

Amsterdam, 27 October 2025

DAME Design Awards announces 67 nominations from record-breaking field of entries

A total of 146 products originating from manufacturers spanning 37 different countries represents a new high-water mark for the globally recognised competition. Winners will be announced on the first day of the show, 18 November, during the official opening.

This year, the international jury of the DAME Design Awards comprised 11 leading design and user experts, with a wide range of perspectives covering key leisure marine and superyacht activities. After initial scrutiny of online entries over two weeks, the jury gathered in a purpose-built facility at RAI Amsterdam for hands-on assessment and detailed discussions spanning two intensive days. For the second year in succession the jury featured a guest student member and welcomed recent product design graduate Scarlett Harris onto the team. The jury's expertise was further boosted by the addition of Alexandra Foineau Oakley, benefiting from her broad range of experience spanning equipment distribution, manufacturing and boat product management.

From the 146 entries received, the jury finally selected 67 nominated products – the highest number of products shortlisted since 2016. All 67 will be showcased in a special display at Metstrade, located in Hall 13, right in the heart of the show. To view this year's nominated products please visit damedesignawards.com/nominees

Recognising the best of the best

Nominated products form the pool from which the winners of each of the DAME's eight categories are selected. The overall DAME Design Awards winner is then assessed from this exclusive group of eight. The jury will further announce a series of Special Mentions (highly commended entries) and, at its discretion, may additionally name an Environmental Design Award winner.

Winners will be announced at the Metstrade Official Opening in the Harbour 8 dedicated events facility entrance F, following a keynote speech by Cheryl Brown, Managing Director at international boating holiday company Le Boat. This event is open to exhibitors, Metstrade Young Professionals, press, VIPs and speakers.

The Metstrade Stage will host a panel featuring this year's DAME Design Awards outright winner. Details of nominees and winners will be included within the *Jury Report* which will be released on the DAME Design Awards website following the Metstrade Official Opening on 18 November – damedesignawards.com.

This year's DAME Design Awards entry fees will be donated to The Ocean Conservation Trust, a global charity that exists to protect and restore nature at sea.

New record for submitted products

Andre Hoek, Chair of the DAME jury, was sadly unable to be present for the two-day jury meeting due to an unforeseen medical issue from which he has now thankfully fully recovered.

Patrick Hemp, Technical Manager for the International Council of Marine Industry Associations (ICOMIA), kindly stepped in as Acting Chair and observed: “The jury had the unprecedented task of assessing 146 products this year, the highest number of DAME entries since entry charges were introduced just after the turn of the Millennium. Each of us was acutely aware of the effort and investment that sat behind every product that we considered – whether complex or seemingly simple. We wish to commend every company that put their product forward and congratulate those who have already attained the very notable achievement of nomination against such a large field.

“It was a very intensive but rewarding time, with encouraging levels of products submitted across all categories. The level of creativity and development present was a clear indicator that the marine equipment sector is emerging from challenges in the earlier part of this decade to once again place its full focus on improving the design of the products it delivers to boat builders and end users.”

Metstrade Exhibition Programme Manager, Tessa Meijer adds: “It’s an incredible endorsement of the reputation and influence of the DAME Design Awards that it should attract such a high number of entries in its 34th year. Ever since its foundation in 1991, Metstrade has invested heavily in this initiative. The DAME serves as a vital focal point encouraging the marine leisure and superyacht sectors to keep pace with the wider world in terms of design, innovation and technology. Nominees and winners have many good stories to tell about the business benefits of recognition. This record entry will also generate a significant donation to The Ocean Conservation Trust, a highly worthy cause dedicated to improving the environment of the waters we all love and rely upon.

“We look forward to showcasing this impressive group of nominees within the DAME Design Awards showcase in November and celebrating the winners at the Metstrade Official Opening on 18 November.”

About the DAME Design Awards

Great end-to-end design is vital to improve manufacturing efficiency and product reliability. It plays a key role in sustainability and acknowledges that the marine industry must match the high customer expectations set by products in exemplar sectors, such as automotive and consumer electronics.

The DAME Design Awards raises awareness of the need for a total design approach to marine equipment design, from aesthetics to functionality, integration to packaging and price efficiency to lifecycle management. It encourages continuous improvement and

enables Metstrade exhibitors from around the world to have their efforts assessed by experts and benchmarked in the marketplace.

The DAME Design Awards is organised, fully funded and hosted by Metstrade. All entry fees each year are donated to a charity selected by the Metstrade Exhibition Committee.

See damedesignawards.com for more information.

DAME Design Awards nominated products 2025

To view this year's nominated products please visit damedesignawards.com/nominees

DAME Design Awards categories

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

See damedesignawards.com/categories for further information.

DAME Jury 2025

This year's DAME Jury is made up of 11 individuals:

- Andre Hoek (Chair), naval architect and yacht designer, founder of Hoek Design and Hoek Brokerage, The Netherlands (not able to participate in the jury days for medical reasons)
- Patrick Hemp (Acting Chair), Technical Director, International Council of Marine Industry Associations (ICOMIA), South Africa
- Davide Cipriani, boat and industrial designer, president of yacht design at Centrostiledesign, Italy
- Rory Coase, yacht designer, Coase Design, Norway
- Scarlett Harris, guest student jury member for 2025, First-Class Honours degree in BSc Product Design, Bournemouth University, UK
- Arjen Jansen, senior lecturer, school for Industrial Design Engineering at TUDelft, The Netherlands
- Amy Munroe, sustainability consultant, Foxall Munro, UK (attended remotely)
- Alexandra Foineau Oakley, yacht surveyor, France
- Olivier Racoupeau, naval architect and boat designer, founder and owner of Berret Racoupeau Yachts, France
- Klaus Roeder, yacht designer and surveyor, Germany.
- Ben Stein, editor of Panbo marine electronics hub, USA

The DAME Jury is supported by a non-voting secretary, Kim Hollamby of Hollamby Partnership, UK

Read more about the DAME Jury here: damedesignawards.com/jury

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

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

Notes for editors

Metstrade is the world's largest trade exhibition for marine equipment, technology and services for the global leisure marine industry. Organised by RAI Amsterdam in cooperation with ICOMIA (International Council of Marine Industry Associations), Metstrade target audience includes yacht builders, naval architects, refit yards, distributors, dealers, wholesalers, captains, marina owners and marine equipment manufacturers worldwide.

Metstrade, 18-20 November 2025

The Superyacht Forum, 17-18 November 2025

The Superyacht Coating Conference, 18-19 November 2025

At RAI Convention Centre in Amsterdam, the Netherlands.