



## Designing a dream future The 2017 Amber UTS Design Awards Winner

Congratulations to third year 'Bachelor of Integrated Product Design' student Alana Birch, for winning the 2017 Amber UTS Design Awards.



The awards support creativity and innovation in the design by acknowledging and rewarding design excellence in UTS students. The 2017 competition was hotly contested, with some amazing entries submitted.

### Alana's winning entry

Alana created a unique 3D design that was on par with emerging international trends. It was a geometrically inspired design that's now prevalent in the European market.

For winning, Alana got the opportunity of a lifetime. She took-off to Florence in Italy (with spending money and 5 night's accommodation) to experience the annual 'Cersaie Design Fair'.

The trip also included a visit to Amber Tiles' parent company, Kim Hin Industries in Malaysia. While there, Alana also had the chance to meet and discuss her designs with their Senior Designer, Julia Toh.

### Expert advice from style legend Steve Cordony

As part of the competition and to help Alana perfect her winning design, she worked closely with renowned interior stylist Steve Cordony.

"Meeting with Steve Cordony was an incredible experience. Steve really encouraged me to experiment with my design shapes and look for possibilities outside of the original brief."

Not only was this a fantastic opportunity to get advice from an industry expert, but also refine her final product.

To bring it all to life and make a dream a reality, Amber will be producing a small quantity of Alana's winning design to create an in-house display for both Amber Tiles' Head Office and the UTS Design School.

"The possibility of having my tile sold in Amber stores is thrilling. To have something you've designed actually be produced and sold commercially is every young designer's dream."

We'd like to say well done to Alana, and all the participants in this year's awards. We wish them all the best for the future, and look forward to hopefully seeing their amazing designs in-store in the coming years.