

On British Intellectual Property Day, Anti Copying in Design (ACID) is delighted to announce this year's 2019 Design & IP Champion is [David Turpin](#) with the Flit ebike. Unfolding the Flit ebike in an incredible short 10 seconds provides up to 40Km travelling on a single charge and is available soon

**Winner - Flit (Cambridge)Ltd for the Flit Ebike**



**On becoming the ACID Design & IP 2019 winner, David Henderson the inventor of the ebike said, "We're really happy to receive this award, particularly for an ebike project. Ebikes are a great way to encourage more people to experience the health and wider social benefits of cycling. In developing this ebike, we focused not only on reducing weight, having it fold down small, and making sure it rides well, but also on ensuring that it has a coherent design that anyone would be proud to own."**



**David Turpin, Design Lead at Flit, said, "Folding bikes are complex products that use engineering to achieve a specific function. But as a designer, aesthetics are also important. At Flit, we have taken inspiration from nature, where beautiful shapes emerge to fulfil clear needs. For our ebike, we have combined aesthetic and functional considerations to create a beautifully engineered product with the user in mind."**

<https://www.youtube.com/watch?v=CJHheUNHWGM>

<https://www.flit.bike/>

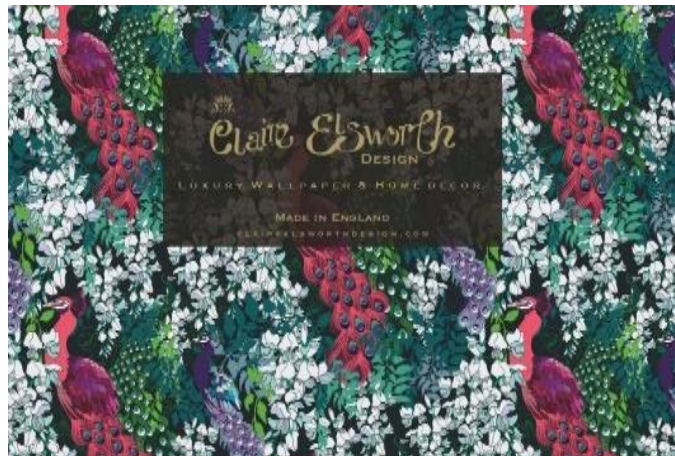
## ACID 2019 DESIGN & IP CHAMPION - MEET THE WINNERS

### 1<sup>st</sup> Runner Up - Innermost for 'Bud' design by Melissa Yip



**Russell Cameron, Co-founder of Innermost said,** *"It's fantastic to have our design recognised by ACID to celebrate British IP day. Protecting our intellectual property is critically important in allowing Innermost to continually push the boundaries, and this design for Bud came out of embracing innovation in cordless lighting. Our own in-house product designer Melissa Yip is behind this bold lamp which is rechargeable, portable, and above all fun!"* <https://www.innermost.net/>

### 2<sup>nd</sup> Runner Up - Claire Elsworth for 'Peacock Maximalist' Wallpaper



**Designer Claire Elsworth said** *"I am totally thrilled and thank you for selecting my wallpaper design. Being IP aware and knowing how to protect it is essential knowledge for all creative businesses and the services that Acid provide are invaluable. 'Peacock Maximalist' is inspired by an imaginary Duchess and a handsome peacock who long ago walked together in a beautiful old garden. All that is left now is overgrown but some have seen the peacock's descents poking through the ancient wisteria."*

<https://www.claireelsworthdesign.com/peacock-maximalist-collection>