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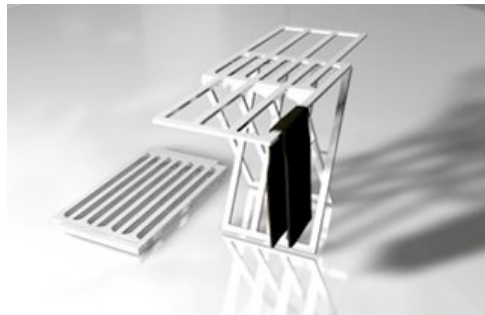
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Design report award 2007


Procter in his Stand

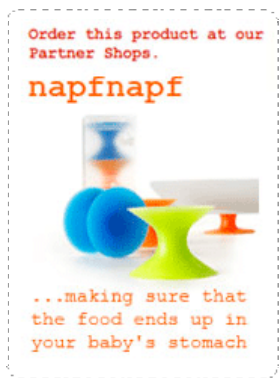


Airer-Hanger-Dryer



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Kidsmodern is an online portal which is devoted to the fascinating world of design for kids. At Kidsmodern you can make new discoveries and buy products online. The products are accompanied by the portraits of young artists and designers, combined with stories surrounding the design classics of the twentieth century.

This April in Milan, where new living styles are shaped at the "i Saloni" and the much sought-after award of the german magazine design report was given to the most promising newcomer for the eighth time at the Salone Satellite. When more than 400 prototypes were evaluated by an international jury of experts. Its members this year were Tomoko Azumi from Japan, Italian Giulio Cappellini, Danish-Chilean duo Harry & Camila and Germans Jehs & Laub. The jury was chaired by Martin Zentner, editor-in-chief of design report. The range of kid's products by Stephen Procter convinced the jury at first sight. His designs are characterized by minimal use of space, form and function reduced to the max.



High Chair



About Stephen Procter:
 Industrial designer Stephen Procter was born 1971 in Wellington, New Zealand. Having studied commerce, languages and design, he moved to Australia in 1999 to work for consultancy KWA (www.kwadesign.com.au). During his time there, he designed many products for Australian companies, and in his spare time, various products for churches. In 2006 he left KWA to work on freelance projects and also to design lecterns for churches (www.procson.com.au). Inspired by his

daughter, he designed a range of products for showing at the Milan Furniture fair Salone Satellite in April of 2007.



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