

## HiQ DESIGN TEAM WINS EUROPEAN DESIGN AWARD

*The HiQ design team from Great Apes in Helsinki won the digital category at European Design Awards for the interface work in the game Quantum Break.*

“We’re very proud to win gold for design at this year’s European Design Award. It’s a welcome recognition for the work we do in creating unique and innovative user experiences and interfaces on all kinds of digital platforms”, said Niko Sipilä, Creative Director at Great Apes.

“Quantum Break is a sci-fi adventure AAA game set in the near future and not-so-distant past. When designing the look of the UI we first asked ourselves why is the design of sci-fi movies and games almost always so outdated and retro compared to the direction design in the real world is heading”, Niko Sipilä continues.

“I’m so glad we won the European Design Award, another great award. This really shows our innovative skills and that we’re not afraid to challenge existing ways of doing things”, said Lars Stugemo, CEO and President of HiQ.

Great Apes is also one of the most internationally awarded digital agencies in Finland, with repeated recognition from industry-leading competitions such as The Webby Awards, Red Dot Design Awards, and Eurobest. Some of their clients are Linnanmäki, Microsoft, Lidl, Amer Sports, Royal Ravintolat, Kalevala Koru, the Finnish Defence Forces, and Veikkaus.

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