

Media Release

The Hon Danny Pearson MP
Assistant Treasurer
Minister for Regulatory Reform
Minister for Government Services
Minister for Creative Industries



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ENTRIES NOW OPEN FOR THE 25TH PREMIER'S DESIGN AWARDS

The Victorian Government is marking 25 years of design excellence, with this year's Victorian Premier's Design Awards set to showcase more ground-breaking design ideas.

Minister for Creative Industries Danny Pearson today invited Victorian design innovators and businesses to enter the 25th edition of the awards, which will be presented during Melbourne Design Week in March 2022.

Entries are open across eight categories – architecture, product and industrial design, communications design, fashion, digital and service design, design strategy, and projects by tertiary design students.

Each category winner will go into the running for the prestigious Victorian Premier's Design Award of the Year, awarded to a project that embodies excellence in design-led innovation.

The awards honour exemplary designers, and also the businesses that commission and use design to transform the way they work, the products they offer or how they engage the public.

The awards' judging panel is made up of high-profile local and international design industry leaders, including Canadian designer Denys Lapointe, leading Australian architect John Wardle, and Steve Martinuzzo, Co-Founder of Cobalt Design which won the Victorian Premier's Design Award of the Year for 2020.

Since 1996 the Victorian Premier's Design Awards have highlighted Victoria's \$6 billion design sector and the economic, social and environmental benefits of good design. The sector is growing faster than the broader economy, with a 26 per cent increase in revenue between 2015 and 2019.

Design is also a big employer. In addition to the 42,000 designers and support staff working in more than 6,000 design consultancy business across the state, 153,000 Victorian design workers are employed in mainstream businesses and organisations in other industries.

Entries for the Victorian Premier's Design Awards 2021 are now open and close on 1 October 2021. Entry is free to eligible Victorian designers and businesses.

For more information about the awards and how to enter, visit premierdesignawards.vic.gov.au.

Quotes attributable to Minister for Creative Industries Danny Pearson

"Design is an important and growing part of Victoria's dynamic creative industries – designers are creating products, systems and environments that touch every aspect of our lives."

"From architecture to fashion, digital engagement to physical services, the way we live and experience the world is shaped by design."

"The Victorian Premier's Design Awards showcases the capability and wide-reaching impact of Victoria's design sector."

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