

News

Porsche Design

All Good Things Come in Threes

Three products by Porsche Design won prizes at this year's iF Awards, held annually by the Industry Forum Design in Hanover, Germany. The International Forum Design Awards competition is regarded as one of the most important in the world. The international jury gave iF Product Design Awards to the P'7340 Kitchen, the P'6750 Watch, and the P'9521 Mobile Phone. In addition, the kitchen received an iF Gold Award—considered a “design Oscar” in the world of international product design. The design quality, workmanship, choice of materials, and the high degree of innovation of the Porsche Design products impressed the jury. “We focus on technically inspired products which are designed in a timeless, functional, and purist manner. With Porsche Design products, we aspire to create life-long companions, and we are delighted that our design philosophy has now received this triple recognition,” said Roland Heiler, Managing Director of Porsche Design Studio in Zell am See, Austria.

www.porsche-design.com

Innovative: The mobile phone, the mechanical world timepiece, and the kitchen by Porsche Design



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