

BAMBOO SUNGLASSES BATTLE FOR INVESTMENT TO PROVE FASHION CAN REDESIGN THE FUTURE

Earth Awards 2010 finalist must pitch on the world stage

18 August 2010: Sunglasses fashioned from bamboo to fund sight-restoring surgery are in the running for a global design award backed by some of the world's leading entrepreneurs.

Texan-born Jamie Lim's bamboo Kayu eyewear has been selected from over 500 entries to be shortlisted as one of six finalists in The Earth Awards 2010. She will now pitch to top CEOs at an Innovators Summit in London to secure funding to bring her design to market.

Judged by the world's top creative thinkers, The Earth Awards identifies viable ideas from fashion to architecture and consumer products, and marries them with investors to provide a real solution to improving quality of life. It is the only global innovation awards where the aim is to give the designer the means to enter the worldwide consumer marketplace.

The Kayu sunglasses, designed as an ethical fashion statement where each pair sold funds sight-restoring surgery in the developing world, highlights the groundbreaking innovation needed to make the Earth Awards shortlist. Having won \$10,000 to help take her concept to market, Jamie Lim will now go head to head with the winners of five other categories to compete for a total investment of \$50,000 on 16th September.

Julie Gilhart, Earth Awards judge and Fashion Director at Barneys New York, explains: "The Earth Awards is about empowering a new generation of innovators to propose new designs and technologies which have the potential to redesign our future. Cutting-edge fashion has always responded to the latest social trends; in such a competitive industry, it's exciting to see undiscovered designers push through the crowd by gaining an ethical edge."

Fellow Selection Committee member and design champion Terence Conran adds: "Intelligent design has the power to improve, inspire and shape people's lives. The Earth Awards' celebration of sustainable innovation reinforces how cutting-edge ideas can help to build a better world and also be a commercial success on a global scale."

The six Earth Awards entries to be named as category finalists are:

- Sustainable Shells by Michael Ramage, University of Cambridge, England – BUILT ENVIRONMENT
- Polli-Bricks by Arthur Huang, MINIWIZ Sustainable Energy Development Co, Taiwan – PRODUCT
- Kayu Sunglasses by Jamie Lim, Kayu, USA – FASHION
- AskNature by Sherry Ritter, The Biomimicry Institute, USA – SYSTEMS
- Artificial Photosynthetic Foam by David Wendell, University of Cincinnati, USA – FUTURE
- The Butterfly Houses by Andreas Grontvedt Gjertsen, TYIN Tengestue, Norway – SOCIAL JUSTICE

Selected finalists will be showcased at HRH The Prince of Wales' Start initiative to inspire people to build a better future. They will appear at Start's 'A Garden Party to Make a Difference', in Clarence House, Marlborough House and Lancaster House gardens from 8th-19th September 2010. Finalists will pitch their innovation to an audience of leading CEOs and investors at a Summit held in partnership with the Financial Times at Marlborough House, on 16th September.

Nicole Ting Yap, Founder of The Earth Awards, concludes: "The Earth Awards is about providing an aspirational platform for consumer-driven ideas, which can challenge designers to build a new economy. We are thrilled to have received such innovative ideas which have real potential to drive positive change, and look forward to showcasing them at HRH The Prince of Wales Garden Party on 16th September."

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Notes to editors

About The Earth Awards

The Earth Awards is an aspirational platform for consumer-driven ideas that challenge designers and innovators to build a new economy. It is the only truly global awards dedicated to identifying viable designs which have the potential to improve our quality of life and build a new economy.

The Earth Awards Selection Committee is made up of world-leading entrepreneurs, designers and thinkers, making the awards the very best in class. They all share the Earth Awards' belief in building a new economy founded in innovation and design. Their task is to identify those innovations with the greatest potential and then present them to world industry leaders who have the means to bring them to market.

www.theearthawards.org

The Earth Awards 2010 Selection Committee comprises:

- Paola Antonelli, Curator for Architecture and Design, Museum of Modern Art
- Yves Béhar, Founder, Fuseproject
- Sir Richard Branson, Founder and CEO, Virgin Group
- Graydon Carter, Editor-In-Chief, Vanity Fair
- Majora Carter, President, The Majora Carter Group
- Tony Chambers, Editor-in-Chief, Wallpaper* Magazine
- Alexandra Cousteau, Founder, Blue Legacy International
- David de Rothschild, Founder, Adventure Ecology
- His Holiness The Gyalwang Drukpa, Spiritual Leader, The Drukpa Lineage
- Rick Fedrizzi, President and CEO, United States Green Building Council
- Julie Gilhart, Fashion Director, Barneys New York
- Dr. Jane Goodall, Jane Goodall Institute & UN Messenger of Peace
- Scott Mackinlay Hahn, Co-founder, Rogan and Loomstate
- Peter Head, Director, ARUP
- Graham Hill, Founder, Treehugger
- Khaldoon Khalifa Al Mubarak, CEO, Mubadala Development Company
- Yang Lan, Chairwoman, Sun Television
- Ira C. Magaziner, Chairman, William J. Clinton Foundation
- Bill McKibben, Writer, Environmentalist
- Barry Nalebuff, Professor, Yale School of Management
- Sergio Palleroni, Co-founder and Director, BaSiC Initiative
- Karim Rashid, Founder, Karim Rashid Inc.
- Jonathan Rose RIBA, Principal, AECOM and Masterplanning Practice Leader
- Cameron Sinclair, Founder, Architecture for Humanity
- Werner Sobek, Founder, Werner Sobek Engineering + Design
- Philippe Starck, Founder, Starck Network
- Diane von Furstenberg, Founder, DvF
- Dilys Williams, Director, Center for Sustainable Fashion
- Ken Yeang, Principal, Llewelyn Davies Yeang

The Earth Awards Finalists 2010

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About Start

Tickets for A Garden Party to Make a Difference are available at www.startuk.org

THE **EARTH** AWARDS
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