



ATOMdesign™

FOR IMMEDIATE RELEASE

ATOMdesign Nominated for 2007 Smithsonian's Cooper-Hewitt National Design Award

Phoenix-based ATOMdesign has been nominated for the Product Design Award which is given to those individuals or firms for exceptional and exemplary work in the design of consumer goods, technology, or home and office furnishings.

Phoenix, AZ, – April 4, 2007 – ATOMdesign has been nominated for the prestigious Cooper-Hewitt National Design Award, an award established in 2000 to broaden the awareness of the role of design in daily life. ATOMdesign is part of a small group of nominees selected by a distinguished nominating committee comprised of more than 800 leading architects, designers, journalists, filmmakers and more. Previous product design honorees have included Herman Miller, Inc., Niels Diffrient and Burt Rutan. The winner will be announced in October at a gala dinner in New York City.

ATOMdesign is a full service product design and development firm based in Phoenix and was founded by Yani Deros on the basis of bringing a much needed and refreshing new perspective to the product development community. “Our emphasis is to assist emerging technology companies harvest ideas through sound research practices, infuse practical yet innovative design solutions and help launch a product into the marketplace that delivers resounding results for our clients and their customers,” added Deros.

First launched as an official project of the White House Millennium Council, the annual Awards program celebrates design in various disciplines as a vital humanistic tool in shaping the world, and seeks to increase national awareness of design by educating the public and promoting excellence, innovation, and lasting achievement.



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“It is an honor and privilege to be recognized by Cooper-Hewitt and our colleagues. We are excited to be considered in the company of many of the nation’s top firms. American design is a leading influence globally and it’s wonderful to be recognized for bringing world class design to the Southwest,” concluded Deros. ATOMdesign’s success reflects the clients who have already picked up on the firm’s creativity which include HP, Dial Corporation, CII , TASER International, and Convia / Herman Miller.

For more information about the National Design Awards log on to www.nationaldesignawards.org. For more information about ATOMdesign go to www.atomdesign.com, or call 602.400.4598.

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