

Press Release

Bento Lab Wins Good Design Award Gold Accolade in Australia's International Good Design Awards.



Bethan Wolfenden and Philipp Boeing, Founders of Bento Lab, with the Good Design Gold Award

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Award Images: <https://www.bento.bio/files/good-design-award-images.zip>

Logos: <http://www.bento.bio/files/press-logos.zip>

Further Press Notes: <https://www.bento.bio/files/press-talking-points.pdf>

The winners of Australia's peak international design awards – the highest honour for design and innovation in the country – were announced during the 2020 Good Design Week.

Bento Lab received a prestigious **Good Design Award Gold** Accolade in the **Product Design Medical and Scientific** category in recognition for outstanding design and innovation.

The Good Design Awards Jury praised Bento Lab, commenting

“This is a really fantastic and innovative product. Bento Lab democratises the world of genetics testing as it makes available research tools to emerging nations and educational users. Overall and inspirational design providing accessibility and education for many humans. Congratulations.”

The annual Good Design Awards is Australia’s oldest and most prestigious international Awards for design and innovation with a proud history dating back to 1958. The Awards celebrate the best new products and services on the Australian market, excellence in architectural design, engineering, fashion, digital and communication design, design strategy, social impact design and young designers.

More than 55 Good Design Awards Jurors evaluated each entry according to a strict set of design criteria which covers ‘good design’, ‘design innovation’ and ‘design impact’. Projects recognised with a Good Design Award must demonstrate excellence in good design and convince the Jury they are worthy of recognition at this level.

About Bento Lab - the mobile genetic analysis solution

Traditional tools for genetics are complicated, expensive, and huge. Bento Lab makes genetics accessible to any curious person. It combines an entire DNA analysis setup in a laptop-like device, from sample to genetic fingerprint. Across the globe diverse communities are using Bento Lab to explore the miraculous world of life.

Comments of the Good Design Jury

“The aesthetics of the technology are really playful and this will help to increase the accessibility of these sciences to those who may have been formerly discouraged from participating. The product can have a great deal of impact in parts of the world where genetic testing is not readily available. Reducing cost, providing educational and support materials and ensuring accessibility are steps forward to increase adoption of genomics around the world. The designers have addressed this need in a “field kit” capable of being cheaply deployed in remote areas or the field, moving the product closer to the “point of interaction”

Dr. Brandon Gien, CEO of Good Design Australia said: “Receiving a Good Design Award is a significant achievement given the very high calibre and record number of entries received in 2020.”

“There’s no doubt it has been a really tough year for everyone so it’s nice to be able to share some good news for a change. The projects represented in this year’s Good Design Awards shine a positive light on our creative and innovative capacity as human beings. These inspirational winning projects give me hope and optimism that our design community will continue to innovate, no matter how challenging the world around us is,” said Dr. Gien.

“Australia’s Good Design Award is more than a symbol of design excellence - it represents the hard work and dedication towards an innovative outcome that will ultimately make our lives better. These projects showcase the sheer brilliance of design and the potential it has to improve our world,” said Dr. Gien.

The 2020 Good Design Awards attracted a record number of submissions with an astonishing 835 design projects evaluated in this year’s international design awards.

“We are honoured to win this award”, said Bento Lab Co-Founder Philipp Boeing. “The whole Bento Lab team is proud that our mission of creating accessible tools for biosciences has been recognised by the Good Design Award jury. Biotechnology is one of the key technologies of our century. We are excited to continue to create innovative products to make biotechnology accessible by researchers, citizen scientists and learners everywhere.”

“Throughout the years, we have been supported by many generous organisations including UCL Advances and iGEM, who helped us create our first prototypes, to Imperial College’s SynbiCITE, Makersverson, and Royal Academy of Engineering, who supported us in commercialising our technology.”, said Bento Lab Co-Founder Bethan Wolfenden. “We are privileged to benefit from the generosity of all of

our supporters, users, and customers, without whom an undertaking like Bento Lab would not be possible.”

Further Information about Bento Lab

Website <https://www.bento.bio>
Twitter <https://www.twitter.com/theBentoLab>
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