



# Design Excellence Award

Design Excellence Award (DEmark) was established in 2008 in order to give recognition to outstanding product design. It is in conjunction with the Prime Minister's Export Award (PM's Export Award) which is presented annually by the Prime Minister under the auspices of the Office of Product Value Promotion, Department of International Trade Promotion, Ministry of Commerce, Royal Thai Government. The winning product receives the DEmark logo for outstanding design, which can be used to promote well-designed Thai products in the international market. It is hoped that this award will help promote development of domestic products, which will in turn better the quality of life of both domestic and international consumers.

The Department of International Trade Promotion (DITP) receives cooperation from The Japan External Trade Organization (JETRO) and the Japan Institute of Design Promotion (JDP) in determining the judging criteria for DEmark Award of Thailand, inviting experts to be judges in this contest and also help promote the DEmark Award to be widely accepted in the international arena.

This year, there are 393 outstanding design works from 186 companies of Thai entrepreneurs and designers that participated in the contest. Representatives from both governmental and private sectors, as well as the media were invited as members of judging committee. 77 products from 50 companies were awarded the DEmark from 5 groups as follows:

- Furniture Products (Furniture)
- Lifestyle Products (Gifts & Decorative Items / Household Items),
- Fashion Products (Accessories / Leather Goods / Jewelry / Textiles),
- Industrial Products (Home Appliances / Equipment and Facilities for Office / etc.),
- Packaging (Food / Health & Beauty Products).



**Product: Funnel Lamp**  
Designer: Sarawut Korsoongsak  
Company: G.L.H. Products Co., Ltd.  
Address: -  
Tel: (+66) 21941076 - 8  
Email: s\_kor001@hotmail.com  
Website: www.objektliving.com

**Design Concept**  
"Funnel Lamp" is inspired by the unique feature of a funnel which is a simple household object. By combining the funnel's feature to the lamp, a new product was developed and adding a wooden handle to the plastic funnel, it creates a completely new design.



**Product: Pupp and Kitt**  
Designer: Teerachai Suppameteekulwat  
Company: New Arriva Co., Ltd.  
Address: 597/102-105 Soi Watchannai Pradue 1 Rd., Bangklo Bangkoleam, Bangkok 10140 Thailand  
Tel: (+66) 22911536  
email: info@qualydesign.com  
Website: www.newarriva.com

**Design Concept**  
"Pupp and Kitt" is a multi-functional pet feeder, combining art and design together. The lid is designed to help users identify which type of food is in the container i.e. cat or dog food. The cover uses to protect the leftover food from exposing to air and prevent smell from escaping. For hygienic reason, food bowl also comes with a handle to keep user's hand clean.



**Product: Four Seasons**  
Designer: Teerachai Suppameteekulwat  
Company: New Arriva Co., Ltd.  
Address: 597/102-105 Soi Watchannai Pradue 1 Rd., Bangklo Bangkoleam, Bangkok 10140 Thailand  
Tel: (+66) 22911536  
email: info@qualydesign.com  
Website: www.newarriva.com

**Design Concept**  
Inspired by the 4 seasons which refer to 4 kinds of spices that are often used on the table. It's functional, decorative and makes the users feel close to nature.



**Product: Sparrow Keyring / Duo Sparrow Keyrin**  
Designer: Teerachai Suppameteekulwat  
Company: New Arriva Co., Ltd.  
Address: 597/102-105 Soi Watchannai Pradue 1 Rd., Bangklo Bangkoleam, Bangkok 10140 Thailand  
Tel: (+66) 22911536  
email: info@qualydesign.com  
Website: www.newarriva.com

**Design Concept**  
Keyring and the keyring holder are inspired from bird and its house that bird will normally goes out in the morning and comes home in the evening. Helps tidy up your keys, easy to find and can be a house's decorative item. The bird key ring is portable and can be used as a whistle in case of emergency.



**Product: Thirsty Bird**  
Designer: Teerachai Suppameteekulwat  
Company: New Arriva Co., Ltd.  
Address: 597/102-105 Soi Watchannai Pradue 1 Rd., Bangklo Bangkoleam, Bangkok 10140 Thailand  
Tel: (+66) 22911536  
email: info@qualydesign.com  
Website: www.newarriva.com

**Design Concept**  
Portable water dispenser is adaptable for 2 sizes of screw cap which is used widely in the market. It can be placed on the desk, bed room or dining table. Easy to use and motivate the user to drink water at the quantity needed for good health everyday. Designed to support water's bottle up to 2 liters.



**Product: Sparrow Mirror Wiper**  
Designer: Teerachai Suppameteekulwat  
Company: New Arriva Co., Ltd.  
Address: 597/102-105 Soi Watchannai Pradue 1 Rd., Bangklo Bangkoleam, Bangkok 10140 Thailand  
Tel: (+66) 22911536  
email: info@qualydesign.com  
Website: www.newarriva.com

**Design Concept**  
Design 2 product lines (the mirror wiper and ice scraper) by using the same mold but different material according to the product usage. Form is inspired from bird and its tail. It can be placed directly at the using point and yet be a decorative item.



# DEmark

www.demarkaward.net

presented by





**Product: Dashed Shelf**

Designer: Paphop Wongpanich  
Company: Great Land Corp., Ltd.  
Address: 203 Pattamanon Road, Muang Roi-Et, 45000 Thailand  
Tel: (+66) 43511909, 43514671  
Email: greatland101@hotmail.com  
Website: www.101factory.tumblr.com

**Design Concept**

According to our factory, we have many waste of rosewood that flat and short, but it very strength. Usually it can not produce furniture. So we want to produce modern furniture from flat rosewood which can knock-down, easy transportation and easy to assembly.



**Product: Lips Dining Chair**

Designer: Krit Phutpim  
Company: Fine Wood Products Co., Ltd.  
Address: -  
Tel: (+66) 2890 5051 - 5  
Email: info.romanee@gmail.com  
Website: www.romaneedesign.com

**Design Concept**

Utilizing special features, wood veneer can be used to create interesting, unique shape and form in a variety of colour, which respond well to user's emotional reaction. It also helps preserve natural resources such as woods due to its zero-waste manufacturing process.



**Product: Mini Cube**

Designer: -  
Company: Pioneer Industrial Corporation Limited Co., Ltd.  
Address: 174/1-2 Silom Rd., Bangkok 10500 Thailand  
Tel: (+66) 22339781 - 5  
Email: pioneer@pioneer-industrial.com  
Website: www.pioneer-industrial.com

**Design Concept**

The inspiration came from the cubic shape under the concept of space saving and flexibility. The "Mini Cube" is a multi-functional furniture which functions as a regular chair of 45 cm of height and stool of 32 cm of height.



**Product: Rocky Stream Collection**

Designer: Wilai Paichitkanjanakul  
Company: Buabhat Factory Co., Ltd.  
Address: 134 M.8, Buakkang, Sankampang Chiangmai 50130 Thailand  
Tel. (+66) 53446291 - 94  
Email: marketing@buabhat.com  
Website: www.buabhat.com

**Design Concept**

The true relaxation is to get close to the nature, or even bring self into the midst of nature. This rug concept is inspired by the water on the river bed flowing and surrounded by plenty of rocks and pebbles.



**Product: SAKI Collection**

Designer: Tsuguchi Sasaki  
Company: Deesawat Industries Co., Ltd.  
Address: 71/9 Moo 3 Changwatana Rd., K.Taladbangkean, Laksi Bangkok 10210 Thailand  
Tel: (+66) 25211341  
Email: jirachai@deesawat.com  
Website: www.deesawat.com

**Design Concept**

Inspired by the Japanese Tatami pattern, this concept under Green production where the production is based on the cut off leftover materials. This collection was designed to suit the Japanese garden where it shows simplicity in the collection, yet contemporary in concept.



**Product: Smood Chair**

Designer: Apirat Boonruangthaworn  
Company: Plussense Co., Ltd.  
Address: -  
Tel: (+66) 26897962  
Email: contact@apiratboonruangthaworn.com  
Website: www.plus-sense.com

**Design Concept**

This is bag has only necessary functions to teach people not to have anything that you never use.



**Product: Chang (Beanbag)**

Designer: Silriluck Agukitkul & Wararat Puapairoj  
Company: Yen Design Co., Ltd.  
Address: -  
Tel. (+66) 911315512  
email: yenndesign@yahoo.com  
Website: www.yenndesign.com

**Design Concept**

Chang means Elephant in Thai. Inspired by the strong legs of an Elephant, these bean bags can be used in a number of ways, even by two people at once.



**Product: The Complete 360 degrees Roll up Journal**

Designer: -  
Company: Zenith Enterprise Co., Ltd.  
Address: 129/216-218, Moo 14, Sukha Phiban 1 Rd., Kwaeng Pravat, Khet Pravat, Bangkok 10250 Thailand  
TEL: (+66) 27268805 - 8  
Email: info@zequenz.com  
Website: www.zequenz.com

**Design Concept**

ZEQUENZ Journals are the most innovative designed writing accessories that responds to all Lifestyles and needs with the most practical features and design of flexible cover and opening of 360 degrees, uniquely strong glued and curved binding & perfect finish of curved corners.



**Product: Takraw**

Designer: Anupol Yooyuen  
Company: Mobella Galleria Co., Ltd.  
Address: 669 Moo 2 Sukhumvit Rd., Bangpoo-Mai, Amphur Muang, Samutprakarn 10280 Thailand  
Tel: (+66) 23232886 -7  
Email: anupol@mobella.co.th  
Website: www.mobella.co.th

**Design Concept**

The Stool was inspired by Thai weaving techniques from "Takraw". It is combined between the creation of forms and upholstery techniques. The stool has a very unique. The color of material can be selected.



**Product: Plong Chair**

Designer: Chaayo Opassamutchai  
Company: Hygge Co., Ltd.  
Address: 187/5 Moo.1, Thammasala Muang, Nakhonpathom 73000 Thailand  
Tel. (+66) 34289138  
email: info@hygge.com  
Website: www.hygge.com

**Design Concept**

The concept is to create a 'simple and light form' but strong and durable chair. In addition to its light form this chair is constructed with all wood joineries, no metal screw or fitting, using the new constructor of the chair that is easy to assemble less components and materials.



**Product: Yok-Yake**

Designer: -  
Company: Pioneer Industrial Corporation Limited Co., Ltd.  
Address: 174/1-2 Silom Rd., Bangkok 10500 Thailand  
Tel: (+66) 22339781 - 5  
Email: pioneer@pioneer-industrial.com  
Website: www.pioneer-industrial.com

**Design Concept**

Design concept was derived from the idea that most people usually rock their chairs while sitting. This "Yok-Yake" stool is designed to allow people to rock it while sitting without damaging the chair. The product is comfortable, affordable and space saving when not in use. "Yok-Yake" can be used in 3 different styles including normal stool, rolling seat, and storage unit.



**Product: Spirit in Nature "Bloom Basket"**

Designer: Thitiporn Chanwangsa  
Company: Peakchan Co., Ltd.  
Address: 39/356 Soi Pachautit 123, Pachautit Rd., Thungkur, Bangkok 10140 Thailand  
Email : contact@peakchan.com  
Website: www.peakchan.com

**Design Concept**

With the two elements of nature; water and stone, this object was created through the inspiration from the peace of Zen rock garden and the flow of stream. Its three-dimensional form blends the texture of soft and hard, static and dynamic.