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

**The IDA Juries have finalized this year's annual Design Awards winners selections**

**Jul 09 2015**

LOS ANGELES, Mar 26 2015 Los Angeles, Aqua-Leisure Industries, Inc. of United States was awarded: First Prize in Outdoor and Exercise Equipment Competition for the Oceans7 Paipo Bodyboard Collection 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 Aqua-Leisure Industries, Inc. of United States, was awarded: First Prize prize in Outdoor and Exercise Equipment competition for the Oceans7 Paipo Bodyboard Collection project

### **PROJECT DESCRIPTION**

Paipo is a generic term for surfcraft usually ridden prone or kneeling. The original Paipos were finless wooden boards, but by the 1960's had grown to include foam and fiberglass belly boards with surfboard fins. It's said that Captain Cook saw villagers riding similar surfboards when he came to Hawaii in 1778. The boards were 3 to 6 feet in length and were ridden on the belly or knees. Our new Paipo Bodyboard concepts retain this authentic surf feel with interesting shapes and bold graphics, and utilize an inflatable construction that make the bodyboards more portable and affordable. But perhaps even more significant, the inflatable design enables directional steering as the rider grasps the sides of the board and squeezes to redistribute the air, thus guiding the board in a new direction. This emulates the performance of the original "surf mats" used by generations of surfers. Images of this project include photography of a surf test with construction samples of the inflatable boards (these are plain and dark in color) as well as renderings of the graphic artwork that will be applied to the final product. Fresh graphics, innovative designs, convenient portability and superior performance can now be enjoyed by kids, teens, weekend warriors and serious surfers alike with the Oceans7 Paipo Bodyboard Collection.

**ABOUT** Aqua-Leisure Industries, Inc.:

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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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