

Acumen celebrates double success at London Design Awards 2016

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Acumen Design Associates (<https://acumen-da.com/>) has been recognised at the prestigious London Design Awards 2016, winning awards for its pioneering design work on both the geko® and firefly® devices. The firefly® device won Gold in the Sport & Active Lifestyle category, whilst geko® was awarded Silver for Best Medical Product Design.

The London Design Awards is organised by design100, a global community of 75,000 design experts that celebrate creative courage, recognise design excellence and the growing demand for innovative design. The multi-disciplinary awards program featured categories from architecture and interior design to digital, product and service design, with more than £4.9 billion worth of projects submitted this year.

A panel of some of the world's leading design minds judged the submissions, awarding Acumen prizes in both the categories it entered. Acumen will attend the winners award ceremony in February 2017.

The geko® and firefly® devices are intricate pieces of wearable technology that have transformed the care available to both athletes and patients, to help improve recovery from injury and to combat the damaging effects of Deep Vein Thrombosis (DVT) and other medical conditions associated with poor blood circulation.

Ian Dryburgh, CEO and Founder of Acumen Design Associates, comments: "Recognition from our esteemed peers in the design world reaffirms that we as a company approach design in the right way. Truly innovative designs put people first and go beyond simple ergonomics. For us it is about creating products that can change the world.

"Our philosophy has always been to take an empirical approach to any design and to create ground-breaking products that enrich society through elegance and functionality."

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Notes

The geko® and firefly® devices are powered by Sky Medical Technology's neuromuscular electrostimulation technology platform, OnPulse® and were entered by Acumen in partnership with FirstKind Ltd.

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About Acumen

Acumen Design Associates (<https://acumen-da.com/>) is a multi-award winning product and transport design company, committed to delivering innovation and transformative design. During its 30 year history the company has created market leadership for many global blue-chip companies, designing disruptive products in sectors as diverse as aviation, marine, rail, life sciences, FMCG, and consumer product design. Acumen has worked with brands such as British Airways, Etihad, BP, Britax Childcare, Sunseeker International, Recaro, Lewmar and Amersham International.