



THE POWER OF
ALUMINIUM

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February 2007

Designer Hemingway to host The Power of Aluminium Awards

Designer Wayne Hemingway will host The Power of Aluminium Awards, at London's Science Museum.



Wayne Hemingway. (Digital image available on request)

An enthusiastic supporter of design excellence accessible for all, he will present the Awards this year.

The glittering event will be the culmination of more than a year of activity by The Power of Aluminium, a not-for-profit group formed in 2006 to promote the use of aluminium extrusions among designers, architects, engineers, specifiers and students

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Total prize money of £51,000 will be shared across seven categories:

- Automotive
- Building & Construction
- Mass Transportation
- Industrial
- Design: Concept
- Design: Innovation
- Student

A TV regular, Hemingway now runs Hemingway Design, which is involved in urban, fashion, interior, product and media design projects. He is also chairman of Building for Life, an organisation comprising the house-building industry, government and campaigners, and with a shared commitment to quality in new homes.

Wayne Hemingway said: “Aluminium is a versatile material, a material with a future and I am looking forward to speaking at The Power of Aluminium and also to learning more about the industry.”

Head of The Power of Aluminium Andy McLoughlin said: “We’re delighted Wayne has got involved with the Awards in this way.

“He’s an enthusiastic champion of modern materials and will undoubtedly boost our efforts to promote Aluminium And because of his high profile, we hope more companies and organisations involved with aluminium and extrusions will get behind the Awards and back them to the hilt.”

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Notes to Editors

The Power of Aluminium is an umbrella group representing interested parties in the aluminium industry, bringing together large-scale manufacturers and professional bodies to communicate uses of aluminium and aluminium extrusions.

It provides access to leading industry experts who offer aluminium users their experience, insight, advice and best practice case studies.

The Power of Aluminium Awards will recognise and reward innovative and exciting use of aluminium and aluminium extrusions with more than £56,000 prize money.

www.powerofaluminium.com

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