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Lulu Series Wins Environmental Award

The Second IDRA for Fire & Water

Fire & Water's new "Lulu" series of environmentally conscious lighting has won an Honorable Mention in the 5th International Design Resource Awards. The competition was judged by an international jury of designers and took place this year in Belfast, Northern Ireland.

The award marks the second time Fire & Water has won an IDRA. The Frankie Goes Fluorescent series won a Second Place award in the 4th IDRA. Fire & Water is extremely proud to have been recognized twice in a row by juries of professional designers and environmentalists. This year's jury included:

Wendy Brawer, Modern World Design, NYC
Jakki Dehn, Kingston University, London, UK
Pliny Fisk III, Center for Maximum Potential Building Systems, Austin, TX
John Gertsakis, RMIT, Melbourne, Australia
Philip White, Fiori Design, Portland, OR
Jeanne Paul, Marketing Manager, Norm Thompson Outfitters, Portland, OR

Judging criteria were that entries should:

- Contain a high degree of post-consumer recycled or sustainably harvested material.
- Demonstrate the ability to add value to the recycled or sustainable commodity and increase its usage.
- Be designed for future reuse and/or recyclability.
- Be suitable for commercial production.

The Lulu series, along with Fire & Water's other designs, will be shown at the 2001 International Contemporary Furniture Fair in May. The IDRA winning designs will also be shown in Seattle at the Earth Day 2001 exhibit.

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