



Honest Egg by Aesthetid is the Lexus Design Award 2018 People's Choice

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A clever and colourful way of showing whether an egg is still fresh enough to eat has emerged as the People's Choice in the Lexus Design Award 2018.

Honest Egg, created by the Malaysia-based design group aesthetid, was chosen from among the finalists in this year's awards competition. Votes were cast by visitors to the Lexus *Limitless Co-existence* event at Milan Design Week (16 to 21 April), where prototypes and concept presentations of the leading entries were on display, and to the Lexus Design Award website.

The People's Choice, presented for the first time this year, celebrated the impressive breadth and depth of the finalists' designs.

About Honest Egg

Honest Egg is an intuitive and simple indicator of when an egg has reached its recommended "consume by" date. Each egg displays a graphic image or word that shows whether it is still fit to eat. Eggs are printed with an intelligent ink pigment that changes colour over a pre-calibrated time period. If a cracked shell or a sudden change in CO₂ levels or temperature are detected, the Honest Egg indicator can significantly reduce the timeframe during which the egg is deemed edible.

Responding to the theme of "CO-" for this year's design competition, Honest Egg is a form of collaboration, that provides better information, provokes emotions and encourages people to eat the egg before its expiry date, reducing the risk of food wastage.

Designers Paul Yong Rit Fui and Jaihar Jailani Bin Ismail, said: "We are honoured to be the first recipients of the Lexus Design Award People's Choice. We would like to thank the honest people for voting Honest Egg to be their favourite design. We are also grateful to Jessica Walsh for her mentorship and guidance, and to Lexus, for an amazing experience throughout the competition."

About aesthetid

Malaysia-based industrial designers, Paul Yong Rit Fui and Jaihar Jailani Bin Ismail co-founded aesthetid, a design consultancy based in Johor Bahru, specialising in product design, graphics and design language services. They believe in making technology, business and design a natural, symbiotic experience, uncovering user needs, behaviour and desires.

About the Lexus Design Award

First launched in 2013, the Lexus Design Award is an international design competition that targets up-and-coming creators from around the world. It seeks to foster the growth of ideas that contribute to society by supporting designers and creators whose works can help to shape a better future. It provides a unique opportunity for four finalists to work with a globally recognised designer as a mentor to create prototypes of their designs, and then exhibit them at Milan Design Week, one of the design calendar's most important events.

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