

Press release



f/p design wins another iF gold award for medical technology

Munich, March 23rd, 2018 – For the third time, f/p design has been awarded an iF gold award for their work for the Japanese medical technology manufacturer Morita. This year, the dental workstation SpaceLine Ex received the prestigious award in the discipline “Product Design”.

f/p design once again won the top distinction in this year’s iF DESIGN AWARD, the iF gold award. An international, independent, and distinguished jury of experts awarded some 75 of the more than 6,400 entries submitted with the golden iF Label for outstanding design achievements. f/p design is one of the top winners of the internationally renowned design label.

The dental treatment unit SpaceLine Ex was awarded in the category “Medicine / Health / Care” in the “Product Design” discipline. The jury emphasized the precision, the well-thought-out ergonomics, and the outstanding workmanship of the dental workstation. In addition, the jury stated that the elegant overall impression was rounded off by the surface finishing.

Each year the iF International Forum Design GmbH bestows the iF DESIGN AWARD on the best submissions. Together with the Japanese medical technology manufacturer Morita, f/p design won this gold award for the third time. Last year, the 2d/3d X-ray system Veraview X800 received the Gold Award, and in 2012 the Soaric dental treatment unit.

These awards are in large part of the result of the special quality standards of the Japanese medical technology manufacturer. f/p design Managing Director Fritz Frenkler stated: “Morita is constantly working hard to develop and improve their products. The focus is always on the doctor and the patient. Together with the highly dedicated in-house engineers, we are working intensively on a people-oriented design for medical technology, with which Morita has not only won design awards in recent years, but also achieved very good economic results.”

For press inquiries please contact:

Martina Valkenburg
E-mail: mv@fp-design-gmbh.com

f/p design GmbH
Ländstrasse 4
80538 Munich
Germany
www.fp-design-gmbh.com
Tel. +49 89 9090 1590

f/p design Japan Office
Kagamiya-cho 51
Ebisugawa Muromachi Nishi-iru
Nakagyo-ku
Kyoto 604-0002
Japan
Tel. +81 75 746 5865

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About f/p design

f/p design was founded in 2000. Since then, Fritz Frenkler, together with his team in Germany and Japan, has been developing and designing products and services in the fields of industrial design, user interface, architectural design, and communication design. In addition, the office advises well-known companies on design strategy and corporate design. f/p design works for customers in Europe, Asia, and North America.

About the iF DESIGN AWARD

For 65 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture, as well as Professional Concepts. All awarded entries are featured on the iF WORLD DESIGN GUIDE, in the iF design app and are displayed at the iF design exhibition Hamburg.