Bill Dixon, Chairman of the Jury, presented the prestigious DAME Award 2013 at the commencement of METS this morning to the vector fin stabiliser system from Sleipner Motor AS of Norway.

In its comments the Jury stated “since inception this competition has highlighted excellent examples of how a commonplace item of marine equipment can be reimagined and redesigned to improve its function and form. In naming the vector fin stabiliser as DAME Award Winner this tradition continues.”

“Sleipner Motor has thought out of the box to produce a fin that better suits many of the modern hull forms to which stabilisers are becoming a standard fit. The elegant curved shape of the fin beneficially directs force to improve roll reduction and decrease the side effects of yaw and sway. It also increases the leverage arm around the vessel’s rolling point and minimises drag. This is an incredibly simple solution to improving the experience of boatowners and their guests.”

The Jury also noted the slimline form of the vector fin’s SPS55 actuator, a welcome design feature that will assist designers and boatbuilders.

Chairman of the DAME Awards Jury, Bill Dixon, said the Jury was pleased with the quality of many of the entries this year and also the effort made by companies to present their products in a clear and concise way.

“For all marine products today we need a leap forward to attract buyers”, Bill states. “It’s not enough that a product does what it needs to do – it needs to look the part as well. We commend all entrants that have shown clear evidence of employing design right the way through the development and manufacturing process, from function to form.”

“The number of nominations this year is the highest for some time. This reflects the overall quality of the entry, which is undoubtedly improved on previous years. We also
had a very close call to make between some of the category finalists before selecting a worthy DAME Award Winner."

This year’s Category Winners are:

*Marine electronics and marine related software*
**Glass Cockpit System by Volvo Penta, Sweden**
Stand 09.208

*Interior equipment, furnishing, materials and electrical fittings used in cabins*
**Skysol Motion by Oceanair Marine, United Kingdom**
Stand 11.009

*Marina equipment, boatyard equipment and boat construction tools and materials*
**Boat trailer by Vanclaes, The Netherlands**
Stand 01.235

*Deck equipment, sails and rigging*
**Clip-cleat by Nomen Products, Germany**
Stand 04.230

*Clothing and crew accessories*
**boarding ring by Reading, France**
Stand 04.408A

*Lifesaving and safety equipment*
**Monolite by Fraser Optics, USA**
Stand 11.308

*Machinery, propulsion, mechanical and electrical systems and fittings*
**vector fin stabilisers by Sleipner Motor, Norway**
Stand 11.807

*Overall DAME 2013 winner*
**vector fin stabilisers by Sleipner Motor, Norway**
Stand 11.807
The 23rd annual Design Award METS competition attracted 115 products from 12 countries. A total of 52 products were shortlisted for final consideration and these are the ‘Nominated’ products that appear in the DAME stand at METS. The Jury then selected the Overall DAME Winner, together with 7 outright Category Winners and 9 Special Mentions.

When making any assessment under the DAME rules the most important aspect, central to the final judgement, is design in its fullest context — the degree to which the overall styling, construction, functionality (the capability of the product in relation to its intended use) and level of innovation are seen as equally balanced features of the entry. Originality, use and ease of human operation are also taken into account, as well as other considerations such as the ratio of price to performance.

About METS
METS is the world’s largest trade exhibition of equipment, materials and systems for the international marine leisure industry. It is organised by Amsterdam RAI in association with ICOMIA (International Council of Marine Industry Associations). The show’s target groups are yacht builders, naval architects, repair yards, distributors, dealers, wholesalers, captains, marina operators and equipment manufacturers from around the world.
Three dedicated specialist pavilions are part of METS: the SuperYacht Pavilion, the Marina & Yard Pavilion and the Construction Material Pavilion.

Amsterdam, 19 November 2013