

DESIGN OF THE TIMES



HARD HEADS

When *BRW* called Albion Hat and Cap Company to talk about its NXT International Test Series cricket helmet, general manager Ross Barrat could not talk straight away because he was too busy fitting the Indian cricket team. It's a sign of the brand's prestige in the cricketing world for more than 30 years since World Series Cricket was introduced in the 1970s. The first company to produce helmets with safety features to protect batsmen from the more aggressive style of play of limited-over cricket, it combined new designs

and technologies with the conventional look of the baggy green. This year's more streamlined model offers an articulated internal shell in three parts, which allows the helmet to be fitted perfectly to each batsman's head, reducing movement and thus risk of injury. Combined with its improved ventilation, the company is confident the helmet will sell at a 30 per cent premium to other top-of-the-range helmets.

Lead designers:

Murray Hunter, Brad Ryan, Richard Byers and Peter Williams, Design + Industry

Available: May 2008

Cost: \$160



The 2008 Australian Design Awards are gaining international recognition and influence because of renewed determination and exciting innovation. **Report: Gina McColl**