

Product Design Lions winners!

The 64th annual Cannes Lions Festival of Creativity hosted the Product Design Lions award ceremony on 21 June 2017.

The Product Design Lions celebrate creativity that fuses form and function. Entries needed to demonstrate aesthetics that are inseparable from application through work that blurs the line between a product's beauty and utility by achieving both.



#CannesLions2017: Product Design shortlist

21 Jun 2017



With 60 entries short listed, 22 Product Design Lions were awarded, and the Grand Prix went to Grey Colombia for Tigo-Une's Payphone Micro Savings Account.



The Grand Prix-winning Payphone Micro Savings Account by Grey Colombia for Tigo-Une.

[click to enlarge](#)

View the full table of winning work below:

Product Design Lions Winners

Entrant	Title	Client	Product	Award
GREY COLOMBIA, Bogotá	PAYPHONE BANK	TIGO-UNE	PAYPHONE MICRO SAVINGS ACCOUNT	Grand Prix
SNAP, Los Angeles	SPECTACLES	SNAP, INC.	SPECTACLES	Gold Lion
SNAP, Los Angeles	SPECTACLES	SNAP, INC.	SPECTACLES	Gold Lion
OGILVY NEW YORK	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARENESS AROUND THE REFUGEE CAUSE	Gold Lion
SEYMOURPOWELL, London	CREATING THE WORLD'S FIRST MODULAR SMARTPHONE	FAIRPHONE	FAIRPHONE 2	Gold Lion

Y&R SINGAPORE	TINYMOS - THE WORLD'S SMARTEST ASTROPHOTOGRAPHY CAMERA	TINYMOS PRIVATE LIMITED	ASTROPHOTOGRAPHY CAMERA	Silver Lion
TBWAIPARIS, Paris / DAN PARIS, Boulogne-Billancourt	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	Silver Lion
ANOMALY, New York	HMBLDT	HMBLDT	HMBLDT	Silver Lion
McCANN WORLDGROUP INDIA, Mumbai / McCANN HEALTH, New Delhi	AFGHAN IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	..	Silver Lion
APPLE, Cupertino	LIAM	APPLE	PHONE	Silver Lion
MARCEL SYDNEY	AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	Silver Lion
SHELL BRANDS INTERNATIONAL, Baar / GRAVITYLIGHT FOUNDATION, London / J. WALTER THOMPSON, London	GRAVITYLIGHT: TURNING GRAVITY INTO LIGHT	SHELL GLOBAL / GRAVITYLIGHT FOUNDATION	GRAVITYLIGHT - GL02	Bronze Lion
TBWAHAKUHODO, Tokyo / TESS, Sendai / TOHOKU UNIVERSITY, Sendai	COGY WHEELCHAIR	TESS CO., LTD.	COGY WHEELCHAIR	Bronze Lion
J. WALTER THOMPSON NEW YORK	THE FIN	NORTHWELL HEALTH	TBD	Bronze Lion
DIGITALSLBI, Chicago / WHIRLPOOL CORPORATION, Benton Harbor	ZERA	WHIRLPOOL CORPORATION	FOOD PROCESSOR	Bronze Lion
FURF DESIGN STUDIO, Curitiba	CONFETTI PROSTHETIC LEG COVER	ETHNOS	CONFETTI	Bronze Lion
OGILVY & MATHER MUMBAI	SAVLON HEALTHY HANDS CHALK STICKS	ITC SAVLON	SAVLON HEALTHY HANDS CHALK STICKS	Bronze Lion
THE CYRANOS/McCANN, Barcelona	JOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	JOURNALIST - NEWS APP	Bronze Lion
Y&R DUBAI	THE LIFE SAVING SCARECROW	VARUNA PUMPS	VARUNA PUMPS	Bronze Lion
PEREIRA & O'DELL, San Francisco	WRITING OUR RIGHTS: THE EMPOWERMENT WORKBOOK	IGNITE	IGNITE	Bronze Lion
GEOMETRY GLOBAL, London / GEOMETRY GLOBAL COLOMBIA, Bogotá	POSTERS FOR CATCHING FISHERMEN	MINISTERIO DE AMBIENTE Y DESARROLLO SOSTENIBLE	DIRECCIÓN DE ASUNTOS MARINOS, COSTEROS Y RECURSOS ACUÁTICOS	Bronze Lion
CLEMENGER BBDO MELBOURNE	UNTIL WE ALL BELONG	AIRBNB	AIRBNB	Bronze Lion

The Festival of Creativity runs from 17-24 June 2017, with Cinemark the official local representative for the Cannes Lions International Festival of Creativity.



#CannesLions2017: Cinemark brings SA all the creative magic

Leigh Andrews 14 Jun 2017



Visit the official Cannes Lions [website](#) and our [Cannes Lions special section](#) for more information.

For more, visit: <https://www.bizcommunity.com>