



Amsterdam, 12 June 2025

Entries open for 2025 DAME Design Awards

This year's edition of the prestigious DAME Design Awards at Metstrade, the global leisure marine industry's gold standard recognition for excellence in equipment design, is now open for entries. A wide field of participants will gain credibility and raise the profile of their latest launches while supporting the invaluable work of this year's chosen charity, the Ocean Conservation Trust.

Celebrating outstanding marine design

Now in its 34th edition, the [DAME Design Awards](#) continues to reward the valuable myriad hours of design effort invested by hard working individuals and teams across the global leisure marine equipment sector. It does so by picking out the best examples of designs that enhance accessibility, enjoyment, sustainability and efficiency in boating.

A panel of expert jurors, drawn from across the industry, will gather to assess each entry based on functionality, aesthetics, efficiency, environmental impact, and innovation. Their evaluation recognises both revolutionary new concepts and incremental refinements that enhance long-standing marine equipment.

Entries Now Open

The DAME Design Awards is open to entries from all Metstrade exhibitors until 19 September 2025. Submissions are made via an entry portal, with products then being shipped to arrive in Amsterdam no later than 6 October 2025. The judging process includes an initial virtual assessment, followed by an in-depth, two-day product examination at RAI Amsterdam.

A jury of leading designers and user experts will use this unique process to select a shortlist of nominated products, which will then compete for category awards, as well as a discretionary Environmental Design Award. One of the category winners will ultimately take the coveted and highly valuable DAME Design Awards Overall Winner title. More details and entry submission information can be found at damedesignawards.com.

A showcase at the heart of Metstrade

All nominated products will feature in the DAME Design Awards Showcase in Hall 13 at Metstrade, a high-profile exhibition space visited by many thousands of marine professionals across the three days of the show. More than 500 products have been showcased here over the past decade alone, bringing global visibility and tangible commercial benefits to successful entries.

The winners will be announced during Metstrade's Official Opening prior to the first day of the show on Tuesday 18 November 2025.

DAME 2025 chosen charity

Each year, the entry fees from all DAME Design Awards submissions are donated to a charity selected by the Metstrade Exhibition Committee.

For 2025, [the Ocean Conservation Trust](#) has been chosen as the recipient. This organisation grew out of the work of marine scientists, educators and divers who collaborated 25 years ago to create a charity showcasing some of the amazing habitats and animals found in a healthy and vibrant ocean by founding the UK's National Marine Aquarium in Plymouth. Their efforts have since broadened into globally focused work raising the curtain on the current state of ocean health and of the impacts of people upon it.

The organisation's CEO, Ian McFazden, commented: "The Ocean Conservation Trust is honoured to be chosen by the DAME Design Awards, where innovation meets purpose, to help drive forward our mission to protect and restore our Ocean for future generations. We rely on generous donations like this to continue our vital work, restoring precious seagrass habitats, advancing marine conservation, and connecting people with the Ocean. We are sincerely grateful for this inspiring show of support."

Editor's Notes

About the DAME Design Awards

Established in 1991, the DAME Design Awards were created to promote excellence in design across the marine equipment sector. Over the years, companies ranging from start-ups to global brands have received industry-wide recognition through their nominations and awards.

The competition is open to manufacturers and authorised suppliers exhibiting at Metstrade. For further details and entry submission, contact dame@rai.nl or visit damedesignawards.com.

DAME Design Awards categories

The DAME's eight award categories were completely rewritten in 2023 to reflect evolving industry trends and have been further revised this year to bring them in line with this year's modernised Metstrade product categorisation.

Personal Equipment

If I was going on a charter, had a yacht share arrangement, went boating with a friend, or had my own boat, what would my personal kit be?

Onboard Facilities, Comfort & Entertainment

If I don't want to go afloat in a bare hull, what kinds of equipment and components am I likely to need to ensure the comfort and enjoyment of all afloat?

Navigation & Communication

If I were on the helm of a boat or bridge of a superyacht, what electronics and other equipment would I use to control and safely navigate it?

Electronic & Electrical Systems

If I need electrical power anywhere in the yacht or to make networkable devices speak to each other, what systems and equipment would I use?

Propulsion & Dynamics

If I want to move, steer, stabilise, trim and fly my yacht, what machinery and systems will I use?

Deck Equipment

If I am sailing, mooring, anchoring, and using my yacht's outdoor spaces, what hardware and equipment will I use?

Safety & Security Aboard

What equipment belongs to my yacht to keep it safe and capable of dealing with emergencies afloat?

Manufacturing & Support Products & Materials

What are the cradle to the grave items of equipment, materials, media, software and other products that construct and support my yacht and its gear?

The jury may also present a **DAME Environmental Design Award** to a product that is seen as an exemplar amongst entries for sustainable innovation.

About Metstrade

Metstrade is the world's largest trade show for the global leisure marine industry, bringing together yacht builders, naval architects, refit specialists, distributors, and marine equipment manufacturers. Organised by RAI Amsterdam in partnership with ICOMIA, Metstrade 2025 will take place from 18-20 November at RAI Amsterdam.

[metstrade.com](https://www.metstrade.com)

About The Ocean Conservation Trust

The Ocean Conservation Trust was founded to restore and protect the ocean, centred around people and positive action. Its focus is on pro-ocean behaviour and habitat restoration. The charity inspires ocean advocacy through connections with nature, combined with its ground-breaking work protecting and restoring vital ocean habitats.

Ocean Conservation Trust's team of marine biologists, educators, communicators, researchers, ecologists, oceanographers and divers are ocean optimists. They work tirelessly to connect people to the ocean and influence pro-ocean behaviour.

oceanconservationtrust.org



DAME
Design
Awards
=
Entries
open
2025.jp
g



For more information about Metstrade, please contact Sandra Huijbregts, Brand Marketing Manager, s.huijbregts@rai.nl, +31 (0)6 371 957 33.