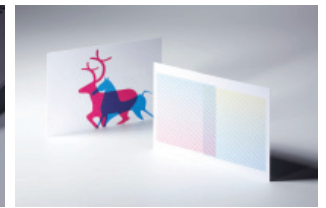


News Release

# TANDEM DESIGN PICKS UP SECOND PLACE AT INTERNATIONAL DESIGN AWARDS



Los Angeles, Hong Kong (6 February 2009) Kevin Yuen and Jeremy Vinson of Hong Kong was Awarded: Second Prize in Print – Direct Mail for the entry titled, “Design is not pretty”.

The International Design Awards exist to celebrate the world's most visionary designers, discover new and emerging talent, and promote the appreciation of design worldwide.

Architects and designers of interiors, fashion, products, and graphics submitted over 1000 entries from 52 countries throughout the world, proving IDA's global emphasis. Judging was a rigorous process, with winners receiving publication of their work in the 2008 International Design Awards art book, to be distributed to museum bookstores nationwide; promotion to 100,000 design professionals and potential clients worldwide; year-long coverage on the International Design Awards website; and critical acclaim by our distinguished panel of judges.

Jurors included Qingyun Ma, Dean of Architecture, University of Southern California; Gwynne Pugh, Pugh+Scarpa Architects; Kahi Lee, Host, HGTV's “Design on a Dime” and Style Network's “My Celebrity Home”; Rido Busse, Chairman, German Industry and Trade Board; John Dunnigan, Chair, Department of Furniture, Rhode Island School of Design; and Brandusa Niro, Editor-in-Chief and Founder, Fashion Week Daily; and other leaders and editors in the design fields.

## About the Winner

Tandem Design is a strategic design consultancy. We believe that effective design has the ability to change the way a brand does business and ultimately change Consumers' attitude towards it.

Founded by design duo Kevin Yuen and Jeremy Vinson. Hong Kong based, Tandem Design provides “Strategic Design for Brands” and working with clients from a wide range of sectors and industries, common to all of them is their need for aligned communications. Tandem Design expertise covers a range of disciplines including: Strategic Design, Brand Consultancy, Brand Management, Corporate Identity, Brand Identity, Visual Identity, Information Design, Packaging Design, Signage Design and Brand Guidelines.

For more information on Tandem Design, please contact:

Tandem Design  
Unit 2603  
Wai Wah Commercial Centre  
6 Wilmer Street  
Sheung Wan  
Hong Kong

T +852 2543 8818  
F +852 2543 8801  
info@tandemdesign.com.hk  
www.tandemdesign.com.hk