

Press Release

Technology can be really attractive. Hard disk "SQ" from Emamidesign receives the "iF gold award"

- A total of 35 awards for Berlin design agency
- Emamidesign among the Top 100 in the international iF Creative Ranking

Berlin, 15/2/2012 – **External hard disks can be really attractive: the Berlin product designer Arman Emami proves this with his "SQ", which has just received the highly respected "iF gold award" for particularly good design.**

All in all, it is the 35th design award that Emami has won within his short entrepreneurial history. For 98% of his designs, he has already received a variety of coveted national and international awards.

In the current, international iF Creative Ranking, which takes into consideration all awards given in the iF competitions over the last three years, the relatively young and small agency Emamidesign, with its team of five, has meanwhile overtaken global enterprises like IBM, Mercedes Benz or Motorola.

Primarily, when it comes to external hard disks, what counts are the "hard facts" – i.e. the inner values. However, the SQ, winner of the iF gold award, is proof that technical equipment can also be attractive: The square-shaped design, flowing lines and rounded corners make the SQ nice to look at and take in your hand. The sandblasted, stainless steel surface is not only impressive to see and to feel, it is also practical: scratches and fingerprints just don't have a chance.

The housing is also optimised in regard to reduced weight and maximum wear resistance. The two, thin, stainless steel sheets enclose a plastic core, thus keeping the weight to a minimum. The lateral plastic strips act as shock absorbers, protecting the hard disk against any possible impacts. The power supply is provided directly via the USB interface.

"For my design, it was important for me that the product should be extremely reduced but nevertheless distinctive and autonomous" says Erman Emami. "The SQ is suitable for everyday use, thanks to its robust, stainless steel surface, which does not scratch. This "hard shell" envelopes and protects a lightweight, plastic core, just like in nature's model, where this principle can be observed, for example, in teeth. For me, an essential factor is sustainability, hence the product, thanks to its high resistance to impacts and scratches, has a long service life."

Technical data Mobile Drive SQ:

- 500 GB – 1 TB
- 2.5" (120 mm x 120 mm x 10 mm)
- 190 g
- USB 3.0
- Can be used with any computer and with television sets.
- Price: SQ 500 GB: 129.90 EUR, SQ 1 TB: 199.90 EUR

Supply source: can be ordered via www.freecom.de

About the iF product design award and the iF gold award:

The iF International Forum Design, in short iF, has been presenting awards since 1953 for outstanding design accomplishments in the form of the iF awards and the iF gold awards – meanwhile globally recognized brand names when it comes to excellent design.

This year, 863 prize winners will receive an iF product design award. From all winners of the iF product design award 2012, the jury has chosen the 60 "iF gold awards", the prizes for the most outstanding design accomplishments in the competition. The evaluation criteria of the jury, consisting of highly reputed international designers, entrepreneurs and professors, are design quality, finish, choice of material, degree of innovation, environment compatibility, functionality, ergonomics, visualisation for intuitive utilisation, safety, brand value and branding as well as universal design aspects.

About Emamidesign:

The Berlin based design studio Emamidesign was founded in 2005. Emamidesign offers its customers classical product design, but also develops its own design concepts and innovations.

At the centre of this is the conviction that design is an absolutely essential factor for the success of a product: as part and parcel of the brand and the corporate identity, good design creates a distinct competitive advantage.

The works of Emamidesign show familiar objects in a new, aesthetic form. The shapes are clear and straightforward, concentrating on the essential, and emit peace and harmony. High quality and uncompromising functionality distinguish the products. Yet they are absolutely suitable for everyday use and have a wide public appeal.

Arman Emami's works have so far won 35 national and international design prizes and awards, such as, for example, the red dot design award and the iF design award. Thus 98% of his works have won prizes. The design studio currently employs a team of five members.

Further information available under www.emamidesign.de

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