

## **THE ANNUAL INTERNATIONAL DESIGN AWARDS WINNERS ANNOUNCED**

The IDA Juries have finalized this year's annual Design Awards winners selections  
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LOS ANGELES, Jun 16 2016 Los Angeles, Phoenixplux Ltd of Hong Kong was awarded: First Prize in Other Products designs Competition for the VisPro filter for vision care Project.

IDA honorary juries examined over 1000 entries submitted by architects and designers of interiors, fashion, products, and graphics from 52 countries throughout the world. After final decisions had been made, the jury rewarded the best professional and emerging designers for their achievements in terms of design, creativity, usability and innovation. Judging was a rigorous process, with winners receiving publication of their work in the International Design Awards Book of Designs. The coveted IDA Trophy will be awarded to all Designer of the Year title winners at the official biennial International Design Awards Ceremony in Los Angeles.

This annual competition recognizes, honors and promotes legendary design visionaries and uncovers emerging talents in Architecture, Interior, Product, Graphic and Fashion Design on global level. The members of the jury included Alice Blackwood Editor, Design Quarterly, Kahi Lee - Host, HGTV's "Design on a Dime", Style Network's "My Celebrity Home", Melissa Sterry - Interdisciplinary Design Scientist, Founder, Societas, Josh Rubin - Editor-in-Chief, Founder, and Publisher, Cool Hunting, Martin Venzky - Stalling, Senior Advisor, CMU STeP, Jeffrey Nemeroff - Co- Founder, Creative Director, Entra Magazine, Jordan Landes-Brenman CEO, Haute House PR & Marketing, Raj Nandan - Managing Director, Indesign Group, William Menking - Founder, Editor-in-Chief, The Architects' Newspaper, Nicole Lloyd - Senior Art Buyer, Deutsch, Inc., Rebecca Epstein Kong - Co-founder, Artware Editions, Aaron Kenedi - Editor-in-Chief, Print, Geraldine Grisey - Editor, Punky B Fashion Diary. The Phoenixplux Ltd of Hong Kong, was awarded: First Prize prize in Other Products designs competition for the VisPro filter for vision care project

### **PROJECT DESCRIPTION**

VisPro filter for vision care - is patented design for users who spend long hours on the computer for Screen and Eye Protection. 'Digital eyestrain' is a new term that describes the conditions resulting from the use of today's popular electronic gadgets, while devices emit a large amount of high-energy shortwave blue light with irregular frequency proven in studies to cause vision problems. Patented for Invention and Utility, VisPro is molded with robust plastic and rubber for securing onto the iMac seamlessly without additional attachment systems, or interfering with the original iMac computer. SGS- tested ant-blue light film on the lens cover reduces close to one-third of blue light lowering eye fatigue or vision discomfort when focusing on the screen. Most smart cases out there is designed to give that extra lift in style, otherwise screen protector lacks design. VisPro is an elegant accessory serving both style and function, improving the time spent at your workplace.

### **ABOUT Phoenixplux Ltd**

Phoenix.Plux began in late 2013, specialized in developing and sourcing award-winning products that best the twenty-first century lifestyle. Reaching out to our customers via local resellers and tradeshow, in the past years Phoenix.Plux have transformed from serving projects for many different industries including hospitals, hotels, universities, developers and multi-national corporations.

Designer: Steven Yip@Phoenixplux Ltd

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### **About IDA**

A handful of designers, thinkers and entrepreneurs created the International

Design Awards in 2007 as a response to the lack of recognition and celebration for smart and sustainable multidisciplinary design. The International Design Awards (IDA) exists to recognize, celebrate and promote legendary design visionaries and to uncover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design. IDA aspires to draw attention to the iconoclasm of design world wide, conceptualizing and producing great work.

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