easily stowed, nice on the eye and very usable.

**Stand 02.533**

#### Rigging Projects RP Steering Hub

Substantially but attractively engineered, the RP Steering Hub can be integrated in a steering pedestal and engaged between 1:1 or 1.33:1 ratios to reduce (or increase) effort when helming larger sailing yachts.

**Stand 05.854**

### CLOTHING AND CREW ACCESSORIES

#### Spinlock Waterproof Essentials Packs

A well-designed response to the explosion in watersports featuring well-chosen fabrics and toggle mounting, Spinlock's Waterproof Essentials Packs are designed to keep valuables safe when afloat.

**Stand 01.570**

### LIFESAVING AND SAFETY EQUIPMENT

#### Plastimo SLR196

The SLR196 ticks the most important box of any lifejacket – if it is comfortable to wear it is likely to get used. Features several good features including a rapid deflation mechanism to deal with entrapment.

**Stand 05.241**

#### SEA-FIRE 2 Litre AVD Fire Extinguisher

Easy to overlook, until you realise this extinguisher contains AVD (Aqueous Vermiculite Dispersion) agent, to tackle the thermal runaway of lithium battery fires and hence increasingly essential onboard electric and hybrid boats.

**Stand 02.109**

#### Spinlock Nemo Baby & Junior 150N Lifejacket Harness

A welcome fresh look at lifejackets for the youngest crew aboard with high volume buoyancy and particular attention paid to the collar and the Nemo's ability to turn an immersed child face-up without assistance.

**Stand 01.570**

### MACHINERY, PROPULSION, MECHANICAL AND ELECTRICAL SYSTEMS AND FITTINGS

#### Mercury 7.6L V12 600hp Verado

The 600hp Verado is a tour de force of engineering, with a fixed V12 naturally aspirated petrol powerhead driving a steerable leg with contra-rotating propeller. An astonishing and brilliantly designed response to the market swing from inboard to outboard.

**Stand 02.418**

#### REMIGO RemigoOne

This all-in-one electric outboard / rudder / battery is simple in concept, offering a height adjustable solution for small sailing craft where there is often only space for a rudder or auxiliary, but not both together.

**Stand 01.470**

## ➤ DAME JURY 2021

This year's DAME Jury is made up of eight leading industry experts:

- Andre Hoek (chair), naval architect and yacht designer, founder and CEO of Hoek Design and Hoek Brokerage, The Netherlands
- Elaine Bunting, independent marine journalist, qualified yacht instructor and former editor Yachting World, UK
- Davide Cipriani, boat and industrial designer, president of yacht design at Centrostyledesign, Italy
- Ben Ellison, freelance marine technical journalist, Panbo marine electronics hub, USA
- Patrick Hemp, technical manager and trained designer, ICOMIA, South Africa
- Arjen Jansen, senior lecturer, school for Industrial Design Engineering at TU Delft, The Netherlands
- David Marsh, independent technical marine journalist and naval architect, UK
- Olivier Racoupeau, naval architect and boat designer, founder and owner of Berret Racoupeau Yachts, France

The DAME Jury is supported by a non-voting secretary, Kim Hollamby of Hollamby Partnership, UK

For the first time in the history of the DAME, the Jury worked in a hybrid way due to ongoing COVID-related restrictions affecting some members. Five were able to travel to the Jury Room in Amsterdam and three worked in close consultation with the onsite members via live video link.



## ➤ ENVIRONMENTAL DESIGN WINNER

The welcome awareness across the marine industry and its customers of the need to protect the world around us motivated the DAME Awards to look at sustainable approaches more closely this year. We introduced the need for an environmental statement for all entries and a discretionary option for naming an Environmental Design Winner from among all nominated products.

In making its 2021 deliberations the Jury identified four positive trends. First, a shift to using environmentally friendly packaging. Second an increased use of recycled materials in production. Third the utilisation of new biomaterials (such as

hemp and linen). Fourth the emergence of substitute technologies such as hydrogen fuel cells.

Less obvious was evidence of full lifecycle planning. The Jury understands this is the hardest part of any company's sustainability strategy at this relative immature stage in the development of clean manufacturing, operation, and end-of-life processes.

In its final deliberations the Jury was unable to identify an exemplar product it wanted to highlight in 2021. The DAME Awards will however maintain its focus on environmental design as one of its key assessment measures and looks forward to encouraging and witnessing further developments.

## ➤ BLUE MARINE FOUNDATION - TO PROTECT OUR OCEAN

Every year, the organisers of the METSTRADE show donate the combined registration fees for the DAME Design Award to a selected charity as a way of giving back to society. This year the METSTRADE Exhibition Committee selected Blue Marine Foundation to receive the DAME 2021 proceeds.



**BLUE MARINE  
FOUNDATION**

Blue Marine Foundation (BLUE) is working to restore the ocean to health by creating marine reserves, developing models of sustainable fishing and restoring vital marine habitats. BLUE's mission is to see at least 30 per cent of the world's ocean under effective protection by 2030 and the other 70 per cent managed in a responsible way.

BLUE will work with the Berwickshire Marine Reserve (BMR) to engage with all recreational marine users in Berwickshire, UK. The work will involve monitoring, reviewing, and building on existing codes of conduct that will be consistent with the protection of marine life and the local environment. Proceeds from the DAME Awards 2021 will be spent on covering the time

of a local project officer who will host a series of workshops that will allow stakeholders to contribute and shape how the marine reserve is safeguarded and managed.

The workshops will include yacht skippers, recreational divers, RIB cruise operators and recreational anglers, among others. The project officer will work with marine users to produce an information pack and guide which will include all relevant information about the local marine protected area, good environmental practice, and information to ensure minimal disturbance to marine wildlife. This will be made available to all recreational boat users, both local and visiting. Furthermore, and depending on how much funding is received, BLUE will use the money to create two public notice boards that will be installed at the main harbours, and cover WiSe training for any recreational boat users who have not already been through the accreditation scheme yet.

THE CHEQUE FOR THE TOTAL DAME 2021 PROCEEDS OF **€15,450.00** HAS BEEN PRESENTED TO **BLUE MARINE FOUNDATION** ON BEHALF OF ALL DAME PARTICIPANTS AT THE DAME AWARD CEREMONY, TUESDAY 16 NOVEMBER.

## > DAME 2021 NOMINATIONS, SPECIAL MENTIONS AND WINNERS

### MARINE ELECTRONICS AND MARINE RELATED SOFTWARE

Product	Company	Stand
Apollo MS-WB670	Fusion Entertainment	02.127
● Cyclone Open Array Radar System	Raymarine UK Ltd.	01.111
● EXOCET Gold	Pixel sur Mer	05.554
● IC-M94DE	Icom Communications	01.151
NavAlert NMEA 2000 Monitoring System	Digital Yacht Ltd.	01.434
Nemesis	Navico Logistics Europe B.V.	01.152
NMEA 2000 Outboard Gateway	UAB "Yacht Devices"	05.215
Sailserver	Sailserver	01.203
● Surround View Camera System	Garmin (Europe) Limited	01.101 01.103 01.200
TowPro	TSM Systems Ltd.	07.609A
TZ iBoat - Marine Navigation App	MaxSea Naval S.L.	05.351
● Ultrasonic Portable Mini	Calypso Marine Instruments	01.183
VMH 35	Veratron AG	01.316

### INTERIOR EQUIPMENT, FURNISHINGS, MATERIALS AND ELECTRICAL FITTINGS USED IN CABINS

Product	Company	Stand
ATLAS 60 P	B LIGHT	07.559
● M65 Gravity Toilet Series	Dometic Group AB	01.171 01.271
● MorGreen Evohide Mistral Free	Morbern Inc.	02.525
Quiet Flush E2	Xylem Water Solutions UK Ltd.	01.539
TOTALLUX LED FLEXLINES – SHORTCUTTING	Totallux B.V.	07.225
● Voyager TX Series	Dometic Group AB	01.171 01.271

### MARINA EQUIPMENT, BOATYARD EQUIPMENT AND BOAT CONSTRUCTION TOOLS AND MATERIALS

Product	Company	Stand
GENESEAS S™	Recyclamer Innovation	EL.402

### DECK EQUIPMENT, SAILS AND RIGGING

Product	Company	Stand
Attwood Powerbase	Advanced Systems Group EMEA B.V.	02.321
Carbon-Titanium cleat	I-CARBON S.r.l.	02.120
● JOY The Self Tailing Cleat	Bonomi S.r.l.	05.108
● KF Bio Konzept	Karver Systems	05.323
LAPASSERELLA	Besenzoni S.p.A.	01.563
● RP Steering Hub	Rigging Projects Ltd.	05.854
Scanstrut ROKK Wireless Nest Phone Charging Pocket	Scanstrut Ltd.	03.510 03.502
Snubber Twist	TM Company	05.820
Spinex	WICHARD - PROFURL	05.540
● Universal Chocks	Rapid Marine Ltd.	02.533
ZXB Jammer	Spinlock Ltd.	01.570

### CLOTHING AND CREW ACCESSORIES

Product	Company	Stand
Race Armour Knee Pads	Rooster Sailing Ltd.	05.660
● Spinlock Waterproof Essentials Packs	Spinlock Ltd.	01.570

### LIFESAVING AND SAFETY EQUIPMENT

Product	Company	Stand
● ResQLink View RLS Personal Locator Beacon	ACR Electronics, Inc.	03.212
● SLR196	Plastimo Distribution SAS	05.241
● 2 Litre AVD Fire Extinguisher	Sea-Fire Europe Ltd.	02.109
● Nemo Baby & Junior 150N Lifejacket Harness	Spinlock Ltd.	01.570

### MACHINERY, PROPULSION, MECHANICAL AND ELECTRICAL SYSTEMS AND FITTINGS

Product	Company	Stand
● 7.6L V12 600hp Verado	Mercury Marine represented by Brunswick Marine	02.418
Apelo Underwater Lighting Brilliance	Hella Benelux B.V.	01.367
BLUESPIN	BLUENAV	05.355
CM-ONE	Crushmaster Marine	05.853
EFOY Pro 2800 Fuel Cell	SFC Energy AG	03.103
EZ AIR	Plastimo Distribution SAS	05.241
ISCAD V50 electric drive	MOLABO GmbH	05.868
● Mastervolt MLI Ultra 1250	Advanced Systems Group EMEA B.V.	02.321
Optonaval Universal Navigation Light	Optonaval GmbH	07.212
Range Extender REXH2	Energy Observer Developments	05.556
● RemigoOne - Integrated Electric Outboard	Remigo d.o.o.	01.470
BEP Marine Smart Battery Hub	Advanced Systems Group EMEA B.V.	02.321
The CLEARLINE System	ElectroSea	05.207
● ● Volvo Penta Assisted Docking	Volvo Penta	05.651
WUWLED	Amper-Auto S.r.l.	07.443
Zipwake Dynamic Trim Control System - Series E	Zipwake AB	03.336



Category  
Winner



Special  
Mention



DAME Award  
Winner 2021

The nominated and winning products are on display within a special DAME 2021 presentation located in hall 6.

All category winning companies and the overall DAME Award winner will highlight their products in the programme The DAME Dynamics. A daily METSTRADE TV live broadcast from 11:30 - 12:00 via the online METSTRADE Connect interactive platform.

These programmes will also be available on demand after the show.

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