

Press release | May 5th, 2008

Marksman Design Award 2007-2008 highlights the popularity of pens as business gifts

» Winning design marks a return to the classic writing instrument

With near 400 entries from all over the world, the sixth edition of the Marksman Design Award (2007 – 2008) attracted a record number of designs. Students had to design a writing instrument for the Marksman Collection, and were challenged to make a non-traditional design for this traditional market. The winning design is the fascinating, almost architectural 'Höhle' pen that captures the precision and prestige of a classic writing implement in a contemporary design. Second prize went to the Tin Pen, an inkless writing implement that draws on medieval 'metalpoint' craftsmanship for its inspiration, while 'Contour', a pen that re-invents the way we write, followed closely with the third prize.



Design the perfect pen

This edition of the Marksman Design Award challenged young design students to 'Design the perfect pen'. From a total of 1004 original applications, 386 designs from 264 courses in 54 countries made it to the final judging. Two of the eight prizewinners came from the USA, the remainder from Europe and Israel. The quality of the entries was once again superlative, and many are worthy for inclusion in the Marksman Collection.

A non-traditional design for a traditional market

The students had to design an original writing implement for the Marksman Collection. It had to be commercially feasible, suitable for production, have space for a logo or message, safe to use, environmentally responsible, cost no more than \$15 to produce, and have an expected life of at least three years. The design motivation and presentation were also taken into consideration.

Rebirth of the classical writing instrument

The winning design called 'Höhle' from Jacques Laramie of the University of Cincinnati (USA) was unanimously selected by the jury. Its hollow barrel and matrix of holes impressed the jury, who commented, "It toys with transparency in a way similar to the design of contemporary buildings", commented one juror. The

second prize went to student Patrícia Susana Santos of the University of Lisbon (Portugal) for her 'Tin Pen', an inkless writing implement that fuses medieval 'metalpoint' writing techniques with modern aesthetic design. Third prize was awarded to 'Contour' by Jeff Mansur of the San Jose State University (USA), a pen design that re-invents the way we write.

A jury panel from all world regions

The international jury for the Marksman Design Award is drawn from various design disciplines. Chairperson Shashi Caan was born in India, educated in Europe and now practices in the USA. She has taught at the Pratt Institute and the New York School of Interior Design, and is founder of the Shashi Caan Collective. Symon Chan provided an Asian perspective, and is the Research and Development manager at PF Concept International's head office in Hong Kong. Christian Schwamkrug is design director and deputy managing director of the prestigious Porsche Design Studio in Austria, and led the team that created many award-winning designs. Bertrand Minckes heads prestige writing instrument manufacturer Montblanc International's design team. Tjeerd Dijkstra is R&D director of PF Concept International. He is involved in all aspects of the design process and is an active designer himself.



Anonymous judging

During the judging, jury members are unaware of the country of origin, gender, or university of the entered designs. Prizes are \$10,000, \$2,500 and \$1,000 for first, second and third respectively, with additional prizes of \$500 for five entries awarded an 'honourable mention'. The next Marksman Design Award will take place in 2009-2010, and the theme will be published on the website www.marksmansdesignaward.com during 2009.

The Marksman collection and PF Concept International

The Marksman collection is the premium brand of PF Concept International, one of the biggest producers of business gifts in Europe, Asia and the USA. The Marksman Design Award not only strengthens bonds with the young global design community, it also reaffirms the company's commitment to extending the boundaries of what is seen as a typically conservative world. The young designers face an interesting paradox: they are given the chance to prove themselves in a competitive commercial environment, yet asked to break down the traditional barriers in business gifts.

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(The text of this press release and all high resolution images are available electronically on our website)

>> First prize

>> Jacques Laramie

Male
Cincinnati, United States of
America
University of Cincinnati



>> Second prize

>> Patrícia Susana Santos

Female, 23 years old
Lisbon, Portugal
University of Lisbon



>> Third prize

>> Jeff Mansur

Male, 35 years old
San Jose, United States
of America
San Jose State University



Höhle, rebirth of the classical writing instrument

\$10,000 went to Jacques Laramie of the University of Cincinnati (USA) for his Höhle, a design that in the eyes of the jury represents "a rebirth of the classical writing instrument". Its hollow barrel with a matrix of holes, toys with transparency in a way similar to the design of contemporary buildings, while the classic shape and very thin wall create an exclusive image. PF Concept International will also consider including Höhle in the Marksman Collection.



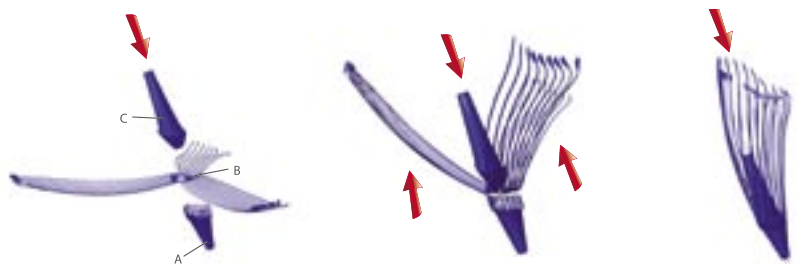
Tin Pen, say goodbye to ink problems

The 'Tin Pen' from Patrícia Susana Santos of the University of Lisbon (Portugal) wins \$2,500 for its unique approach. Using tin tips that write on ordinary paper, it is inspired by a traditional technique known as metalpoint used by medieval artists and scribes. Writing with the Tin Pen has an "almost ritualistic feel", said one juror. "It is a socially conscious design, environmentally sustainable and beautifully executed. A conversation piece", said another.



Contour, re-inventing the way you write

Jeff Mansur of the San Jose State University (USA) won \$1,000 for his 'Contour', a pen with a personalized grip inspired by Japanese tea brushes. It features an ergonomically responsible body that moulds itself to the contours of your hand. It "re-invents the way you write with a tactile experience that you are compelled to explore", said one juror. Another added, "It crosses design boundaries, hinting at contemporary architecture. It goes beyond philosophy".



>> Honorable mention

The five honorable mentions are listed in no particular following order. Each winner receives \$500.

>> **Black Box**
Jeroen van den Bosch
Male, 25 years old
Enschede, Netherlands
Universiteit van Twente

Black Box, first create, then draw

The 'Black Box' from Jeroen van den Bosch of the University of Twente (the Netherlands) is unique as it engages the owner in the process of creating a writing implement. "This ritualistic, almost religious quality will appeal to artists", said a jury member. It involves selecting a twig and placing it in the box to turn it into charcoal. It missed the top three as the jury felt that it was a very specific niche product, but because the designer dared to think differently, it deserved recognition.



>> **EXTRUDE**
Bart Koehorst
Male, 24 years old
Zwolle, Netherlands
Christelijke Hogeschool
Windesheim

EXTRUDE, more than a boxed set

Many entries included a case and two or more writing instruments, but one stood out from the crowd: the 'EXTRUDE', from Bart Koehorst of the Christelijke Hogeschool Windesheim (the Netherlands). He succeeded in integrating the cool mechanical precision of extruded aluminium into an elegant and functional design. One jury member said, "It has a high-tech, masculine feel that comes from the exposed extrusion in combination with the precision turned finish".



>> **WOMpen**
Roni Margolin
Female, 27 years old
Ranat-Gan, Israel
Shenkar College of Design

WOMpen, a feminine phenomenon

Undeniably feminine, the 'WOMpen' from Roni Margolin of the Shenkar College of Design (Israel) is a fashion accessory as a writing implement. Its name is derived from 'womb', and its design is clearly inspired by this wonderful aspect of a woman's body. "It dares to go for a specific user group, and is therefore a very personal gift", said one juror. Designed around an organically shaped metal frame, the rotating centerpiece clicks into place to reveal the writing tip.



>> **Drop**
Peter Harach
Male, 22 years old
Brno, Czech Republic
Brno University
of Technology

Drop, sculpture you can write with

Peter Harach of the Brno University of Technology (Czech Republic) took a "very cultural approach" to the design of his 'Drop' pen. Described by the jury as "sculpture you can write with", its stainless steel barrel has a very high-end look. Members of the jury were particularly impressed by the simplicity of the design that teases with a machined 'notch' that reveals the refill as well as providing a convenient finger hold for comfortable writing.



>> **Rotatory Pen**
Laurent Falque
Male, 21 years old
Brussels, Belgium
E.N.S.A.V. la Cambre

Rotatory Pen, intuitive operation, simple aesthetics

Compact foldaway writing instruments were popular and the 'Rotatory Pen' from Laurent Falque of the E.N.S.A.V. la Cambre (Belgium) is so stunningly simple that it also deserves recognition. Another side to the design that impressed the jury is its intuitive operation. Made from quality materials it is a high-end product, and in plastic, it could also be a mass-market gift. "The Rotatory Pen could easily form the basis of a family of writing instruments".

