

Media Release

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VICTORIAN PREMIER'S DESIGN AWARDS FINALISTS ANNOUNCED

The finalists for the 2021 Victorian Premier's Design Awards have been announced – showcasing an extraordinary breadth of projects across the state and recognising the Victorian designers and architects behind them.

From health innovations to public spaces, Victoria's design strengths are underscored by the work of the 112 finalists for the awards, which celebrate their 25th anniversary.

This year's finalists have changed the way we experience the city's iconic destinations, including the transformation of ACMI's museum and the new urban design for Prahran Square.

Developments in technology and medicine feature in this year's awards, including an advanced biomedical instrument responding to rising cancer rates and an underwater remotely operated vehicle designed for subaquatic exploration and recovery.

Design is an important and growing part of Victoria's creative industries and a strong contributor to the economy, injecting over \$6 billion annually and supporting almost 200,000 jobs.

Design innovation is celebrated across eight award categories: architectural, product, service, fashion, digital, communication, strategy, and students. Category winners go into the running for the coveted Design of the Year award – Victoria's highest design accolade.

Winners will be announced at the Victorian Premier's Design Awards ceremony during Melbourne Design Week in March 2022.

The Victorian Premier's Design Awards have celebrated Victorian designers and businesses since 1996 – promoting the role design has in making products, spaces and experiences more functional, safe, efficient and sustainable.

Last year's award recognised a world-first 3D diagnostic machine for measuring optical properties of the eye, while previous winners include the International Indigenous Design Charter and the Blackmagic Studio Camera.

The awards are managed by Good Design Australia on behalf of the Victorian Government.

For a full list of finalists for the 2021 Victorian Premier's Design Awards, visit premiersdesignawards.vic.gov.au.

Quotes attributable to Minister for Creative Industries Danny Pearson

"These awards celebrate the vital role that design plays in the everyday lives of Victorians – from the way we move around our communities to the medical treatment we receive."

"The impact of Victoria's designers and architects is profound and the work they produce never fails to amaze – we congratulate all of this year's finalists."