

# Product Design Lions shortlist

The Cannes Lions Product Design Lions shortlist has been released.

The Product Design Lions celebrate creativity that fuses form and function. Work that demonstrates aesthetics that are inseparable from application; work that blurs the line between a product's beauty and utility by achieving both.



Asif Khan, architect at Asif Khan Ltd is the 2018 Cannes Lions Product Design jury president.

All the winners will be announced during the final Cannes Lions Innovation track award ceremony from 7pm on Thursday, 21 June. You can view the [Product Design Lions](#) shortlist in full.

*The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit [www.canneslions.com/](http://www.canneslions.com/) and our [Cannes Lions special section](#) for more information.*

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