



## > PRODUCT DESIGN

### WELCOME The Red Dot Award

"The most influential design award in the world" - Brilliant final of the "red dot award: product design 2011"

"On Monday, July 4th, the "red dot award: product design 2011" was brought to a brilliant conclusion. To celebrate the winners of the well-known product design competition, the who's who of the international design scene met in the architecturally stunning Aalto-Theater in Essen, Germany. The red dot gala cast a spell over more than 1200 guests from around the world.

Representatives from all areas of design, media, economy, and politics gathered for the awards ceremony, traditionally hosted by Prof. Dr. Peter Zec, initiator and CEO of the red dot." <http://en.red-dot.org/2037.html>



## INTERNATIONAL BENCHMARK OF EXCELLENCE

**Collaboration.** A combined design effort with Clip'nClimb Ltd, Holmes Solutions Ltd, Woodsdesign Ltd and idesign Ltd returned the internationally coveted Red Dot Award.

**Our contribution?** Providing the industrial design work for this product. Holmes Solutions provided mechanical engineering design and testing. See [www.holmessolutions.com](http://www.holmessolutions.com)

**What does the Auto Belay do?** Using magnets and gearing, this new device belays a climber. It lowers the attached person safely to the ground in the event of a fall, or at any part of an ascent as the climber wishes. Patented 'Non-critical' wearing part design is a major competitive feature for this product.

Other Red Dot winners in 2011 include:

BMW 5 Series Touring Car  
Grohe Digital Bath  
iPhone 4  
Garmin Forerunner  
Volkswagen Touareg

For a complete list of winning products.

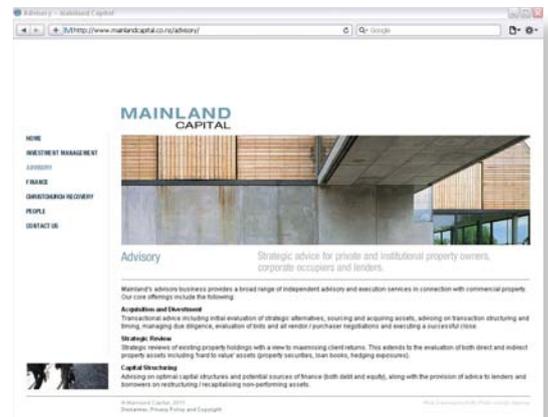
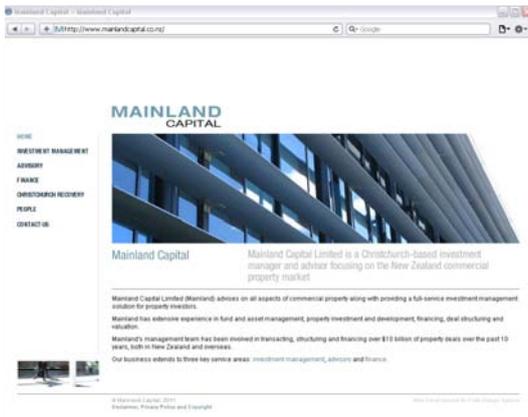
See <http://en.red-dot.org/2813.html>



MATT HIGHT TAKES TRUBLUE FOR A SPIN AT CLIP'NCLIMB

# woodsdesign. newsletter.

ISSUE 1, WINTER 2011



## > WEB DESIGN

Mainland Capital is a startup company who required work on Branding and provision of a new, limited scale, web site.

**BRAND.** Mainland is a commercial property asset manager. We used imaging of buildings to convey impressions of strength, quality, and infrastructure. The logotype underlined this theme. It utilises solid typography that is understated but suitable for current and future application to buildings and promotional material. Machined signage was completed for the new office.

**WEB.** Navigation of the site itself is intuitive, with topics opening up to provide access to detail within a section. To invoke a sense of action and company vitality we used photographs of the directors literally on the move. The result is that the web is aspirational. It presents Mainland Capital as a solid, professional team going places.

Photography was a combination of woodsdesign shots for buildings and commissioned photography by Lee Howell from Kaptured. See <http://www.kaptured.com/>

Programming for the site was completed by Marius Nabal in PHP.

> [www.mainlandcapital.co.nz](http://www.mainlandcapital.co.nz)



## > CONTACT

If you are interested in discussing a project in Product Design, Web Design or Graphic Design please use the contact details below:

MICHAEL WOODS  
WOODSDSIGN / CHRISTCHURCH OFFICE / NEW ZEALAND

MARIUS NABAL  
WOODSDSIGN / ATHENS OFFICE / GREECE

TELEPHONE +64 3 980 1919  
MOBILE +64 21 670 766  
EMAIL [michael.woods@woodsdesign.co.nz](mailto:michael.woods@woodsdesign.co.nz)  
WEB [www.woodsdesign.co.nz](http://www.woodsdesign.co.nz)

MOBILE +30 694 9907955  
EMAIL [marius.nabal@woodsdesign.co.nz](mailto:marius.nabal@woodsdesign.co.nz)  
WEB [www.woodsdesign.co.nz](http://www.woodsdesign.co.nz)