QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA **FALL 2014**

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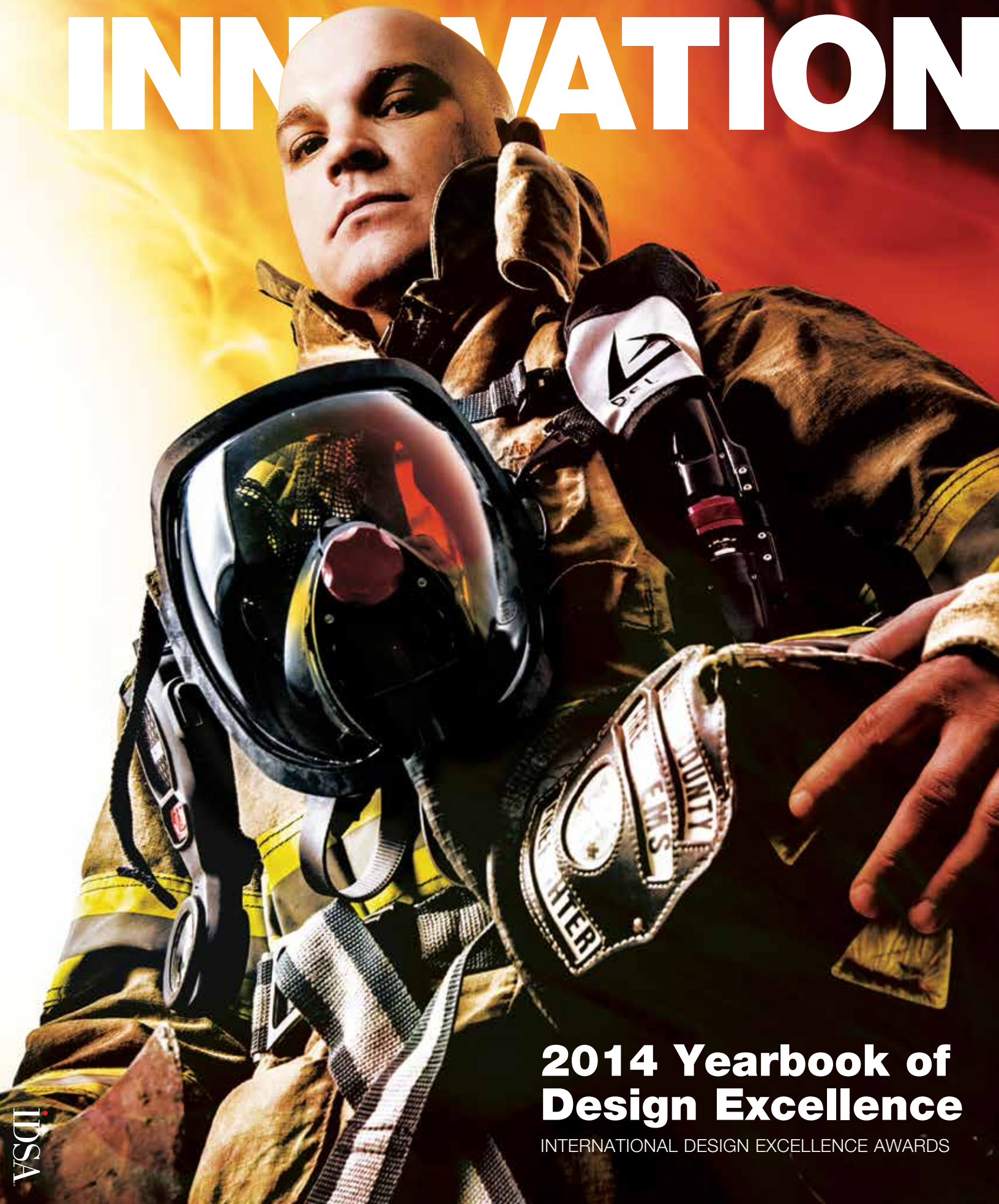

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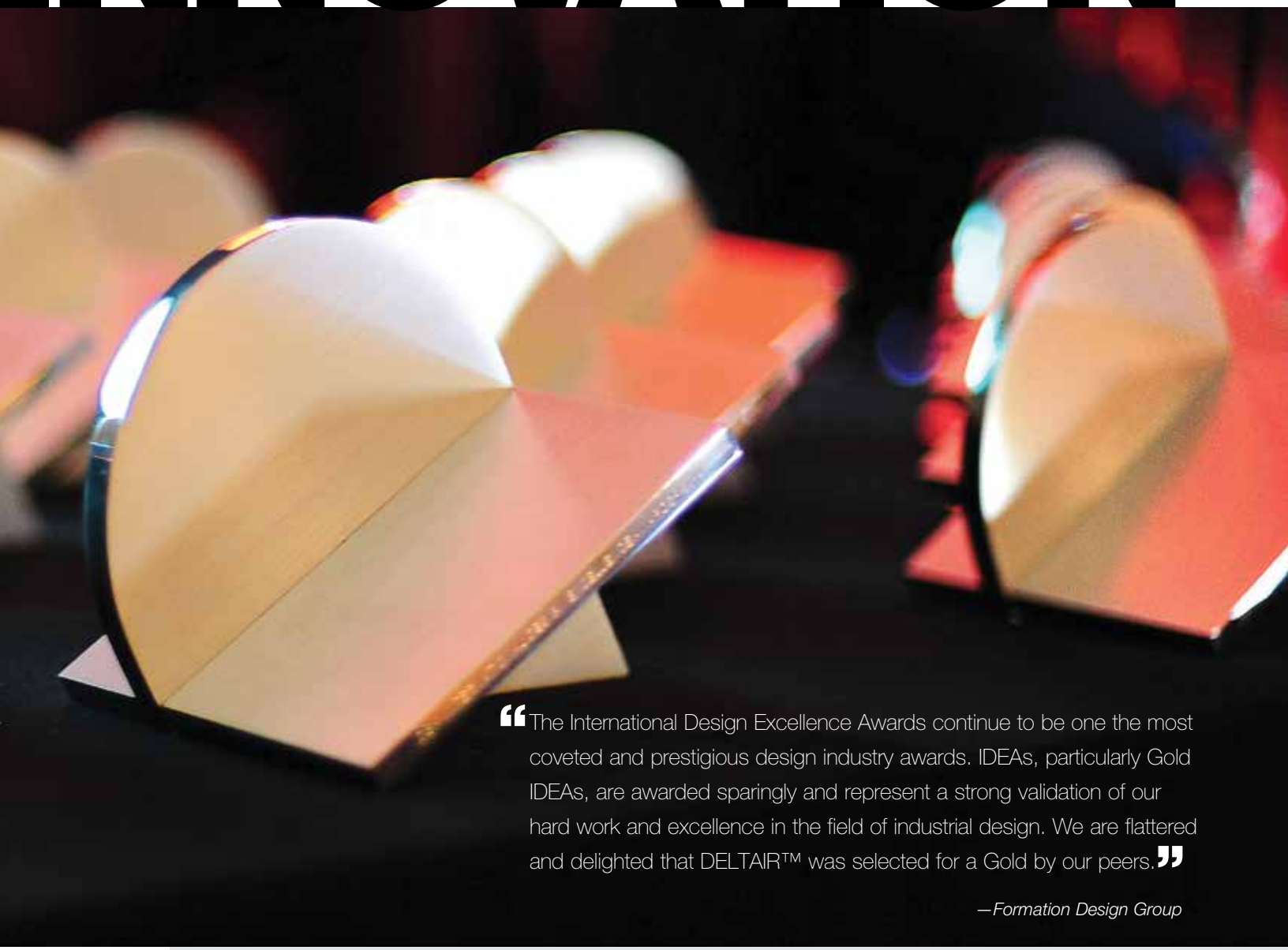

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www.innovationjournal.org
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Annual Subscriptions

Within the US	$70
Canada & Mexico	$85
International	$125

Single Copies

Fall/Yearbook	$40+ S&H
All others	$20+ S&H

The quarterly publication of the Industrial Designers Society of America (IDSA), *Innovation* provides in-depth coverage of design issues and long-term trends while communicating the value of design to business and society at large.

2014 YEARBOOK OF DESIGN EXCELLENCE

The 2014 IDEA Winners

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Cover photo: Gold IDEA and People's Choice winner, DELTAIR™ – Self Contained Breathing Apparatus, p. 48.

Innovation is the quarterly journal of the Industrial Designers Society of America (IDSA), the professional organization serving the needs of US industrial designers.

Innovation is printed on recycled paper with soy-based inks. The use of IDSA and FIDSA after a name is a registered collective membership mark. *Innovation* (ISSN No. 0731-2334 and USPS No. 0016-067) is published quarterly by the Industrial Designers Society of America (IDSA)/*Innovation*, 555 Grove St., Suite 200, Herndon, VA 20170. Periodical postage at Sterling, VA 20164 and at additional mailing offices. POSTMASTER: Send address changes to IDSA/*Innovation*, 555 Grove St., Suite 200, Herndon, VA 20170, USA.

Vol. 33, No. 3, 2014; Library of Congress Catalog No. 82-640971; ISSN No. 0731-2334; USPS 0016-067.

ADVERTISERS' INDEX

* The Living Room & Bedroom category was combined with Home Furnishings.

Right: Bronze IDEA Light Pinwheel, p. 178.

IN THIS MOMENT

Welcome to IDSA's yearly collection of the best in design from around the world. Every issue is a time capsule; this year is no exception. The designs honored here serve as a barometer of the time we are living in, and the trends driving their innovation are apparent in the final execution of the products.

So what are the trends? In our collective consciousness, we find that product design is very much in demand as society and business look to the profession for inspiration and methods. Design clubs have sprung up at major university business schools, and degrees in design and product development are more plentiful than ever before. Design is consistently featured and discussed at the newsstand in such highly visible publications as *Fast Company* and *Wired,* as well as *USA Today* and *The Wall Street Journal*. In addition, great design is featured every morning online, on our home and landing pages and in our email. At the movies, stories depict products being created through internships at Google, documentaries are being made about great past designers, and TV features products being developed on *Celebrity Apprentice* and pitched on *Shark Tank*.

In our lives today, smart devices are everywhere; the onslaught of wearable technology is a pervasive design trend. The Internet of Things is the big new idea of the moment. The maker culture is alive and well, especially in places like Seattle and Austin, around the world in virtual places like Kickstarter and Indiegogo, and in the minds of millennials who are nonconformists when it comes to work habits and career expectations, firm in the belief that any one of them can be the next big entrepreneur.

The products in this Yearbook are a representation of this moment when we see the stock market at an all-time high, the rising trend of the "on-shoring" of manufacturing, and companies increasingly wanting to create and produce things locally. For corporations, "outlaw innovation," the idea of funding initiatives outside the company, with the first right to bring them back once they are scaled, is a brand new idea. It is another way large companies are competing in an effort to be more nimble. Entrepreneurs are our new heroes and these days we are all mobile workers.

All this new is well represented in this issue. For example, a brilliant combination of these trends is embodied in the BMW i3, a car that stands for a new approach to premium mobility. It is the first large-scale production car with an all-electric engine that is tailored to the modern idea of sustainable emission-free mobility. The BMW i3 is unimaginably lightweight, and its design is clear and minimalist.

The Internet of Things is evident in Pencil, a digital drawing device, designed by FiftyThree, whose design and packaging both won awards. Pencil is a digital tool that looks and acts like a familiar object. It has adaptive technology that instantly differentiates between a user's hand and the Pencil on the screen. Users can write at any angle while using their finger to smooth rough edges and blend colors directly on the screen.

Finally, consider the trend and design impact of the Square Stand, by the design team at Ammunition, this year's Best in Show. It is a new paradigm for combining the digital and physical world. It transforms an iPad into a modern version of the cash register. It creates a new kind of customer and storeowner interaction by leveraging the new—digital technology, and the familiar—a lazy Susan, to perfectly embody our time in a combination of beautiful design, centered around the idea of the Internet of Things.

“This issue, like each issue before it, is an important and meaningful reflection of our time.”

If there was one concrete, positive takeaway about this year’s winners, this year’s trends, it would be the comforting proof that a global spirit of invention and making is alive and well. This certainty is especially important in a world whose increasingly troubling politics and social unrest can seem to dominate the news. In this outstanding collection of award-winning designs is ample cause for optimism and hope, embodied in products that improve the human condition.

So please enjoy this, IDSA’s yearly collection, that is the best in design from around the world. And as you read through it, remember that yes, this issue, like each issue before it, is an important and meaningful reflection of our time.

—Mark Dziersk, FIDSA, INNOVATION *Executive Editor*
mark@lunar.com

Silver IDEA winner **G-Wearables Goccia** designed by Lebo He and Hongwei Wang of **LKK Design Beijing Co., Ltd.w**

THE IMPORTANCE OF BEING EARNEST

In last year's Yearbook of Design Excellence, Managing Editor Karen Berube interviewed me about my vision for IDSA. I was nearing the end of my first year at IDSA and had almost completed the annual cycle of board meetings, conferences, and chapter and school visits. The interview ended with Karen asking me for my big-picture vision for IDSA, to which I responded, "Relevance." I explained that when you really consider it, relevance is the one, absolutely critical, success factor since irrelevance is the primary reason why most organizations fail.

When evaluating an existing program or service, or considering a new program at IDSA, the first question our senior management team addresses is, "How relevant will this be to our members and other key stakeholders?" If we cannot answer that question clearly and definitively, it's back to the drawing board.

The membership assessment survey we conducted late last year generated a great deal of interesting and relevant information. Summarizing, members told us they want:

- Access to affordable webinars that help them excel in their careers.
- Multiple ways to connect and network with other designers and related professionals.
- Expanded opportunities for leadership within the Society, especially among under-represented segments of the industrial design profession.
- Multiple communication platforms that encourage and promote meaningful information exchange.
- Public outreach that promotes greater understanding of industrial design and the contributions it makes to business and the quality of life.

This feedback played a critical role in the design of our new website, which features content-rich information and increased opportunities for meaningful, real-time conversations. Member input also spearheaded the hugely successful *Good Design = Good Business* five-part webinar series and the state-of-the-art Medical Device Design Conference, *The Usability Ecosystem*, debuting this November in Tampa, FL. Nominations and elections procedures and processes are being streamlined and improved to attract more diverse leadership talent. New committee structures, such as the membership committee headed by Kevin Shinn, are tapping into a much greater pool of contributors.

Our partnership agreement with the Society for the Plastics Industry (SPI) to host the Southern District Design Conference at the 2015 National Plastics Exhibition on March 23–27 in Orlando, FL, will be a unique opportunity for our members to network with more than 60,000 expected attendees. IDSA will also host a Design Gallery at the event featuring IDEA-winning products that utilized plastic components. SPI will also award a $10,000 scholarship to an IDEA student winner who used plastics in his/her winning product.

Priorities and initiatives for 2015 include expanding public relations and outreach to raise awareness and appreciation for industrial design, strengthening our relationships with educators and students, and expanding support to our chapters. These initiatives will play out under the backdrop of IDSA's 50th anniversary, which features a year-long celebration culminating in the 2015 International Conference next August in Seattle. Conference Chair, Surya Vanka, IDSA has already kicked off planning for what promises to be a record-breaking event.

Constantly evolving advancements in information technology will continue to challenge organizations, like IDSA, because designers will have numerous sources to tap for information and resources. Remaining relevant and responsive to their needs will ensure that IDSA will be around for another impressive 50 years.

As always, I welcome your thoughts and comments.

—Daniel A. Martinage, CAE, IDSA Executive Director
danielm@idsa.org

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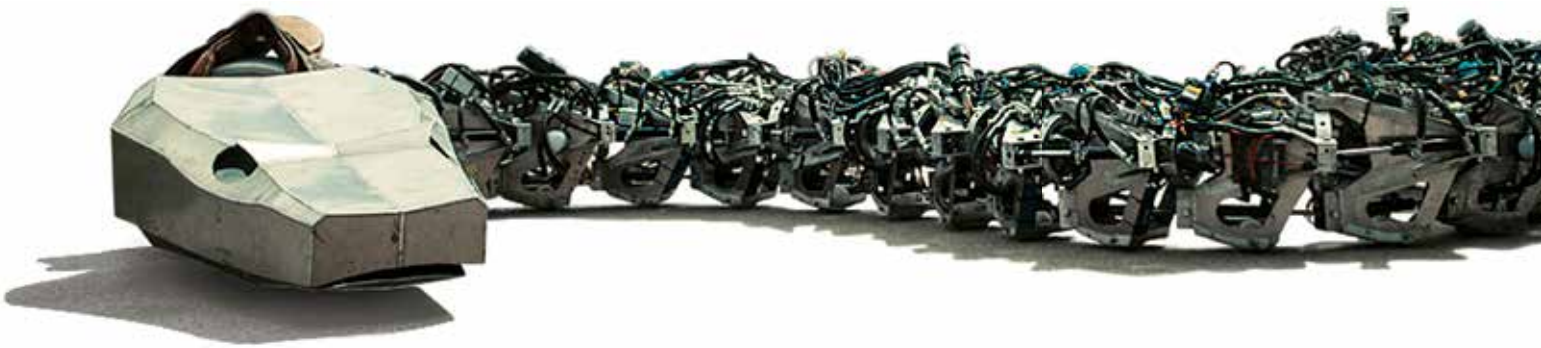

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REWRITING HISTORY

Walter Dorwin Teague has become a legacy among industrial design professionals. Born in Decatur, IN, in 1883, Teague graduated from the Arts Student League of New York in 1907. He took a job at an advertising agency before going on his own as a freelance advertising designer. But his clients were looking for ways not just to advertise the products they had developed, but to develop new products to advertise—and they increasingly looked to Teague to help them. In 1926, Teague landed a deal with the Eastman Kodak Company to redesign two of its cameras. The work was not advertising, so Teague looked for a new term to add to his letterhead. The term he came up with: industrial design.

With those two words, Teague initiated a new way of thinking about design. He was among the first to recognize the relationship between design, engineering and success in the marketplace. "Designing according to engineering necessities ultimately leads to greater beauty and heavier sales," Teague once said. He insisted on working closely with Kodak's engineers to craft a product that combined aesthetics with superior functionality.

Ronald Paul Viernes and Clement Gallois of TEAGUE

Kodak was just the first of many happy Teague clients. For the next several decades, he explored revolutionary design in a range of industries, designing automobiles, railway coaches, office machines and service stations. As aviation took off, he designed the interior of the Boeing 707 jet airliner.

Teague spent a lot of time thinking about industrial design and formulating the principles that would define the profession. He helped to formalize design education techniques as part of the advisory board of the Design Laboratory, a New Deal education initiative, and introduced the techniques to a broader audience in his *Design This Day: The Technique of Order in the Machine Age*, a book first published in 1940.

Recognizing the importance of communication, collaboration and professionalization, Teague helped to found the Society of Industrial Designers, a precursor organization to IDSA, and served as its first president in 1944. Teague challenged the applied-art mentality common in nascent design programs around the United States and helped lay the groundwork for new and better industrial design education practices uniquely tailored for the world of real products with real problems.

When Teague died in 1960, he left behind a thriving industrial design firm and design principles that continue to serve as the backbone of an evolving profession. In recognition of his achievement, IDSA is thrilled to appoint Walter Dorwin Teague, FIDSA to the IDSA Academy of Fellows, an elite group of members who have earned the special respect and affection of the membership through distinguished service to the society, and to the profession as a whole. ■

"In competitive markets success is measured not by quick, erratic profits, no matter how large, but by steady, dependable public support over a long period. Permanent success is achieved only by winning and holding public confidence."

—*Walter Dorwin Teague, FIDSA,* A Quarter Century of Industrial Design in the United States

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INTERNATIONAL DESIGN EXCELLENCE AWARDS '14

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IDSA Education Awards

GIVING BACK

Sooshin Choi, IDSA

Cliff Shin, IDSA

Like industrial design itself, education requires a combination of many skills. While some teaching skills can be learned, many are inherent. A good educator must have a firm understanding of the topic at hand and a keen ability to communicate complex ideas to students with a range of backgrounds, abilities and talents. A great educator has much more than this. A great educator has a seemingly uncanny ability to inspire a love of learning among students and to inspire students to push the envelope. The recipients of this year's IDSA Education Award and Young Educator of the Year Award both possess the mix of knowledge, skills and characteristics that constitute greatness in education.

This year's recipient of the Education Award, which recognizes significant and distinguished contributions to the field of industrial design education, is **Sooshin Choi, IDSA**. Choi's talent as an educator stems in equal measures from his depth of experience and his natural charm. He has more than 30 years of design experience in the automotive, furniture and innovation industries. Named on more than 50 patents, Choi is clearly a talented designer. But he is equally talented as an educator. As a design professor in South Korea beginning in 1993 and at the University of Cincinnati since 2003, Choi has used his charm to build bridges among people and organizations deliver value for all sides.

Students benefit greatly from Choi's multicultural perspective—a perspective that Choi encourages through new programs and opportunities. At the University of Cincinnati, he led an LG-sponsored collaborative studio that enabled some American students to travel outside the United States for the first time. The human-centered experience required students to spend time in ordinary homes to study how people do their laundry to find innovative solutions to their most nagging problems. When the final designs were presented at LG's headquarters in Seoul, the results were holistic laundry experiences that met users on their terms.

Choi has won more than $800,000 in grant money to pursue a range of research and design projects and has shared his wisdom as a keynote speaker or classroom lecturer in countries as diverse as Korea and Sweden, New Zealand and Mexico. He has also donated his time to serve as a judge at many of the world's most esteemed design awards programs. For those who know Choi and his work, it is no surprise that he has been nominated for the Korean equivalent of the Nobel Prize. But Choi's success is best illustrated by the designers his students have become. As past student Michael Seehafer said, "Professor Choi's lead-by-example approach was the seed to my becoming a cooperative, inspiring and humble designer."

Cliff Shin, IDSA is the recipient of the 2014 Young Educator of the Year Award, which recognizes the contributions of younger faculty who have made the choice to dedicate their careers primarily to the education of the next generation of designers. With a BS degree in manufacturing engineering technology from Arizona State University and an MA in industrial design from Purdue, Shin is very deliberate about integrating manufacturing engineering principles into his industrial design work.

After four years at LG's Design Center in Seoul, Shin joined the faculty at the School of Art & Design at the University of Illinois at Urbana-Champaign (UI-UC) in 2008. Almost immediately, he took the design education world by storm. In less than six years, he has won awards for more than a dozen projects, as well as more than $300,000 in grants for design research collaborations in mechanical engineering, computer engineering, neuroscience and consumer science.

These numbers are important, but they represent just one aspect of a great teacher. Heart matters too, and Shin has plenty of it. Shin is no stranger to his students' design studios, often visiting them in the wee hours of the morning to make sure they are on track with an assignment. Problems and obstacles are turned into learning opportunities. When one group of students was stuck on a problem, for instance, Shin rallied the entire class to help find a solution. Beyond the classroom, Shin seeks out design research positions that help give students hands-on opportunities. But Shin's influence goes beyond design. "It is hard for me to describe the impact Professor Shin had on me as a designer without talking about how he shaped me as a person," said Bobby Ricci, a 2012 UI-UC graduate. "He will forever be at the top of my lists of most trusted sources for help." ■

By Ayse Birsel, IDSA

Ayse Birsel is co-founder of Birsel + Seck, an innovative design studio in New York that partners with leading brands and Fortune 500 companies, including Target, Herman Miller, Hewlett Packard, Johnson & Johnson, Toyota and TOTO. Birsel is the IDSA Education Vice President for 2014-2016. Birsel is also known for her acclaimed workshops, *Design the Life You Love* for individuals and *Design the Work You Love* for corporations, applying her design process to help people design their lives and work.

2014 Student Merit Award Winners

NEW COOL KIDS ON THE BLOCK

This year's IDSA Student Merit Award (SMA) winners are young designers any one of us would be lucky to have on our team. They are mindful and giving. Interested in other people's problems. Unafraid to tackle hard challenges and to come up with elegant, smart solutions. When you read their product stories on the following pages, you might be reminded of why we love what we do.

Almost all of them got the design bug as kids: Joy Woojin Chung, IDSA, the Northeast SMA winner, was seven when she got the Lego set that got her started. Victoria Spriggs, IDSA, the South SMA winner, was four when she got her first sketchbook. And Central SMA winner, Austin Scott, IDSA was ten when he started working with leather.

Empathy for users is a big theme in their work, from Chung's protective gear for sledge hockey players, all of whom are amputees or paralyzed and use a sled to play, to Midwest SMA winner Jillian Tackaberry, IDSA's shoe for safe cycling in the rain that is beautiful worn on and off the bike. West SMA winner Joleen Jansen, IDSA's easy-to-use, no-training-required adrenaline auto-injector is designed for a wider audience; and Scott's golf bag is for players who carry their own bags.

Delight is also a word that comes to mind when you look at the work of these five talented students. Spriggs' Embark, a modular tree climbing system, is a case in point with its nature-inspired forms. If you visit her online portfolio, you might be as amazed as I was by the incredible richness of her sketch thinking. The same is true for Tackaberry's stunning shoe sketches in which she invites us to think about why a cycling shoe has to look like a cycling shoe (and convinces us it doesn't). If drawing is thinking in action, these kids were thinking hard. It takes hard work and persistence to make a design delightful and it is apparent in the Merit Award winners' works.

I loved the use of metaphors in much of the work—notably Chung's Samurai armor as an inspiration for the protective sports armor she designed, and Tackaberry's mushrooms and tropical plants which influenced and shaped her design language.

And, last but not least, the sense of purpose that comes across in the work is really powerful. Spriggs' Embark gets people outside and enjoying nature, just like she did with her parents when she was a kid. Tackaberry's Urbanized Cycling Shoe is the synthesis of safety and convenience, but the result is much more than the sum of these two goals. Chung wanted sledge hockey players to have both freedom of movement and protection with an armor that adapts to them and not the other way around. Jansen redesigned an adrenaline auto-injector that can be used by anyone, even kids, with confidence and ease—no training required. Scott helped golf players carry their bags, without body pain, with his ergonomic redesign of the golf bag.

I am delighted to welcome all of them to our happy group of designers. Congratulations on your Merit Awards which are so well deserved. ■

The 2014 Student Merit Award sponsor was Dassault Systemes SolidWorks Corp.

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Joy Woojin Chung, IDSA, 2014 IDSA Northeast District Student Merit Winner
Pratt Institute; www.joywchung.com

The pursuit of delight is a common goal for many designers. For the aptly named Joy W. Chung, delight describes both her approach to design and the outcomes of her work.

As a child in South Korea, Chung discovered Lego bricks—which served as a literal revelation of a career path. "I was around seven when my mom bought me a set of Legos," she remembered. "I was into creating my own story." When she came to the United States to study at Pratt, Chung's experience with those building blocks formed the foundation of her choice to study industrial design. "After coming to Pratt as an undecided major, I realized I liked looking at objects that are three dimensional and seeing relationships between them."

At Pratt, Chung took some classes with Professor Ben Hopson, a widely-recognized proponent of kinetic design practice, which Hopson describes as, "the aesthetic design of physical movement." Among the projects she designed for Hopson's classes, one stands out for its natural playfulness—the Plié Kinetic Marker Case. At a glance, the case appears to be an ordinary upstanding rectangular receptacle, but with a simple yank to the sides, the markers it conceals leap into view, ready to be used. "Without a set product in mind, I explored movements that were playful to interact with," she recalled. "Then, I tried to apply it to a practical product. When closed, the form is rather compact, but when open, the four legs gave stability, which I thought would be suitable as a marker case."

Movement, stability and playfulness all combine to form the meta-constraint that shaped the project Chung is most proud of: protective gear for sledge hockey players. In sledge hockey, the average participant has lost a limb or suffers from paralysis and requires the use of a small sled in place of ice skates. With the limited abilities of many sledge hockey competitors and the speed of the sport, designing protective gear that is equally effective and usable is exceptionally difficult.

Chung, a long-time figure skater who migrated to ice hockey in her teenage years, embraced the opportunity to help others participate in a form of the sport she loves. “As a hockey player myself, I was excited to help other sports enthusiasts,” Chung explained. “I had an opportunity to interview the athletes and play with them.” During her first-person research, Chung learned that players had adapted their play based on what existing protective gear would allow them to do, and they weren’t necessarily aware of how limited their game play was. “Until I prototyped a persuasive design, they didn’t realize what could be done,” she recalled.

Responding the twin needs of the protective equipment to have a wide range of movement and to be highly customizable, Chung drew inspiration from the iconic armor worn by samurai. “During research, I realized that samurai had made a similar kind of study,” she offered. “They had to be protected from attacks, but able to move without restriction. And the protective gear also represented a certain pride of skill and status. So aesthetics, function and safety all came together.”

With internships in the Creature Shop at the Jim Henson Company and at Manuel Saez Partners, Chung has accumulated a variety of proto-professional experience. “I’ve learned to play in teams and how to communicate with the different people on the teams,” she noted. That experience working within different design teams has helped inform a dream of hers. Chung shared, “In the long term, I would like to make a team that could travel around the world helping people in need and stimulating kids to become more creative people.” ■

Joleen Jansen, IDSA, 2014 West District Student Merit Winner
Arizona State University; http://joleenjansen.com/splas/

If possessing a strong sense of empathy can create a competitive advantage for a designer, then Joleen Jansen is set to begin her career with the wind very much at her back. It started early. To fulfill a service requirement at her junior high school in Omaha, NE, Jansen volunteered at a day camp for children with developmental disabilities like cerebral palsy, Down syndrome and other genetic disorders. While working at the camp, her natural sense of empathy began to be wrapped in a product design context. "I can still recall my fascination with products and equipment that had been developed over time at the camp to make tasks easier for the campers and staff," she said. "This made me question if forms that fit functions for extreme users can be carried out and used for a wider audience."

During her tenure at Arizona State University, empathy came to inform her design work almost as a default. Two projects highlight that intertwining.

The first, an adrenaline auto-injector, offers a safe, easy and convenient solution for users who might experience intimidation, discomfort and confusion using existing emergency allergy relief solutions. She noted, "These devices are often carried by children and administered by untrained people. Surprisingly, it's easy to misuse the device and inject into the thumb of the person administering rather than the thigh of the person having the reaction."

To address misuse of the device, like firing the medicine before the user is ready, Jansen designed a locking mechanism inside the device that only unlocks once there is enough pressure between the device and the human leg. Once this lock is released, the side buttons can then be squeezed inward toward one another to release the measured medication.

Jansen's solution mirrors the measurements of an iPhone—a size most people are willing to carry with them. It is also designed to universally communicate how it should be used whether by a large adult male or a three-year-old child.

Her second project, a multifunctional router tool used for woodworking, started out as very foreign to her. "My first thoughts were: 'What is it? Who uses it? And what for?' because I really had no clue," she offered. "I think it's an important skill to be able to identify a user group outside of one you belong to and then identify with the needs enough to meet new challenges you would otherwise be unaware of."

Identify she did. "My research partner and I physically deconstructed a plunge router to get a better understanding of the mechanics and technical side of the tool," she said. Conversations with beginner, intermediate and expert users helped them identify improvement opportunities like the bit process, accessibility of the instructions, startup torque and direction of movement. However, it was these same interviews that also helped her see the parts of the tool she should not change because of how well they already meet some user needs.

The router design she presented has some features that are already seen on the market today, such as lights to help illuminate the work surface and a dust collection attachment. It also has some features new to the compact router industry, including a flat top that allows the user to place the router upside down in a balanced state so both hands are free to change the bit. Handles then extend horizontally out to either side of this flat top to give the user more control of the torque when the router is in use.

For an empathizer, this new graduate is a pretty noble-minded designer. "I hope I will someday design something that really helps people in an ethical and healthy way," she offered. Joleen Jansen is currently interning with Bell Automotive Products. ■

Austin Scott, IDSA, 2014 Central District Student Merit Winner
The Ohio State University; www.coroflot.com/austinscott

The best designers have a toughness about them. It's a toughness born of the resolve and focus familiar to a leather worker. It's the toughness that defines Austin Scott.

Scott grew up in a house with artistic parents who encouraged him to do everything with excellence. His first creative love was leather making. "I started working with leather when I was 10 years old, and still do," he recalled. "The dedication and attention to detail needed to make professional products out of leather has been a huge help in my industrial design career."

His design career began inadvertently with a choice made by his brother, Adam Scott, elder by three years. The younger Scott noted, "My older brother and I are very close and I really wanted to go to college with him, so I started taking classes at a local community college when I was 15 to catch up with him. Naturally, when he was looking into industrial design as an option, I was there."

Austin Scott's toughness enabled him to persevere while he ascended the design ranks at Ohio State. "I have always felt like design just came more easily to other people," he offered. "I work hard to try to get good designs and treat every day as a unique learning opportunity."

Two projects from Scott's portfolio indicate the yield of his hard work. The first is Lift, a lawn care device designed to minimize the impact of yard work on elderly users. "This tool helps seniors water their lawns and flower beds without having to bend over as often," he reported. "It reduces the need to bend over by 75 percent, effectively reducing their chances of back injuries by 75 percent." Scott added, "The aspect of this project I was most happy with was not the solution, but the process. I started out wanting to design a sprinkler. But after a classmate pointed out that my scope was too narrow, I changed my

approach and ended up with something totally different that solved the same problem."

The second project, the Freeframe golf bag, reveals Scott to be a fully realized designer. "The first two years at design school were just hard-core problem-solving, and I didn't get to thoroughly develop the aesthetics of my designs," he said. "I feel like Freeframe was the first time I was able to do thorough problem-solving and develop a unique and consistent visual brand language."

The Freeframe golf bag solves the problem of accessing the bag while the player carrying it is walking. Scott noted, "It has a hard harness that connects to the bag by a rotating connection rod. This allows the bag to swing around the body while keeping the weight evenly distributed on both shoulders."

The bag could create a career path for this Student Merit Winner. "I really enjoy sporting goods, and would love the opportunity to work on some cutting-edge sports equipment. I would also enjoy the chance to tie leather into some modern products."

Scott is on his way via a position as an intern at Priority Designs. "I'm starting at my favorite firm right here in Columbus, OH, and I just want to work as hard as I can and learn as much as I can." ■

Victoria Spriggs, IDSA, 2014 South District Student Merit Award Winner

Savannah College of Art and Design; www.victoriaspriggs.com

What happens when you give a small child a sketchbook and let him/her run free in the woods? You get an industrial designer. More specifically, the curious, young sketcher grows up to be Victoria Spriggs.

Spriggs, known to most as Tori, grew up in Spanish Fort, AL, which sits on Mobile Bay. She spent her childhood playing outside, exposed to a robust fishing, boating and hunting culture. She also nurtured a passion for the fine arts as she explored the great outdoors that comprised her backyard. "I had my first sketchbook at age four. It's full of crayon drawings of birds because I had an obsession with them for a while," Spriggs recalled. "I also have many memories of going outside, riding my bike and catching insects and small reptiles with my older sister. We'd put them in this little tub and study them, trying to keep them as pets."

During her senior year at the Savannah College of Art and Design (SCAD), this deep-rooted interest would help her answer an elemental question posed by her SCAD professors: Who are you as a designer? "It forced me to examine what I really cared about. I'm doing all these projects. I'm having fun. But what do they really mean?" she said. "I found out what I care about most is designing products that inspire people and teach them about the natural world."

Two projects in her portfolio suggest ways to fulfill that mission. For a minimally defined toy studio at SCAD, she devised a nature-based play experience. "I immediately decided to do an outdoor nature exploration toy," Spriggs recalled. "It took six weeks of brainstorming interactive spaces, modularity, climbing structures and tree interaction to develop my final concept, which I call Embark: The Modular Treeclimbing System."

The portable, modular toy features six pieces that can be attached together around a tree to form a variety of climbing experiences. Reflecting on the language of the toy, Spriggs cites the project as a watershed moment in her design career. She offered, "This language came from surrounding myself with the colors, forms and textures of tropical plants, fungus, flowers and mushrooms. But most importantly, I could proudly support Embark's goal of just getting people outside and enjoying nature."

For a project completed in her senior studio, Spriggs studied houseplants and arrived at a solution to support the unique needs of epiphytes, soilless plants that derive nutrients from the air or surrounding debris. "As I did research on common houseplants, I started looking at orchids and stumbled upon a photograph of phalaenopsis orchids in the wild," Spriggs said. "I was floored to see them clinging to 50-foot tall trees in the jungle, hanging in dense clusters. I was entranced by that image and wondered why we were selling them in pots like any other plant."

Spriggs leveraged that disconnect between what the plants need and how they are positioned as products. "Much of this studio was spent researching and understanding where they grow in the wild, how they derive

nutrients, and how they receive light and water." Based on her findings, Spriggs developed an indoor/outdoor planter that is part gardening tool, part home décor. "The goal was to create a utilitarian product catering to the needs of the plants, shedding light on their true nature, but remaining elegant and visually striking," she said.

In addition to her studies at SCAD, Spriggs has engaged in several corporate work experiences with GE, Coca-Cola and Fisher-Price, which has helped illuminate possible career paths for her. "There are many outdoor companies with nature conservation at their core or corporate companies with outdoor or gardening departments. These are areas that breach the domestic setting, ripe for injecting pieces of nature." she said. "I'd like to take those opportunities and create products that inspire people about the natural world." ■

Jillian Tackaberry, IDSA, 2014 Midwest District Student Merit Winner

University of Illinois at Chicago; www.behance.net/jtackabe

Side projects can be like side streets leading to unforeseen, but rewarding, professional destinations. For Jillian Tackaberry, the side projects she has pursued have actually created a professional path for her.

Tackaberry began taking creative detours early. "In high school, I was always into art and experimenting with side projects," she recalled. After choosing to explore visually creative disciplines like graphic design and architecture at Rockford Christian High School, she enrolled in the University of Illinois at Chicago (UIC) with a soft intention. "I went to college thinking I was going to double major in graphic design and marketing," she said. "But because UIC requires all first-year students to take six different art/design electives throughout the first year, I ended up taking an industrial design class, and I really liked how ID required you to think in three dimensions instead of just two."

In addition to the detours that steered her toward industrial design, a late-stage detour cemented Tackaberry's status as a designer. She noted, "I always wanted to dedicate a project to footwear, but starting off my senior year I realized I had not yet gotten that opportunity. So I decided to do a side project for my Honor's College capstone."

Wading through the myriad possibilities offered within an incredibly broad category, Tackaberry identified an opportunity related to her daily commute. "Biking is my primary means of transportation in Chicago, so I developed a brief for footwear for a cycling commute in the rain," she said. Her research revealed a market thin with options for weather-challenged riders. Commuter cyclists could choose between a rain booty to cover work shoes or a cycling boot that would be separate from a work shoe. Of the latter option Tackaberry reported, "Having an entirely different product for the rain is not ideal when you get caught in the rain."

Tackaberry designed the Urbanized Cycling shoe and brought her idea to life in the form of a discursive 3D model. "I think the biggest challenge I faced was how to communicate the concept in a clear, simple but impactful manner," she offered. "The 3D model gave me the ability to explain different features. It has been gratifying to see my design resonate with others and create a dialogue."

Before working on the Urbanized Cycling shoe, Tackaberry used a chair-building project to take on a

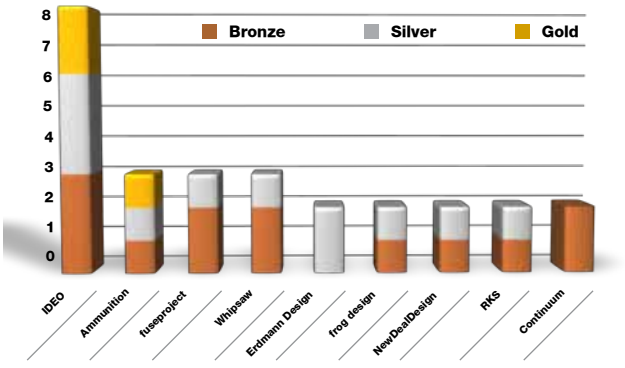
materials challenge. “I chose to use steel tubing and felt because of the contrast they created and because I had never worked with either of the materials,” she recalled. The blending of metal, a highly controlled material, with fabric, a material that does what it wants and changes with wear, enabled her to play with the ideas of continuity and suspension in designing the Float barstool. “Initially, I wanted to make it seem as though the barstool was constructed out of one continuous loop of tubing,” she noted. “But in order to minimize the use of unnecessary material, I eliminated the connection between the front feet and the back feet. In the end, the word ‘continuity’ relates to the way the design avoids hard edges in most cases, and the word ‘suspension’ relates to the suspended seating area.”

With a couple of internships at design studios in Chicago under her belt, Jillian Tackaberry’s path seems to be clarifying. An internship with Beyond Design provided a psychological blueprint for practicing design. She said, “I worked on a pretty in-depth research project for about two months early during my internship with Beyond, and I learned how to find the important questions associated with the project and answer them.” Her current gig at MNML is immersing her in the potential variety of professional design practice. “I am just inspired by the variety of work that comes through the studio—how each project has something unique—and how all the designers have different talents,” she offered. Perhaps a side project in the future will involve an entrepreneurial venture of her own. ■

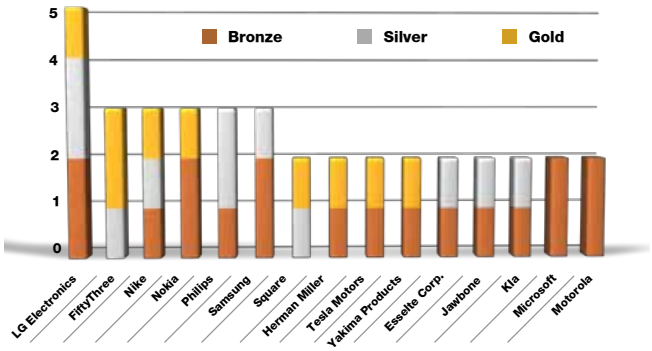
THERE'S NO SUCH THING AS A BAD IDEA

It is easy to get caught up in the numbers. In this, the 34th year of the International Design Excellence Awards, one jury chair harnessed the collective insights of 23 jurors to review over 689 finalists from 1,977 submissions in just 3.5 days. Assembled in pairs, the 12 judging teams divided the 24 categories, conferred, deliberated and debated and ultimately chose possible winners that they then presented to the entire jury for consideration. The result—27 Gold IDEA winners, 58 Silver and 91 Bronze IDEAs—all totaled 176 winners. It isn't easy to win a Gold; the odds are daunting—approximately one percent are awarded Gold.

Top 2014 Consultant Winners



Top 2014 Corporate Winners



Designs were entered from 35 countries including: Australia, China, Germany, Japan, Netherlands, South Africa, South Korea, Sweden, Switzerland, UK and the US. Judging criteria focused on eight areas of industrial design excellence: innovation; benefit to the user; benefit to society; benefit to the client; visual appeal and appropriate aesthetics; usability, emotional factors and unmet needs for the design research category; and internal factors, methods, strategic value and implementation for the design strategy category.

"The range and diversity of entries submitted for this year's IDEA competition confirmed definitively that design has 'arrived' as an activity with undisputed relevance for a broad range of problem types," remarked IDEA 2014 jury chair Tad Toulis, IDSA, vice president of design at SONOS Inc. "In many ways the extent of that range, now grown so vast—seemed to herald a tipping point; a moment in time where design is openly embraced as a universal activity."

The top corporate winners for 2014 include LG Electronics, Nike, Nokia, Philips and Samsung. Among the top design firm winners are IDEO, fuseproject and Whipsaw. Art Center College of Design and Umeå Institute of Design lead this year's list of academic winners.

Partners and media sponsors for this year's IDEA program include Core77, *Curve* magazine, *Design Bureau* magazine, *Fast Company, Plastics News*, TouchOfModern and Yanko Design. The Henry Ford hosted the jurying and will house the IDEA winners in its permanent collection as it continues to chronicle the story of innovation. ■

All photos: Georges Schemagin

Tad Toulis, IDSA, IDEA 2014 Jury Chair

"The quality of debate and dialog that transpires over those packed days in Michigan is as close to design nirvana as I have yet to encounter."

—Tad Toulis, IDSA, 2014 Jury Chair

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IDEA 2014 JURY

All jurying photos Tim Adkins

THE IDEA 2014 JURY

TAD TOULIS, IDSA | SONOS | IDEA 2014 JURY CHAIR

Currently VP of Design, SONOS, Inc., Tad Toulis manages and mentors the studio's design staff and its processes to ensure design excellence. Before joining Teague, he spent several years as the lead industrial designer at Motorola's advanced concepts group, two years as design manager at Samsung Telecommunications and seven years as senior industrial designer at LUNAR Design. In 1996 and 1997, Toulis conducted independent research as a Fulbright Scholar in Italy. During that time, he was affiliated with the Politecnico in Milan and the American Academy in Rome. Later he founded designRAW, a provocative design co-op that investigated cultural conventions through design. His work has received numerous awards, and he is also a featured columnist for Core77 often contributing to magazines, including *Fast Company* and *Seed*. In 2011 he was the chair of IDSA's International Conference and was appointed to the advisory board of SVA's master's in fine arts program in products of design. Toulis has a master's degree in industrial design from the Pratt Institute and a bachelor's degree in English literature and studio art from Wesleyan University.

CATHERINE BAILEY | HEATH CERAMICS

In 2003 husband and wife Robin Petravic and Catherine Bailey purchased Heath Ceramics, a more than 60-year-old maker of dinnerware and tile, with an idea to build a more satisfying and tangible design life. Bailey moves Heath's creative direction forward, while honoring the history and craft that Edith Heath pioneered in the late 1940s. With past product design experience for companies like Nike, Burton Snowboards and Microsoft, and as previous owner of One & Co, she oversees all design and points of customer interaction, in addition to sharing responsibility for setting the overall company vision and direction. Heath Ceramics creates products of good design, believes in building and supporting a creative community of designers and makers, and is recognized as a design leader and model for bringing together manufacturing, design and responsible business practices.

SHUJAN BERTRAND | COALESSE

After 13 years as an industrial designer, Shujan Bertrand has cultivated the uncanny ability to create design perspectives that evoke an emotional response. That, combined with her natural inclination to lead teams, is why she was hired most recently by Coalesse, a Steelcase-owned design hothouse in the growing live and work furniture space. Her job is to discover and translate user insights into new products that open fresh market opportunities. Before Coalesse, Bertrand's career was spent in intellectually demanding consumer-goods blue chips. She led design strategy projects for Samsung, Microsoft, Fujitsu, HP, Mattel, Procter & Gamble and Nike. She later became design director of soft goods at Incase and worked in Europe for LG Electronics and Siemens Designafairs.

BECKY BROWN | FIFTY THREE

Becky Brown is the art director for brand at FiftyThree, Inc.—maker of the award winning iPad app Paper. Brown's focus is the creation of meaningful connections between hardware, software and brand. Before joining FiftyThree, she worked on design language for Courier and Xbox products at Microsoft and served as art director at LUNAR.

CAMERON CAMPBELL, IDSA | TEAGUE

Cameron Campbell works closely with the brand and marketing teams of some of TEAGUE's biggest clients, developing strategies that drive category growth, increase brand awareness and engage consumers worldwide. Prior to her arrival at TEAGUE, she spent 15 years developing brand and product strategies in the design community, working with notable clients such as Herman Miller, Apple, Nike and BMW/MINI. Campbell takes a collaborative approach to her work; she knows that breakthrough ideas come from integrating multiple perspectives, and then discovering where contextual strategy, art and design, and collective thinking intersect. Adept at creating an integrated whole from many individual parts, she is passionate about defining interdisciplinary teams, identifying user needs, and envisioning ideas for new behaviors, products, and services. Campbell's interest in connection and intersection extends beyond the workplace to a general fascination with the way we live and interact within our various landscapes, from the urban environment to the comforts of our own homes.

LARRY FENSKE, IDSA | VIRGINIA TECH

In a design career spanning 25 years, Larry Fenske has led the industrial design efforts at two of the largest product development firms in the Midwest. He holds 26 US and international patents and has received national and international recognition for his work. His past clients include GE Healthcare, 3M, SC Johnson and Motorola. Fenske is currently a professor of practice in the Industrial Design Program at Virginia Tech where he teaches design research methodologies and a variety of industrial design studio courses, as well as heading up the Virginia Tech CoLab—a hub for interdisciplinary discovery, design and development. He obtained a master's in industrial design from Purdue University and has been involved in several social impact projects in rural communities in Southeast Asia.

KATE FREEBAIRN | AMAZON.COM

An industrial designer by training, Kate Freebairn is a design generalist with a passion for collaboration, leading and being part of awesome teams. Her first professional role was at a multi-disciplinary design consultancy. She then joined ACID, an Australian R&D company, focusing on interaction and experience design. Freebairn was part of the design team who created the Nokia N9/MeeGo OS. After the Nokia N9 was released, she headed up the design for Nokia with Windows Phone User Experience. She is currently working at Amazon.com as a creative director on the Kindle products.

TORSTEN FRITZE | STUDIO & PARTNERS

Torsten Fritze is founder and managing partner of Studio & Partners based in Milan. He began his career at Conran Design and later obtained his bachelor's in industrial design engineering at Central St. Martins in London. He completed his master's at Milan's Domus Academy and received a marketing degree from SDA Bocconi. He joined King Miranda Associates before moving to San Francisco to work as a senior designer at frog design. Three years later, Philips Electronics recruited him as design manager for audio products—and subsequently its Communication Products Division. In 1993 he joined Studio De Lucchi as a partner, where he assumed responsibility for the Olivetti Design Group. In 1998 Michele De Lucchi, Nicholas Bewick and Fritze established Studio & Partners. Since 2010, Fritze has been the company's sole partner. He has a keen interest in academics and has been involved with the European Commission's I-Cube project.

ROMAN GEBHARD | LUNAR EUROPE

As co-founder and managing partner of LUNAR Europe, Roman Gebhard has been building the Munich studio's creative teams and offerings, spanning from industrial design, insights and strategy to user experience design. Previously Gebhard held positions at international design consultancies such as Modus Design in Stuttgart, LUNAR in Palo Alto/San Francisco, frog design in New York and designafairs/Siemens in Munich. He was also co-founder of the San Francisco-based design collective designRAW and the Munich-based group dialog05. Over the course of his career, his work has received numerous international design awards and appeared in publications around the world. He has also taught several design workshops at the Design University in Lund, Sweden. Gebhard holds a Bachelor of Science with Honors in Industrial Design degree from Art Center College of Design (Europe), Switzerland.

DANA KRIEGER | ASTRO STUDIOS

Dana Krieger is creative director in industrial design at Astro Studios in San Francisco. In addition to work for clients including Nike, Microsoft, HP and Intel, he is the creative director for Astro's independently developed line of products under the brand MINUS-8. Prior to Astro, he spent time at consulting firms TEAGUE and Fitch. Krieger studied industrial design at the University of Cincinnati where he was awarded the IDSA Student Merit Award.

ROB LAMBOURNE | SONOS INC.

Rob Lambourne is the director of user experience at Sonos Inc., a leading developer of wireless multiroom music systems for the home. Before joining Sonos, he was senior interaction designer at Weave Innovations where he helped create the StoryBox Digital Picture Frame and picture sharing network. He started his career at Philips Design in the Netherlands, and later in California, he worked on a variety of projects from vision-of-the-future concepts to universal remote controls, PDAs and interfaces for television. Lambourne studied computer-related design at the Royal College of Art in London.

GLEN OLIVER LÖW | CITTERIO & LÖW

Glen Oliver Löw graduated with a diploma in industrial design from the University of Wuppertal and a master's in design from Domus Academy. In 1987 he started his collaboration with Antonio Citterio, becoming a partner in 1990. Together they have developed a large number of products for companies such as Ansorg, Flos, Hackman, littala, Kartell, Vitra and Vitrashop. Since 2000, he has been teaching as a professor for product design and product development at the Hochschule für bildende Künste in Hamburg and works in his own studio with companies such as Steelcase and Thonet. His designs have received numerous awards, including the Compasso d`Oro Award, iF Design Award, Red Dot Award and a Gold IDEA. He has served as a juror for various design competitions, such as the Red Dot Award and the iF Design Award.

JON MARSHALL | MAP

Jon Marshall is the design director at MAP, a London-based creative consultancy that specialises in strategy-led industrial design. MAP's clients include some of the most innovative and well-known companies in the world such as Google and Panasonic alongside ambitious growth companies such as Kano and Sabi. Marshall graduated from the Royal College of Art in 1996 with a master's degree in Industrial Design and then worked at leading design firms Pentagram and Ross Lovegrove. He joined Barber Osgerby as studio director in 2003 and developed some of the studio's most iconic furniture and products such as the De La Warr Pavilion Chair, Tab Lamp, Iris Tables and the 2012 Olympic Torch before co-founding MAP with Edward Barber and Jay Osgerby in 2012.

FABIENNE MÜNCH | UNIVERSITÉ DE MONTRÉAL DESIGN SCHOOL

Fabienne Münch is the Chair of the UdeM Design School that places human values, responsible critical thinking and research projects as foundational elements of tomorrow's designers' education. Prior to this position, she was director of ideation for the design-driven furniture leader Herman Miller Inc., a think tank that synthesizes user needs research, future trends and business factors into concept explorations, charting paths for potential innovations. She has held various leadership positions in R&D, notably with Herman Miller incubator Creative Office and as director of large scale product development projects. Supported by multi-cultural teams, she has been fueling Herman Miller's expansion into new markets by broadening its global portfolio. She holds a master's degree in International Business from the University of Nancy-ICN, France and a Master of Science in Coaching for Change from HEC School of Management, Paris and Templeton College, Oxford.

MATTHEW MARZYNSKI, IDSA | FLUKE CORP.

Matthew Marzynski is the industrial design manager at Fluke Corp., where his team of model and tool makers helps create award-winning industrial test tools. Before Fluke, Marzynski helped lead the medical design practice at Herbst LaZar Bell in Boston, where he was also responsible for numerous consumer products ranging from infant care to military equipment. Clients included Gillette, Motorola and Smith + Nephew. He began his career developing and manufacturing a line of tabletop goods and designing iconic products for companies like OXO and Clinique. Marzynski's work has received Gold IDEAs, Good Design and iF awards.


IDSA

IDEA 2014 JURY

JONATHAN OLIVARES | JODR

Jonathan Olivares graduated from Pratt Institute's industrial design program after studying design and management at the New School University. In 2006 he established Jonathan Olivares Design Research (JODR), a consultancy dedicated to industrial design, design-related research and exhibition design. The consultancy designs furniture for Danese Milano and Knoll Inc. In 2011, Smith, JODR's first product for Danese Milano, won the Compasso d'Oro. JODR research projects have included a survey of the American furniture industry for *Domus* magazine, an installation explaining mobile devices for the 2010 St. Étienne Design Biennial, and a four-year investigation of office chairs for Knoll Inc., which culminated in the book *A Taxonomy of Office Chairs* (Phaidon Press, 2011). Olivares has been the recipient of two grants from the Graham Foundation for the Outdoor Office, a research project focused on creating outdoor work environments for academic and business contexts.

OSCAR PEÑA | PHILIPS DESIGN LIGHTING

Oscar Peña is global senior creative director at Philips Design Lighting, overseeing everyday design projects and strategic design initiatives, particularly for professional lighting products and solutions. Whether designing on a conceptual level or for the mass market, Peña's investigation of the essence of serious play and his focus on the human content of contemporary design are recurring themes in his work. He worked at Bill Stumpf & Associates and Seitz Yamamoto Moss in the US before joining Philips Design in 1987. Peña's work has been published in *AXIS, ID Annual Design Review, Interior View, Mondo Materialis* and *Wired*. He has led teams that have been awarded iF Design Gold, Best of the Best Red Dot and Dutch Design Week awards. He trained at Xavier University, Bogota, Colombia, where he received his industrial design degree. He completed his postgraduate studies in visual communications at Minneapolis College of Art and Design.

DAVID PESCHEL, IDSA | SPECK DESIGN

In the evolving marketplace, it is important to understand that a successful product isn't just sexy hardware anymore, but a complete design solution from concept to consumer. To answer this David Peschel, executive director of design and innovation at Speck Design, leads the creative division and helps guide the company into emerging creative services. With over 20 years of award-winning, real-world industrial design experience with design studios such as Smart Design, IDEO, frog design and the Michael Graves Design Group, Peschel has worked with a range of clients such as OXO, Nike, Juniper Networks, Target and Stryker Medical. He holds a bachelor's in industrial design and bachelor's in fine arts from the Rhode Island School of Design.

BEATRICE SANTICCIOLI | BEATRICE SANTICCIOLI DESIGN INC.

Beatrice Santiccioli has over 20 years of experience in graphic design, color branding and forecasting. As a graduate of the Art Institute of Firenze, Italy, and Scuola Politecnica di Design in Milano, her studies included color continuity and graphic design, with her main focus on creating color palettes for suites of products. She has worked on projects for: Swatch Ag., creating the graphics and colors for over 100 watches; Benetton Sports System, creating the graphics and colors for the Benetton watch collection; Nordica boots and Kastle skis; and Nike, on the development of color and graphics for its eyewear line presented at the 1996 Atlanta Olympic Games. She also consulted with Nike on colors for its second collection of watches. For over 12 years, she has collaborated with Apple's industrial design group designing colors for Apple's vast number of products from the iMac to the Nano-chromatic. She also designed new colors for Herman Miller's core Office System Palette for the collection Herman Miller Red and Mirra Chair. *The New York Times, Wired, Dwell* and *Domus* are some of the publications that have featured her designs.

LUKAS SCHERRER | SHIBULERU

Building on his success as a senior designer at IDEO, Lukas Scherrer launched the San Francisco-based industrial design studio SHIBULERU in 2010. Scherrer's company directs design for industrial production that benefits from a richness of experience ranging from graphics to architecture. After graduating from University of Art and Design Zurich, Scherrer deepened his understanding of design working in architecture and in the world of luxury goods at Bally. At IDEO he demonstrated his creative capacity by designing complex medical devices for Medtronic, consumer electronics for Western Digital and furniture for Steelcase. He sits on the nominating committee of the Swiss Design Awards, and has won international design awards such as IDEA, iF, Spark and Best of Neocon. In 2008 he co-founded mimijumi, a design-driven maker of goods for the modern family. As design director for mimijumi, he oversees the whole creative process.

VICTORIA SLAKER | AMMUNITION

As vice president of industrial design since Ammunition's inception in 2007, Victoria Slaker has been involved in taking companies such as Beats by Dr. Dre and Barnes & Noble's Nook from nascent brands to award-winning, iconic, category leaders. Before helping form Ammunition, she was an associate partner at Pentagram SF, where she worked on high-profile projects for clients such as Sprint, Microsoft and Hewlett-Packard developing strategic innovation for brand and product experiences. Before joining Pentagram in 2003, she founded an industrial design consultancy, Automatic Inc., in 2000. Slaker graduated from the University of Illinois, Urbana-Champaign and began her career at IDEO and Montgomery Pfeifer. Her work has been recognized with IDEA, Red Dot, Spark and iF product design awards.

ROGER SWALES | GRO DESIGN

Roger Swales founded GRO design in 1999 with fellow British designers Roland Bird and Graham Hinde. For over a decade, GRO has worked for industry leaders and A-brand clients, including Nokia, Microsoft, LGE, Samsung, Panasonic, Philips, Beats by Dr. Dre, Haier, Denon, Masterfoods, Océ, Unilever, Denon, Toto, Grohe, Dorel, NXT and Sara Lee. Before co-founding GRO, Swales studied 3D design at Bristol Polytechnic, winning the 1987 Royal Society of Arts Design Bursary for Small Electrical Goods, and then worked at Pentagram London and Philips Design in the Netherlands. Notable projects included Philips Alessi (1994), for which he designed the water kettle and the citrus press concept, winning the Kho Liang Design Award. He also contributed to Vision of the Future, which won a Gold IDEA in 1995. Swales served as a judge at the iF Product Design Awards in 2010 and at the Hong Kong Exporters' Associate Adjudication and Forum in 2012.

MIKE SIMONIAN | MIKE & MAAIKE

Mike Simonian is the co-founder of the progressive industrial design studio Mike & Maaike and was recently named in *Fast Company*'s 2012 list of 100 most creative people in business. With true California spirit, Simonian brings a progressive perspective to design, marked by experimentation, substance and conceptual narratives as natural elements of his work. He spearheaded an alternative consulting formula that has shaped Mike & Maaike as a design laboratory where self-initiated projects and client projects inform and influence each other. Mike & Maaike have recently joined forces with Google where they are building an industrial design team and interpreting new technologies.

CLAUDE ZELLWEGER | ONE & CO

Claude Zellweger joined One & Co as partner and creative director in 2001 and is now principal, helping grow the firm to become one of the San Francisco Bay area's dominant design forces. In 2008 HTC acquired One & Co, naming Zellweger HTC's creative director with clients including Microsoft, Sony, Kodak, Incase and Council. Zellweger's work has been internationally recognized in museums and competitions alike, including the Chicago Athenaeum Award and awards from IDEA, *ID* magazine and iF Hannover. Most recently, he won the 40 under 40 Europe Awards and, in 2010, he was nominated for the Swiss Design Awards and World Technology Award (in association with *TIME, Fortune* and *Science* magazines). Zellweger, who was born in Switzerland, sees the role of the designer as creating for people's known and unknown needs. He believes designers have to anticipate the new and increasingly sophisticated fictional architecture of consumers' desires. He also believes that by making the complex simple, the designer is able to provide relief for tension. He earned a degree in industrial design from Art Center College of Design. ■

By Lydia Bjornlund, *Innovation* contributing writer

Square Stand

STANDING AT THE READY

Technology has made cash all but extinct. Rather than a billfold fat with bills, today's customers carry a sleek set of credit cards and expect their transactions to be quick, accurate and secure. In most retail settings, this is accomplished with the swipe of a credit card reader connected to a cash register. As a point-of-sale system, this mashup has a number of flaws.

Aesthetically there is not much appealing about even the most modern cash register. In many shops it sits like an albatross taking up coveted counter space. Given the fact that many stores no longer keep much cash on hand, the register's drawers lay fallow or are taken over by stamps, paper clips or other sundry items. These problems are compounded by the finicky nature of many credit card readers. Standing by as a cashier swipes your credit card again and again has become all too common in today's shopping experience, leaving business owners and customers alike craving a better, faster and more convenient way to make transactions. Enter Square Stand.

Designed with the small cafe or retailer in mind, Square Stand transforms an iPad into a complete point-of-sale system. Strong, secure and state of the art, Square Stand mounts to any countertop and comes out of the box ready to accept all major credit cards. The heart of the Square Stand is an integrated card reader for processing payments and payment software that runs on iOS (Apple's operating system).

Getting Square Stand up and running is quick and easy. The user is guided step by step through the installation process, a job traditionally completed by professional installers. Merchants simply place the iPad into the stand, lock it into place and secure the device to the countertop with the included hardware. Integrating Square Stand into the other parts of a small-business payment system requires nothing more than plugging the receipt printer, cash drawer or bar code scanner into the system's USB hub.

Software Meets Hardware

Square began its successful run as a software company, providing free software to process credit cards at a flat fee per swipe. The first product released by Square, the Square Reader, connects to a mobile device's audio jack, allowing merchants to accept credit card payments anywhere. Square encrypts card information at the moment of the swipe and never stores data on the iPad after a payment has been processed. Stand is designed to work with Square Register, Square's point-of-sale software that can be downloaded for free. "We wanted to build software and hardware that matches," explained Jack Dorsey, the CEO and

All photos: Dwight Eschilman and Daniel Hennessey

> "Smart, elegant, simple and transformational, there isn't one thing I would change.This device showcases the power of design to enable new business models and transform experiences that have been stuck in the past."
>
> *—Mike Simonian, Co-founder, Mike & Maaike*

co-founder of Square. With more than 50 percent of Square customers using tablets for these transactions, the Square Stand was a natural next step.

Square Stand can be used for any credit card transaction, but it was designed with small businesses in mind. Square Stand's design incorporates three simple and connected elements that serve a useful purpose. The iPad cradle fits tightly around the tablet, giving an integrated feel while securing and charging the device. Friction hinges allow for quick and easy adjustment to the cradle's tilt angle for different counter heights. The lower stand quietly presents the card reader to the cashier, putting the focus on the register app interface. While the lower stand form is functional, it also traces a subtle outline of the Square logo and the card reader, connecting the product families.

Recognizing that brick-and-mortar businesses need a fast and reliable solution, Square built a solution to accommodate high volume. The design incorporates dual credit card read heads that allows cashiers—or customers—to swipe the card in any direction and a long read strip that makes successful swiping a snap.

The circular foot allows 180-degree rotation, enabling the seller to swivel the touch screen to face buyers for their signatures, adding to the wow factor. At the end of the rotation, Square Stand locks in place with a satisfying detent feel. Merchants can offer to print customers a receipt or send it to them via email, providing a fast and convenient user experience for both buyers and sellers.

The USB hub is integrated into a cable that can be placed under the counter, away from the Stand. This moves the cable bundles out of sight while providing plug-and-play connectivity for cash drawers, receipt printers and bar code scanners.

Sleek Mobility

The appeal of Square Stand, however, goes beyond its functionality. It is pretty, with an unexpected, modern, Apple-like aesthetic. The simple form looks great in any space, and the white glossy surface is easily wiped free of spills. The small, sleek Square Stand not only takes up less counter space, it will also look current for years to come.

Square Stand was designed for cafes and small businesses, but many early adopters found it to be useful on the road. The quick set-up makes it an ideal option for on-the-go professionals, home and repair experts, conference booths, swap meets or even yard sales. Who needs cash? ■

Designed by Troy Edwards, IDSA, Robert Brunner, IDSA, Timothy Tan, Jonas Lagerstedt and Howard Nuk of **Square** and **Ammunition**

CURATOR'S CHOICE SERVICE DESIGN

Selected by J. Marc Greuther, Chief Curator, The Henry Ford

PillPack

THE HELP YOU NEED

PillPack is a pharmacy designed to serve people who manage multiple medications. Every two weeks customers receive a personalized roll of presorted medications, along with a recyclable dispenser and any other medications that cannot be placed into packets, like liquids and inhalers. Each shipment includes a medication label that explains what each pill is and how it should be taken. In addition to presorting medications, PillPack coordinates refills and guarantees shipping of all medications on time. Additionally, easy-to-use online tools allow customers to track their shipments, refills and co-pays, and customers can call their PillPack pharmacist at any time to ask questions or clarify instructions. PillPack was designed to make it easy for people to take the right medication at the right time.

According to the World Health Organization, more than 50 percent of patients do not take their prescription drugs properly, leading to poor health outcomes and unnecessary healthcare expenditures. Medication non-adherence in the US alone is estimated to cost the system $290 billion. This problem is particularly acute for the 30 million people (1 in

All photos: Dave Bradley

> “PillPack was designed to remove the barriers that prevent people from taking their medication properly.”

A busy customer may neglect the trip to the pharmacy and can miss the start date of a prescription by a day or two, or more. PillPack synchronizes all medications and uses a 14-day cycle to align start dates to the calendar week, so customers always know when to begin their medications. Further, PillPack delivers medications to customers’ doorsteps, so they always have the meds they need on hand.

When someone begins a routine of multiple medications he/she must make his/her own schedule by reading the small print in the medication information guides. Many use plastic pill organizers that are refilled by hand and are prone to manual error. PillPack delivers medications presorted and clearly labeled with the date and time that each packet should be taken. This removes the burden of self-management. PillPack also provides a clear label with color pictures of each medication so there is no ambiguity or fine print for a customer to sort through.

In a retail pharmacy, a customer picks up medication in the middle of a busy store, often with very little privacy. In this environment it’s nearly impossible to ask sensitive questions. With PillPack, customers can reach the pharmacist directly on the phone or through email at any time. With easy access to consultations, customers are more likely to work through side effects and find a sustainable regimen, instead of stopping their medications or taking them incorrectly. ■

Designed by TJ Parker and Elliot Cohen of **PillPack**; and Jennifer Sarich-Harvey, Sophy Lee, Katherine Londergan and Gen Suzuki of **IDEO**

10) in the US who are prescribed five or more daily medications. Many of these people have chronic conditions, such as diabetes and hypertension, for which a missed or doubled dose is both common and very dangerous. Research suggests that by helping people understand their medicines better and simplifying medication management using appropriate tools, compliance rates can be increased and better outcomes achieved.

PillPack was designed to remove the barriers that prevent people from taking their medication properly. For instance, retail pharmacies do not synchronize the start dates of a customer’s multiple prescriptions, so the customer has no choice but to pick up prescriptions separately.

SUSTAINABILITY AWARD | SOCIAL IMPACT DESIGN

Making of Making Powered by NIKE MSI

INFORMING TOMORROW

Materials present one of the world's greatest sustainability challenges. Every decision a designer makes in the product creation process has an impact on the environment. But given the range of options that exist, making informed choices can be difficult.

Making is an easy-to-use, designer-friendly app that ranks materials used in apparel and footwear, based on key environmental areas, allowing designers and developers to quickly see how their material choices stack up through an overall environmental score. In developing Making, Nike believed that it was time for a new age of design in which sustainability is built into all products, right from the very beginning.

Drawing on data from the Nike Materials Sustainability Index (MSI), a database that contains more than seven years of materials research and analysis, Making provides designers with information that facilitates real-time decisions on the environmental impacts of materials widely used in apparel and footwear. The app ranks materials based on their specific environmental impact in four key areas: chemistry, energy/greenhouse gas intensity, water/land intensity and physical waste. Choosing materials with recycled or organic content can increase the overall score, as well. The higher the score (out of a possible 50 points), the better the environmental footprint of the material.

Making also addresses the challenge of providing this knowledge on a global scale through collaboration and open innovation. Sharing knowledge through Making can help fast-track sustainable innovation, increase the demand for sustainable products and positively impact the planet. It is also hoped that Making will inspire new platforms for open data sharing, allowing the entire industry to gain from shared knowledge.

The app was created with insights and feedback from students at the London College of Fashion's Centre for Sustainable Fashion. The school is widely regarded as a leader in research and education in sustainable design.

The reception to Making has been phenomenal. The free app has been downloaded approximately 40,000 times by designers and other interested users around the world, and that number continues to rise. Design colleges in both the US and UK have used Making as part of their curricula, and the app was recently included in *Fast Company* as part of its 2014 most innovative companies feature.

Nike hopes that this is just the beginning. The company envisions a future in which sustainability data is freely available and in the hands of many. Making is helping to create that future—where designers are empowered to invent better, and make smarter, choices for more sustainable products. ■

Designed by Dave Cobban, Jana Panfilio, Molly Conroy and Howard Lichter of **Nike Inc.**

DELTAIR™ – Self Contained Breathing Apparatus

RESEARCH YIELDS RESULTS

The use context for the self-contained breathing apparatus (SCBA) used by firefighters is possibly one of the most challenging environments conceivable. Systems are intended to be used in time-critical, physically demanding and mentally stressful situations. They are expected to be repeatedly exposed to heat, flames and toxic smoke while delivering consistent, life-sustaining functionality. Understanding and relating to this use context is difficult without firsthand knowledge and experience.

All firefighter SCBAs are similar in function and governed by the same standards. DELTAIR's research was timed to coincide with the introduction of new regulations governing firefighter SCBAs. The goal of the program was to use the new regulations as a catalyst to work with firefighters to develop the world's best breathing system for firefighters.

The research team used a co-design approach to work with veteran firefighters across the United States. Participants were selected to include different regions, climates, population densities and structure types. Researchers worked with departments in high-density urban settings and in sparsely populated desert areas. Despite this range, the research findings were consistent.

Researching firefighter SCBAs involved understanding a broad range of criteria encompassing everything from high-level government regulations and labor-union mandates to fine details, such as air valve sensitivity and variations in training protocols. Everything related to the operation of SCBAs was considered in scope.

The research had two distinct phases: one generative and one evaluative.

Phase one focused on application research and identifying the needs of individual stakeholders, such as front-line firefighters, maintenance personnel, and people in incident command or supervisory roles. The goal was to understand how people were using existing SCBAs, best practices and unmet needs. The results of this research were used to create highly detailed product specifications and establish the criteria for concept validation.

> "A benchmark example of design research executed with precision and sensitivity and particularly influential for a product that the designers cannot experience themselves."
>
> *—Jon Marshall, Design Director, Map*

Phase two involved the creation and evaluation of functional concept solutions. Many of the same stakeholders involved in phase-one research were invited to evaluate and further refine concept solutions, which were analyzed relative to existing SCBAs and against a broad range of criteria.

The research findings resulted in major insights into workflow and provided the basis for the industrial design and technical development process. Many of the key insights focused on visibility, safety and communication. It became apparent that communication between firefighters, the incident command center and supervisors was of primary importance and should dictate the layout of the system.

The research fulfilled its goal by informing the design of the next-generation SCBA system. In addition, Avon now has a deep understanding of best practices and trends in a changing market. The firefighter relationships and friendships created during this process may prove to be the most valuable and enduring research result. ■

Designed by Clint Mayhue, Mark Williamson, Barry Reece, Dave Haverty, John Baker, Craig Martin, James Wilcox, Jose Cruz and Doug Olsen of **Avon Protection**; and Philip Palermo, IDSA and Russell Kroll of **Formation Design Group**

VORTEX

TOUCHOFMODERN

The VORTEX faucet's hollow body creates a cyclonic waterfall-like effect. This unique design uses up to 45 percent less water than a regular faucet. The VORTEX also has a separate control lever that allows for a variety of installation positions to fit the user's needs. ■

Designed by **ZeVa GmbH**

BMW i3

ELECTRIFYING

Since 2007, research and development work carried out under "project i" has laid the foundation for sustainability-focused vehicle concepts and mobility solutions. Alongside its conceptual and technological development work, BMW Group also conducted field studies looking at the use of all-electric vehicles in everyday conditions. More than 1,000 people took part in the studies, racking up around 20 million miles at the wheel. The knowledge gained as a result was channeled into the creation of an innovative vehicle concept: the BMW i3.

The challenge of the BMW i3 concept was to develop an all-new brand design for the sub-brand BMW i that expresses electro-mobility. The design intent included such attributes as clever, clean, light, safe and future-oriented; maximize the interior space; create a relaxed ambience through a clean and calm interior; establish a new understanding of premium through the use of sustainable and renewable materials in the interior; and reduce weight and waste (incorporating recycling to upcycling) in all materials used.

All photos: BMW Group Design

AUTOMOTIVE & TRANSPORTATION

The BMW i3 is the BMW Group‘s first series-produced vehicle built to run purely on electric power. The BMW i3 is mainly distinguished by its LifeDrive architecture. The passenger compartment represents the Life module, while all elements that are relevant to driving, such as the e-machine, power electronics, battery, tank and undercarriage, are part of the Drive module. This characteristic duality is also expressed in the design: Partly clad by lateral panels, the two distinct modules can be clearly distinguished.

With the kidney grille and the BMW emblem, the BMW i3 signals its membership in the BMW family at first sight. The typical design features, however, have undergone an innovative and pioneering reinterpretation. As a reference to the vehicle’s emission-free electric engine, the kidney is fully closed. The U-shaped lights underline, with a clear technology-driven design, the lightness and efficiency of the BMW i3.

The contrast between the body-colored sides and the so-called black belt is a feature of every exterior color package. This two-color look has a graphical aesthetic appeal and makes the vehicle appear lighter. The calm surface structures are defined by only a few precise edges and appear as though they were made from one piece. The tapered rear glass graphic improves the all around vision of the driver. The wheels are as wide as necessary for transferring the vehicle’s driving power to the road and as slim as possible to reduce the rolling friction to a minimum.

The specific character of the BMW i3 LifeDrive architecture opens completely new interior design options. Since the battery is located at the bottom of the Drive module, the interior is not divided by a central tunnel. The designers decided to focus on a deliberate deployment and visible presentation of sustainable materials. For example, the dashboard support and the door columns are made of fibers from the kenaf plant. The surfaces are distinguished by their unpolished fiber structure, which provides a tactile sense of their sustainable properties. The designers also developed a special vegetable-tanned leather grade for all leather trim. In addition to the generous deployment of natural fibers and vegetable-tanned leather, 25 percent of the weight of polymer materials used in the interior comes from recycled or renewable material. ■

Designed by N.N. of **BMW Group**

Kia GT4 Stinger

The Kia GT4 Stinger is a rear-drive 2+2 sports car that features the signature Kia grille for maximum engine cooling, vertical LED headlamps, and front-brake cooling vents molded into the bumper to provide a smooth appearance. A carbon fiber front-splitter mounted below the bumper provides added down force for the car at high speed to keep the front tires firmly planted on the tarmac. ■

Designed by **Kia America Design Center**

Sparse™ Fixed Lighting System

The Sparse™ Fixed Lighting System is a set of front and rear lights designed to integrate with the structure and lines of a bicycle. The lights are installed on the bicycle, reducing the potential for theft, breakage and loss. The lights are bright enough to illuminate the roadway, as well as ensure the visibility of the rider. ■ [$]

Designed by Colin Owen, IDSA, Remy Labesque, IDSA, Raffi Minasian, Ryan Wilday, Jerome Daksiewicz and Joshua Robot of **Sparse**

[$] Items shown with this symbol are available for purchase.

AUTOMOTIVE & TRANSPORTATION

1. **2014 KIA SOUL** The 2014 Kia Soul was made for urban and sub-urban fun. It features a hatchback with a refined interior, cutting-edge technology and a striking road presence. The Soul enters 2014 with an all-new design, driving dynamics and desirable features. Riding on a new chassis that is stiffer, longer and wider, it has grown up without losing its edge. ■ Designed by **Kia Design**

2. **SUPERCHARGER** Charge in minutes, for free. Tesla Superchargers allow Model S owners to travel for free between cities along well-traveled highways in North America, Europe and Asia. Superchargers provide half a charge in as little as 20 minutes and are strategically placed to allow owners to drive from station to station with minimal stops. ■ Designed by **Tesla Motors**

3. **WORLD VIEW** World View is a capsule designed to take passengers on flights to the edge of space. Designed by Priestmangoode and inspired by the studio's work designing luxury aircraft interiors, World View focuses on enhancing comfort onboard the capsule to create a transformative human experience. The flight is between two and six hours at 30 kilometers. ■ Designed by Nigel Goode, Dan Window, Rob Walsh and Nick Moyes of **Priestmangoode** for **World View Enterprises**

4. **WHILL** WHILL is a four-wheel-drive personal mobility device that features a tight turning radius, relatively large front wheels, an intuitive mouse controller, foldable arms and an electronically adjustable seat. Its maximum speed is 9 kilometers per hour; it can drive 20 kilometers and handle a 10-degree incline. WHILL Type-A is compatible with VARILITE seating and back support. ■ Designed by **WHILL**


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Rick English Pictures


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Akida Airocide Air Purifier

Mark Serr Photography

The Akida Airocide Air Purifier is wrapped in a walnut shell with an etched aluminum lattice. It keeps produce fresh longer, slows flowers from wilting, stops mold growth and eliminates 99.99 percent of harmful particles from the air. A distinctive interior void, made to enhance airflow, is accented by a bright color pop. ■

Designed by Gadi Amit, IDSA, Yoshi Hoshino, Tom Crisp, IDSA and Inbal Etgar of **NewDealDesign LLC** for **Akida Holding LLC**

BATHROOMS, SPAS & WELLNESS

1. **FUNCTIONAL TRAINING @HOME SERIES** Functional Training @Home is a fitness product that trains the body for the activities performed in day-to-day life. The system consists of a Fitness Hood and Fitness Ottoman. The hood is used for resistance band training and provides a wall-mount speaker for playing video tutorials, while the ottoman functions as a balance board trainer and stores fitness accessories. ■ Designed by Yifei Zha, Mrako Fenster, Ryan Crist, Chad Malm, Kyle Neuser, Hanna Tsuhara and Jon Alling of **Johnson Health Tech North America**

2. **G2 SINGLE BUCKET ROTATING MOP** The G2 single bucket rotating mop is designed to rinse and spin-dry a mop head. The bottom layer of the bucket is designed for rinsing, while the upper layer enables the user to spin-dry the mop head. Its design is suitable for both round- and square-headed mops. The G2 is designed to conserve water by combining functions into one easy-to-use cleaning product. ■ Designed by Zhu Xuelin, Li Jing, Zhang Xiangcheng and Pang Jianjun of **Jiaxing Jackson Travel Products Co., Ltd.** [$]

3. **JULIET BATHTUB** The Juliet bathtub is an edgy, yet graceful, free-standing plumbing fixture designed to express the owner's personality. Inspired by antique candy bowls, the Juliet has dramatic fluid lines and an asymmetrical shape that makes it a work of art as much as a bathtub. The Juliet is made in the US with high-quality materials. ■ Designed by Audrey Newsome of **Audrey Newsome Design** in collaboration with Russell Adams of **MTI Baths**

4. **NU SKIN PHARMANEX BIOPHOTONIC S3 SCANNER** The Nu Skin Pharmanex Biophotonic S3 Scanner noninvasively measures carotenoid levels in the skin, providing an immediate indication of a person's overall antioxidant levels. The S3 empowers users to track improvements as they make changes to their diets and lifestyles. The angled display naturally enables shared viewing and a better connection between operator and consumer. ■ Designed by **Carbon Design Group** for **Nu Skin**

5. **SELF-CLEANING BALLS FOR CATS** The design of Self-Cleaning Balls for Cats appeals to a cat's playful, curious nature and assists cat owners with the molting problem. To remedy this, the bottom case is a simulated spider web made of wear-resistant electrostatic furs. It can help clean fur and rubbish, and automatically collects it into a dust storage box when the cat plays. ■ Designed by Li Zongjie and Zheng Xiaotao of **Guangzhou Shiyuan Electronics Co., Ltd.**

Yifei Zha

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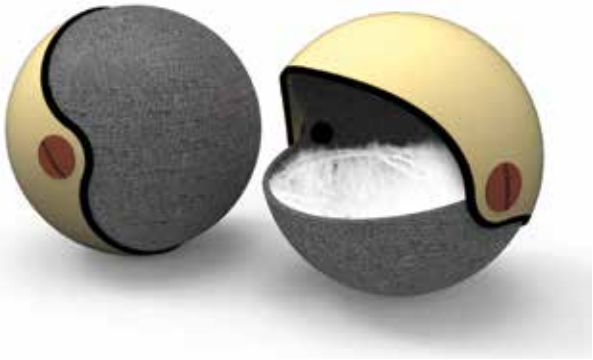
[$] Items shown with this symbol are available for purchase.



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Accordion Play House

A HOUSE FULL OF FUN

The Accordion Play House is a portable children's playhouse that stretches and shrinks just like an accordion, using the folding principles found in origami. It is lightweight and straightforward to use, even for children. The Accordion Play House was designed to maximize indoor space by minimizing its size when not in use.

Playhouses, such as teepees and cardboard structures, often take up precious space inside when they aren't being used since taking them apart isn't easy. Or they are relegated to out-of-the-way places, like balconies or basements, discouraging their use.

In order to overcome this spatial inefficiency, the Accordion Play House was designed to be lightweight, portable and easy enough for a child to assemble and disassemble, so children can play in the heart of the home and leave the space uncluttered when they are done.

The Accordion Play House is made from a single sheet of PET felt, reducing material waste and simplifying the production process. The PET felt, which is used in air cleaners, also reduces the amount of fine dust trapped on the surface and increases the structure's durability. Air and light can more easily penetrate the structure, making for a bright and pleasant place for children to play. The PET felt is light enough for children to stretch and shrink it, while the folded form reinforces the Accordion Play House's structural stability. Its lack of frame makes installation and storage much easier.

One Accordion Play House can be attached to another using the Velcro strips placed at the front and back of the structure. One playhouse can be a house, two playhouses can be a train, three playhouses can be a tunnel—the possibilities are as endless as a child's imagination. ■

Designed by Kim Hyun-Gon of **CRETOY Co., Ltd.**

“Using principles found in origami, the Accordion Play House stretches and shrinks maximizing indoor space.”

Nuna LEAF curv

ROCK ON

"Nuna LEAF's seashell curve resembles the path LEAF would take if it were to sway around in a full arc."

Inspired by a leaf as it floats on a breeze, the LEAF curv soothes babies with a smooth gliding motion. Just a gentle push creates a relaxing movement that is more natural than the rocking and bouncing of most baby seats. A single push lasts two minutes with no need for electricity, batteries or a motor. The lack of noise and hassle makes the experience even more soothing—for baby and parents.

Families had fallen in love with the design and mechanics of the original LEAF but expressed interest in an updated look for its base so that the overall design would be more modern. The designers began to research options for bases that would make the design look as fluid as its movement feels. Since the footprint of the seat's motion is somewhat of a semicircle, the thought was to have the base mimic that.

They then looked toward nature, as they did with the original design, and found that the seashell's curve resembles the path LEAF would take if it were to sway around in a full arc. The challenge with this shape was to ensure that the base would remain as rock solid as the original design and support much more weight than the average baby seat. The designers considered the six support points in the original base and adapted them to the new curv base. Not only does the sleek, asymmetrical shape of the curv base make the seat look more contemporary, it also communicates the path the LEAF will take when in motion.

Designers kept the same features that helped make the original so popular. For feeding or playtime the LEAF curv locks in a stationary position, and a three-point padded seat belt keeps babies safely in place. The seat easily detaches from the base for storage and transport. Its high-quality materials include a removable, washable organic cotton insert. Because it is able to support up to 130 pounds, families can use it well past the baby stage into toddlerhood and beyond.

The LEAF curv solves the problem of finding a safe place to put little ones with a simple, cozy seat. Nuna LEAF is trustworthy yet natural enough to cuddle baby like mum's arms with a form that is modern and streamlined to please parents. ■

Designed by **Nuna International BV**

Sphero 2.0

Designed for gaming, Sphero 2.0 is a sophisticated multi-functional robot ball that is controlled by a smartphone or tablet. Users can choose from over 25 apps and launch a new world of mobile game play. Sphero rolls 7 feet per second and pairs to devices via Bluetooth. Sphero is pet-proof, waterproof and ready for any adventure. ■ [$]

Designed by **Orbotix**

[$] Items shown with this symbol are available for purchase.

Kano Computer Kit

The Kano Computer kit by Kano and MAP was designed for people of all ages all over the world. It is simple and powerful. Users can make games, learn code and create the future. The kit includes a wireless coding and gaming keyboard, a Raspberry Pi, a customizable case, a speaker module, packaging and accessories. ■

Designed by Jon Marshall, Scott Barwick and Jacky Chung of **MAP** and Alex Klein and Yonatan Raz-Fridman for **Kano**

1. **THE LEAPFROG CREATIVITY CAMERA APP WITH PROTECTIVE CASE** The LeapFrog Creativity Camera App with Protective Case is a colorful and safe case for the iPhone. Designed for children ages 3 to 6, users just need to download the free app and place the phone inside the LeapFrog. The app promotes creativity and imagination. Plus, the child-friendly case is still fun for the child after mom or dad takes back the phone. ■ Designed by **IDEO** and **LeapFrog** [$]

2. **BOOKTENT** BOOKTENT creates a private space where imagination can come to life. This educational toy allows children to build their own creative spaces for reading, drawing and playing. The panels are made from environmentally safe materials that make it easy for kids to create the worlds in their books and imaginations. ■ Designed by Dae Kyu Kim of **BOOKFARM Co., Ltd**

3. **WING CONTROL DUSTY CROPHOPPER** The Wing Control Dusty Crophopper for Mattel is a remote-controlled plane that lets children become the heroic flyer Dusty from Disney's feature film *Planes*. Children are able to maneuver the toy by slipping on two handheld wings, pushing a button to drive Dusty forward and using their arms. The interactive toy also speaks 40 different phrases and sounds from the movie. ■ Designed by **IDEO** and **Mattel, Inc.** [$]

4. **BABYBJORN BABY CARRIER WE** The BabyBjörn Baby Carrier WE is a durable, comfortable and adjustable baby carrier. The carrier can hold a child in three safe positions: inward facing and high on the parent's chest for newborns, inward facing for bigger babies and on the parent's back for toddlers over 12 months. ■ Designed by Mårten Andrén, Elisabeth Ramel-Wåhrberg, Jakob Wikner and Lisen Elmberg of **BabyBjorn AB**

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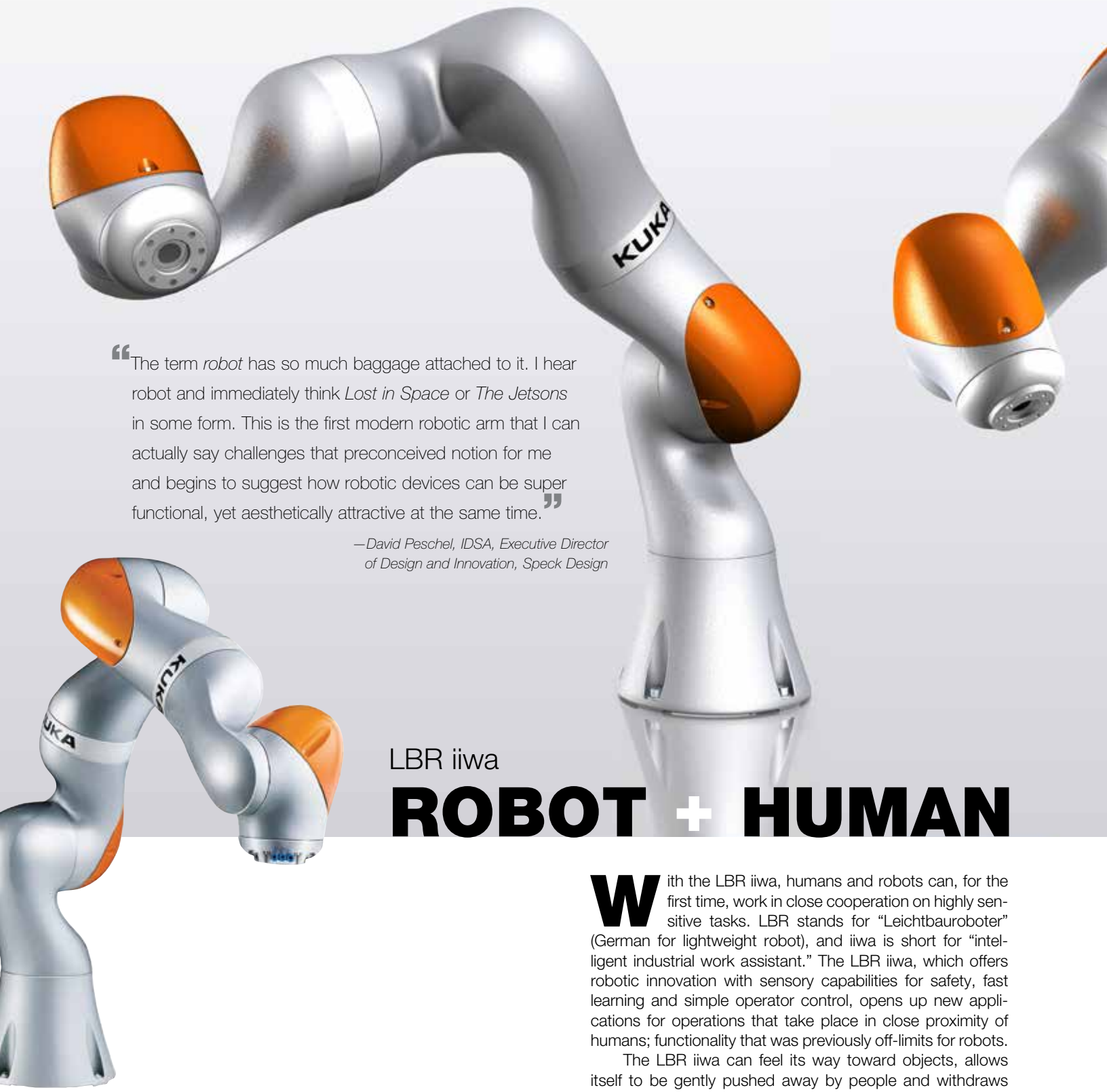
[$] Items shown with this symbol are available for purchase.



> "The term *robot* has so much baggage attached to it. I hear robot and immediately think *Lost in Space* or *The Jetsons* in some form. This is the first modern robotic arm that I can actually say challenges that preconceived notion for me and begins to suggest how robotic devices can be super functional, yet aesthetically attractive at the same time."
>
> *—David Peschel, IDSA, Executive Director of Design and Innovation, Speck Design*

LBR iiwa

ROBOT + HUMAN

With the LBR iiwa, humans and robots can, for the first time, work in close cooperation on highly sensitive tasks. LBR stands for "Leichtbauroboter" (German for lightweight robot), and iiwa is short for "intelligent industrial work assistant." The LBR iiwa, which offers robotic innovation with sensory capabilities for safety, fast learning and simple operator control, opens up new applications for operations that take place in close proximity of humans; functionality that was previously off-limits for robots.

The LBR iiwa can feel its way toward objects, allows itself to be gently pushed away by people and withdraws

automatically when coming into direct contact with humans. The robot learns by allowing itself to be guided. Since the LBR fulfills the highest safety regulations, it may work directly with people without any protection fences.

The LBR iiwa dispenses with the hard edges normally associated with robots. Its smooth design is based on the human arm, with a vivid and powerful shape that showcases the flexibility of the machine. Each of the seven axes has its own sensors, making the robot extremely precise and sensitive, and suited for tactile solutions and simple gripper systems.

The robot's stunning appearance and outstanding character attract attention and lead to an enduring impression. There is no use of external styling trim—every component has a technical function. The orange motor covers are also heat sinks and mounting plates for the electronic controllers. The gears are made of stainless steel and are designed for long-term use. The robot's lightweight aluminum allows fast accelerations. ■

Designed by Mario Selic of **Selic Industrial Design;** and Achim Heinze, Andre Reekers, Dieter Schaab and Jorge Torres of **KUKA AG**

Gyroscopic Screwdriver

The Gyroscopic Screwdriver is an 8-volt precision tool with a design that blends technology and ergonomics. The screwdriver is designed to sense the user's wrist motions to help tighten or loosen screws. It is compact and portable with precision speed control and an adjustable two-position handle for operation in either in-line or pistol-grip positions. ■ [$]

Designed by Gabriel Concari of **Stanley Black and Decker**

[$] Items shown with this symbol are available for purchase.

Heat Pump Water Heater

The Heat Pump Water Heater is a sustainable unit that uses the ambient room temperature to heat water up to 80 degrees Celsius. The unique split design allows water temperature to remain constant since the hot and cold water are stored separately. The mirrored stainless steel exterior is corrosion-resistant and easy to clean. ■

Designed by Lu Ming Yuan, Chen Wei Tao, Chen Jia Wei, Li Hua Long, Su Mei Jun, Wang Guo Fu and Hao Jun Liang of **Midea Heating & Ventilating Equipment Co., Ltd.**

COMMERCIAL & INDUSTRIAL PRODUCTS

1. **AUTOSENSE DRILL DRIVER** The AUTOSENSE DRILL DRIVER is a cordless drill driver for the home owner and DIY enthusiast. Instead of the common multiple-setting clutch collar, the AUTOSENSE uses an intuitive interface that requires the user to select from two basic operating modes: drill or drive. It features depth control, intuitive functionality and thoughtful design. ■ Designed by David Miller, Chris Shook, Sean Loveless, Alex Sergen, Jeff Ng, Mike Walstrum, Steve Qin, Jason McRoberts, Matt Nestorick, Steve Phillips, Mike Cannaliato and the Industrial Design team of **Black + Decker** [$]

2. **ECF TRAFFIC SYSTEM** The ECF traffic system is a new kind of traffic control terminal. Each module has the same shape but can serve different purposes. The modules can be combined and installed freely according to traffic conditions, and they are easy to maintain. The continuity in shape makes it easy for people to pick out the different signal cues and instructions. ■ Designed by Ren Mingjun of **EVEN design**

3. **OCP ALMOND** The OCP ALMOND is a personal 3D printer. Its patented nozzle design produces high-resolution printing, while auto-leveling technology easily adjusts the build base for the convenience of general users without professional knowledge. ■ Designed by Moonchul Kim of **OPENCREATORS**

4. **OLLI™ RETAIL** Olli Retail is a handheld mobile point-of-sale device that pairs an iPhone or iPod Touch with barcode scanning and credit card processing technology in an impact-resistant shell. Olli is designed and intended for businesses and point-of-sale needs for small to large retail establishments. Olli helps retailers expedite customers through the checkout process away from static point-of-sale terminals. ■ Designed by J. Curtis, Gene Duarte, Jennifer Murphy, IDSA and David Reynolds, IDSA of **Griffin Technology**

5. **TENNANT B5 FLOOR BURNISHER** Give your commercial flooring a uniform high-gloss shine with the Tennant B5 Floor Burnisher. The B5 is a compact, emission-free battery-powered machine. The burnishing head pivots upward 90 degrees and locks in place to make maintenance a snap. Multiple hand positions, unique color-coded markers and an on-board manual ensure easy operation for users of all skill levels. ■ Designed by John Ickes and Peter Tabeling of **Tennant Co.**; and Ryan Berger, Jeff Burger, IDSA, Oren Shai and Chris Daniels of **Priority Designs**

Griffin Technology Photography

John Ickes

David Miller

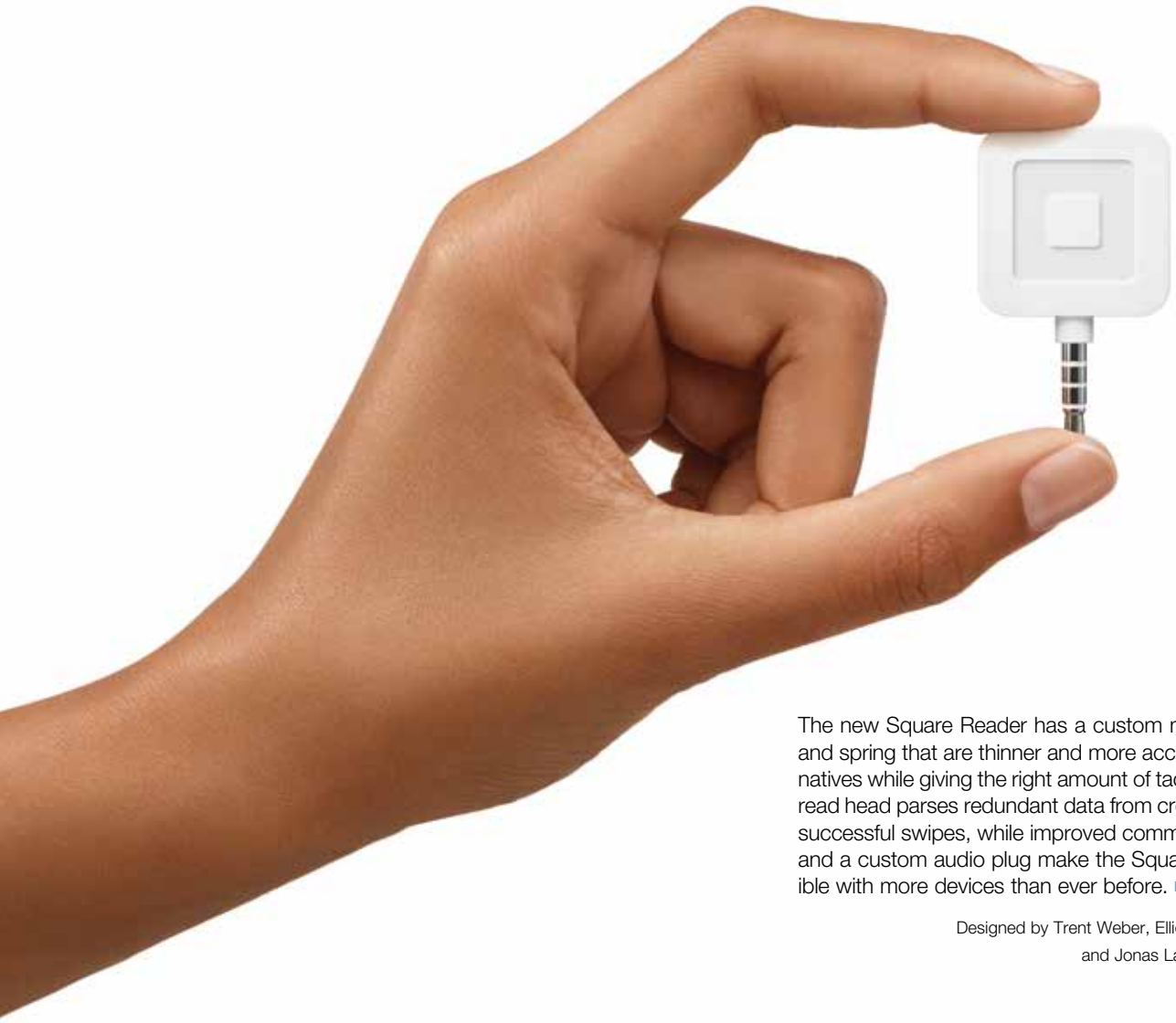
[$] Items shown with this symbol are available for purchase.

NYC Beacon Public Communication Hub

The NYC Beacon Public Communication Hub connects New York's businesses, residents and visitors to the city's essential services. Nearly 12 feet tall, the concrete and stainless steel structure houses a stack of indestructible LED matrix screens controlled by voice and gesture. Beacon delivers free public telephony and generates revenue for operators through advertising. ■

Designed by **frog**

Square Reader



The new Square Reader has a custom magnetic read head and spring that are thinner and more accurate than the alternatives while giving the right amount of tactical feedback. The read head parses redundant data from credit cards to ensure successful swipes, while improved communication protocols and a custom audio plug make the Square Reader compatible with more devices than ever before. ■ [$]

Designed by Trent Weber, Elliot Sather, Victoria Slaker and Jonas Lagerstedt of **Square Inc.**

[$] Items shown with this symbol are available for purchase.

Xiaomi Mi3 Smartphone

The Xiaomi MI3 Smartphone was designed to simplify the user experience. Its pared-down design avoids extraneous elements and focuses on the large centered screen. Its light and thin body features a simple matte back cover and rounded sides for a comfortable handhold. ■

Designed by **Xiaomi Smartphone Industrial Design Team** of **Xiaomi Corp.**

COMMUNICATION TOOLS

1. **HIGHFIVE VIDEO CONFERENCING SYSTEM** The Highfive Video Conferencing System is an all-in-one system designed for business use. It features an aluminum structure with a camera, microphone array and computer processor. Its flexible mount enables users to mount it on any conference room television, wall, tabletop or media console. The Highfive app lets users wirelessly control it from any smartphone, tablet or laptop. ■ Designed by Dan Harden, IDSA, Kyle Buzzard, Hiro Teranishi, IDSA and Joy Ilo Tai of **Whipsaw Inc.** for **Highfive Inc.**

2. **MATE 2800** The mate 2800 is a power bank for mobile devices with LED lighting in the shape of a triangular prism so that it does not drop or roll away. Additionally, the shape helps users quickly find the LED lighting switch in the dark. For enhanced quality and to prevent static electricity, the surface is coated in rubber. ■ Designed by **urban prefer** of **YOW!design Inc.**

3. **NOKIA LUMIA 1320 WINDOWS PHONE 8** The Nokia Lumia 1320 Windows Phone 8 is all about size, delivering a stunning 6-inch screen while fitting comfortably in one hand. The big screen and slim form—coupled with affordability—clearly speak to Nokia's design ethos. The 1320's natural form and instinctive user interface deliver an effortless user experience that enhances lives rather than detracting from them. ■ Designed by **NOKIA (China) Investment Co., Ltd.** [$]

4. **NOKIA NEW ASHA RANGE** The Nokia New Asha Range introduces three devices with a striking visual signature partnered with improved product design and quality and an intuitive user interface. The first device pioneers a material innovation, the second adds 3G to the equation, while the third sibling provides a lower price point. ■ Designed by **Nokia**

5. **XBOX ONE CHAT HEADSET** The Xbox One Chat Headset enhances in-game, Skype or video chat experiences. It connects directly to the Xbox One Wireless controller to provide easy volume and mute control without interrupting game play. The headset is fully adjustable to fit a large range of head sizes and features a unique pivot, slide and rotation element that enables quick and easy adjustment of the earpiece. ■ Designed by **Xbox Design Team** of **Microsoft Corp.** [$]

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Mark Serr Photography

[$] Items shown with this symbol are available for purchase.


NOKIA
Music Therapy
HALO

3


NOKIA
Mixes
Create a mix
Offline mixes
Most Played Charts
UK Single Chart

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Nokia 2520

GO.GO.GO.

The Nokia 2520 is a tablet that takes the PC experience out of the house. Its bold polycarbonate unibody is beautiful and soft, encouraging people to take the tablet with them wherever they go. It functions autonomously from Wi-Fi hotspots, connecting through wireless LTE networks, creating an outstanding mobile experience on carrier networks much like you would expect from a smartphone. With the Nokia 2520 people can use their tablets anywhere—even in direct sunlight.

The goal was to deliver a seamless product optimized for mobility. The design team aspired to create a single surface that wraps from front to back that would be ergonomic while mobile. This led to the most complex challenge: the unibody. No unnecessary part breaks result in a single surface all the way from the front to the back to deliver an ergonomically optimized form that is inviting to hold while mobile.

The unibody is based on a polycarbonate mold strategy that allowed the team to create parts at this scale. All openings are based on secondary machining. High-stress zones like connector openings are reinforced with stainless steel to allow for graceful aging.

“The goal of the Nokia 2520 was to deliver a seamless product optimized for mobility.”

All photos: Boris Landwehr, FRAMESTORE

The Nokia 2520 was designed from the inside, achieving a highly complex surface that is able to integrate undercuts, mounting features, structural elements and registration features without the need to bond a secondary assembly into the body. This approach allows the device to be more accurate as well as efficient.

The display glass is seamlessly integrated into the unibody following Nokia’s principle of reducing complexity while maintaining performance in order to take full advantage of Microsoft’s edge swipe principle. Removing the unnecessary did not stop with the cover glass. The front-facing direct-ported speakers provide outstanding audio performance while visually disappearing into the material break zone.

Nokia’s screen technology provides an unmatched experience in direct sunlight and extreme viewing angles, fully enabling people’s drive to be productive anywhere, even in the harshest of lighting conditions.

The 2520 is powered by a four-cell battery that not only provides eight hours of battery life under heavy usage but is also able to recharge to 80 percent in only one hour, completing the out-of-the-house design story.

The Nokia Power Keyboard can be paired with the 2520 to provide a physical keyboard, full-size USB2 connectivity and five hours of additional battery life, extending its mobile range even further. ■ [$]

Designed by **Nokia Design Calabasas**

[$] Items shown with this symbol are available for purchase.

HP Chromebook 11

The HP Chromebook 11 is a sleek, distinctive and functional laptop. It weighs just over 2 pounds and is powered by a micro USB charger. The fanless design means it doesn't need any grills for venting; screws and speakers are hidden, too. The HP Chromebook 11 also features subtle accents of color. ■ [$]

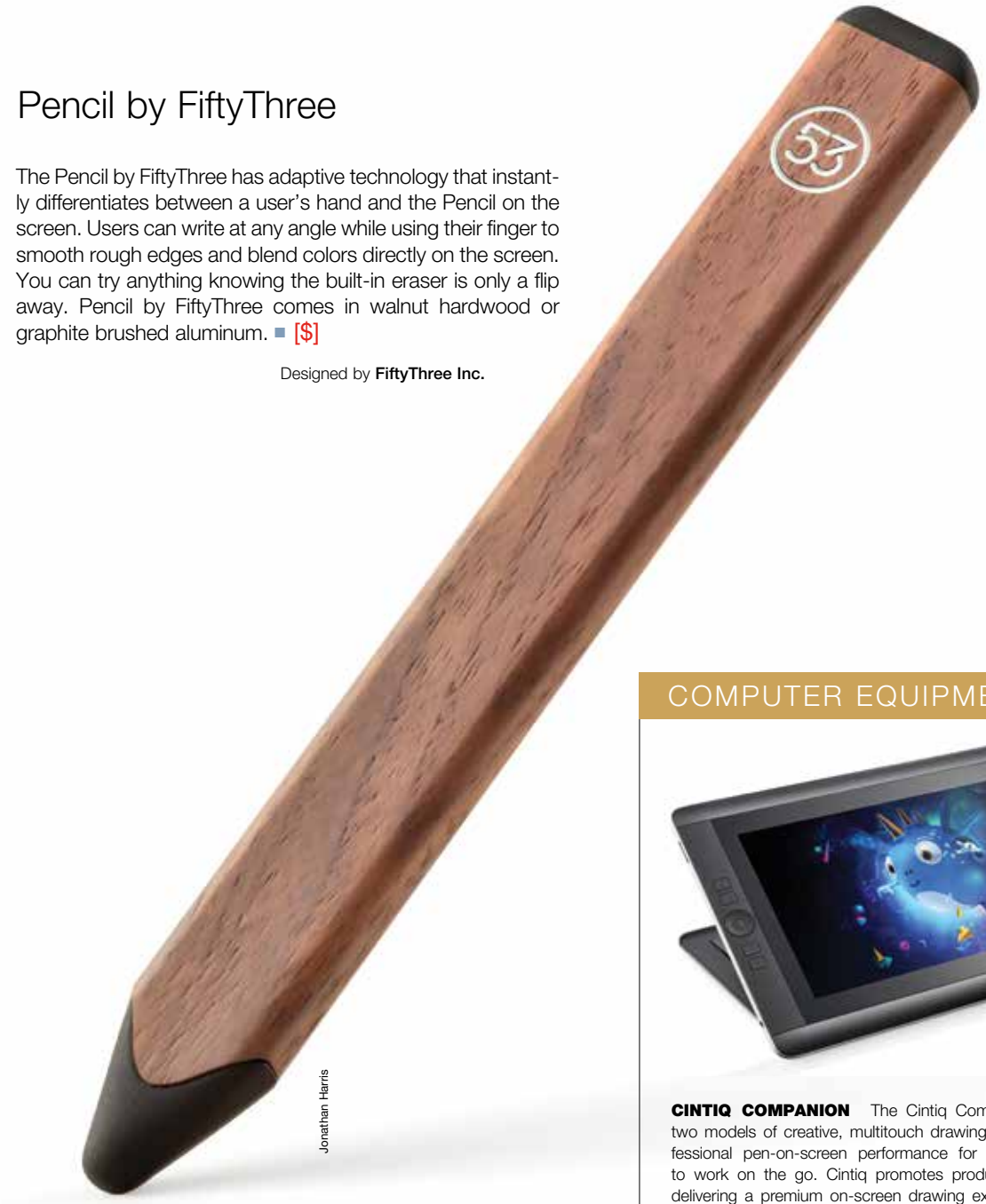
Designed by Yomi Matsuoka of **Google**

[$] Items shown with this symbol are available for purchase.

Pencil by FiftyThree

The Pencil by FiftyThree has adaptive technology that instantly differentiates between a user's hand and the Pencil on the screen. Users can write at any angle while using their finger to smooth rough edges and blend colors directly on the screen. You can try anything knowing the built-in eraser is only a flip away. Pencil by FiftyThree comes in walnut hardwood or graphite brushed aluminum. ■ [$]

Designed by **FiftyThree Inc.**



Jonathan Harris

COMPUTER EQUIPMENT

CINTIQ COMPANION The Cintiq Companion is composed of two models of creative, multitouch drawing tablets that deliver professional pen-on-screen performance for digital creatives longing to work on the go. Cintiq promotes productivity and creativity by delivering a premium on-screen drawing experience, 2048 levels of pen pressure sensitivity, and a comfortable and ergonomic design. ■ Designed by Michael Thompson, Volker Huebner, Hideki Nishino, Scott Tsai, Nozomu Tamaki, Tetsuo Nagakubo, Yukio Miyazawa, Kamalesh Patel, Yutaka Nomura, Megumi Shigeta, Alex Wang, Kenneth Hung, Atsuhisa Nishibu, Mario Li, Jin Takayama, Yasushi Masuda, Satoshi Sotome, Katsuya Kobayashi, Stella Wang, Naoyuki Nakamura, Shino Shimizu, Konrad Pollmann and Keith Chen, with assistance from the ODM and external software development firms of **Wacom**

Tesla Supercharger

DRIVING THE FUTURE

> "A design strategy grounded in familiarity, performance and elegance, a model for leading behavioral change. This is what responsible design must be about."
>
> *—Fabienne Munch, Chair, Université de Montréal Design School*

Tesla Superchargers rapidly charge Tesla vehicles using high-voltage direct current. A battery may be charged to 50 percent of its capacity in as little as 20 minutes, roughly 16 times faster than possible at most other public charging stations. The Supercharger's user interface was designed to be simple, intuitive and unintimidating. Even the payment process has been removed—charging is free. One need only lift the connector (plug), press its button to wirelessly open the car's charge port door and insert the connector. Charge status is displayed through an illuminated status lens surrounding the charge port and can be monitored remotely using a smart device.

Tesla's design strategy for the Supercharging architec-

All photos: Rick English Pictures

ture and interface was, ultimately, rooted in necessity. One of CEO Elon Musk's beliefs was that by successfully building a vast network of Supercharging locations and offering free charging for the lifetime of the vehicle, Tesla would not only address concerns of range anxiety but also provide an option far superior to driving an internal combustion engine car.

Since breaking ground in December 2012, Tesla has rapidly built out a global Supercharging infrastructure comprised of more than 900 individual Supercharging points, quickly becoming the world's largest fast-charging network. In the US, a Model S owner can travel for free along the east coast (Florida to Maine), the west coast (San Diego to Vancouver) and across the country (Los Angeles to New York). In Europe, one can travel from Norway to the south of France. And in China, Tesla has already deployed stations in five key cities.

The Supercharger network is vital to driving the world's transition to electric mobility. By the end of 2014, approximately 80 percent of the US will live within driving range of a Supercharger, Model S owners will be able to travel throughout Western Europe, and all of the major cities in China will be served by Superchargers, with more stations opening every day. The form and function of the Supercharger have become core components of Tesla's global expansion and represent one of many steps toward transforming the transportation industry. ■

Designed by Josh Ferguson of **Tesla Motors**

AM – A Movement Against Screen Schmutz

The design strategy for the AM product line was to create an all-in-one portable solution to remove the grime on personal screens while evoking a design language that actually makes cleaning fun. Extensive research revealed a microfiber cloth that is gentle enough to be used on electronic device screens but tough enough to easily clear away smudges, dirt, dust and fingerprints. ■

Designed by Rinat Aruh, IDSA, Johan Liden, IDSA, Erik Jarlsson, Rogerio Lionzo and Frank Zaremba of **aruliden**

Rasmus DengsØ

San Francisco Unified School District: A Cafeteria Designed for Me

Working alongside more than 1,300 students and staff, the San Francisco Unified School District: A Cafeteria Designed for Me and the design team created a vision to transform school food from a one-size-fits-all program into a sustainable student-centered one. Recommendations for the future vision include family-style dining, an app that lets kids preorder meals and dinner kits for working families. ■

Designed by **IDEO** and **San Francisco Unified School District**
with support from **The Sara and Evan Williams Foundation**

DESIGN STRATEGY

1. **AMES BRAND STRATEGY** The Ames Brand Strategy rediscovered the roots of Ames Tools with new brand colors, materials and detail finishes that help the company stand out while celebrating its heritage. The cohesive design strategy uses a visual language that is designed to be both powerful and unifying. ▪ Designed by Jared Aller, Beau Oyler, Julian Bagirov, Jana Badger, IDSA, Charles Bates, Cristina Rotundo and Andrea Yung Toth of **Enlisted Design**; and Aaron Abbott, IDSA, Jeff Koenig, Karen Richwine and Eric Bernstein of **The AMES Companies Inc.**

2. **LIFE TECHNOLOGIES DESIGN STRATEGY** The Life Technologies Design Strategy was intended to bring cohesiveness to the legacy brands of Life Technologies, a global company with customers in over 160 countries. The strategy project aimed to unify, convey and reinforce a cohesive design, user experience and commonality across all products from past, as well as future, acquisitions. Legacy products have been redesigned to embrace the new brand design identity. ▪ Designed by **RKS**

3. **MOBILEGEAR.COM** Mobilegear.com is an e-commerce website that empowers people to work anywhere and addresses the needs of customers, buyers and mobile workers. The site design evolved from ethnographic research, storyboards and visual sketch models, prototype wireframes and dummy interaction models. Principles of search engine optimization were integrated into the page and product layouts. ▪ Designed by Jonathan Cofer, Daniel Amara, Doug Nash and Ana Melendez of **Mobilegear.com**

4. **MOTOROLA DESIGN STRATEGY: MOTO X FAMILY AND MOTO MAKER** The Motorola Design Strategy:Moto X product family and Moto Maker personalization and distribution model invigorates the Motorola brand with a new line of products that appeals to customers in the global smartphone market. The Moto Maker website enables users to personalize their phones, resulting in a one-of-a-kind product for the consumer. ▪ Designed by **Motorola Mobility-Consumer Experience Design**

5. **PUBLIC OFFICE LANDSCAPE** PUBLIC Office Landscape is a new office furniture system based on ergonomic seating to encourage better collaboration everywhere: at the desk, in circulation and in group spaces. This modular system of surfaces, storage and seating enables a broad range of work settings and postures from casual to formal. ▪ Designed by Yves Béhar, IDSA, Noah Murphy-Reinhertz, Naoya Edahiro, Qin Li, Logan Ray and Andrea Small of **fuseproject** for **Herman Miller**

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BOOK

DIGITAL, MEET ANALOG

BOOK is a new format created by FiftyThree and Moleskine where inspiring creations made in the Paper app are transformed into custom Moleskine books. Paper, an Apple App of the Year, is an iPad app used by millions of creators worldwide to capture their ideas, and BOOK gives this creative community new ways to share, reflect and publish them.

With BOOK, Paper creators can choose 15 pages of sketches to print on fine Italian-made, FSC-certified sustainable paper that's specifically designed to match the iPad's 4:3 aspect ratio. Create in Paper, order within the app and get a BOOK in the mail from Moleskine.

The creative process requires creators to cross the digital and analog worlds, and BOOK gave FiftyThree and Moleskine the opportunity to bridge this gap. People's greatest creative breakthroughs occur when boundaries are crossed, and images and ideas can seamlessly flow from the head and heart, to the screen and page. BOOK lets FiftyThree and Moleskine realize their mission of removing barriers to creation while providing a user experience as elegant, warm and satisfying as creating in Paper.

Boundaries also had to be crossed quite literally given the companies responsible for the digital, manufacturing and delivery processes are located around the world. Each and every BOOK is the result of a global collaboration of teams based in NYC, Seattle, New Zealand, Milan and London.

> "Brilliant digital and physical design execution."
>
> *—Kate Freebairn, Creative Director, UX Amazon Lab126*

All photos: Jonathan Harris

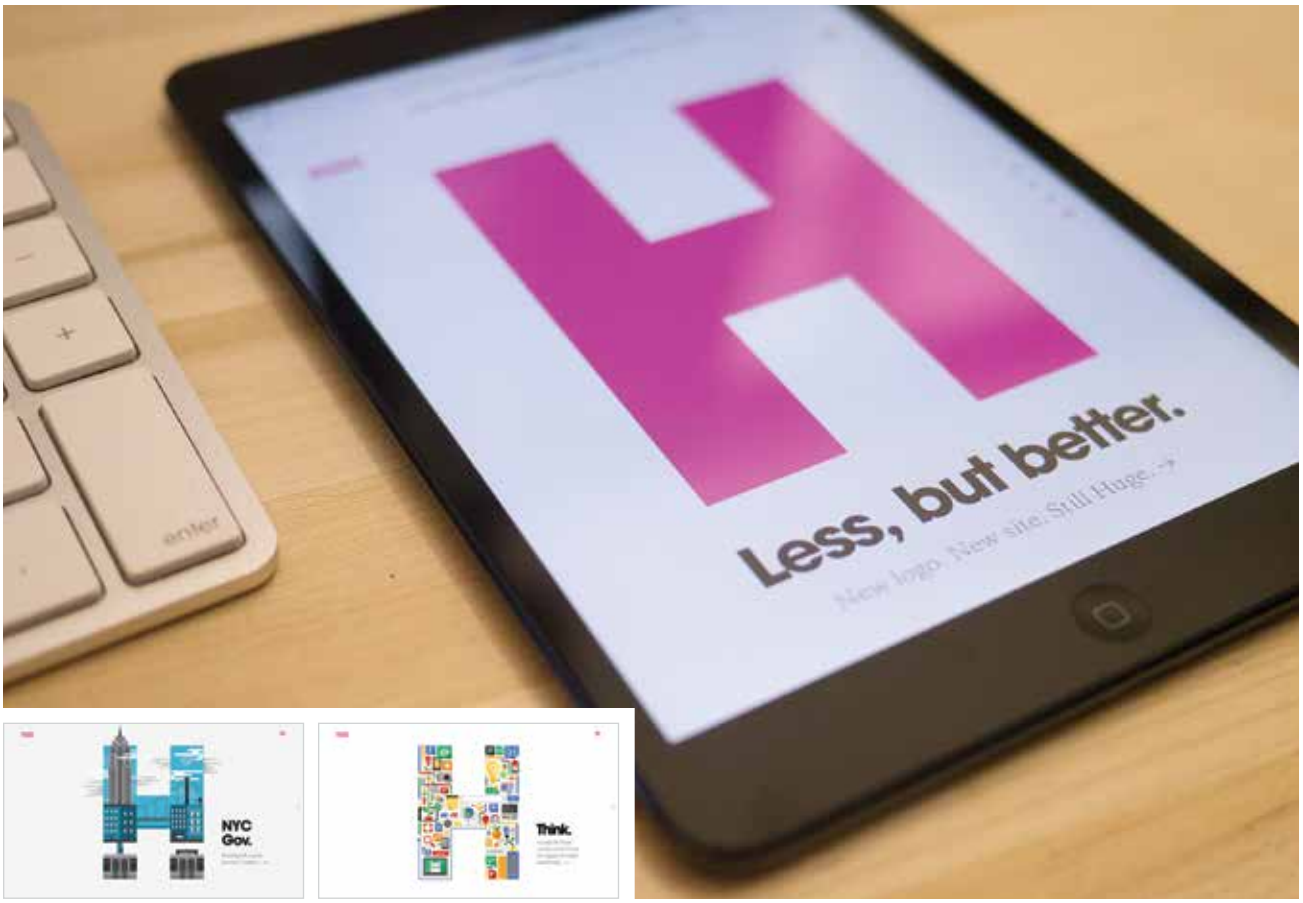
FiftyThree and Moleskine also rethought print-on-demand publishing with the same eye for simplicity that creators love in the Paper app. The design of the journal is done within the Paper workflow, offering a meaningful and creative experience that crosses the digital-analog spectrum. Transitioning between the two is as simple as pressing a button from within Paper's share menu. Moreover, the digital journal made in the app is exactly what arrives in analog form. Journals did not exist in the 4:3 aspect ratio of the iPad, so a new format had to be created. The size that a user draws on the iPad is the size of the BOOK pages, a precise one-to-one ratio.

Expression is the key. BOOK's cover and spine can be customized with color and artwork options, or users may choose the classic black Moleskine hardcover. Cover colors are pulled in directly from custom mixed palettes created by the user in Paper.

The team also created a new online service that allowed users to log in and create a book in real time. To make ordering a BOOK as simple and visual as possible, each screen has one clear action for the user to perform. The team didn't want to overwhelm users with too many options—just enough to make BOOK uniquely theirs. To encourage exploration, the order flow has the login and payment steps at the end, so users can play around with customizing their BOOK before making a purchase. And to boost their confidence about the analog results, users can preview their BOOK before placing their order. ■

Designed by **FiftyThree Inc., Moleskine and Milkbooks**

Redesigned Hugeinc.com



The redesigned Hugeinc.com features refreshed branding along with a new logo and a reengineered website. The process included numerous designs that were eventually integrated to create a workable site. Early prototypes were done in node.js backend and hogan.js for templates. The platform was entirely done using Javascript, which was fast, easy to debug, efficient and easy to work with. ■

Designed by Wes Hatch, Jens Wachtel, Karl Stanton, Greg Ratner, Peter Nealon, Jean Victor, Sohel Siddique, Sadie Pak, Philip Fisher, Casey Sheehan, Thadeu Morgardo, Megan Man, Francesco Bertelli, Stefanie Pitaro, Chris Huban, Ross Proulx, Jose Guizar, Justin LaFontaine, Jason Tiernan, Matt Lawrence, Perry Blackshear, Laura Ambrose, Sam Chung, Bryant Jow, Kate Perkins, Hannah Proferl, Andrew Delamarter, Sam Weston, Elba Rosario, Zane Hart, Tom O'Reilly, Amaani Hamid and Jae Salavarrieta of **Huge**

Spark Camera

The Spark Camera, a beautifully intuitive app that makes it easy for everyone to create stunning videos, features a mini-movie function without any laborious editing required. Apply one of 11 filters, add a soundtrack from an iPhone or iPad, and rework old clips at any time. Videos are saved to the camera roll in high-definition. ■

Designed by **IDEO**

1. **100 YEARS OF DESIGN** In celebration of AIGA's centennial and the impact of American design on our culture, 100 Years of Design brings to life works from AIGA's digital archives, insightful interviews with living masters, quotes from designers and significant moments from the organization's history. These elements are woven into narratives to present how design informs, connects, delights, influences and assists the communities it serves. ■ Designed by **Second Story**, part of **SapientNitro** for **AIGA**

2. **HTC VIDEO HIGHLIGHTS** HTC Video Highlights for the HTC One camera allows users to easily create professional-looking videos. Highlight videos are created dynamically as the user shoots photos and videos and are saved as a highlight reel in the camera's gallery, eliminating the step of editing video content. Users can play the video, add or shuffle content, and apply themes, filters, transitions and music. ■ Designed by David Folchi, Cassy Meyers, Koa Metter, Dave Brinda, Jorge Furuya and Benjamin Bethurum of **HTC America Innovation**; and Julian Rad, Tamara Hahn, Michael Sullivan and Matt Nee of **RadWorks**

3. **WEB OS SMART TV INTERFACE** The Web OS Smart TV Interface uses smart TV technology with an emphasis on simplicity of design and functionality. It enables the user to access desired functions and navigate recent history quickly and easily. The main screen consists of a simple navigational bar, while the intuitive cursor on the screen provides immediate feedback. ■ Designed by Kunsik Lee, Uni Young Kim, Hyungnam Lee, Byunghun Lee, Gangseub Lee, Yeonjoo Joo, Goeun Lee, Hyeran Jang, Hana Yoo, Taejun Lee, Ryunghwa Rhee, Choon Youn, Liron Damir and Angela Tam of **LG Electronics Inc.**

4. **XBOX DESIGN LANGUAGE** The Xbox Design Language carries Xbox brand values across all customer touchpoints, including the software user interface, print and digital media, packaging graphics and hardware industrial design. It was built on the legacy of the Xbox with the purpose of evolving the Xbox from games to everything that is entertainment. ■ Designed by **Xbox Design Team** of **Microsoft Corp.**

5. **YAHOO WEATHER MOBILE APPS FOR IPHONE, IPAD, ANDROID** Yahoo Weather mobile apps for iPhone, iPad, Android show the temperature forecast, potential for precipitation, a radar map, wind direction and speed, and barometric pressure. User-generated Flickr photos display current weather conditions morning, noon and night. Playful features include special animations. ■ Designed by Albert Song, Catherine Tai and Adam Mathes of **Yahoo**

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Ultimate Ears Boom Wireless Bluetooth Speaker

THE SOCIAL MUSIC LAYER

When you buy a guitar, or any musical instrument for that matter, you don't expect it to become obsolete in a few months the same way you do with consumer electronics. The Ultimate Ears Boom speaker was designed to transcend typical product cycles and traditional market segments, just like time will make a favorite musical instrument acquire a beautiful patina that makes it feel special.

The timeless appeal and emotional relevance of musical instruments were an important inspiration in the development of the Ultimate Ears Boom. A musical instrument changes its surroundings in a beautiful way. Visible wear and tear is not necessarily a negative, but becomes part of the instrument and tells a personal story. But musical instruments are not designed for the bottom line or ever-changing product cycles. Could the emotional relevance that

> “Feels like industrial design 2.0. A progressive and fresh approach to form, detailing and color.”
>
> *—Mike Simonian, Co-founder, Mike & Maaike*

musical instruments convey be achieved in a wireless portable speaker meant for mass production? Could the speaker positively reflect the wear and tear of your life without being tossed aside as consumer electronics usually are?

No matter your background, a musical instrument beckons you to reach out and touch it. In the same way, the universally simple and timeless shape of the Ultimate Ears Boom feels enticingly approachable. And just as the sound of an instrument fills an entire room, the Ultimate Ears Boom is omnidirectional, always putting the listeners in the space of possibility.

No mechanical details distract from the Ultimate Ears Boom. The speaker is covered in a soft wear- and water-resistant fabric that feels warm and comfortable to the touch. Moving beyond the plastic and metal normally associated with speakers was a deliberate design choice. Rather than a cold, artificial surface, the fabric functions as an acoustic skin that not only makes the surface beautiful and approachable but also makes the speaker much more durable. Over time the speaker will develop a beautiful patina that’s unique to each user. And if patina is not your thing, the speaker can easily be kept immaculate with a quick rinse under the faucet.

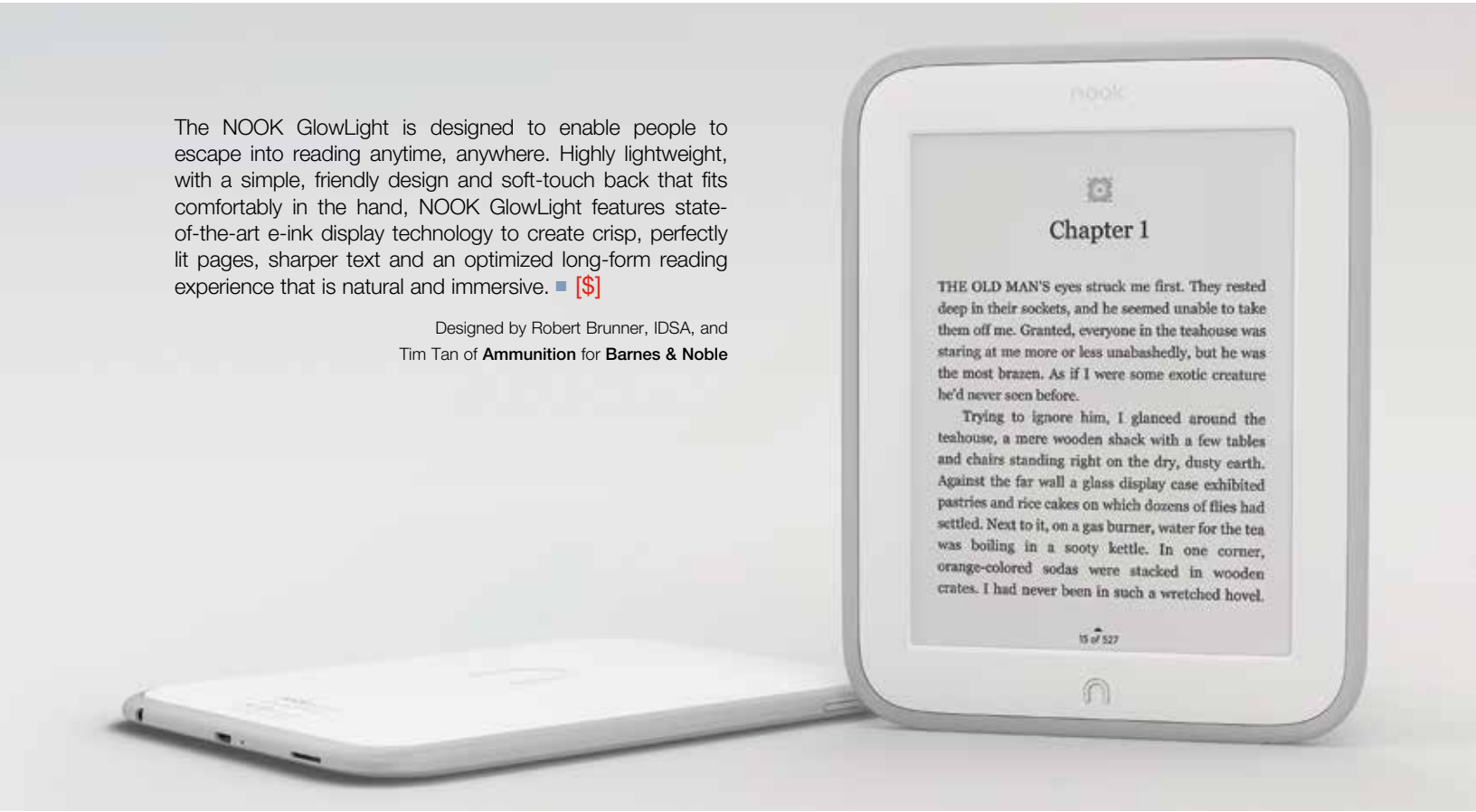
In a speaker, the essence of the music is the sound that comes out. Distilling this essence down to its core, the simple and graphically prominent plus and minus signs of the user interface are refreshingly easy to use. The attention to intuitive details extends to the charging solution. The cable, with its flat profile, avoids tangles and twists and rolls up cleanly for easy storage. Both the cable and the charger elicit a smile with their pop of color.

Unlike most speakers, the Ultimate Ears Boom was not designed as a precious object to passively entertain. It’s intended to be the center of action—a social music player that travels with you anywhere you go. ■ [$]

Designed by Branko Lukic, IDSA and Steve Takayama, IDSA of **NONOBJECT** for **Ultimate Ears/Logitech**

[$] Items shown with this symbol are available for purchase.

NOOK GlowLight



The NOOK GlowLight is designed to enable people to escape into reading anytime, anywhere. Highly lightweight, with a simple, friendly design and soft-touch back that fits comfortably in the hand, NOOK GlowLight features state-of-the-art e-ink display technology to create crisp, perfectly lit pages, sharper text and an optimized long-form reading experience that is natural and immersive. ■ [$]

Designed by Robert Brunner, IDSA, and
Tim Tan of **Ammunition** for **Barnes & Noble**

[$] Items shown with this symbol are available for purchase.

MINI Jambox™ by Jawbone®

The MINI Jambox is a portable wireless speaker that can fit in a pocket. The smallest of Jawbone's Bluetooth speakers, the MINI Jambox uses materials and processes previously limited to top-end audio products and is available in a range of colors. ■ [$]

Designed by Yves Béhar, IDSA, Qin Lin, Gabe Lamb and Hardy Chambliss of **fuseproject** and **Jawbone**

RELAYS

RELAYS by Sol Republic was designed to perform like a sports headphone without looking like one. Without sacrificing aesthetics, RELAYS features an ergonomic solution that fits right out of the box. It features a FreeFlex ring, low-profile design and lightweight structure for seamless use with sports gear, including underneath helmets. ■

Designed by Greg McNamara and Sindre Klepp of **Sol Republic**

ENTERTAINMENT

1. **BEATS NEW STUDIO** The Beats New Studio is an immersive headphone that enables the user to listen to music. The headphone features a balanced precision sound, an adaptive noise canceling element and a 20-hour rechargeable battery. The headband is light, strong and comfortable with increased cup room and thicker, plusher cushions that enable the user to wear the headphones for extended periods of time. ▪ Designed by Robert Brunner, IDSA, Rhys Bonahoom, Gregoire Vandenbussche, IDSA and Nick Cronan of **Ammunition** for **Beats Electronics** [$]

2. **CLARA CONCERT UKULELE** The Clara Concert Ukelele is a travel-friendly instrument capable of filling a room with music, yet is small and light enough to be transported using just a backpack. Despite its portability, it produces the volume and sonic fullness of a larger instrument. It is made of Ekoa plant fiber, a wood-free eco-composite improvement over the endangered woods typically used. ▪ Designed by Joseph Luttwak of **Blackbird Guitars**

3. **LIBRATONE LOOP** The Libratone Loop standing or wall-mounted wireless speaker delivers superior audio performance precisely because of its round shape. Loop replaces the traditional, clunky black box speakers of old with a sleek, modern design that can be incorporated anywhere in the home. It is wrapped in vibrantly colored interchangeable wool and equipped with wireless Airplay/DLNA streaming, along with PlayDirect capabilities. ▪ Designed by Carsten Eriksen, Jes Mosgaard and Kristian Kroyer of **Libratone A/S** [$]

4. **POWERSHOT N** The PowerShot N digital camera delivers convenience to smartphone users for one-touch photos. To allow diverse shooting styles and flexible angles, it can be held with either hand or both hands, and is horizontally and vertically symmetrical. In Creative Shot mode, one click generates six shots: the original, plus five variations with different layout, cropping, color, brightness and blurring options. ▪ Designed by Miyabi Orihashi, Katsuhito Yoshio, Takeshi Kikkawa, Eriko Okada and Yoshiko Eto of **CANON Inc.**

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Christine Col, Koyan Mojtahedzadeh, Paul Janowski

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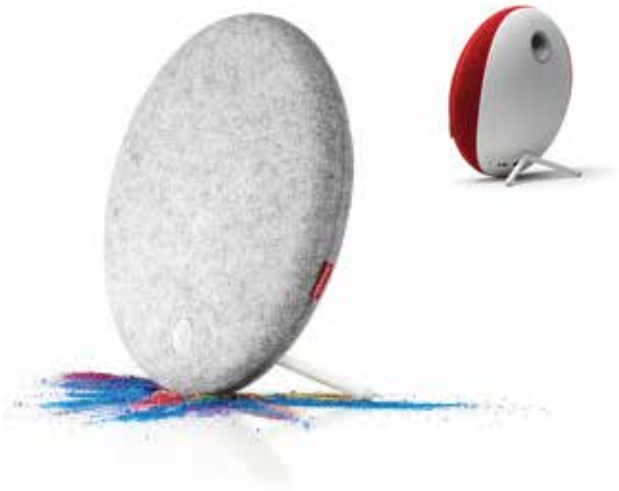

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[$] Items shown with this symbol are available for purchase.

Sustainability Treehouse Exhibit Program

"This space won us over by activating scout values in ways that are both sentimental and progressive. It's a great achievement and one in which the mission of the Scouts is never overshadowed by the design elements. Great job."

—Tad Toulis, IDSA, Vice President of Design at SONOS Inc.

Situated in the wilds of West Virginia, the Summit is an adventure center for the millions of youth and adults involved in the Boy Scouts of America. It is set on former strip mining land that was converted into a nature preserve and will permanently host the Boy Scouts' Jamboree gatherings, which are held every four years and bring over 30,000 scouts to the site. For the center, the Boy Scouts of America/Trinity Works commissioned an exhibition program that tells a sustainability story through a Sustainability Treehouse.

The net-zero structure adheres the standards of the Living Building Challenge: All its power comes from the sun and the wind, all the necessary water is rain-captured, and all its waste is recycled and reused. In addition, all the wood used in the structure was harvested from the site and milled by a local lumber mill, which was able to stay in business from the work provided by the Boy Scouts.

The main challenge of the exhibit was to create an experience that would engage Boy Scouts eager to find the next adventure activity—zip lines, climbing areas, a skate park—and leave them with a new perspective on sustainability. The design avoids outdated and formulaic exhibit solutions and, instead, delivers information in surprising and unexpected ways, down to the humorous and slightly irreverent tone of the text. Nature's natural processes inform the exhibit program, which then translates these principles to everyday life.

Using design as a tool to spark interest in creating a more sustainable world is no easy task, especially when it's competing with numerous other (and much more immediately engaging) distractions. This exhibition program shows Scouts (and often their parents) how engaging, fun and impactful sustainability can really be in a voice and manner with which they can connect.

All photos: Joe Fletcher

ENVIRONMENTS

As visitors rise through the structure and the tree canopy, playful and engaging exhibits teach scouts about the site and give them a new perspective on sustainability. On the first floor a complete tree (with root ball, even!) is suspended horizontally in the space which, through a variety of specimens, videos and other content, illustrates its own self-sufficiency in nature and provides the model for how the building works.

On the second floor both the Spin-O-Pledge wheel and a typographic mural give Scouts tips on how to be more sustainable in their everyday lives. The Recyclotron is a Rube Goldberg-esque rolling ball machine encased in a wood slat structure. Visitors can power the machine by pedaling a custom-designed tricycle that both lifts the balls to the top of the track and shows the effort needed to power an incandescent bulb versus a fluorescent one.

Other features include a rain chain made of stainless steel camping cups that transfers rainwater from the roof into a cistern. The cistern then cleans and purifies the water for the drinking fountain adjacent to an LED message board on the second floor that displays how much water has been collected and consumed. And once Scouts reach the roof nestled in the tree canopy, they can etch a personal sustainability commitment pledge onto a dog tag and attach it to a series of vertical wires. ■

Designed by **Volume Inc.** with **Studio Terpeluk** for **Trinity Works and The Boy Scouts of America**

Ambient Experience PET CT Suite (Sparks)

Royal Phillips

The Ambient Experience PET CT Suite (Sparks) was designed to offer an efficient, technologically advanced imaging environment for staff and patients. As patients prepare for their scans in the ambient uptake room, they can select themes to soothe and relax them before the procedure. A dynamic skylight and LED lighting provide a multisensory experience of projected animations and sound, helping to distract and relax patients. ■

Designed by **Philips Design Healthcare Team**

Purina Animal Nutrition Center Exhibit

Gayle Babcock

The Purina Animal Nutrition Center Exhibit—a working research farm—was designed to amplify the Purina brand through a combination of bold Purina red and white information graphics, a checkerboard patent display and glass cases. Visitors can follow their own paths through the space and use an interactive touch-screen farm map to learn about the center's cutting-edge research. ■

Designed by Brian Weatherford, Kay Lee, Kyle Daevel, IDSA, Geoff Burroughs, Dave Dimond, Jennifer Somers, Michelle Hammer, Doug Bergert, Douglas Pierce, Peter Graffunder, Anne Smith, Benjamin Sporer and Laura Kamin-Lyndgaard of **Perkins + Will**

WalkNYC Pedestrian Wayfinding

WalkNYC Pedestrian Wayfinding is a new program of pedestrian maps introduced by the New York City Department of Transportation making it easier to navigate the city streets. Placed on a system of dedicated kiosks throughout the city, the maps are designed to encourage people to walk, bike and use public transit and to help guide them to major landmarks and transportation stations. ■

Designed by **Billings Jackson Design, City ID, Pentagram, RBA Group** and T-Kartor of **PentaCityGroup** for **New York City Department of Transportation**

GARDENS & PATIO

1. **CHIPMAN COLLECTION** The Chipman Collection is a cast aluminum outdoor furniture set with a stunning sculptural form and refined detail. The collection includes a stacking chair and a round table in dining and lounge heights. The one-piece chair seat and back has seamlessly welded legs and arms. The table has a steel top with a tapered aluminum rim and a cone-shaped cast stem with feet. ■ Designed by Robert Chipman of **Landscape Forms**

2. **EGO POWER+ MOWER** The EGO POWER+ Mower is a 56-volt lithium-ion cordless lawn mower that delivers the power of gas without the noise and fumes of gas. It features a push-button start, ball-bearing wheels, LED headlights and easy bag access. Its 56-volt power system delivers hour-long run times with 30-minute charge times. A telescoping handle system allows the mower to be folded easily and stored upright. ■ Designed by **Chervon Global Design Team**

3. **MIRACLE-GRO® GRO-ABLES®** Miracle-Gro Gro-ables offer a method for reliably and confidently growing vegetables and herbs directly from seeds. The Grow-ables are seed pods that provide an ideal growing environment and are guaranteed to grow healthy plants. They also create an environment that helps protect and moisten the seed and supply slow-release plant food in exact amounts to promote growth and strong roots. ■ Designed by Bob Bruno and Matthew Phillips of **Group 4** for **The Scotts Miracle-Gro Company** [$]

Jim Powell Photography

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ENVIRONMENTS

TOP TIME OFFICE TOP TIME OFFICE is located in a quiet area of the prosperous Beijing central business district. The designer retained the original walls and ceiling while integrating bold colored glass and steel plates and bars to create an innovative work space. The separate reception area is pure white with overlong drop lights and suspension ceiling lamps to make a dynamic first impression on guests. ■ Designed by Bo LI of **Cimax Design Engineering (Hong Kong) Ltd.**

[$] Items shown with this symbol are available for purchase.

Air Washer

360° FRESH

The Air Washer (LAW-A048AS) humidifier uses a natural vaporization method to evenly generate moisture particles that are much finer than those generated by conventional ultrasonic humidifiers. The humidification disc kills 99.9 percent of all bacteria, and the antibacterial water tank ensures cleanliness. The design of the Air Washer is simple and modern, harmonizing anywhere in the home.

The challenge of this project was to minimize the complicated structural design often associated with humidifiers

to make the device more intuitive and easy to use. Manufacturing efficiency was improved and the exterior finish was made more elegant by reducing the number of parts and minimizing the division lines on the exterior. Price competitiveness, in addition to completeness and quality of the product, was achieved through modularized development and quality control of the internal parts.

For ease of operation and monitoring, Air Washer's display was placed on the top, and the layout of the buttons and graphics was designed to be intuitive. The

"Minimalism at its best—great technology hidden in an archetypal body housing that integrates in all environments. Stunning detailing, finish and trim."

—Glen Oliver Löw

subtle mood lighting at the top eliminates the need for users to switch a light on at night in order to adjust the settings; the brightness of the light can be adjusted to minimize glare.

To ensure faster and more even humidification of indoor air, the outlet grill is a complete circle, which helps vapor particles travel further and more evenly. The variable-shaped design of Air Washer bridges the top (a perfect circle) and the bottom (an eclipse), making the product look smaller than it actually is.

Because it is easy to disassemble and reassemble, Air Washer is easy to clean and maintain. It features handles on the left- and right-hand side to facilitate cleaning and transport, while the water tank and humidification disc handle make it convenient and easy to use.

High-gloss transparent acrylic was precision-processed for the control display panel on the top center to minimize the assembly gap and improve the exterior quality. A dust filter, antibacterial humidification disk and water tank were used to minimize internal contamination. Additionally, a water tank cradle is used to protect the floor when cleaning inside the water tank or when water overflows. ■

Designed by Saehwan Bae, Chinsoo Hyon, Jinsu Kim, Miju Kim, Jaeyong Park and Yunseo Jang of **LG Electronics**

HOME FURNISHINGS

The Steamer (H63HSW) works to maintain the proper level of warmth and moisture in the air, heating water directly to provide the amount of steam required. The wide base of the unit ensures stability, and indicator lights inform users of heat and sterilization. The internal structure of the Steamer is easy to clean and maintain. ■

Designed by Saehwan Bae, Chinsoo Hyon, Jinsu Kim, Miju Kim, Jaeyong Park and Yunseo Jang of **LG Electronics**

VC-F800G

The VC-F800G is a motion-synchronized vacuum cleaner. Separated from the main body, the wheels encircle the main body and rotate around the motor area to quickly respond to sudden changes in the direction of the user. Tilted inwards, the wheels and the main body form a triangular structure to ensure more stable movement. ■

Designed by Deoksang Yun, Yeonyoung Nam and Dongwon Chun of **Samsung Electronics Co., Ltd.**

1. **VU-F700G/400G** The VU-F700G/400G is a motion-synchronized vacuum cleaner. Separated from the main body, the wheels encircle the main body and rotate around the motor area to quickly respond to sudden changes in the direction of the user. Tilted inwards, the wheels and the main body form a triangular structure to ensure more stable movement. ■ Designed by Deoksang Yun, Yeonyoung Nam and HwanWoong Choi of **Samsung Electronics Co., Ltd.**

2. **SPIN** SPin is a small home air purifier with a minimalist circular design and Class 1 electrical efficiency. It contains three internal filters (pre, HEPA and deodorization) in different colors. LED lights on the aluminum front panel indicate the level of air pollution. ■ Designed by Joonggil Yoo, Sangyoon Lee, Ilseop So and Eugene Suh of **LG Electronics**

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Belle-V

The Belle-V ice cream scoop is a solid aluminum scoop with a classic, ergonomic design that is made to last. The angled head works with the natural rolling action of a user's wrist to give maximum leverage to easily scoop the hardest ice cream. The spade-shaped edge helps users get into those hard-to-reach corners at the bottom of the ice cream container. ■ [$]

Designed by Jeff Salazar, IDSA, Karl Ulrich, Alan Cook, Gerard Furbershaw, IDSA, Jeff Smith, Junggi Sung and Ken Wood of **Belle-V**

Rodger Hostetler

[$] Items shown with this symbol are available for purchase.

Dual Door-in-Door

The four-door Dual Door-in-Door refrigerator features three zones. Within one door, the professional zone is designed for storing condiments; on the other side, the casual zone provides quick access to beverages or snacks. Behind these, the mega-capacity zone is the largest. Each door-in-door space can be reached from the front and back, allowing users to access all three zones at once. ■

Designed by Woonkyu Seo, Jinwon Kang, Daesung Lee, Sungkyong Han and Junyi Heo of **LG Electronics, Inc.**

Public Capsule

Public Capsule is a water bottle made of biodegradable plastic derived from corn starch and coffee grounds. This product is also associated with a campaign for Africa. Even now, malaria kills an African child every 30 seconds. For each purchase of Public Capsule, anti-malaria pills will be provided to those in need. ■

Designed by Jun-Seo Lee, Sun-Ae Seo,
Geun-Hyuk Yoo and Bo-Kyung Kim of **ecojun company**

Soma Water Filter

The compostable Soma Water Filter is designed for use in a glass pitcher. The plant-based filter casing contains sustainable materials, Malaysian coconut shell carbon and fine silk. Through Soma's partnership with Charity: Water, each purchase of a filter helps bring clean, safe drinking water to those in need. Filters are delivered through a subscription service. ■

Designed by Michael Miller, IDSA, Ryan Hall, IDSA, and Bennett Daley of **Radius Product Development**; and Markus Diebel and Joe Tan of **Moreless** for **Soma**

KITCHENS

1. **ETERNAL GLASS** The Eternal Glass line of glassware is handcrafted in Tokyo with a rational configuration for easy holding and drinking. The glass itself is recycled and comes with a lifetime guarantee. Each glass comes in a set with an originally designed and crafted case for storage. ▪ Designed by Shigenori Asakura, I/IDSA of **GK Industrial Design Inc.** and Hiroshi Miwa of **Wired Beans Inc**

2. **OSORO OPEN TABLEWARE SYSTEM** The OSORO, Open Tableware System emphasizes the highly functional design and formal openness. It aims at presenting a straightforward, food-saving solution for everyday life as it adapts easily to users' changing demands and lifestyles. The tableware items are compact in design and easy to stack and offer users a multitude of individual variations and combinations. ▪ Designed by Manabu Tago and Hiroko Tago of **MTDO Inc.** [$]

3. **PLANO TABLEWARE COLLECTION** The PLANO Tableware Collection features porcelain tableware that blends modern design with a traditional brand. Conceived for the hotel market, but also available to the gourmet consumer market, the collection includes a variety of plates and serving dishes to suit different cuisines and occasions. ▪ Designed by Defne Koz of **Koz Susani Design** for **Mitterteich**

4. **THE ORACLE** The Oracle is an automatic espresso machine designed to solve the trickier aspects of making quality espresso at home by automating the more difficult tasks, such as grinding, dosing, tamping and milk texturing, The Oracle offers integrated burr grinder and rotary tamp, dose and press in one simple, hands-free operation. ▪ Designed by Robert Grassia, Daniel Corkin, Richard Hoare and **Breville Group**

5. **TRISCALE™** TriScale is a digital folding scale designed to save space in the kitchen. When open, its three arms provide a stable platform on which to place bowls and other items for weighing. When closed, the unit folds down to a compact size, enclosing and protecting the screen and controls, making it perfect for storing in a kitchen drawer. ▪ Designed by Bill Holding and Ben Cox of **Morph Ltd.** and **Joseph Joseph Ltd.** [$]

6. **WW9000HE** The WW9000HE is a washing machine that provides unprecedented, distinctive functions that raise user convenience. With a 30-millimeter larger drum for a typical 24-inch washing machine, the user can easily unload laundry without having to bend down. The auto dispenser measures the dirt level and size of each batch and automatically injects the detergent. ▪ Designed by Kangdoo Kim, Chulyong Cho, Seonju Lee, Jongsu Jeon, Jinnam Kim, Joonho Lee, Yekyung Yoo and Sanghun Yoon of **Samsung Electronics Co., Ltd.**; and Chris Bangle of **Chris Bangle Associates**

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Osoro Narumi

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[$] Items shown with this symbol are available for purchase.

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Identica Blue

BALANCING NEEDS

Identica Blue is a 3D dental scanner. Light-based scanning technologies for short-distance scanning are generally based on two technologies: laser light and structured light. Identica Blue is equipped with a structured light system that projects a series of light patterns onto the target. The distortion patterns on the surface are analyzed, and the acquired position of every point is used to form a single model.

Medit wanted to bring a precisional medical product to its target industry, dental laboratory science, which has been moving into the digitalization process with automation systems in recent years. Furthermore, Medit needed a high-level brand identity to consistently represent Medit's marketing strategy to clients and buyers.

All photos: Sangpil Lee

> "The designers' use of a cutaway cube to create a stage for the scanning arm's mechanical dance is a brilliant idea that turns the scanning process into an interactive experience. The milled-billed fit, finish and superior ergonomics all deliver on the expectations of a precision measuring instrument."
>
> *—Matthew Marzynski, IDSA, Industrial Design Manager, Fluke Corp.*

Based on the above, the design team focused on several design principles: The device would need to be trustworthy and have a precise appearance, the design would need to be in keeping with the company's established design language system, and the device would need to have a distinctive look that would set it apart from others in the market.

The design team also strove to balance the design's functional, economical and authentic values. In terms of functional value, precision and completeness of the medical device were the most important factors, as well as an intuitive design that increased usability, minimized malfunctions and raised work efficiency. To optimize the economics, the designers spent a lot of time and effort to find the most efficient engineering method and the most effective design process in order to streamline productivity. With so many functional and highly productive products pouring into the market, authenticity became a critical component to the device's competitiveness with a distinctive look that would set it apart.

Research demonstrated that the needs of the target consumers were precision, sophisticated, utilitarian, professional, practical and trustworthy. The prosumers the company was targeting would be willing to use a better product if it promised professional quality and was reasonably priced.

The design language system called for a balance between aesthetic completeness and productivity, which required designers to weigh the external design against the internal design. They resolved this relationship by focusing on usability and minimizing the possibility of malfunctions. Signature elements that express core brand attributes include a minimal form factor, chamfered edges, intuitive usability, a slightly rounded profile, a compact volume, authentic materials (no plastic), and a white and silver color palette. ■

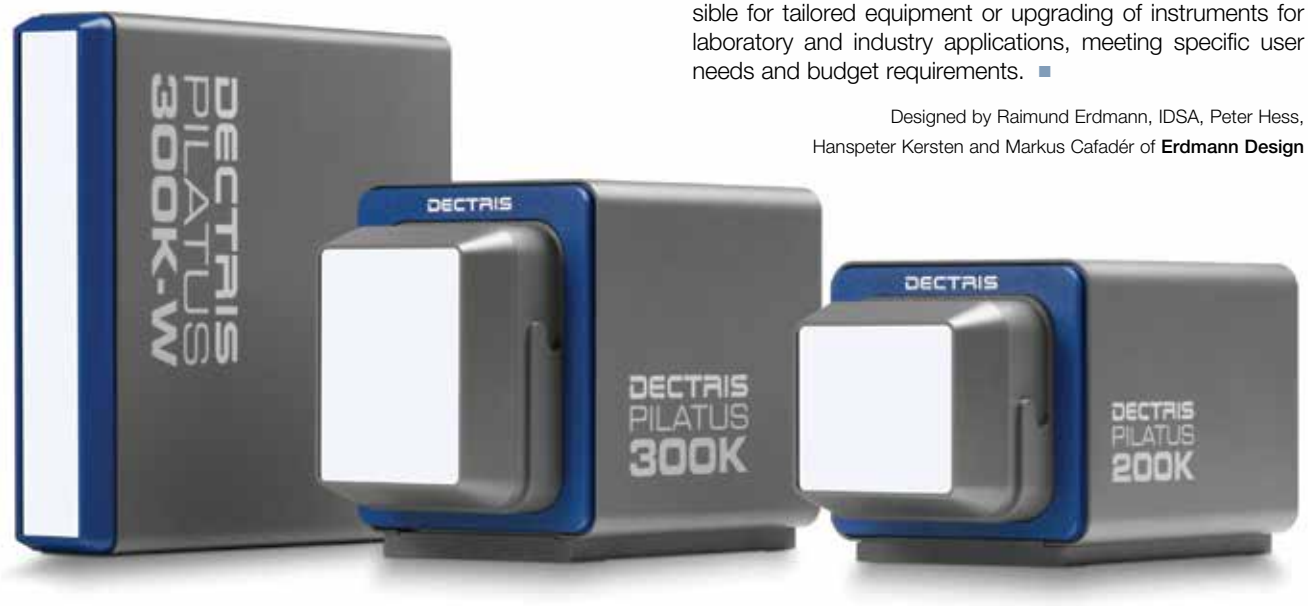
Designed by MinSung Kwon of **Korea University**

Chatfield Walking Cane

The Chatfield Walking Cane is functional and fashion-forward. It enables those with disabilities to be mobile and promotes a positive self-image. The cane has a soft silicone handle with a distinct upturned nose that is intuitive to hold and softens vibrations. The ergonomic grip also allows the cane to effortlessly rest against a wall or table for quick access. ■

Designed by Matthew Kroeker, IDSA of **Top & Derby**

DECTRIS – PILATUS Hybrid Pixel Detectors



DECTRIS – PILATUS Hybrid Pixel Detectors perform direct detection of X-rays and achieve sharp quality signals. Based on a modular concept that uses a basic detector component multiple times in the same product, DECTRIS makes it possible for tailored equipment or upgrading of instruments for laboratory and industry applications, meeting specific user needs and budget requirements. ■

Designed by Raimund Erdmann, IDSA, Peter Hess, Hanspeter Kersten and Markus Cafadér of **Erdmann Design**

DURAN® YOUTILITY Laboratory Glass Bottle System

The DURAN YOUTILITY Laboratory Glass Bottle System is made of a highly resistant glass with ergonomic hand-grips and screw closures for safe handling, even with bulky laboratory gloves. YOUTILITY bottles are available in four sizes: 125, 250, 500 and 1000 milliliters. Each bottle comes with self-adhesive labels and color-coded tags for easy organization. ■

Designed by **Koop Industrial Design**; **DURAN Group**; and **Scheufele Hesse Eigler Kommunikation.**

Prime TC™ Transport Chair

Jeremy Frechette Photography

The Prime TC is an ergonomic wheelchair featuring obvious touchpoints for intuitive operation, including one-touch foot brakes that reduce strain and prevent injury to caregivers. Stand-assist armrests and flip-up footrests with swing-away functionality maximize access and reduce patient falls. The components are durable, easy to wipe down and power-washable. ■

Designed by Don Payerle, Essix Mitchell, Mike Gilligan, Ted Bloomfield, Kevin Patmore, Anish Paul, Will Childs and Steve Berman of **Stryker Medical**; Michael Graves, IDSA, Donald Strum, IDSA, Rob Van Varick, IDSA and Bill Parcells of **Michael Graves Design Group**

Stryker – Surgical Navigation Platforms

Stryker – Surgical Navigation Platforms, consisting of three platforms, are guidance systems that assist surgeons by enabling the localization of instruments and the visualization of their position relative to medical images of the patient. The navigation camera arms have a wide range of motion, allowing flexible placement according to the needs of the user. ■

Designed by Raimund Erdmann, IDSA and Peter Hess of **Erdmann Design**

VISIQ Portable Ultrasound System

The VISIQ Portable Ultrasound System enables the user to create crisp, clear images anytime, anywhere. Its portable, user-friendly design uses miniaturization to integrate a powerful image acquisition module into the transducer. It was designed to work with a compact tablet display. ■

Designed by **Philips Design Healthcare Team**

1. **DJO GLOBAL AIRCAST AIRSELECT ELITE WALKING BOOT** The Aircast AirSelect Elite Walking Boot features an integrated multipart air cell compression system that enables the patient to adjust each of three air cells independently for a truly customized support and fit. This inflation system has been designed for intuitive operation and adjustment, and provides for better overall recovery outcomes, reducing edema to relieve pain and speed healing. ▪ Designed by Joe St. Cyr, Chris Loughnane, Zach Hastings, Derek Hugger, Bob Ketelhohn, Lee Panecki and Chris Aiston of **Farm Design** for **DJO Global** [$]

2. **ENSEAL® G2 ARTICULATING TISSUE SEALERS** With ENSEAL G2 Articulating Tissue Sealers, surgeons can cut and seal vessels up to 7 millimeters in diameter and lymphatics through a 5 millimeter port. The advanced-energy device bends, allowing perpendicular access to tissue in otherwise inaccessible parts of the body. Its articulating tip reduces the amount of tissue manipulation needed while increasing control of the angle of approach to vessels. ▪ Designed by **Enseal Articulation Team** of **Ethicon Endo-Surgery Inc.**

3. **EPIQ – PREMIUM ULTRASOUND SYSTEM** The EPIQ – Premium Ultrasound System was designed to revolutionize diagnostic ultrasound in radiology and cardiology settings. The system delivers ergonomics and portability, while the user experience has been reinvented to streamline clinical workflow and to make ultrasound imaging more intuitive. Consuming 25 percent less power than traditional premium ultrasound machines, EPIQ enables clinicians to handle complex clinical tasks simply. ▪ Designed by **Philips Design Healthcare Team**

4. **MEDTRONIC AQUAMANTYS®3 BSC 9.1 BIPOLAR SEALER WITH CUTTING** The Medtronic Aquamantys3 electrosurgical tools use a combination of radiofrequency energy and saline, called Transcollation technology, to provide low-temperature blood vessel sealing. This controls bleeding without charring a patient's soft tissue or causing irritating smoke for the surgeon and surgical staff. ▪ Designed by **Continuum** for **Medtronic**

5. **MEDTRONIC POWEREASE®** The Medtronic POWEREASE system comprises electronic instruments designed specifically for spinal surgeries. Some surgical tasks require great strength to cut metal rods or break screws; others require delicate and repetitive hand, wrist and arm movements. POWEREASE minimizes the forces transmitted to the patient compared with previous traditionally accepted techniques. ▪ Designed by **Medtronic** with **IDEO**

6. **NEONOOK – NEONATAL INFANT CARE** NeoNook – Neonatal Infant Care is a groundbreaking care solution for preterm infants, providing both a physiologically beneficial environment and an improved system for delivering breathing assistance. NeoNook simulates the womb environment by simulating the comforting familiar biorhythms of the infant's mother. The provision of CPAP is improved by enhancing the airflow seal, reducing pressure on the face and enabling easier cradling by parents during treatment. ▪ Designed by Alastair Warren and Dawid Dawod of **Umeå Institute of Design**

[$] Items shown with this symbol are available for purchase.

Zach Hastings

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Alastair Warren and David Dawod

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Steve Adams Studio

7. PERSONA® SURGICAL INSTRUMENTS FOR TOTAL KNEE ARTHROPLASTY The PERSONA Surgical Instruments for Total Knee Arthroplasty are designed to be an extension of a surgeon's hands during knee replacement surgeries. The system includes an AR sizer, broach handle, slap hammer, sizing plate handle, tibial resection system and femoral provisional inserter/extractor handle. The ergonomic design of each tool translates the shape and motion of the surgeon's hand into a balanced and stress-free movement. ▪ Designed by Jonathan Sundy, IDSA, Bryce G. Rutter, PhD, IDSA, Marc Hunter, PhD, Jeff Feng, IDSA and Josh Leedle, IDSA of **Metaphase Design Group Inc.**; and Justin May, Tim Yoko, Nolan Jones, Joe Capek, Brian Roach, Jason Toler, Michael Boone, Jeff VanDiepenbos, Peter Darrigan, Lindsay Hack, Steve Dietzel and Amit Borkar of **Zimmer Inc.**

8. SAM MEDICAL JUNCTIONAL TOURNIQUET The SAM Medical Junctional Tourniquet combines the function of a pelvic sling with inflatable modular compression devices to stop bleeding in life-or-death situations. Smaller, lighter and less expensive than competing products, it's also faster and easier to use. Successful application takes 25 seconds or less. ▪ Designed by Niklas Gustafsson and Ichiang Sun of **Ziba Design**

9. SENOVA PHIT The Senova pHit scanner is a handheld pH measurement device that uses a new smart sensor platform. The sensor is composed of a carbon substrate and coated with analyte sensing molecules. This allows it to accurately measure pH without the need for calibration or sensitive storage protocols between uses. Eliminating these procedures saves time and reduces errors. ▪ Designed by **Continuum** for **Senova Systems**

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Locale Office System

HOSTING COLLABORATION

Locale is an intelligent office furniture system that encourages collaborative work in open-plan office environments. It enables the creation of dynamic, high-performance working neighborhoods that allow for free movement, variety and adjustability. Locale simplifies the usual chaos of collaborative work and cleverly balances individual and group needs.

Working together can be simpler and more pleasurable by promoting interaction around large adjustable tables and by fostering easy transition between focused work and collaboration. Cantilevered rounded work surfaces give individuals more space to change position throughout the day and can easily accommodate multiple colleagues to sit or stand together without the clutter of legs at floor level.

The Locale furniture system is both a proposal for a new spatial condition of how offices can be laid out (employees at the world's top companies spend 40 percent of their time collaborating, compared with 21 percent on focused work) and also a technical advancement for adjustability and comfort (to sit, stand and move), enabling people to work in ways that are healthful, productive and satisfying.

These two challenges were accompanied by the need to produce a furniture system that could encourage a more collaborative atmosphere in the office. The spatial condition meant that certain footprints and orientations needed to be respected, while also providing a far greater degree of personalization and privacy than is often found in benching, yet still fostering communication and sharing. Technically, the challenge was significant: how to create large cantilevered surfaces that are thin, yet strong, and are adjustable in height electronically. Cables, motors, structure and storage also needed to be considered, along with health and safety codes.

Locale organizes the office into clusters of activity along a Workbase, a linear, low architectonic element that helps give definition and organization to the open-plan office. A Workbase is composed out of different functional modules; the result is that seemingly disparate functions of the office reside comfortably together along one line of the Workbase, which organizes the plan orthogonally. The library, the social setting, the working desk and the meeting table are all close by and visually coherent along the Workbase. Useful mobile pieces (height-adjustable tables, screens, easels, storage, a refreshment unit) can be pulled up to customize group and individual settings.

Spontaneous interaction or unplanned communication increases productivity at work, and Locale encourages this in the open-plan office without relying on broader architectural-scale social devices like open stairs and community eating areas. Screens attached to the Workbase or parallel and perpendicular desks allow a balance of visual separation and priority in the cluster. A lot of engineering effort was spent getting rid of legs on the desks and in creating a mobile table and accessories program so that work can easily occur while sitting or standing in a variety of settings.

Locale brings different parts of the office together in proximity so you shouldn't have to go away to talk to a colleague in a more conducive manner. Instead, you can raise a table, stand and discuss. ■

Designed by Sam Hecht, Kim Colin, Philipp Von Lintel and Ippei Matsumoto of **Industrial Facility** for **Herman Miller Inc.**

> “Familiar but new. Windowseat allows us to have privacy and stay visually connected at the same time. Refreshing.”
>
> *—Oscar Peña, Global Creative Director, Philips Design Lighting*

Windowseat

PUBLIC PRIVACY

Suitable for both public and private spaces, Windowseat offers a comfortable refuge from the chaos of lobbies, airports and open office environments. Windowseat is a lounge chair that blurs the boundary between furniture and architecture. As personal workspaces decrease in size and privacy, office inhabitants often rely on other spaces to provide varying degrees of privacy. The architectural elements applied to Windowseat explore the idea of a sub-architectural space by creating a room within a room.

The design challenge was to create a sense of personal space within a busy open environment. Normally this is achieved with architecture, but a furniture solution is more flexible and economical. It was important for the designers to create privacy without creating a hiding place, and it was imperative to reduce distractions while allowing users to still feel connected to their environment.

Sitting in Windowseat creates a sense of personal space by reducing visual and audible noise. The user’s perspective is framed by the wrap-around canopy. The canopy is angled back slightly to maintain a welcoming experience from the outside and to maintain a sight line to the ceiling from the inside. The canopy and back of Windowseat separate slightly, which provides a poetic glimpse of the user. Windowseat swivels to adjust the user’s sense of privacy.

Windowseat features bold architectural elements combined with fluid, inviting curves. The tactile organic shapes contrast with the geometric base and canopy, creating a reference to both people and architecture. The molded foam assures high-quality upholstery, and the powder-coated steel base and welded steel frame provide stable and durable construction. ■

Designed by Mike Simonian and Maaike Evers of **Mike & Maaike**

Harbor Work Lounge

The Harbor Work Lounge is a contemporary hybrid seating solution, combining task and lounge seating that balances form and function. The Harbor Work Lounge was designed to complement all the different ways of working by enabling people to work where they want, how they want and with the tools they need to complete their work. ■

Designed by Nicolai Czumaj-Bront of **Haworth Design Studio**

1. **LEITZ ICON SMART LABEL PRINTER** The Leitz Icon smart label printer is a compact and portable adhesive label printer for consumer and business use. It makes adhesive and nonadhesive labels for a variety of purposes, including shipping, personal organization and inventory management. It synchronizes wirelessly with any computer, tablet or smartphone. The label rolls are sold as separate consumables and are made of compostable paper pulp. ■ Designed by Dan Harden, IDSA, Chris Whittall, IDSA, Ari Turgel, Zack Stephanchick and Matt Taylor of **Whipsaw Inc.** for **Esselte Corp.** [$]

2. **NOMADO** NOMADO is a mobile, stackable desk system with integrated shelves, storage compartments, electric outlets and task lighting. With surfaces folded up, it forms a flat vertical structure that can be stacked in order to save space. The unit is surrounded by a protective aluminum frame and features a work surface with a soft-touch material. ■ Designed by Martin Ballendat of **Design Ballendat** for **MOBICA+**

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Mark Serr Photography

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[$] Items shown with this symbol are available for purchase.

WB400 Kayak Carrier

QUIETLY FUNCTIONAL

> "As well as being an extremely well-built and practical kayak carrier, the jury thought the design of the carrier when it was in a closed, unused state was very well considered."
>
> *—Rob Lambourne, Director of User Experience, SONOS Inc.*

The WB400 is a collapsible J-cradle-style kayak carrie developed to securely transport kayaks on a vehicle's roof. Ergonomic highlights include tool-free QuickDock technology, which enables fast installation and removal, and extendable boat-loading arms that facilitate improved boat loading from the side. The construction is primarily aluminum and nylon, with metallic finishes that identify key interaction points, and soft elastomer padding that protects the kayak. The WB400 delivers a simplified user experience, a higher level of security and a premium aesthetic.

A J-cradle kayak system is an inherently challenging form factor; to be highly functional and secure, the product must be tall and awkwardly prominent on the vehicle. The industrial design challenge for the WB400 was to conceal a highly functional kinematic architecture into a tasteful, understated package that is in keeping with the company's design language.

The key mechanism of the WB400 is a four-bar linkage system that satisfies rigid performance, dimensional and aes-

All photos: Michael Jones Studios

thetic requirements. When the product is opened, this linkage system provides the necessary functionality for secure and protective kayak carrying. When closed, it emits a streamlined appearance and quiets the architecture. Additionally, the four-bar system reduces the product's footprint on the crossbar, providing space for additional accessory products.

The extendable boat-loading arm is a new feature for the market. This provision helps users by allowing them to load one end of the kayak first, effectively halving the lifting weight of the kayak. The loading arm also provides additional distance from the vehicle when loading the kayak, thereby reducing the chance of the kayak contacting the vehicle.

The QuickDock system, standard on most of the company's accessory products, allows for rapid tool-free installation and removal of the product to and from the crossbar. Easy-to-use quarter-turn levers give the user positive feedback about installation success.

Rack accessory products are typically installed when the user needs them and then removed when they don't because they are oversized and unattractive and create additional wind noise. The design intent for the WB400 was to create a product that is attractive, complementary to any vehicle and quietly streamlined to the point that users never have a reason to remove the carrier. ■

Designed by Jason Sagen, Chris Sautter, Mark Elliott and Gian-Marco D'Angelo of **Yakima Products Inc.**

Capture Camera Clip v2

The Capture Camera Clip v2 is a camera-carrying system for active photographers and outdoors enthusiasts. The product enables the user to carry any camera directly on any backpack, belt or bag with a compact aluminum clip. The unit can withstand over 200 pounds of force, making it suitable for extreme activities and heavy cameras. ■ [$]

Designed by Art Viger and Peter Dering of **Peak Design LLC**

[$] Items shown with this symbol are available for purchase.

COMPACLITE® Outdoor Swivel Chair

Designed to enhance stability, the Outdoor Swivel Chair swivels 360 degrees and is lightweight, compact and collapsible, making it suitable for camping, fishing, outdoor concerts and sporting events. It is made up of durable aluminum 7075; the minimal structural design keeps the chair compact and mobile. ■

Designed by by Youn Jae Lee for **Fimax International Co., Ltd.**

LIL' LEGENDS ™

Metatags

LIL' LEGENDS™ is a children's personal flotation device. It features a breathable mesh structure with molded foam ventilation channels for thermal regulation. The design incorporates segmented foam into the chassis to improve mobility and comfort. Its fit and thermal management encourage activity and play. ■

Designed by Mark Anderson, Anna Dixon, Leah Kleisinger, Jared Rhind, Cheryl So and Ralph Steger of **Mustang Survival**

OUTDOOR PRODUCTS

1. **AVANAV: AVALANCHE RESCUE HELMET-MOUNTED DISPLAY** The AVAnav is a wearable interface prototype for search and rescue personnel designed to reduce the time needed to locate buried avalanche victims. It is a fully functioning helmet-mounted display that aims to promote heads-up and hands-free searches, thus enabling rescuers to move across rough and uneven terrain while utilizing ski poles and other hand rescue tools like shovels and probes. ▪ Designed by Jason O. Germany, IDSA of **University of Oregon**

2. **WHISPBAR WB200 FORK MOUNT BICYCLE CARRIER** The Whispbar WB200 Fork Mount Bicycle Carrier is a bicycle carrier developed for the secure and professional transportation of road and mountain bikes. It features a configurable design that secures the bike by a conventional 9-millimeter fork or a 15-millimeter through-axle without adapters. The WB200 delivers a simplified user experience, a high level of security and a premium aesthetic. ▪ Designed by James Buckroyd, Juan Cagampang, Chris Sautter and Mark Elliott of **Yakima Products Inc.** [$]

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Michael Jones Studios

[$] Items shown with this symbol are available for purchase.

Pencil by FiftyThree Packaging

CIRCULAR LOGIC

"Good design communicates with mind, sense and emotion; having watched a few users engage with the Pencil package and graphics, I've seen the sense of delight. It is the user experience we all try to achieve as designers and the FiftyThree team made it with clear and straightforward visuals."

—Cameron Campbell, Principal Strategist, TEAGUE

Jonathan Harris

FiftyThree is wholly devoted to the creator, the maker, the original thinker. Its Paper app made digital sketching, writing, drawing and painting faster and easier. Next came the Pencil digital stylus, which made digital creating, and even erasing, more natural. For the packaging design for the stylus, the company wanted to engage the inventiveness of the creator community—to find a form that would speak to their boundless imagination as well as communicate their larger brand values of beautiful simplicity and deep craftsmanship.

Albert Einstein once said, "Creativity is intelligence having fun"—a sentiment that sums up the driving force behind the packaging solution for Pencil. The design combines both smart structural engineering and a playful experience.

The designers gave Pencil a playful reveal. Removing the tube's cap unveils the eraser and logo end of Pencil. Two raw molded pulp trays hold the package contents in place. The real Pencil, which floats centered in the tube, then completes the Pencil silhouette on the package front. The packaging is also weighted so that when lying down the tube always rolls with Pencil facing up.

Pencil slides easily from the tube but is securely stored inside when not in use. Molded bumps hold Pencil in place, ensuring that the mechanical switch inside the tip is not activated during shipping. The pocket design also isolates the tip and protects it from rubbing against the pulp tray. A tab at the top makes it easy to remove the tray from the tube.

The tube is a durable form that can be reused, harkening back to those nostalgic days when you carried a pencil case as a kid. The designers chose a paper tube and raw paper pulp for its ease of recycling.

The tube contains embedded smart organization. The Quick Start Guide is stored in a pocket that is created by formed paper pulp. A spare tip and eraser are included in the package, with sealed storage for them built right inside the pulp structure. If you're using the package as a case, they're right with you when you need them. If you happen to be more minimal, recycle the package and keep just the single pulp tray so your spare parts aren't easily lost.

Pencil's natural and expressive features for drawing, sketching and writing were built specifically for the Paper by FiftyThree app. Pencil's package graphics make a clear visual tie between Pencil and the app, strengthening the brand's visual identity. ■

Designed by **FiftyThree Inc.**

HP Chromebook 11 Packaging

The HP Chromebook is an ultra-minimalist and affordable laptop designed to make it possible for more people to access the Internet. Focusing on simplicity and minimalism, Liquid worked closely with the client's packaging designers at Uneka to create innovative forms in molded bagasse pulp, that are both environmentally friendly and protective. ■

Designed by Alfredo Muccino, Diane Stember Richards and Jeff Gardner of **Liquid Agency**; in partnership with Chris Palmer, Steven Shainwald and Adam Richardson of **Uneka Concepts Inc**; and Sherry Chen of **BeGreen** for **Google**

Leitz Icon Label Printer Cartridge Packaging

Mark Serr Photography

Designed for use in the Leitz Icon smart label printer, the Leitz Icon label printer cartridge packaging is a roll of compostable eco-friendly printer label cartridges made from recycled paper pulp and recycled plastic. Each cartridge contains 24 yards of labels with four width options. The cartridge functions as both the cartridge body and its own protective shipping box. ■

Designed by Ariel Turgel, Chris Whittall, Zack Stephanchick and Dan Harden, IDSA of **Whipsaw Inc.** for **Esselte Corp.**

1. **ECO-FRIENDLY PACKAGING** The Eco-Friendly Packaging project sought to reduce the environmental footprint of products while imparting a unique, humanistic sensibility and elegant feeling. This was accomplished through a reduction in size and a change of materials, coupled with an innovative design. While other eco-conscious products communicate an ecological story through a basic presentation, Eco-Friendly Packaging has carefully considered design attributes to generate warmth and approachability. ■ Designed by **One & Co**

2. **UP24™ BY JAWBONE®** The UP24 by Jawbone is a wearable device that tracks a user's sleep, activity and diet. Its redesigned packaging incorporates resource-conserving materials and is scalable across Jawbone's portfolio of products. ■ Designed by Yves Béhar, IDSA, Qin Lin, Kristine Arth, Erik Kreider, Gustav Rehnby and Hardy Chambliss of **fuseproject** and **Jawbone**

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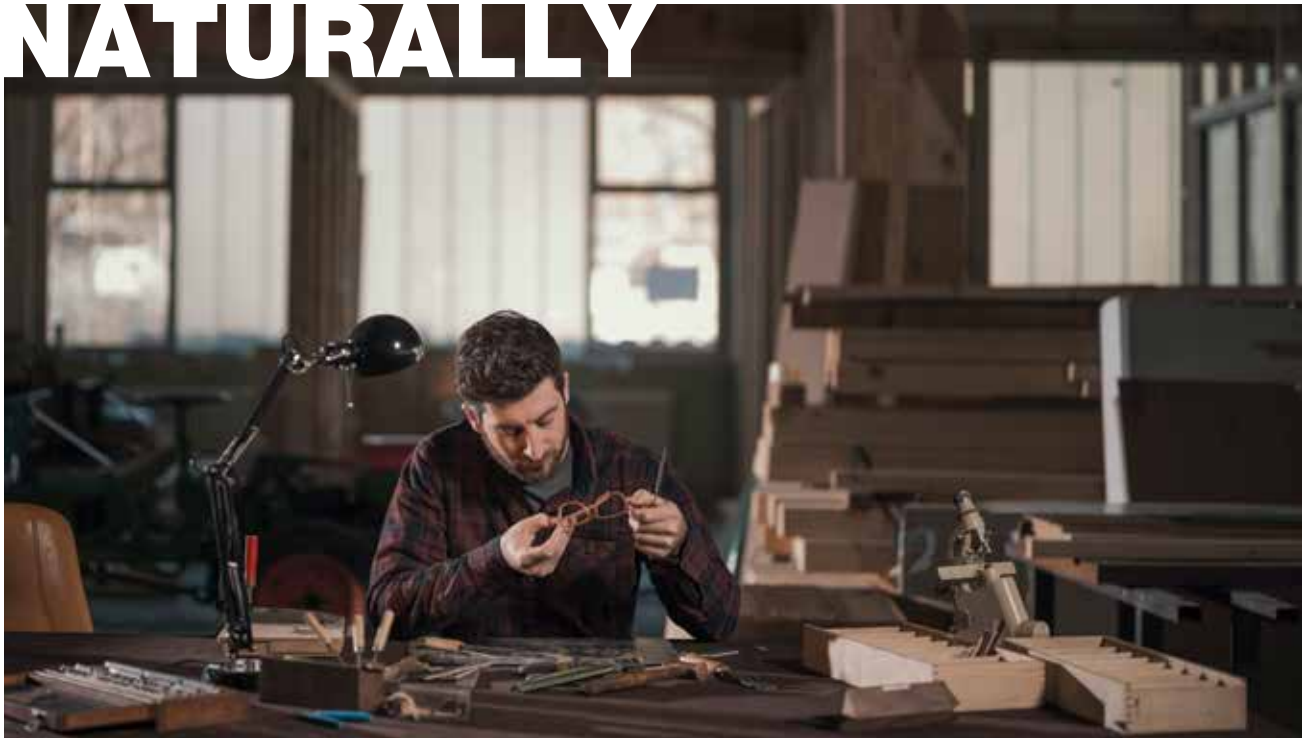
Marlin 06

NATURALLY



Rolf Spectacles, Robert Eoer

ROLF Spectacles, a small family-run business in the heart of the Tyrolean Alps, produces handmade eyeglass frames using all natural materials: wood, stone and horn. The frames feature a hinge design that uses no screws and is maintenance-free. The hinge is also made from wood, eliminating the need for metal and plastic.

The company began as a experiment in a basement in 2007 using moped brakes, a milking machine and old cylinders. The ROLF Spectacles team combines a love of design, a fascination for wood and an enthusiasm for creating things that haven't existed before. They set out wanting not to imitate other eyewear manufacturers but instead to contribute something unique to the field.

The designers reconsidered the standard eyeglass hinge. The specially designed ROLF hinge features a stop function that prevents the temples from touching the wood. Additionally, whether the frames are closed or unfolded, the hinges stop the temples in a position that prevents unwanted movement. The glass-fitting method the company developed affords tension-free fitting of the lenses without having to open up the frames.

> "We were positively impressed with the mechanical innovation of this all-wood lightweight frame, its sleek silhouette and careful detailing provide a price-worthy example of industrial design, with craft qualities."
>
> *—Torsten Fritze, Founder and Managing Partner, Studio & Partners*

ROLF Spectacles offers an alternative to cheap mass-produced eyewear. Almost all the machinery used to manufacture the eyeglass frames was built or retrofitted specifically for ROLF Spectacles. With its use of premium all-natural materials, handmade production that requires 78 steps and well-considered designs, the company offers an exclusive product available in select stores around the globe. ■

Designed by Roland Wolf, Marija Iljazovic, Christian Wolf and Martin Iljazovic of **ROLF Spectacles**

Forefront Bicycle Helmet

COOL SAFETY

Imagine a new material that improves energy absorption by over 30 percent compared to traditional materials, while also being lighter and allowing full airflow. And imagine that testing showed this material could offer increased injury prevention, especially when combined with other materials to share the load of absorbing the energy of any given accident. That material, Koroyd, is central to the Forefront Bicycle Helmet, a low-volume, full-coverage helmet ideal for mountain biking and racing.

The German-made Koroyd, however, is made only in flat sheets and is notoriously difficult to process. But because Koroyd allows larger and better ventilation with no decrease in protection, the designers were determined to devise a way to hold it all together in a robust manner that would take abuse. Testing revealed that combining Koroyd with other materials promised better energy absorption for both high and low velocity impacts, making it possible to make riding truly safer.

The client required not only a groundbreaking technical solution to improve the helmet, but also a visually stunning departure from current helmet-shape aesthetics, and a best-in-class or better approach to every single component of the end product.

The solutions were many. The designers devised a

> “Excellence in combination of innovative materials that even offer additional ventilation benefits to user, whilst further reducing the weight. A true benchmark of how appropriateness can be beautifully executed, in details, colours and textures—Complimenti.”
>
> *—Torsten Fritze, Founder and Managing Partner, Studio & Partners*

method to economically and accurately process the Koroyd. They also developed a method for tooling a lightweight super-strong skeleton that is built primarily with low-density EPS so the skeleton would also contribute to crash-energy absorption. They were able to robustly fix the formed panels into negatively drafted recesses to ensure optimum energy absorption and simplified assembly. They also devised a modern aesthetic that takes advantage of the ability to use large vent holes and direct airflow over the entire head.

All these advances resulted in a helmet that is lighter, safer and more breathable, which fully integrates with your sunglasses, goggles, light or POV camera. ■

Designed by Drew Chilson, Mike Aaskov and Graham Sours of **Smith Optics**; and Piers Storey and James Rogers of **Koroyd**

Timbuk2 Mission Cycling Raider Pack

The Timbuk2 Mission Cycling Raider Pack is small and light so that it is perfect both on and off the bike while providing essential needs. Made from super-light and durable rip-stop nylon and featuring air-mesh back and shoulder straps for ventilation, the Raider is light and breezy on a user’s back. ■ [$]

Designed by Greg Bass of **Timbuk2 Designs**; and Dylan DiBona and Kevin LaKritz of **Mission Cycling**

[$] Items shown with this symbol are available for purchase.

PERSONAL ACCESSORIES

1. **MINUS-8 PRODUCT COLLECTION** The Minus-8 Product Collection is a brand of mechanical watches designed for the modern man. The dial face features a 3D experience with unique colors applied to each layer to create iconic gradients. These segmented gradients enable the user to determine the passage of time. ■ Designed by Dana Krieger, IDSA and David Whetstone of **Astro Studios**

2. **PROXIMO™** Proximo is a customizable and smart wireless tracking system designed to help people safeguard important items, such as keys, phones, cameras, laptops and handbags. It comprises an iPhone Proximo App, Proximo Fob and up to nine Proximo Tags. It uses wireless Bluetooth tracking that notifies users by way of the app or fob when the proximity range has been exceeded. ■ Designed by Megan Paskin, Gerald Gutierrez and Adam Weaver, IDSA of **Kensington**

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James Chiang and Eric Haines

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Hamilton Medical, Portable Ventilator Research

The team for the Hamilton Medical, Portable Ventilator Research took a holistic approach in evaluating the needs and pain points in the different types of environments and transportation scenarios requiring a portable ventilator. This research led to the creation of an entirely new category of portable medical ventilators. ■

Designed by **RKS**

1. **HOSPITABLE HOSPICE** The approach of Hospitable Hospice is empathic and multifaceted, enabling users to unpack the complexity and break the silence around the taboo subject of end-of-life care within inpatient hospices in Singapore. By engaging key stakeholders in co-designing their futures, the project proved that design research is a powerful advocacy tool for social change. ■ Designed by Cristina Guembe, László Herczeg, Peter Kukorelli, Mar Llinés Montserrat, Lekshmy Parameswaran, Indri Tulusan and Haraldur Már Unnarsson of **fuelfor healthcare design and consulting**

2. **X-PORTE USER RESEARCH** The X-Porte User Research project set out to redesign SonoSite's portable ultrasound machine. The team's collaborative, holistic approach involved ultrasound stakeholders across global markets. Research found that despite the pressures of a stressful healthcare environment, physicians described an emotional rush of confidence." ■ Designed by Joshua Hansen of **Fujifilm SonoSite**; Tom Bassett, Cassandra Michel, Scott Fitzloff and Ambika Jain of **Bassett & Partners**; and Scott Wilson, IDSA and Steve Christopher of **Minimal**

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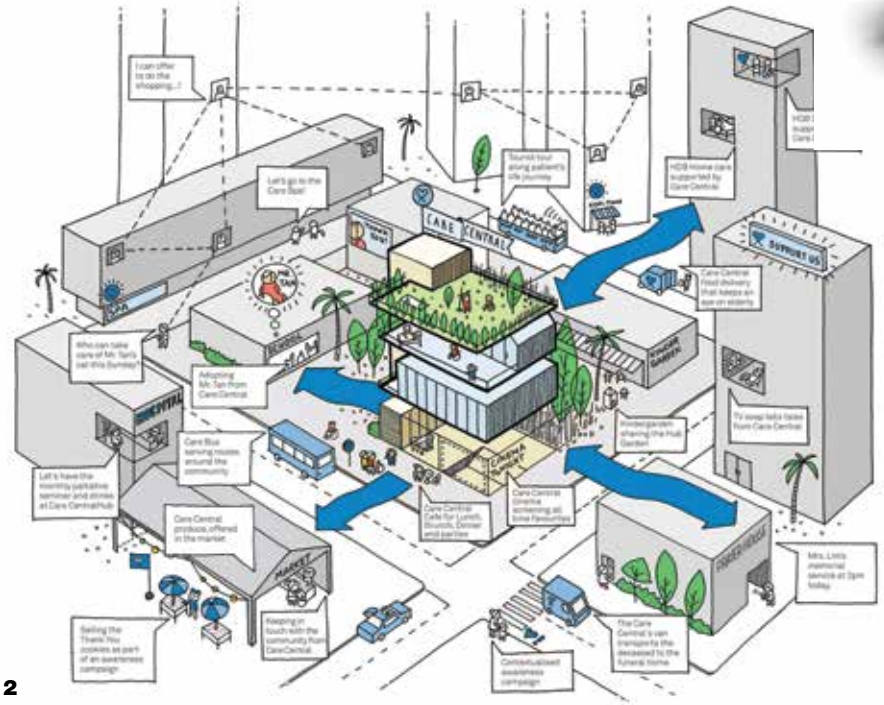

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Disney's MyMagic Plus

Disney's My Magic+ makes guests' visits to Walt Disney World Resort more personalized, immersive and easier than ever, enabling them to design the experience that's ideal for their family and friends. The uniquely designed MagicBand is guests' key to unlocking the magic, securely connecting all the choices they make, serving as their hotel room key, park admission, access to FastPass+ and PhotoPass, as well as an optional payment device. ■

Designed by **Walt Disney Parks and Resorts**

Zoom Jet Cookstove

SAVING ENERGY, ENHANCING LIVES

Diana Sierra

Zoom Jet is a high-efficiency charcoal cookstove designed to improve the health, income and environment of families in Africa and Latin America. In many developing countries families spend $1-2 a day on charcoal, which can equate to 30 percent of their total income. In contrast, the average American only spends 4 percent of their income on energy. Burning this much money forces many into a cycle of energy poverty that can be impossible to escape. Zoom Jet offers a solution by reducing charcoal expenditures by 60 percent, saving precious income that can be used for expenses like school fees. Besides saving fuel, Zoom Jet reduces harmful emissions and burn risks and is more durable than traditional alternatives.

It's widely known that many high-efficiency cookstoves fail in the field due to design flaws. Although the stoves are efficient, their designs are detached from the users' needs, cultural backgrounds and environments. Additionally, many of these stoves lack ergonomics and aesthetics because of the assumption that all products for the base of the pyramid should be basic and cheap.

This lack of connection between a working product and an aspirational product contributes to insufficient or nonexistent user adoption. Zoom Jet, on the other hand, showcases how design can not only ease people's lives but create products that go beyond functionality to provide empowerment and pride.

Zoom Jet is based on a belief that regardless of economic conditions, people have the same aspirations. The initial goal was to design a highly effective and high-quality charcoal stove that would be appealing to the market and that would be within the reach of families living at the base of the pyramid who live on less than $1 a day.

The first step was the design of the cast steel burner, the main component with which users interface. The designers focused on the geometry and surface flow to highlight the work air does in the process of combustion, making the stove's technology readily apparent.

Once the top was defined, the design team studied the cooking process with actual users: the type of pots and utensils used, the location of the stove, the disposal of the ashes, colors and other important cultural factors. With these observations in hand, the designers could improve the cooking experience through attention to every detail.

These details are what have made Zoom Jet so successful. Its two-angled bottom grill can be used with both flat and rounded pots. A ventilation door controls the air flow inside the combustion chamber, enabling users to control the intensity of the fire, like a gas stove. A removable tray at the base of the stove makes ash collection clean and safe. Silicone handles that stay cool, even when the stove is running at its hottest, offer a secure grip, burn protection and aesthetics that communicate quality.

In its first year Zoom Jet sold more than 4,000 units each month—numbers that not only reflect the success of a product, but also the broad impact that well-designed products can have in empowering people and improving the health and well-being of million of lives. ■

Designed by Diana Sierra and Fabio Rios
of **Diana Sierra LLC for Ecozoom**

"Easy to use, transport and clean.
Nothing more, nothing less."

—Fabienne Münch, Chair, Université de Montréal Design School

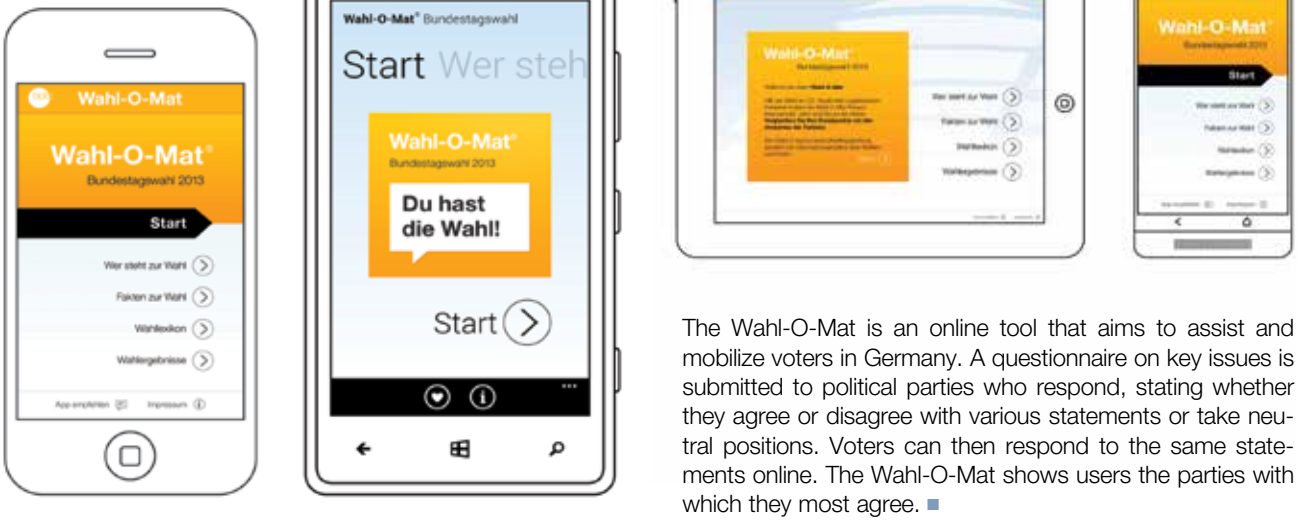
Charita Patamikakor

SmartLife: Water + Health in Kenya

SmartLife: Water + Health in Kenya Sustainable Business Sustaining Community is a social enterprise that sells pure drinking water and wellness products in impoverished communities of Nairobi, Kenya. The key components are a strong brand identity, a viable business model and a high-touch subscription service for clean water, hygiene and nutrition. This is a one-stop, market-based solution that uses human-centered design. ■

Designed by **IDEO.org**, **Water & Sanitation for the Urban Poor (WSUP)** and **Unilever + GAIN**

Wahl-O-Mat



The Wahl-O-Mat is an online tool that aims to assist and mobilize voters in Germany. A questionnaire on key issues is submitted to political parties who respond, stating whether they agree or disagree with various statements or take neutral positions. Voters can then respond to the same statements online. The Wahl-O-Mat shows users the parties with which they most agree. ■

Designed by Armin Berger, Sonia Binder and Jennifer Rahn of **3pc GmbH Neue Kommunikation** for **Federal Agency for Civic Education**

1. **3D PRINTED HYBRID EXO-SKELETAL ROBOT** The 3D Printed Hybrid Exo-Skeletal Robot is a ventilated, lightweight, 3D printed exo-skeletal robot that allows users to walk among and interact with society eye-to-eye. Every exoskeleton is custom printed using a 3D body scan to provide an accurate symbiotic connection to the body and enable greater health and activity. ■ Designed by Gustavo Fricke, Scott Summit and Avi Reichental of **3D Systems**; and Amanda Boxtel of **Ekso Bionics** for **3D Systems**

2. **HEALTHY BABY: A BETTER START FOR NEWBORNS IN DEVELOPING COUNTRIES** Healthy Baby: A Better Start for Newborns in Developing Countries is a kit designed to enable healthier pregnancies and births for women in the developing world. Provided by Community Health Workers, it includes nutritional supplements, medications, pregnancy information, sanitary supplies for delivery and gifts for the baby. Additionally, a transportation ticket encourages visits to a health worker. ■ Designed by **frog**

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Peters Samuels Photography

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Brooks C17 Cambium Saddle

REINVENTING THE RACING SADDLE

The Brooks C17 Cambium Saddle is a racing saddle made of vulcanized natural rubber, organic cotton and a thin layer of structural textile. Through these materials and its clever construction, the C17 eliminates the months of breaking in typically required by this style of seat. The flexible, maintenance-free, waterproof top follows the rider's movements to deliver comfort and ease of use from the get-go. Beyond that, the C17 is the first new bike saddle Brooks has introduced in more than 50 years. Its popularity underscores how a heritage brand can innovate in the marketplace. Since 1866, when John Boultbee Brooks first wielded his iron awl and cobbler's hammer to stretch leather over a bike saddle, his company has been known for its craftsmanship, durability and quirky British insistence on doing things differently. But Brooks was missing the opportunity to expand its customer base by failing to innovate. The design team helped the company rediscover the inventive spirit of its founder while respecting the brand's roots and reputation.

"This design calls to mind an unexpected cross between a bespoke tweed jacket and an aircraft frame. The materials are beautifully paired and impart a softer, more authentic look like a natural and comfortable evolution of the brand's heritage."

—Matthew Marzynski, IDSA, Industrial Design Manager, Fluke Corp.

While Brooks has a small yet extremely devoted group of customers for whom the existing line of traditional saddles and accessories would always be there, the designers believed that the company could expand its market to reinvigorate its brand. The design team discovered a new group of cyclists who were more in love with the idea of a traditional racing saddle than the reality of having to condition the leather and allow the saddle to conform to the shape of their backsides over time. The Cambium C17, which comes in two models (gents and ladies), was designed for these consumers.

The C17 racing saddle consists of high-quality, durable materials, the kind expected from the Brooks name. The vulcanized rubber contains an inside layer of structural textile, a woven organic cotton that's fused to the top and is stretched over a flexible aluminum and steel frame. As such, the seat offers long-term durability, just like the company's traditional leather saddles, along with instant comfort and zero maintenance. There's no need to wait for the saddle to mold itself to the rider in order for it to become comfortable, to reset the tension of the saddle over time or to weatherproof the materials. To achieve this, Brooks developed a whole new way to manufacture a racing saddle. It took about seven years to source the materials and perfect the process.

After the launch of the Cambium Saddle, Brooks was keen to learn how it stood up to its other saddles on and off the road. To find out, the company sent a Cambium Saddle to more than 100 cyclists worldwide; their feedback was overwhelmingly positive. In addition, the saddle was lauded at the industry's largest trade show: The 2013 Eurobike Award jury chose the C17 as one of 10 products (out of 496 entrants from 30 countries) to receive its coveted gold award. Brooks expects to end its first season with 30 to 40 percent more sales than it had budgeted—and possibly 30,000 units in the first year, depending on the factory's production capacity. ■ [$]

Designed by **IDEO** and **Brooks England Ltd. (Selle Royal Group)**

[$] Items shown with this symbol are available for purchase.

G-Wearables Goccia

G-Wearables Goccia is a wearable tracking device that measures a user's daily activity and sleep quality. Goccia is small and waterproof with an aluminum shell, tempered glass and a rechargeable lithium battery. LED light transfers the signal between Goccia and the user's smartphone or tablet. This transfer consumes little power, extending the device's battery life. ■

Designed by Lebo He and Hongwei Wang
of **LKK Design Beijing Co., Ltd.**

Garmin VIRB

The Garmin VIRB is compact and easy to use with a unique 1.4-inch Chroma color display. It records up to three hours of HD (1080p) video on one charge and employs a full suite of mounting accessories to capture that perfect shot. The VIRB Elite goes one step further with built-in Wi-Fi, data sensors and a high-sensitivity GPS. ■

Designed by David Lammers-Meis, Todd Register and Adam Roush of **Garmin International**

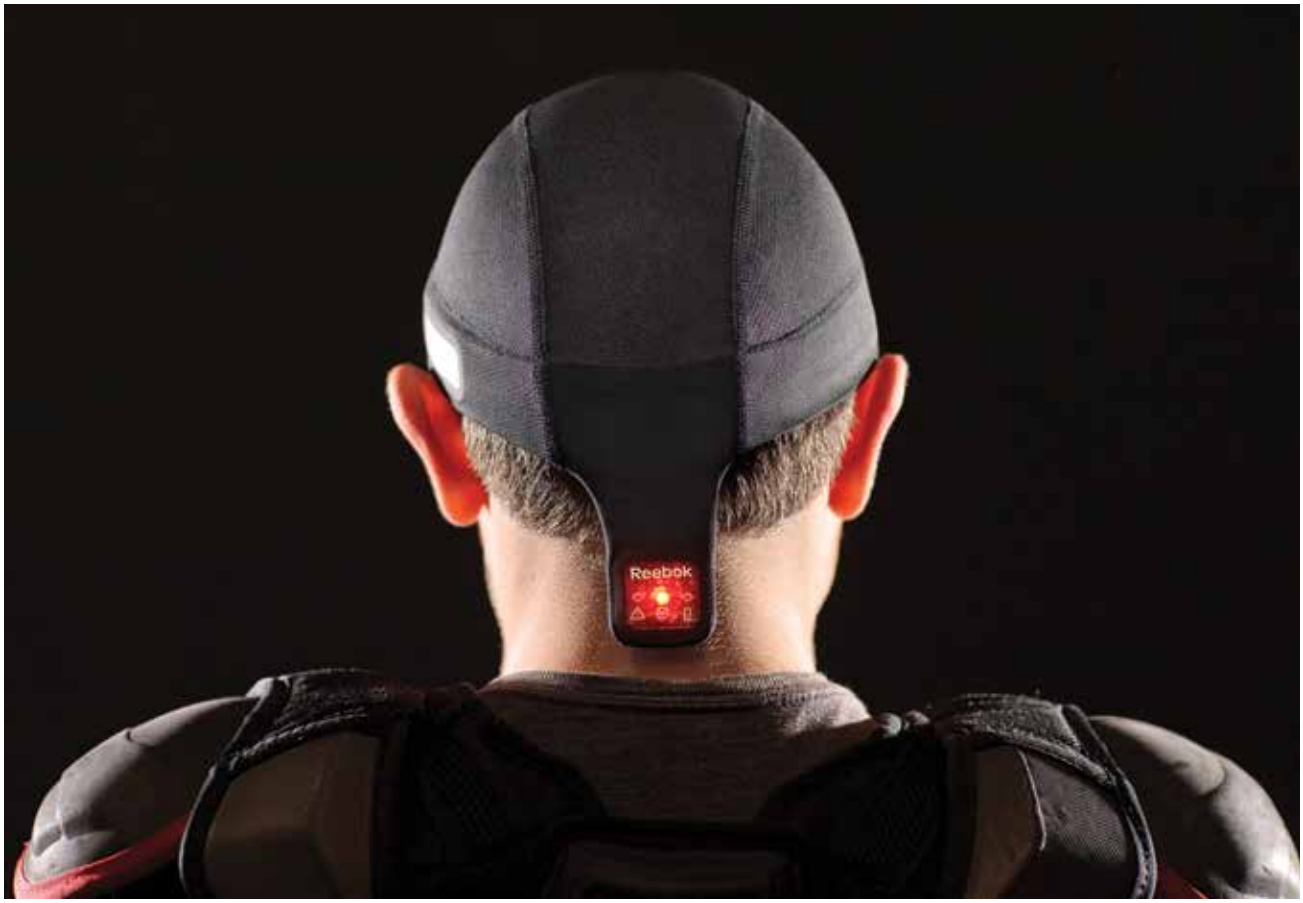
Nike Free Hyperfeel

The Nike Free Hyperfeel moves intuitively with the foot, delivering a natural motion sensation for the athlete. The design mimics the workings of the human foot: Lunarlon foam replicates cushioned pads under the foot; the outsole protects like hardened skin on the sole; and dynamic Nike Flywire flexes and contracts, inspired by ligaments. ■ [$]

Designed by Matt Holmes, Eric Avar, Kevin Hoffer, Jeongwoo Lee, Bryant Klug, Fanny Ho, Isa Crumeyrolle, Courtney Clarke, Rob Dolan, Andrea Pastega Vloon, Ariana Poniatowski and Peter Hudson of **Nike Inc.**

[$] Items shown with this symbol are available for purchase.

Reebok – MC10 CHECKLIGHT



The Reebok CHECKLIGHT is a sports impact indicator that measures the severity of blows to the head. It is intended for athletes of all ages and skill levels, and for use in all helmeted and non-helmeted contact sports. Its comfortable skullcap design uses multiple motion sensors and an easy-to-read display to communicate the severity of an impact to coaches, athletic trainers and/or parents. ■ [$]

Co-designed by **MC10** and **Reebok**

Slip In

Slip In is a single-fin surfboard that combines the best aspects of a classic single-fin board and that of a tri-fin shortboard with three smaller fins. The concave outline of the Slip In tail allows high-performance turns like a tri-fin, as well as the speed and feel of a single-fin surfboard. ■

Designed by Thomas Meyerhoffer, IDSA of **Meyerhoffer**

Tangent Fenders

Superlight and stylish, Tangent fenders feature an inconspicuous design, antisplashing functionality while cycling and a configuration that is good for road and street bikes. They are easily mounted and held in place and can be adjusted by a ball joint. The fenders also have inside grooves that will channel water laterally to keep it off the cyclist. ■

Designed by Haiwan Chiang of **Qbicle Inc.**

1. **FITBIT FORCE ACTIVITY TRACKER** The Fitbit Force Activity Tracker, a stylish digital companion, contains sensors that track steps, distance traveled, calories burned, stairs climbed and daily active minutes throughout the day. It also monitors sleep, helping the user wake with a silent vibrating alarm. A bright OLED display provides the time, instant access to stats and call notifications from the wrist. ■ Designed by Gadi Amit, IDSA, Dan Clifton, Jacqui Belleau and Susan McKinney of **NewDealDesign LLC** for **Fitbit Inc.**

2. **KOBE 9 ELITE** The Kobe 9 Elite redefines the basketball shoe. Using Nike's Flyknit technology and its "Nature Amplified" design ethos—an approach based on scientific data—this signature shoe by Kobe enables the foot's natural movements while providing protection, strength and durability. ■ Designed by Eric Avar, Nadia Panian and Jeff Spanks of **Nike Inc.** [$]

3. **MOTOROLA SOLUTIONS TLKR CONSUMER TWO-WAY RADIO SERIES** The TLKR Consumer Two-way Radio Series provides consumers with a cost-effective and efficient method of person-to-person voice communication. With a range of up to 6.2 miles, these devices enable powerful two-way connections for extreme sports, outdoor activities and wherever reliable communication is needed. The TLKR Series is contract-free and offers enhanced features for effective communication with no call charges. ■ Designed by LanTing Garra, IDSA, LeeSun Ooi and Min Kang of **Motorola Solutions**

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Mark Serr Photography

[$] Items shown with this symbol are available for purchase.

L-Burner

CLEVERNESS IN A TUBE

"An accomplished design showing a thorough understanding of how form, user experience and materials can combine to create an innovative product."

—Jon Marshall, Design Director, MAP

Most portable gas burners are heavy and bulky with the standard 68 millimeter butane container integrated as if an afterthought. Their designs do not typically stray from the standardized box shape, either. In consideration of the fact that the gas container is cylindrical, is it possible for the gas burner to take a different form?

The body of the space-saving L-Burner has a slim cylindrical shape that features a central L-joint. The gas container is stored to one side of the joint. On the other side is the burner. The L-shape offers structural stability during use, but is hinged, allowing it to return to its thin, unified cylindrical form for easy storage and transport. L-Burner can be conveniently carried by grabbing the folded legs of the pot stand or by placing it in the protective case with a strap and slinging it over your shoulder.

The cylinder shape of the standard butane container served as inspiration for breaking away from the conventional shape of most portable burners. The body of L-Burner is basically a thin cylinder, which makes it easy to insert the butane canister. A cylindrical shape is also more space efficient compared to conventional products.

To use L-Burner, twist the L-joint and rotate the device into an L shape. This shape is similar to that of conventional portable burners and lends structural stability. Then unfold the four legs of the pot stand, which can accommodate pots up to 230 millimeters in diameter. The butane canister is easily installed by inserting it into the groove of the gas inlet and turning it. The sliding lever ignites L-Burner and lets users intuitively control the level of the flame. Since the ignition ball and gas container are sufficiently separated, the danger of explosion due to overheating has been decreased.

In contrast to existing portable burners, which are black, L-Burner was designed in bright, vibrant colors reflecting the personality of their owners. And when you want to take L-Burner with you to the park for a picnic or camping in the woods, the carrying case makes doing so convenient. The case features a strap and locking mechanism that keeps L-Burner secure, ensuring it is ready to go when you are. ■

Designed by **Yoon Taesik of Cheongju University**

Like Stars on Earth

NIGHT GLOW

"An amazingly astute concept, potentially a viral product!"

—Fabienne Münch, Chair, Université de Montréal Design School

Like Stars on Earth is a lamp for camping that attaches to the tent canvas, giving campers flexibility in where to place the light. Most existing tent lights are designed to hang from the tent poles inside the tent, which limits placement. In the case of gas-powered lamps, there is also a risk of fire.

Like Stars on Earth consists of two disks that are joined by a magnet. The outer disk contains a florescent material that softly illuminates the outside, a beacon that helps you find your tent after dark. The inner disk contains an LED. Simply clip the outer and inner disks together between the tent canvas. The magnet not only secures the disks in place, but it allows you to position the lights wherever you would like just by dragging the light around the tent walls.

The center of the inner disk also contains the glowing fluorescent material. Its soft glow won't disturb your sleep, but it will help you quickly locate the light when you first enter the tent or in the middle of the night.

Its compact shape is ideal for the confined space inside a tent. With Like Stars on Earth, nothing dangles from the ceiling to bump into or interfere with your movement. ■

Designed by **Kim Seunghyun and Yu Yunjo of Sangmyong University**

Safe Agua Colombia: Calientamigos

SMART CLEAN

The Calientamigos system allows impoverished families living without hot running water to heat and pressurize water for bathing, cooking and cleaning. Calientamigos is flexible enough to work with any container found around the home. It heats water more quickly and at a lower cost than existing methods, is more affordable than existing market options and is more feasible than installing a gravity-fed water system. Calientamigos helps kids stay clean and healthy for school and frees their families from the time and energy spent inefficiently heating water.

Field research in Altos del Pino, an informal settlement near Bogota, Colombia, discovered that women spend up to six hours a day waiting for water to heat up for chores, which holds them hostage to their homes, limiting their ability to earn income. Families prioritize warm showers for kids to help them stay healthy and clean for school. The ability to bathe comfortably was a resounding concern. Without running water, bathing is an involved process requiring multiple steps: heating, mixing, carrying and scooping water. Most families resort to bathing by parts, which is undignified, uncomfortable and time consuming, and can increase the chance of illness in children.

> "Authentic, inventive and playful solution to an everyday need. Good understanding of the value of doing daily rituals together."
>
> *—Oscar Peña, Global Creative Director, Philips Design Lighting*

All photos: Stephen Swintek

The Calientamigos system comprises three modular components: a submersible portable electric water heater heats five gallons of water to 110 degrees in 15 minutes, enough for showers for two adults or three children. Second, a simple-to-use foot pump that pressurizes the warm water, which is delivered through the third component; and lastly a multipurpose faucet and showerhead that controls water volume using just one hand.

The components were stripped down to their essentials to minimize costs and breakage. The water heater's protective shell is made out of four identical, injection-molded pieces that lock together. Designing the shell with identical parts saves money on tooling and makes repair easier. The foot pump is made of one injection molded piece of ABS that's mirrored to form the top and bottom. The body of the faucet is made of two identical ABS parts that snap together. The core where water passes through is made out of rotational molded HDPE.

Calientamigos saves users time by heating water twice as fast as current methods. It is also safe. Extensive field research, prototyping and testing led to a heating unit with a thermostat that cuts off the power once the water reaches 110 degrees, hot enough for showers but not enough to cause burns.

Nearly 2.5 billion people around the world live without adequate sanitation and hygiene. Calientamigos is the only portable water heater and indoor plumbing system that provides heated, running water accessible to families living on $4–10 a day. The business model provides for local assembly in conjunction with an NGO or licensing to a manufacturer for more efficient production, with distribution by local entrepreneurs. ■

Designed by **Kevin Chang, Tianyi Sun, Della Tosin, Shingo Mamiya and Kristina Jesena of Designmatters at Art Center College of Design for Un Techo, Socialab, Compartamos con Colombia**

> "If this device can do what it intends and helps save lives, PLUS make me smile when I see it for the first time, it's a winner."
>
> *—David Peschel, IDSA, Executive Director of Design and Innovation, Speck Design*

Trompe

HOLISTIC SOLUTION FOR INFANTS

Trompe provides respiratory support for premature babies whose lungs have not fully developed. The mild air pressure it produces keeps the airways open and prevents them from collapsing or becoming blocked. Trompe is a holistic solution that is easier for nurses and doctors to use and that increases the comfort of the baby. Trompe also helps keep parents calm and engaged with a low-impact design that lets them focus on the baby, not on the device.

In neonatal intensive care, existing respiratory masks have many drawbacks. They are difficult to set-up and manage and, because the mask may be applied and repositioned as frequently as five to 20 times a day, treatment is sometimes discontinued, which impairs the baby's growth. The pulling forces of existing masks can create skin lesions and deformations on the baby's face, which is frightening for parents to experience. The heavy equipment surrounding and covering the baby's face is also unsettling to parents.

Trompe was designed in cooperation with professional premature care personnel from the Umeå Hospital in Sweden. The project was carried out using extensive research and continuous feedback from doctors, nurses, medical engineers in respiratory systems and kangaroo-care experts.

When it came to connecting the baby to the device, the challenge was to eliminate the visual complexity by providing a minimalistic, intuitive and repositionable connection. Trompe has fewer connectors and parts than a typical respiratory support system, making the nurses' job easier. The design reduces the number of steps required to apply the mask, allowing nurses to position the mask in any particular order by providing a simple frontal fixation.

For the baby, the equipment is lightweight, less bulky and more comfortable. Trompe solved the problem of poor ergonomics and face deformations by reducing the force applied by the mask through mechanical innovations. The design is such that it reduces the amount of force applied to a baby's face from the air tubes. The cheek-free ergonomic mask is held in place by a tension-free head mount. The mask is flexible and adapts to the different morphology of premature babies. The helmet is composed of breathable and comfortable hypoallergenic fabric that is washable.

For parents, Trompe is friendlier and visually simpler than traditional devices. The main tube is hidden inside the trunk of the elephant, which organizes the device's infrastructure to keep it away from the baby, reducing the clinical feel. When parents hold their baby, the elephant's front legs serve as a shoulder strap to foster the parent-baby bond created by kangaroo (skin-to-skin) care. By eliminating bulky material and complicated tubing, parents can more easily hold their newborn, helping them bond and provide care through skin contact. ■

Designed by **Maxime Dubreucq and Robert Provó Kluit of Umeå Institute of Design**

AIRGO

AIRGO is a new type of handheld breaker, offering an effortless anti-fatigue demolition experience through an ergonomic design. The unique, supportive wheel-arm design makes AIRGO easy to lift out of concrete even when the chisel is jammed. By avoiding heavy loads, awkward body positions and repetitive lifting, AIRGO takes the strain off the worker, preventing various musculoskeletal injuries and diseases. ■

Designed by **Philip Nordmand Andersen of Umeå Institute of Design** for **Atlas Copco Industrial Design Competence Center**

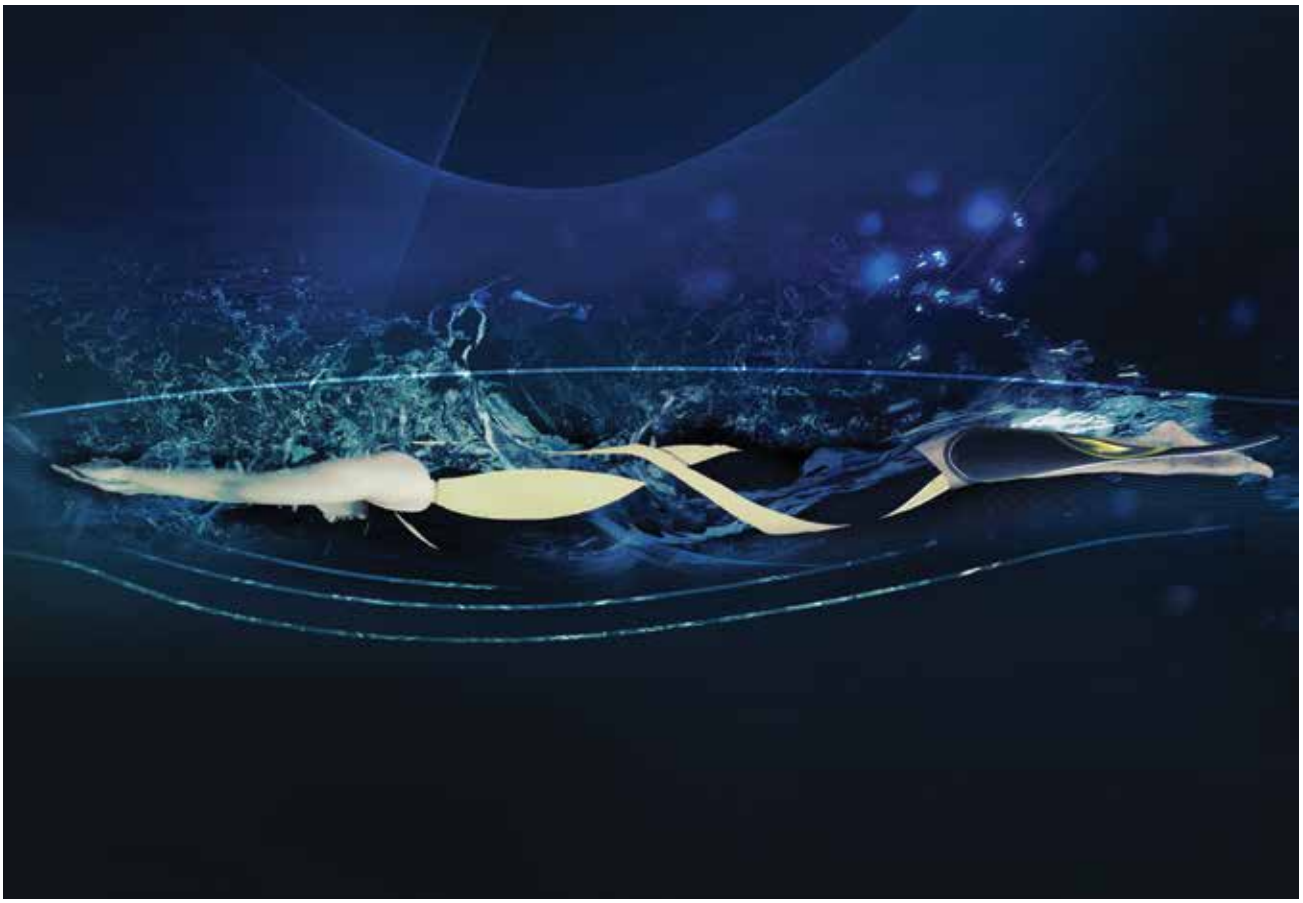
Cleanser Stamp

Mu-Chern Fong

The Cleanser Stamp offers a fun and kid-friendly way to encourage children to wash their hands. It integrates a hand cleanser with an animal-shaped stamp that children can interact with, reminding them to wash their hands. The stamp leaves cleanser on the hand, inviting children to interact with the cleanser as they wash it off their hands. ■

Designed by **Chih-Hsien Tsung, Chang-Chi Shih and Mu-Chern Fong of National Taiwan University of Science and Technology**

Elle



Elle combines swimwear and a prosthetic leg to optimize an amputee's swimming experience. It enables the user to achieve balance, maximize the energy return of launch off and flip-turns, and supports the body through the latest technology. This product was designed to assist single-leg amputees to compete with able-bodied swimmers in competitions. ■

Designed by **Della Tosin of Art Center College of Design**

eQu Therapeutic Riding Saddle

The eQu therapeutic Riding Saddle is designed to help children with cerebral palsy. It gives the rider a safer seat and brings the legs as close as possible to the horse, which warms the legs and relaxes the muscles. The eQu also provides benefits to the therapist. It is a modular system, so it can be adjusted for different types of disabilities. ■

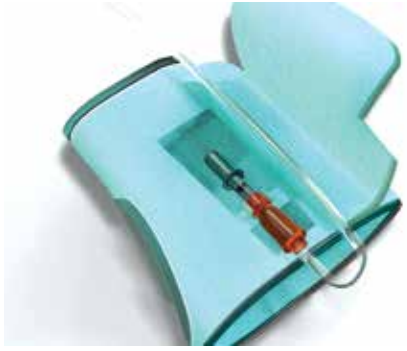
Designed by **Stephanie Knödler of Umeå Institute of Design**

Flux Snowshoe

The adaptable footprint of the Flux Snowshoe reacts to its environment. Its origami-inspired, folding platform shrinks away as a hiker lifts his/her foot to take a step, then opens as he/she sets his/her foot back down. Integrated crampons strap around a hiker's boot to provide traction and connect to the snowshoe platform through a quick-release binding system. ■

Designed by **Eric Brunt, IDSA of University of Washington**

Safety Animal Band



The Safety Animal Band is a medical needle designed to make the experience of injections less traumatic for children. The band itself covers the needle and keeps it firmly in place in case the child suddenly moves. Addiionally, it's shaped like a friendly baby elephant, an animal with which kids are familiar. ■

Designed by **Kim Mi Hyun, Jung Ju Yeon, Park In Hye and Park Chan Ju of Sungshin Women's University**

STUDENT DESIGNS

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1. **AQUAKIT** In Turkey, a considerable number of villagers live without water plumbing systems in their homes. AquaKit is an affordable and durable system that features 10-liter stackable containers, attachments to convert containers into taps, stands that elevate the containers, a cart that enables a villager to carry up to six containers at a time and funnel and hose adaptors. ■ Designed by **Ahmet Burak Aktas of Middle East Technical University for DesignUM**

2. **BLOWING DANDELION** The Blowing Dandelion is a toy for blowing bubbles. The design takes after the shape of dandelions so that children may connect with nature. Rather than a traditional approach to blowing bubbles, the Blowing Dandelion features multidirectional bubble-blowing from every dandelion branch. ■ Designed by **Xuefei Liu, Di Fang, Chengcheng Gu, Desheng Si, Wen Fan and Xueyi Wang of Dalian Nationalities University**

3. **EHSAAS** Using the raised dots of the Braille writing system, EHSAAS is a watch designed for the visually impaired. The glass surface of the watch face is coated with an electroactive polymer on which pixel circuits are formed to create the Braille numbers. A user-friendly, elastic watch strap and Braille instructions on the packaging also assist visually impaired users. ■ Designed by **Nikhil Kapoor of International School of Design**

4. **IC - INTERNAL CUTTER** The powerful IC - Internal Cutter makes it easy to cut a pipe flush with the floor. It does the work of traditional jackhammers, saws and clamps without the strain and effort. The Internal Cutter clamps onto pipes and cuts them cleanly from the inside out. ■ Designed by **Alexander Turesson of Umeå Institute of Design**

5. **INFORM** inFORM is a dynamic shape display that can render 3D content physically, so users can touch and manipulate digital information. It can also interact with the physical world around it, for example, by moving objects on a surface. The inFORM prototype can be used to design interactions with future shape-changing displays. ■ Designed by **Daniel Leithinger, Sean Follmer, Alex Olwal, Akimitsu Hogge, Philip Schoessler, Ryan Wistort, Guangtao Zhang, Cheetiri Smith, Alyx Daly, Pat Capulong, Jason Moran and Hiroshi Ishii of MIT Media Lab**

6. **KEEP A DISTANCE** Through induction technology, Keep a Distance protects children's eyes against myopia caused by being too close to books when they are reading and writing. When children are closer than 30 centimeters to a book, Keep a Distance sends out a warning. Once the book is moved farther away from the reader the warnings disappear. ■ Designed by **Qichong Wei, Ling'en Wang, Zhang Cheng, Shengpeng Zhao, Tuo Jin and Jian Shi of Guangzhou Academy of Fine Arts**

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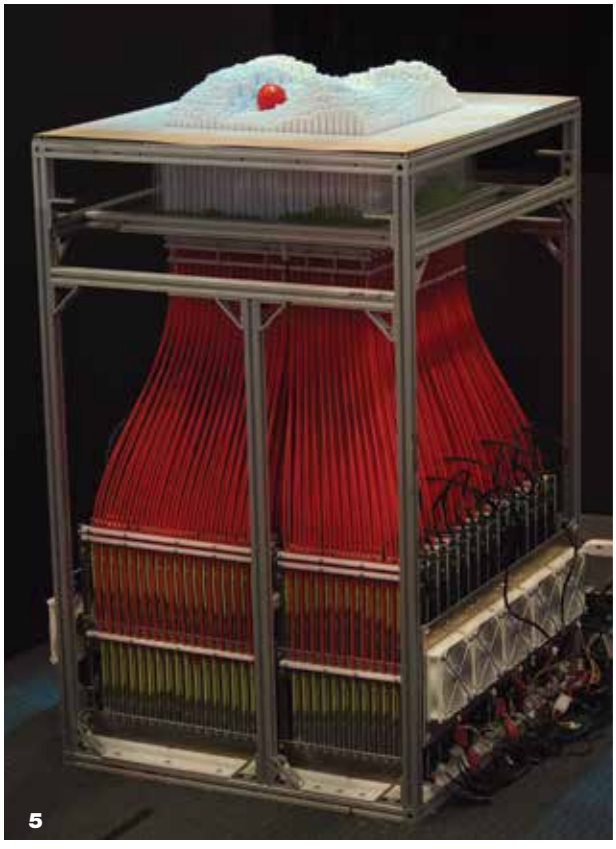

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7. KINSHIP GUARDING The Kinship Guarding watch system is designed to keep children safe. Every system includes two watches—one for parents and one for kids. The normal mode functions just like a regular watch, but when the dial is rotated, the GPS positioning mode is activated to give users a real-time tracking direction to the other watch. ■ Designed by **Haimo Bao, Caoyang Li, Mengduo Si, Jiacheng Bao, Ming Feng, Song Qiao, Cong Tian, Na Jin, Kun Xu, Hui An, Lin Zhang and Yue Guan of School of Design, Dalian Nationalities University**

8. KIRA SAILING YACHT The Kira Sailing Yacht is a sailboat that combines the luxuries of a high-end yacht with the traditional elements that accompany sailing. Its electric winches and computer-controlled solar sail enable it to be sailed by a crew of one. Users can live in comfort and style with a zero carbon footprint. ■ Designed by **Sebastian Campos of Savannah College of Art and Design**

9. LIGHT PINWHEEL The Light Pinwheel is portable and safe enough to double as a toy for children while providing needed electricity. When the pinwheel rotates, kinetic energy is generated and converted into electrical energy that can be used to light homes at night or meet a variety of other needs. ■ Designed by **Haimo Bao, Qianwen Zhao, Ya Tang, Song Qiao, Ming Feng, Xi Li, Jialin Song, Chunnan Liu, Kun Xu and Mengduo Si of School of Design, Dalian Nationalities University**

10. MAGLON Maglon is a magnetic binding system for ice climbers that attaches crampons efficiently and securely. A neodymium magnet is located on both the crampons and the sole, and self-attaches when the boots approach the crampons. The magnetic buckles self-lock. After climbing, the climber unscrews the buckles and pushes down the front strap to detach the crampon quickly and easily. ■ Designed by **Mei-Ker Lai of Art Center College of Design**

11. NAUGHT ~PULLING TESTING MACHINE IN ZERO GRAVITY~ The NAUGHT ~Pulling testing machine in zero gravity~ reproduces the zero-gravity environment found in space. It replicates a microgravity environment by continuously rotating objects in three dimensions. It was developed to quickly study the effect of zero gravity on a variety of specimens without the cost of going into space. It is a low-cost way to advance space development projects, such as the space elevator. ■ Designed by **Kei Tsujimoto of Kyoto Seika University** for jointventure with **Shimadzu Corp.**

12. P.LAMP' P.Lamp' is an easy-to-assemble, modular pendant lamp without traditional exposed wires. It features multiple lighting modules and allows users to freely change the number of modules to satisfy their lighting requirements. Users can finish the assembly with a piece of elastic rope instead of learning the complicated circuit instruction. ■ Designed by **Zhang Yifan of Burg Giebichenstein University of Art and Design**

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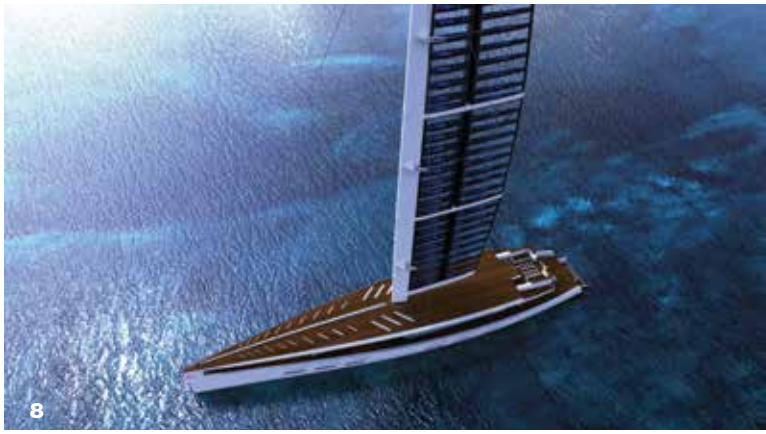
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13. RESPIRE Respire is a way to manage allergy symptoms by monitoring air particles in the living environment. It collects air-quality data and provides personalized allergen forecasts based on a user's allergy profile. It can work in isolated locations or be part of a greater network by connecting to other Respires. It also features Curity patches, an antihistamine delivery capsule. ■ Designed by **Hui-Wen Wang and Kasia Burzynska of Art Center College of Design**

14. SANITOUCH SANITOUCH is an antibacterial electronic device that automatically cleans escalator handrails in public places to promote better public health. It was designed to work with current escalator configurations with no alterations necessary. It uses UV light to kill viruses while the handrail rolls past the devices on both sides. ■ Designed by **Huijie Zhou and Haochen Wang of University of Illinois at Chicago, School of Design**

15. SWIVEL Swivel is a toilet designed to create an independent solution for the transition from wheelchair to toilet. Wheelchair users struggle using common toilets. They often have to rely on family members to help them. The design of the Swivel includes a rotating bar around the back so that as the user moves, the bar moves with him/her. ■ Designed by **Emily Yanos of Purdue University**

16. SOS ROCKET SOS Rocket is a safety system for use at beaches. A buoy indicates the limit of the swimming area. A swimmer who is passing into an unsafe area can grab the buoy and release a helium-filled SOS balloon, which is attached to the buoy, indicating an emergency to lifeguards and other people at the beach. ■ Designed by **Wonkyung Jang of Sangmyung University**; and **Jaehyo Lee of Yeungnam University** for **Korea Design Membership**

17. WEIZER: SMART HOME BREWING KIT The Weizer Smart Home Brewing Kit is an app-connected kit that educates and connects beer enthusiasts to the art of craft brewing. Weizer creates a platform for the amateur brewer to learn and execute quality craft beers. The kit includes all the essentials plus the Smart Fermentation Monitor that keeps track of temperature, pressure, alcohol percentage and time left before bottling. ■ Designed by **Patrick Mulcahy and Shaoyu Yin of California College of the Arts**

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Mark Serr Photography

FINALISTS

Jeff Hontz

Automotive & Transportation

Air Canada Super Diamond Seat designed by Jeff Hontz of B/E Aerospace; and Jenny Ruegamer of **TEAGUE** for **Air Canada** ■ The Air Canada Super Diamond Seat provides the comfort and features of first class in business class. Arranged in a reverse herringbone pattern, seats offer privacy and a fully flat sleeping position. They feature height-adjustable armrests, a dedicated literature rack, a sliding tray table, built-in footwell space and increased stowage. Cabins have more seats, yet also more space.

Athlete's Plane designed by Tinker Hatfield, Toby Hatfield, Thomas Bell and Paul Winsper of NIKE; and Annaliese Chapa, Franco Cagnina, Philipp Steiner and Wayne Yutani of TEAGUE

BMW 4 Series Coupé designed by N.N. of BMW Group

BMW R nineT designed by N.N. of BMW Group

BMW X5 designed by N.N. of BMW Group

eMembrane designed by Scott Lenkowsky of University of Cincinnati; and Oh Ho Kyung of Hankook Tire Design Team for Hankook Tire Co., Ltd.

GreenHive Concept designed by Jae-Woon Jung, Seung-Il Choi, Tae-nyun Kim and Hyo-Joong Kim of Nexen Tire Corp.; and Min Ki Jung and Seung Hoon Kim of KIA Motors

Hollow Wheels designed by Chen Weiping of ShinYen Design

Net Rescue Boat designed by Jaehyo Lee of Yeungnam University; and Wonkyung Jang of Sangmyung University for Korea Design Membership

Recreational Vehicle System designed by Paolo Tiramani, IDSA, Andrey Chernorot, Benjamin Garson, Fateh Merrad, Sylvain Gerber, Simon Smith, Anthony Ross and Olafur Baldursson of 500 Group Inc.; and Michael Gray, Anouar Barodi and Arafin Santoso of Contributers for Supercar System

Tiltread designed by Ben Zavala of University of Cincinnati; and Oh Ho Kyung of Hankook Tire Design Team for Hankook Tire Co., Ltd.

Bathrooms, Spas & Wellness

Rabbit Air BioGS 2.0 Air Purifier designed by Guto Indio da Costa and Till Pupak of **Indio da Costa A.U.D.T** for **Rabbit Air** ■ The BioGS 2.0 Air Purifier pursues a holistic approach to human wellness. It filters and deodorizes air in four stages while automatically monitoring the air quality in the process. The curved body form of the purifier also allows air to flow smoothly through the back of the unit reducing noise impact.

Clinic bidet designed by Sang-hwa Lee and Hee-jung Lee of Coway

hello™ oral care brand designed by BMW Group DesignworksUSA

Ignite designed by Jeff Salazar, Jonathan Cofer, Wenson Chern, Jessica Gilbertson, Jonathan Mendoza and Daniel Amara of Ignite

Initial Signature Feminine Hygiene Unit designed by Orca Design Consultants and GreavesBest Design for Rentokil Initial

Midea 12HX Gas Water Heater designed by Jianping Li and Junfeng Wu of WUHU MIDEA Kitchen and Bath Appliances Mfg. Co., Ltd.

Midea HZ2 Gas Water Heater designed by Jianping Li, Xiaodeng Xia, Huyi Dai, Junfeng Wu and Dongyang of WUHU MIDEA Kitchen and Bath Appliances Mfg. Co., Ltd.

Midea LE5Q Gas Water Heater designed by Jianping Li, Xiaodeng Xia, Junfeng Wu and Dongyang of WUHU MIDEA Kitchen and Bath Appliances

TAÏGA Bathtub designed by Rémi Théberge and Vanico-Maronyx ■ Bold, comfortable and organic, the TAÏGA Bathtub's fluid design was inspired by the meandering lakes across Quebec. Carefully molded in UNIMAR+, a unique engineered resin with a soft sleek finish, the TAIGA Bathtub's easy comfort promises a moment of sheer happiness for one or two people.

Moen Arris™ Designer Grab Bars designed by Moen Inc.

Scotch-Brite®Dimple Bathroom Sponge designed by 3M Design

Triarc designed by Paul Priestman of Priestmangoode for Iconic Radiators

Veil Intelligent Toilet designed by Mimi Jiang of KOHLER (China) Investment Co., Ltd.

Wireless Scale Lite designed by Cong Ming, Gong Yongjian, Zhao Chunlei, Shang Junwei and Jing Zhiwei of iHealth Lab Inc.; and Ma Ming and Chen Shuwen of Beijing FromD Design Consultancy Ltd.

Children's Products

AquaFarm designed by Brett Newman, Chris Loew and Nicholas Sharp of Daylight for Back to the Roots

Post-it® Education Notes designed by 3M Design

Commercial & Industrial Products

Atlas Copco MT42 Minetruck designed by Atlas Copco Industrial Design Competence Center

B/E Aerospace Advanced Lavatory designed by Bret Rodeheaver and Frank Hashberger of B/E Aerospace; and Tony Bravetti, Sebastian Petry and Liberty Harrington of TEAGUE

BM180 Series designed by Bluebird Design Team

CNC Floor Type Boring and Milling Machine designed by Li Chunwei of Shenyang Fantian Brand Management Consult Co., Ltd.

Datalogic Magellan 9800i Scanner Scale designed by Datalogic ADC and lenartstudios

DIWire designed by Marco Perry, IDSA, Chad Ingerick, Avi Bajpai, Otis Poisson, Thomas Mattimore, Mark Prommel, IDSA, Peter Chung, Matt Kalish and Claire Suntrup of Pensa

Fidelio Home Cinema E5 designed by WOOX Innovations Design Team

Flowater designed by RKS

Gold IQnavigator - A Handheld Control Unit designed by Lennart Andersson, Gabriel Åberg, Martin Birath, Erik Wallin, Olof Bendt, Diana Africano Clark, Fredrik Ericsson and Magnus Gyllenswärd of Veryday for Swegon

HC1 Headset Computer designed by Jorg Schlieffers, I/IDSA, Paul Scarfe and Rob Mansfield of Thinkable Studio Ltd.; and Ian Jenkins, Chad Chaumont and Chandra Nair of Motorola Solutions Inc.

Imperial® iManifold™ Intelligent Refrigeration System Analyzer designed by Brian Milliff, Scott Mizer, IDSA, Pete Whitworth, IDSA, Cole Mishler, IDSA, Mark Cartellone and Michael Maczuzak, IDSA of **SmartShape Design**; and James Bergmann and Bobbi Bonitati of **Imperial Tools** ■ This revolutionary product is the first smart device-compatible, wireless digital refrigeration manifold. The Imperial® iManifold™ wirelessly displays the system's actual pressures, temperatures, superheat and subcooling while simultaneously calculating performance targets and providing visual indication of distance from target measurement, eliminating guesswork and inefficiency while reducing environmental pollution.

Humane Chicken Abattoir designed by Syed Ghazaly, Syed Agil, Eris Supeni, Nazmi M Nawi and Hisham Baharin of University of Queensland Australia

In Lobby Teller Concept 2013 designed by Balance Inc.; and Donald Nelson, Dave Barker, Scott Dailey, Todd Christian and Neil Gromely of Diebold

Lufkin Control Series Tape Measure designed by Tobias Bridges and Jonathan Beckwith, IDSA of Apex Tool Group, LLC; and Jimmy S.Y. Wei of Top-Long Industrial Co., Ltd.

M8 Mira Cordless Phone designed by WOOX Innovations Design Team

Milwaukee M18 Fuel 6 1/2" Circular Saw designed by Scott Bublitz, IDSA of Milwaukee Design; and Vincent Ng Mun Lung and Leon Yoong, I/IDSA of TECHTRONIC Design for Milwaukee Electric Tool

FINALISTS

Mark Serr Photography

Motorola Solutions DS4800 Series Bar Code Scanner designed by Mike Kaminsky, Hoon Lim, IDSA and Jaeho Choi of Motorola Solutions

Motorola Solutions TC55 Touch Computer designed by Hoon Lim, IDSA, Ian Jenkins, Chandra Nair and Mu-Kai Shen

nexOLED designed by Ee Na Yun of Maltani Lighting and Woosung Park of Seoul Women's University

OLYMPUS STYLUS 1 designed by Kenji Tajima and Maki Toida of Olympus Imaging Corp.

OPTIAN – ADAS CAM (Advanced Driver Assistance System Camera) designed by Hyun Cheol Kim of Ori Design Associates; and Kwang-Il Park and Sang Mook Lim of PLK Technologies Co., Ltd.

Pepsi Touch Tower 2.0 designed by Mauro Porcini, IDSA, Martin Broen and Stephen Lim of PepsiCo Design & Innovation

QuickPick® Remote Order Picker designed by Christoph Babel, Mike Gallagher, IDSA, Jess Gilland, Markus Graf, Jim Kraimer, IDSA and Steve Pulskamp, IDSA of Crown Equipment Corp.; Todd Zeilinger, IDSA of Twisthink; and Bob Henshaw, IDSA and Phil Palermo, IDSA of Formation Design Group

ROLI Seaboard GRAND designed by Roland Lamb and Hong Yeul-Eom of ROLI Ltd

smart bath bracelet designed by Chen Wei Tao, Lu Ming Yuan, Chen Jia Wei, Li Hua Long, Su Mei Jun, Wang Guo Fu and Hao Jun Liang of Midea Heating & Ventilating Equipment Co., Ltd.

Smart Door System designed by Jaehoon Kim and Jeonghoon Ha of Samsung SDS

Smart Lobby designed by Jaesang Park, Yonghee Han and Sunkyu Park of COMMAX

Soma designed by Markus Diebel and Joe Tan of Moreless.com

The Halo Light designed by Alex Diener, Kristin Will, Chad Brinkerhoff, Jonathan Hadley, John Murkowski, Trent Wetherbee and Aaron Johnson of Pensar; and Max Baker, Andrew Royal and John Manthey of Illumagear

Ti200/300/400 Thermal Imager designed by Jeff Elrod and Tim Kesti of Fluke Corp.

VESDA-E™ designed by Katapult Design Pty. Ltd., Xtralis Global and Planet Innovation Pty. Ltd.

vivace-c designed by Jong Seung Bae of Maltani Lighting

Wearable Scanner designed by Max Gubbins of DENSO Corp.

weber.therm style Glas designed by Saint-Gobain Weber

Communication Tools

Cisco TelePresence MX200 and MX300 G2 designed by Cisco

CX5100 Unified Conference Station designed by Pip Tompkin Studio and Polycom Inc.

Egenda designed by Hao-Peng Huang and Ting-Ying Chang of E ink Holdings Inc.

Electronic Toll Collection Devices designed by Seungryun Lee, Jeonghoon Ha and Jaehoon Kim of Samsung SDS

ERA™ by Jawbone® designed by Yves Béhar, IDSA, Qin Lin, Diana Chang and Hardy Chambliss of fuseproject and Jawbone

Galaxy Gear designed by Junyong Song, Bruce Sangsoo Lee and Jihyun Ko of Samsung Electronics Co., Ltd.

Garmin nüvi® 3597LMT designed by Derrick Lenz, Warren Stevens, Juhee Lee and Yoshi Sato of Garmin

Dropcam Pro Video Monitor Camera designed by Dan Harden, IDSA of **Whipsaw Inc.** for **Dropcam** ■ The Dropcam Pro Video Monitor Camera is a compact high-definition Wi-Fi camera that can stream live or recorded video directly to any computer or smartphone so users can keep an eye on children, pets, valuable property, vacation homes or business properties. With its three-axis adjustable feature, it can be pointed anywhere at any subject.

iPin Laser Presenter designed by Conary Enterprise Co., Ltd.

LAB.C Cable Case for iPhone 5S designed by Myungsup Shin, Youngin Koh, Junhyuk Chun and Hyun Lee of Plus X

Lifeband Touch designed by Yonghun Jang and Hongyoul Choi of LG Electronics Inc.

Nokia 515 designed by Seed Yang and Mia Yang of Nokia

Nokia Lumia 625 Windows Phone 8 designed by Nokia (China) Investment Co., Ltd.

Nokia Lumia Icon designed by Travis Tom, Ram Chaturabul, Jim Holtorf, IDSA, and Jeetesh Hirani of Nokia

Sprint Autobahn ThirtySix designed by Gaston Legorburu, Alan Pafenbach, Matt McGowan, Graham Shepherd, Jess Wah, Brittany DeLilio, Joe Heck, Silvia Kovatchev, Chad Portas, Dusan Koljensic, James Cho, Sarah Peng, Raoul Kim, Scott Karambis, Alyssa Ackerman, Peter Borden, Wendy Karlyn and Matt Lindley of SapientNitro for Sprint

Xiaomi Mi 2A Smartphone designed by Xiaomi Smartphone Industrial Design Team of Xiaomi Corp.

Zing designed by Peter Gao, Chunwei-Sean Su, Chen Zhi Yuan, Able Chen, Zhao Xin Xin, Dong Kun Wei, Zhang Xiang Rong, Wang Shuang, Chen Cui Feng and Hagen Fendler of ZTE

Mark Serr Photography

Computer Equipment

Amazon Kindle Fire HDX & Origami Cover designed by Kam Leang, Monica Mecchella, Chris Green and Jonathan Biddle of **Amazon Lab126 ID Team** ■ The Amazon Kindle Fire HDX & Origami Cover gives users access to Amazon's library of books, movies, games and applications wrapped in a form-fitting case. A magnesium-composite chassis encloses the device and internal components in a lightweight case, while paper-thin edges are easy to pick up and pleasing to hold. Accessories were designed to be integral to the experience, enhancing the tablet and giving customers customizability.

34" 21:9 LCD Monitor designed by Jaeneung Jung, Kicheol Park and Gangho Woo of LG Electronics Inc.

AORUS X7 designed by Ray Ho of G-STYLE Ltd.

Asus ROG Rampage IV Black Edition designed by ASUSDESIGN of Asustek Computer Inc.

ASUS Transformer Book Trio TX Series designed by ASUSDESIGN of Asustek Computer Inc.

ATIV book9 & Book9 Style designed by Jieun Myung, Hoyoung Seoc and Sangwon Yoon of Samsung Electronics Co., Ltd.

Chromebase designed by Seungdon Lee, Sunghoon Oh and Gangho Woo of LG Electronics Inc.

Core V71 designed by Wei-che Hsu of Tt Design

Dell Inspiron 23 All-In-One designed by Experience Design Group of Dell Inc.

Dell XPS 11 designed by Experience Design Group of Dell Inc.

Huawei Orb designed by Dan Harden, IDSA of **Whipsaw Inc.** for **Huawei** ■ The Huawei Orb, a mobile hotspot and modem terminal that creates local Wi-Fi environments, easily plugs into any notebook computer, allowing up to five portable devices to connect. The USB connector folds down to plug into a computer. Once plugged in, the unit rotates up to 180 degrees and features a geometric design.

Dell XPS 15 Touch designed by Experience Design Group of Dell Inc.

FabricSkin Keyboard Folio designed by Jacky Wu and Emerge ID Team of Emerge ID Ltd. for Logitech Europe S.A.

Gigs 2 Go Tear & Share Flash Drive Pack designed by Kurt Rampton and Monty Montague, IDSA of BOLTgroup

Horizon 2 designed by Yao Yingjia, I/IDSA of Lenovo (Beijing) Ltd.

HP Chromebook 14 designed by HP Consumer Notebooks Industrial Design Team of Hewlett Packard

HP Envy Recline 23 designed by Hewlett Packard

HP Officejet Pro X Series designed by Dan Dwyer, Steve Brown, Kevin Lo, Tom Smith and David Wetchler of HP; and Tad Toulis, IDSA, Benoit Collette and Dana Krieger, IDSA of TEAGUE

HP Pavilion 14 Sleekbook designed by HP Consumer Notebooks Industrial Design Team of Hewlett Packard

HP Slatebook X2 designed by HP Consumer Notebooks Industrial Design Team of Hewlett Packard

HP Spectre 13 Ultrabook designed by HP Consumer Notebooks Industrial Design Team of Hewlett Packard

HP Spectre X2 designed by HP Consumer Notebooks Industrial Design Team of Hewlett Packard

HP Split X2 designed by HP Consumer Notebooks Industrial Design Team of Hewlett Packard

Intel Education Tablet designed by Intel Education Design Team

Kickstand Portable Projector designed by James Morrow, IDSA of Morrow Design for bem wireless

KOBO Design Language for Aura e-readers designed by KOBO with IDEO

LaCie Fuel designed by Primer Studios for LaCie

Mobiliz designed by Design Directions Pvt. Ltd. for DSK Digital Technologies Pvt. Ltd.

MultiXpress M5370 Series designed by Kyonghwan Kim, Hakyung Kim and Taekung Park of Samsung Electronics

MultiXpress X4300 Series designed by Jongkyu Kim,Yoshitaka Isogai, Hakyung Kim and Seungwook Jeong of Samsung Electronics

NeatConnect designed by frog

Occipital Structure Sensor designed by Gadi Amit, IDSA, Jacqui Belleau, Susan McKinney, Erik Askin and Quinn Fitzgerald of NewDealDesign LLC for Occipital

OLPC XO Tablet designed by Yves Béhar, IDSA, Noah Murphy-Reinhertz, Willy Carteau, Miro Ihrig, Curt Collinsworth, Brett Middleton and Barton Smith of fuseproject for One Laptop Per Child

Simple Audio Listen Speakers designed by BMW Group DesignworksUSA

Smart Home System Devices designed by Daewoo Jung and Jeonghoon Ha of Samsung SDS

FINALISTS

IBM x3850 and x3950 X6 designed by Camillo Sassano, Tim Wiwel, Jack Scavuzzo and Dan Kelaher of **IBM** ■ The IBM x3850 and x3950 X6 represent a new take on the design of modular high-performance server systems. Compute nodes are packaged individually, and the chassis area is stackable to allow for easily configurable, scalable computing systems from one to eight processors and up to 192 memory modules. Its layout with front- and rear-access makes service and access a priority.

Square Stand designed by Robert Brunner, IDSA, Howard Nuk, Jonas Lagerstedt, Tim Tan and Ryan Lauer of Ammunition for Square Inc.

ThinkPad 8 Tablet & Cover designed by Think Design Group of Lenovo

ThinkPad X1 Carbon designed by Think Design Group of Lenovo

ThinkVision 29" Panorama Monitor designed by Think Design Group of Lenovo

Ultra High Definition Monitor UD590 designed by Bum-ho Chun and Yong-joo Lee of Samsung Electronics Co., Ltd.

WeMo Insight designed by Thorben Neu, Ernesto Quinteros, Oliver Duncan Seil, IDSA, David Kleeman and Vince Razo of Belkin Innovation Design Group

Xiaomi Mi Power Bank designed by Xiaomi Mobile Accessory & Peripheral Industrial Design Team of Xiaomi Corp.

Design Strategy

2014 Samsung TV Design Philosophy & Storytelling Kit designed by Sung-Hoon Kang, Jong-Yun Shin, Ji-Young Son and Woo-Seok Hwang of Samsung Electronics Co., Ltd.

Athlete's Plane designed by Tinker Hatfield, Toby Hatfield, Thomas Bell and Paul Winsper of NIKE; and Annaliese Chapa, Franco Cagnina, Philipp Steiner and Wayne Yutani of TEAGUE

Backpack PLUS designed by frog

Briggo Coffee Haus designed by Yves Béhar, IDSA, Logan Ray, Andrea Small, Gabe Lamb, Liam Adelman, Casey Lewis, Curt Collinsworth, Evan Sorentein and Brett Middleton of fuseproject for Briggo

Fellowes AeraMax Air Purifiers 100, 200 and 300 designed by Mathieu Turpault, IDSA, Matt Thomas, John Coleman, Rob Tannen, Olivier Patry and Mathieu Zastawny of Bresslergroup and Fellowes

Initial Signature Range designed by Orca Design Consultants and GreavesBest Design for Rentokil Initial

Moda Health Brand Strategy designed by Eric Park, Robert Wees, Michael Etter, Kamila Dove, In-Hee Beck, Angela Sun, Steve Lee, Ted Farthing, Mattias Segerholt, Molly McGlynn, Alida Draudt and Emily Kahn of Ziba Design

Modal Strategy: Brand, Products and Packaging designed by Leo Battersby, Paul O'Connor, Christian Freissler, Rachel Thai, Amin Zahiry, Lee Croy, Kenneth Young, Jaclyn Suzuki, John Vieira, Paul Petri, Molly Ackerman-Brimberg and Niki Diamond of Ziba Design

Stryker Hospital Support Surfaces Brand Strategy designed by Stryker Medical and Twisthink

Digital Design

Data Center 'Gak' / Media Table designed by Woojung Kim, Hyeeun Son, Hyunsoo Lee, Mooyoung Yoon, Sangmin Lee, Dambi Lee, Cheoluk Song, Myojin Kwon, Insuk Oh and Yongjin Sung of **NAVER Corp.** ■ The Data Center 'Gak' / Media Table, designed to inform visitors about the value of today's data and how to preserve and protect data, is made up of a front-projection screen, a miniature of the data center covered by a transparent touch screen, and an LED screen on the bottom. These elements combine to provide a three-dimensional experience.

Briggo Coffee Haus designed by Yves Béhar, IDSA, Curt Collinsworth, Evan Sornstein, Brett Middleton and Stephen Braitsch of fuseproject for Briggo

Cyberlogic Eagle Eye VMT designed by Cho Jun-Hee of Cyberlogitec Co., Ltd.; Kim Hyung-Keun, Yoon Dong-Joo, Shin Gun-Woong and Jung Yeon-Ju of Philomine Co., Ltd. for Cybelogitec Co., Ltd.

Galaxy Gear UX designed by Hyunmi Park, Seoktae Jamie Kim, Joohyung Lee, Hankyung Jo and Hyebin Park of Samsung Electronics Co., Ltd.

GAME GOLF designed by Yves Béhar, IDSA, Curt Collinsworth and Michael Lashford of fuseproject for Active Mind Technology Inc.

Heart Coach App designed by Stuart Karten, IDSA, Karen Radewald, Danielle Hicks and Kimberly Morris of Karten Design; and Dr. Leslie Saxon of USC Center for Body Computing for Boston Scientific

hoppin Multi-Screen UX & Android App. Renewal designed by Songhwa Chae, Hyunkyung Kim, Seungjin Cha, Juyeon Jung and In Ji of SK planet, People Inside and Miragecreative

Mark Serr Photography

Hangul Campaign / Website designed by Woo Jung Kim, Seung Jae Yu, Ji In Im, Hye Eun Son, Ju Young Kim, Young Jun Jeon, Sun Min Kim and Hye Bin Im of **NAVER Corp.** ■ The Hangul Campaign Website introduces the five Hangul fonts Naver has distributed for free since 2008 on web pages that have been designed with each font's typographic characteristics as the page's main concept. The characteristics of each font are displayed with clean layouts using minimalistic design elements.

LEED Dynamic Plaque for the U.S. Green Building Council designed by IDEO and U.S. Green Building Council

Level Money designed by Robert Suarez, IDSA, Carrie Phillips, Laurel Deel, Danilo Campos, Camille Cander, Aaron Sarazan, Bobby Schultz, Dave Fayram, Gregor Stocks, Marissa Gunst and Jake Fuentes of Level Money

Nokia Camera designed by Nokia

Productivity Suite for the 21st Century designed by Anton Andrews, David Jones, Harald Becker, John Snavely, Kris Martin, Ben Shown, Chris Edwards, Thomas Ham, Kenneth Marks and Jim Reichert of Microsoft Office Envisioning Team; and Thomas Hobbs and Scott Macinnes of TEAGUE for Microsoft Office Envisioning

Project Rushmore designed by Gaston Legorburu, Gary Koepke, Ryan Hryciuk, Howard Goldkrand, Phil Bonnell, IDSA, Howard Goldkrand, Jim Nelson, Ryan Hryciuk, Matt Rennick, Trish Lamana, Michael Shostak, Lydia Powell, Jan Kanhai, Sean Burke-Gaffney, Vixay Sengphaseuth, Zoltan Hawryluk, Dimitri Bombine and Dave Jackson of SapientNitro for Harley-Davidson

Samsung Smart Home Application designed by Youngsun Shin, Soyoung Yun, Hyejung Chang, Taehyoung Cho, Kyoungae Lim and Jiyoon Yoon of Samsung Electronics Co., Ltd.

Smart WLAN Solution designed by Sihyoung Lee, Soojung Kim, Jung Go, Hoon Cho and Seoeun Park of Samsung Electronics

styletag designed by Jeongyeon Lee, Younghee Kang, Soyeon Baik, Jaeyoung Choi, Hyeyoung Lee and Hyucksoon Jung of SK planet and Rob Young

WatchON designed by Boosun Shin, Minsun Kim, Eunbee Cho and Minwha Kim of Samsung Electronics Co., Ltd.

Xbox One User Interface designed by Xbox Design Team of Microsoft Corp.

Yahoo News Digest designed by Albert Song of Yahoo

Zebra Zatar designed by IDEO and Zebra Technologies

Entertainment

77" Curved Ultra HD OLED TV designed by Byungmu Huh and Yeonjin Kim of LG Electronics Inc.

AMPLIFi designed by RKS and Line 6

Beats Pill XL designed by Robert Brunner, IDSA and Gregoire Vandebussche, IDSA of Ammunition for Beats Electronics

Fan TV designed by Yves Béhar, IDSA, Naoya Edahiro and Liam Adelman of fuseproject for Fan TV

Fetch TV designed by Fernd van Engelen, IDSA, Jonas Buck, Gavin Kelly and Rob Girling of Artefact

Google Chromecast designed by Dan Harden, IDSA and Kyle Buzzard of **Whipsaw Inc.**; and Leo Baghdassarian, Michael Sundermeyer and AK Kenghe of **Google Inc.** ■ Google Chromecast, a $35 digital media player in the form of a dongle that connects to a television's HDMI port, streams audio and video content directly to the TV via Wi-Fi from the Internet or a local network. Users select media to play from a mobile or Web app, including Netflix, Hulu, Pandora and YouTube.

MaxStone designed by Xiao Zhang of MAXMAX International Inc.

Natural Scenery OLED TVs designed by He Chun Li, Zheng Xian Wang and Xiao Chun Wang of SKYWORTH

Phiaton Bridge MS 500 designed by Youjin Nam, Tad Toulis, IDSA, Devin Liddell, Clement Gallois, Benoit Collette, Roger Jackson and Ashley Newcomer of TEAGUE

Premium Curved UHD TV HU9000 designed by Tae-hun Kim and Chae-joo Son of Samsung Electronics Co., Ltd.

Shure SE846 designed by Shure Inc. and Essential Inc.

SILENT Brass™ designed by Keizo Tatsumi of Yamaha Corp.

SK B BOX designed by Myungsup Shin and Youngin Koh of Plus X for SK

Smartphone GamePad designed by Junwon Lee and Jihye Youn of Samsung Electronics Co., Ltd.

Sonic Port designed by RKS and Line 6

FINALISTS

MIPOW PLAYBULB Bluetooth Smart LED Speaker Light designed by Stanley Yeung, Wai Yung of **Shenzhen Baojia Battery Technology Co., Ltd.** ■ The PLAYBULB LED speaker light combines light with music—all controllable from a mobile device. It fully integrates an LED light and speaker, which are wireless and cord-free. Screw it into any lamp socket and operate it like a normal light. You can play music from any Bluetooth-enabled device 33 feet away. Shake the Bluetooth device or turn a knob to control the brightness of the light.

Sonos PLAY:1 No Credits Listed

SoundPlate™ designed by Jinhee Kim, Junki Kim and Sungsoo Jeon of LG Electronics Inc.

Stelle Audio Pillar designed by Daniel W. Ashcraft, IDSA and Deanna Griffith of Ashcraft Design

SWIMMER designed by Michael DiTullo, Jeremy Savage and Ryan Minarik of Sound United Global Design Center

The Mountain BS-4000 designed by Jungsik Yun and Seungyun Yeo of MU

Touch Tunes Jupiter designed by frog

MIPOW VoxTube 700 Bluetooth Headset designed by Stanley Yeung Wai Yung of **Shenzhen Baojia Battery Technology Co., Ltd.** ■ The VoxTube 700 Bluetooth headset can be plugged into any powered USB equipment for recharging. It is made of anodized aluminum alloy. It supports pairing of two devices at the same time and voice prompt and dialing. The built-in microphone and CVC audio remove surrounding noise. The built-in battery supports up to four hours of conversation and five days of standby time.

Xbox One designed by Xbox Design Team of Microsoft Corp.

Xbox One Wireless Controller designed by Xbox Design Team of Microsoft Corp.

Xiaomi Mi Box HD set-up Box designed by Xiaomi Mi Box Industrial Design Team of Xiaomi Corp.

VoxTube 500 Bluetooth Headset designed by Stanley Yeung Wai Yung of **Shenzhen Baojia Battery Technology Co., Ltd.** ■ The VoxTube 500 Bluetooth headset is made of anodized aluminum alloy. It is capable of pairing to two devices at the same time and supporting voice prompt and dialing. The noise-cancelling feature for two microphones ensures a clear conversation. A built-in battery supports up to six hours of conversation or eight days of standby time. The empowered antenna enables a 10-meter conversation range.

Environments

Académie Lafayette Playground designed by Jonathon Kemnitzer, IDSA, Brad Satterwhite, Jon Taylor and Chris Grill of KEM STUDIO; Sean Haung of Structural Engineering Associates; and Paul Martin and Miguel Tanudra of Zahner for Académie Lafayette

Against The Odds: American Jews & The Rescue of Europe's Refugees 1933-1941 designed by Jonathan Alger, Daniel Fouad, Kelsey Cohen, Monika Thorson, Zak Greene, Max Millermaier, Eliza Fitzhugh, Samuel Sheniova and Jessica Griscti of C&G Partners LLC; and Mark Ward of Precision Plastics

Ambient Experience PET MRI Suite at Cleveland University Hospital designed by Philips Design Healthcare Team

between doors and walls No Credits Listed

Briggo Coffee Haus designed by Yves Béhar, IDSA, Gabe Lamb, Liam Adelman and Casey Lewis of fuseproject for Briggo

Central Park Conservancy Trash and Recycling Receptacles Central Park Conservancy Receptacles designed by Anthony Deen, Mike Boylan, Craig Dobie, Lady Tanmantiong and Brad Scott of Landor Associates in collaboration with Doug Blonsky, Christopher Nolan, Neil Calvanese, Frank LoCastro, Terri Coopersmith and Steve Zammarchi of The Central Park Conservancy and Stephen Leonard of the Alcoa Technical Center

Donald F. Kosch Village Playground at Greenfield Village designed by Craig Sheffler and Dan Perrault of Michigan Recreational Construction; and Katey Brown and Alec Jerome of The Henry Ford

Frankfurt Book Fair Webtoon designed by Woo Jung Kim, Sung Ho Lee, Seung Hye Son, Seung Doc Yang, Il Tae Kim, Minsu Choi, Ji In Im, Yoo Jeung Kim and Eun Mi Kim of **NAVER Corp.** ■ The Frankfurt Book Fair Webtoon introduced European readers to the scroll-type webtoon service, enabling visitors to experience the special effects through various devices and creating a cafe-like booth. Visitors sat on birch wood stairs and read webtoons using a tablet or comic book. The booth's design included talk bubbles, square frames and webtoon characters.

Jongga, the Head Family of a Respected Clan designed by Baeho Jun, Minji Yoo, Kyungmin Lee and Bora Lee of The National Folk Museum of Korea

Know NYC: Interpretive Sign System for the 34th Street District designed by Ignacio Ciocchini, IDSA, Jamie Song, Julie Ember, Eric Mueller and Norman Mintz of 34th Street Partnership

Mozilla Factory Space designed by Eisuke Tachikawa, Kunihiko Sato and Toshiyuki Nakaie of NOSIGNER for Mozilla Japan

Nanchang Insun International Cinema designed by Ajax Law and Virginia Lung of One Plus Partnership Ltd.

Nature Lab, Natural History Museum of Los Angeles County designed by Gallagher & Associates; KBDA; Unified Field; Red Cape Studio; Technomedia; First Circle; Tenji, Inc.; Picnic Design; Digital Plus; and Lexington Design + Fabrication

Neuehouse designed by David Rockwell, Greg Keffer, Michael Siporin, Sarah Abdallah, Melissa Hoffman, Sangeeta Kumar and Ted Galperin of Rockwell Group

Green Factory NAVER Library + Cafe & Store designed by Park Chidong, Kang Saebom, Lee EunJae, Lee Jaehun, Park Eungyeong, Kim Yehwon, Cho Nayoung, Choi Junghoon, Kim Sungtaek, Bang Miyeon and Lee EunJoo of **NAVER Corp.** ■ The Green Factory NAVER Library + Cafe & Store houses magazines, design books, encyclopedias and IT-related books that can be used to communicate with others and act as inspiration for new ideas. Each bookshelf and area is designed differently according to the characteristics of the book to provide an optimized experience to the library visitors.

Opal Card Ticketing Reader designed by Lee Liston and Robbie Wells of 4Design for Transport for New South Wales, Sydney

Shinola designed by David Rockwell, Timothy Pfeiffer, Michael Varland, Ted Galperin and Marek Kusio of Rockwell Group for Shinola

Southwest Porch at Bryant Park designed by Ignacio Ciocchini, IDSA, Julie Ember and Neha Sabnis of Bryant Park Corp.; and Nancy Thiel for Bryant Park Corp. and Southwest Airlines

Story Garden by AMOREPACIFIC designed by BRC Imagination Arts

Storyville Coffee Shop Experience designed by Martin Langkau, IDSA, Bjoern Frank, Tim Zurmoehle and Jung Hoon Lee of TEAGUE; and Jon Phelps and Stella Posada of Storyville Coffee Company

Street Charge designed by Mark Prommel, IDSA, Peter Chung, Kevin O'Leary, Matt Kalish, Marco Perry, IDSA, Todd Brunner, and Avi Bajpai of Pensa

Hangul Campaign / Hangul Sign designed by Woo Jung Kim, Seung Jae Yu, Sung Ho Lee, Tae Kyung Chang, Min Ae Kwak, Bong Kwan Choi, Il Tae Kim, Ji In Im, Soo Kyung Lee, Sun Min Kim and Yeo Min Kim of **NAVER Corp.** ■ In the Hangul Campaign / Hangul Sign initiative, Naver gave new signs to 20 small private stores and stores run by young entrepreneurs. The Signboard Campaign was conducted in celebration of Hangul Day, a day to celebrate the Korean alphabet. The signs were custom designed for each store, based on its type and location, using Hangul fonts developed by Naver.

TAO Downtown designed by David Rockwell, Shawn Sullivan, Michael Sean, Susan Nugraha and Quan Yin of Statue LAB; and Hendrik Gerrits, Brett Renfer, Quin Kennedy, Jessica Edmiston, Hall Ramirez, Benton C. Bainbridge, David Lublin and Meghna Pathak of Rockwell Group for Tao Group

TBDC Casa Demo designed by Janus Huang, I/IDSA of Taipei Base Design Center

TBDC Office designed by Janus Huang, I/IDSA of Taipei Base Design Center

Nike Hall of Innovation designed by Byron Merritt, Jason Murphy, Joel Brandon and Pam Lauwerens of **Nike Inc.** ■ The Nike Hall of Innovation was a week-long interactive installation in New York City showcasing Nike's latest products. The event provides visitors and athletes with the chance to speak with Nike designers about the products, the opportunity to test products on an interactive speed track and, for hundreds of students, the chance to meet elite athletes Allyson Felix, Kobe Bryant and Bo Jackson.

Seoul Design Festival / Naver Data Square designed by Woojung Kim, Sungho Lee, Taekyung Chang, Seunghye Son, Seungdoc Yang, Sehee Jun, Sangwoo Hwangbo, Mooyoung Youn, Sangmin Lee, Dambi Lee, Jaeyong Park, Cheoluk Song, Yeowon Yoon, Jaeho Jeong, Seungbok Kim, Minjung Chun, Eunmi Kim, Yongjin Sung, Gyongseo Bak, Jinhoon Kim and Hyuncheol Dong of **NAVER Corp.** ■ The Seoul Design Festival / Naver Data Square provides a wide variety of digital services, which can be used in real life and act as a search-based information distribution platform. This exhibition highlighted the digital data, which is Naver's core value. Visitors were able to experience the intangible value of how digital data is created, collected and shared.

Gardens & Patio

Concrete Seats for Squares designed by Huang Tao, Kang Qiang, He Guoli, Liu Guona, Qiu Liwei and Shi Xiaoming of **Chengdu Shayuan Industrial Design Co., Ltd.** ■ Concrete Seats for Squares is a simple, cost-effective furniture design suitable for use in exhibition spaces. The squares are modern in their design aesthetic, with many different expressive styles throughout. The furniture is easy to manufacture and assemble, and also friendly to the environment.

BigGripper Bucket designed by Scot Herbst, IDSA, Walter Herbst, IDSA and Will Hunter of Herbst Produkt; Jay Brooks of Leaktite Inc.; and Jim Wynn of The Home Depot

hontz designed by Amit Avigdor, Ziv Botzer, Nir Beit-Av, Omer Deutsch and Hagai Harduff of Tamooz for Maytronics

Vela Bluetooth Lantern designed by Twisthink Team

Home Furnishings

Beetle Cyclone Vacuum Cleaner designed by Shin Hyunson, Zhou Jinhui and Huang Yingwen of **Guangdong Midea Kitchen Appliances Mfg., Co.** ■ The Beetle Cyclone Vacuum Cleaner has fluid lines and a compact body and handle that highlight its craftsmanship and simple luxury. The powerful cyclonic technology means it can take on any mess. The remote control and the ultra-thin brush make it convenient and easy to use.

ARTCOOL Slim designed by Sehwan Bae, Taeil Kim, Ilha Park, Jungjoo Yoo, Kangeui Cho and Yoojeong Han of LG Electronics

CleanPot (Floating Ultrasonic Humidifier) designed by Aran Cho of MIRO Co., Ltd.; and Song Hye Suk, Tae-eun Jun and Woo-cheol Jang of P&D Design Co., Ltd

Dehumidifier_Kalahari designed by Saehwan Bae, Chinsoo Hyon, Jinsu Kim, Miju Kim, Jaeyong Park and Yunseo Jang of LG Electronics

Dual Washer No Credits Listed

Floor Standing Split Air-Conditioner with Single Tubular designed by Li Sanxin, Li Wen and Shao Jinpeng of GD MIDEA Air Conditioning Equipment Co., Ltd.

Haier Air Steward designed by Lian Zhen and Ma Chunming Libin of LKK Design Shanghai Co., Ltd. for Haier Group

ECO Duet 2 in1 Vacuum Cleaner designed by Rinaldo Filinesi, Shin Hyunseon and Wang Jin of **Guangdong Midea Kitchen Appliances Mfg., Co.** ■ The ECO Duet 2 in1 Vacuum Cleaner features a harmonious and ergonomic handheld design. It is powered with rechargeable batteries and a detachable holder for upright floor cleaning. Its lightweight body provides a practical, fast and easy cleaning experience with less noise and energy consumption than a conventional vacuum cleaner.

PANDORA Pendant Mood Lamp designed by Chou Hang Yang, Yang Fei Wu and Chih Wei Wang of Lextar Electronic Corp.

Pear-shaped Lamp of Three Models designed by Yonggang Wei, Sumin Zhang and Wentao Chang of CE Lighting Ltd.

WA9000HA designed by Jongsu Jeon, Dongwon Chun, Junghoon Hwang, Jaewon Choi, Cheolyeon Jo and Hayoung Jang of Samsung Electronics Co., Ltd.

Wall-Installed Type Room Air conditioner designed by Munwoo Lee Yu Wei of Midea Electronics

WF6500HA designed by Junghoon Hwang, Kisang Yoon and Gisung Han of Samsung Electronics Co., Ltd.

WF9100HA designed by Junghoon Hwang and Kisang Yoon of Samsung Electronics Co., Ltd.

WOW Air Purifier designed by Sim Sang Keun of KyowonL&C

YOFOTO Air Purifier designed by Lian Zhen and Mai Jianshan of LKK Design Shanghai Co., Ltd. for YOFOTO

IGOO Smartlamp designed by Haijun Xie of **Shanghai IGOO Smartlamp Technology Co., Ltd.** ■ The IGOO smartlamp includes a 1.8-meter body and a smart control. With 64 independently controlled LED lights, it can produce various light effects by flooding the light up to the ceiling. It achieves breakthroughs and innovations in controlling, light effects, light effects creation and sharing, light interacting with music, benefiting health and happiness.

Kitchens

30 cmicrowave designed by Bomi Kim and Sungpil Jung of Kyungsung University

Bauhaus Kitchen Sinks designed by Rongping Zeng and Ligang Fu of Zhuhai for Kohler Kitchen & Bathroom Products Co., Ltd

BLANCO ONE Collection designed by Brigitte Ziemann of BLANCO Germany and Tim Maicher of BLANCO America

Coca-Cola Heritage Glass designed by Thomas Meyerhoffer, IDSA and Mike Caroselli of Meyerhoffer

Cook Radius designed by Ja Rim Koo and Seong Bok Park of Kyungsung University

dipper 3 in 1 designed by Robert Yu of Think Product Corp.

FINALISTS

Power Creative

Balancer Built-in Microwave Oven designed by Kim Jaehoon, Gao Song and Cai Xianhao of Guangdong Midea Kitchen Appliances Mfg., Co. ■ The Balancer Built-in Microwave Oven is an under-counter microwave oven with a space-saving pull down door. It offers diverse options, such as grill and speed defrost, to meet a variety of culinary needs. At the same time, the automatic cleaning option means never having to scrub away spills. The glass and stainless steel design will complement any kitchen and make cooking fun.

Ecomagination Switch: A Small Appliance Hub designed by frog

Evatk designed by Ed Kilduff, IDSA and Shane Blomberg of Pollen Design

Flavor Now Infusion System designed by Gaz Brown, Matthew Chin and Stephen Kaes of Impel Studio LLC for Epoca International Inc.

Grip Tray designed by Rebecca Finell and Maddy Busch of Finell

High-Performance Juicer designed by Seung-Woo Kim and Sang-Hwa Lee of Coway Co., Ltd.

HM-LBF11 designed by Jae-Hun Jeong and Sung-Ha Jung of Hurom L.S. Co., Ltd.

Juicepresso designed by Sang-Hwa Lee and Jin-Gyu Seo of COWAY

Kitchen Range Hood CXW-200-IF6 designed by Chen Tongjin Qiu Wenquan of Ningbo Oulin Kitchen Utensils Co., Ltd.

Black Ice Hood & Hob & Oven designed by Kim Jaehoon, Zhe Zhang and He Yanhuan of **Guangdong Midea Kitchen Appliances Mfg., Co.** ■ Black Ice Hood & Hob & Oven is a combination angled hood, induction hob and built-in electric oven. The two-tone design blends gloss and matte on glass to create a frame effect. Black Ice uses free-zone technology on a 5-inch TFT display with sensors and dynamic animation for heating.

Kona Ozone and Filtered Water Faucet designed by Rubin Wang of Geann Industrial Co., Ltd.

LE GLACON designed by Jordan Leray and Philippe Vahe, I/IDSA of CARREFOUR

LE MOULE designed by Jordan Leray and Philippe Vahe, I/IDSA of CARREFOUR

NANO series (Super-slim Water Filtration Appliance) designed by Sang-hwa Lee and Dae-hoo Kim of Coway

Neo designed by Sang-Hwa Lee, Jin-Gyu Seo and Jong-Keon Jeon of COWAY

OCW-01 designed by Binghuei-Barry Yang, Feng-Chi Liu, Yao-Te Tsai, Chia-Hsin Ou and Yi-Hsiu Tang of Food Industry Research and Development Institute

Pepper Shaker designed by Kenmura Jeng, Percent Chuang and Osegam Wang of PTUD Studio

RF9900H designed by Sangwoon Jeon, Hyunll Lee, Jonghyub Lee, Seyoun Park, Junkyo Lee, Hyejung Chang and Taehyoung Cho of Samsung Electronics Co., Ltd.

GE Artistry™ Series designed by Jose Tomas DeLuna, IDSA of **GE Appliances** ■ With stainless steel and bright chrome accents, the GE Artistry™ Series enhances any kitchen with a distinctive design at an affordable cost. The series includes a microwave, dishwasher, bottom freezer/refrigerator combo and the choice of an electric or gas range.

Sink JBS1T-OLSA8105 designed by Xu Zhexiong and Huang Zhaoqian of Ningbo Oulin Kitchen Utensils Co., Ltd.

Sink JBS2T-OLHR84480 designed by Xu Zhexiong and Huang Zhaoqian of Ningbo Oulin Kitchen Utensils Co., Ltd.

Steam Oven ZQB235-R05Z designed by Chen Hao, Guo Lingli and Chen Qiangfei of Ningbo Oulin Kitchen Utensils Co., Ltd.

The Lift and Look Pro designed by Richard Harrod, Kenneth Lee and Richard Hoare of Breville and Cube Industrial Design

The Smart Waffle™ designed by Ashley Marsh-Croft, Emma Craig, Vyvyan Rose, Brendan Foxlee and Richard Hoare of Breville Group

Viking Professional TurboChef Double Oven designed by Brent Bailey, IDSA, Matt Ortner, Trey Vann, Neil Littell, Thomas Silver, Marty Makowsky and Jemsheer Thayyullathil of Viking Range, LLC

WB7000H designed by Yoonjong Kang, Jongsu Jeon, Cheolyeon Jo, Junghun Lee and Joonho Lee of Samsung Electronics Co., Ltd.

Whirlpool EveryDrop designed by Whirlpool GCD, Whirlpool IBU and Twisthink

Benchmark

Titan-Smart Sensor Hood, Hob & Oven designed by Zhang Zhe, Huang Dong and Wu Ziming of **Guangdong Midea Kitchen Appliances Mfg., Co.** ■ The Titan-Smart Sensor Hood, Hob & Oven were created to be smart and simple. The hood's sensor automatically adjusts to the level of the smoke from hob. The simple, intuitive icons on the display and mushroom knobs make operation a snap.

Williams-Sonoma Smart Thermometer designed by Victoria Slaker and Xuan Shu of Ammunition for Williams-Sonoma

WW8000HE/7000HE designed by Jinnam Kim, Kangdoo Kim, Sungjae Lee, Gisung Han, Joonho Lee, Yekyung Yoo and Sanghun Yoon of Samsung Electronics Co., Ltd.

Zoku Mini Pop Molds designed by Ken Zorovich, Yos Kumthampinij, John Earle and William Nickley of Zoku, LLC

Medical & Scientific Products

Advanced Bionics Naída CI Q70 Sound Processor designed by Mark Londborg and Jim Goodman of Advanced Bionics

AliveCor Heart Monitor designed by Stuart Karten, IDSA, Rick Blanchard, Chris Wu, Jeff Bentzler, Rob Tennant and Paul Cash of Karten Design for AliveCor

CardioInsight™ ECVue™ Cardiac Mapping System designed by Nottingham Spirk

EVOQ - Triple Quadruple Mass Spectrometer designed by Daniel Dion of **Benchmark Electronics Inc.**; and Dr. Rohan Thakur for **Bruker Corp.** ■ The EVOQ – Triple Quadruple Mass Spectrometer was designed for a singular purpose: to allow chemists, research scientists and lab technicians to reliably quantify thousands of samples in the fastest possible sample-to-report time. Innovations in software and atmospheric pressure ionization technology make it uniquely capable of routine high-sensitivity quantitative material sample analysis.

Cytell Cell Imaging System designed by Ryan Ramos, IDSA and Philip Stankard, IDSA of GE Healthcare

Efficia DFM100 Defibrillator Monitor designed by Philips Deisgn Healthcare Team

i-drop designed by Kwangtack Lee of Hongik University Graduate School; and Eunyoung Lee of IDAS, Hongik University

IQon Spectral CT designed by Philips Healthcare Design Team

Kernel designed by Yves Béhar, IDSA, Noah Murphy-Reinhertz, Arthur Kenzo, Kristine Arth and Gustav Rehnby of fuseproject for The Gates Foundation and *Wired* magazine

Lahir_Interactive Ultrasound System designed by Zhiye Lu of Global Design GE Healthcare

Lodox Xmplar-dr designed by Frederick Kruger and Tasos Calantzis of Terrestrial; and Paul van Looy, Dries Vermeulen, Carlos Sousa and Thabiso Sikhonde of Lodox

LOGIQ PICO Concept designed by Koji Yanagihara of GE Healthcare Japan for GE Healthcare Ultrasound Japan

Merck Muse Cell Analyzer designed by Dan Harden, IDSA and Kyle Buzzard of Whipsaw Inc. for Merck Millipore Inc.

Movi M Series Transport Chair designed by Lloyd Cooper, IDSA, Foster Phillips, Andrew Thomson and Don Walker of Push Product Design; Ray Landis of Advanced Manufacturing Systems; and Will Ferniany of UAB Health System for UAB Health System

Multiva MR designed by Philips Healthcare Deisgn Team

NinePoint Medical NvisionVLE™ Imaging System designed by Dan O'Sullivan, IDSA, Zach Hastings, John Cain, Linda Pellegrino, Morgan Carlson and Heman Au of Farm Design; and Patrick MacCarthy, Kenneth O'Brien, Jim Moriarty, IDSA, Michael Madden and Eman Namati of Nine Point Medical for Nine Point Medical

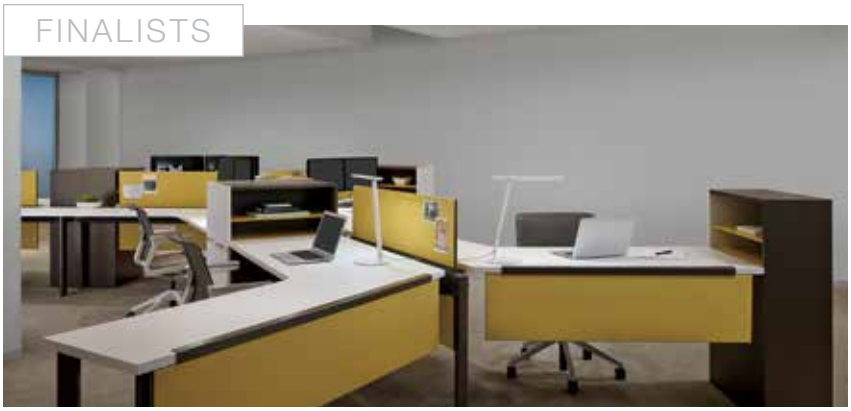
Nuance & Nuance Pro Mask System designed by Philips Design Healthcare Team

Ormco Lythos Intra Oral 3D Scanner designed by Paul Cox, Evan Gant, Philip Leung, Paul Gregory, Cindy Weflen and Neil Bacon of Altitude

Pentamix™ Lite designed by Andreas Bergstraesser of N+P Industrial Design GmbH for 3M ESPE Dental Products

PIRA designed by Martin Edlund and Carlos Arturo Torres of Umeå Institute of Design

FINALISTS



Allsteel

Office & Productivity

Remote Presence Robot designed by Essential Design, iRobot and InTouch Health

SonoSite X-Porte designed by Joshua Hansen, Evan McCormack, IDSA, Brad Sliger and Craig Chamberlain of Fujifilm SonoSite; and Scott Wilson, IDSA and Steve Christopher of Minimal

SpeediCath Compact Set designed by Marlene Corydon, Benny Matthiassen and Bent Hagel of Coloplast A/S and Native Design Ltd.

Syneron VelaShape III designed by Charles Curbbun, IDSA, Lee-Anne Stossell, Bill Leach, Deni Cook and Matt Kranz of DDSTUDIO for Syneron

Theravent designed by Jeff Servaites, Patrick Summers and Matt Durack of Ventus

UCSD Headwall designed by Craig Booth, Abby White and the Yazdani Studio team of Cannon Design; Lauren Lee and Canaan Zeigler of Shield Casework; and Matt Palmer of Modular Services for University of California, San Diego Health System

Ventum designed by Simon Fredriksson of Umeå Institute of Design

Vereos PET CT designed by Philips Healthcare Design Team

YIQI Low-Frequency Pulse Treatment Instrument designed by Qi Luo of Beijing Institute of Technology; and Mingyu Liu of MarsInno (Beijing) Cultural Creativity Co., Ltd. for Henan YiQi Biotechnology Co., Ltd.

Further™ by Allsteel designed by Mitch Bakker of **IDa Design**; and **Allsteel Inc.** ■ Further by Allsteel is an agile furniture system that includes surfaces, supports, screens and storage that can be configured to accommodate a wide variety of work styles. Further is a beautiful, simple design aesthetic that allows users to create work environments that are most productive to their individual and the organization's needs.

Ader Chair designed by Te-Sheng Chen and Chia-Chun Kao of Xcellent Products International, LTD

Alpha Sit/Stand Desking Program designed by Khodi Feiz, Johan van Hengel, Charlotte Coster and Jerry Thong of Feiz Design Studio for Kembo

AM – A Movement Against Screen Schmutz designed by Johan Liden, IDSA; and Erik Jarlsson, Rogerio Lionzo and Frank Zaremba of aruliden

Aurora X designed by Peter Gao, Li Yan, Yu Yue, Zhang Xiang Rong, Song Yu Qi, Wang Shuang, Yan Tao, Gao Jia Wei, Chen Cui Feng, Hagen Fendler and Wang Dan Ni of ZTE

Changhong Retro Office Refrigerator designed by Genjun Ye, I/IDSA, Saijin Lin, Huaiyu Wang, Chen Wang, Daliang Zhao, Xiaojian Wang, Bo Dong and Lihong Mao of Homwee Technology (Sichuan) Co., Ltd.

Geo designed by Sule Koc of Sule Koc Design for ERSA Furniture Inc.

Gesture designed by James Ludgwig and Bruce Smith of Steelcase; and Glen Oliver Loew of Glen Oliver Loew

Surface Tension Textile Collection designed by Suzanne Tick of **Suzanne Tick Inc.** for **Teknion** ■ The Surface Tension Textile Collection consists of seven styles featuring new textile structures, in addition to re-engineered upholstery classics. The styles range from textural solids, woven structural grids and linear patterns. The collection aims to provide functional, durable fabrics suitable for contract use while offering a sophisticated high-end look.

Formwork™ designed by Sam Hecht, Kim Colin, Ippei Matsumoto and Philipp Von Lintel of Industrial Facility for Herman Miller Inc.

Mirra 2 designed by Burkhard Schmitz, Claudia Plikat, Carola Zwick and Roland Zwick of Studio 7.5 for Herman Miller Inc.

Pencil by FiftyThree designed by FiftyThree Inc

PUBLIC Office Landscape designed by Yves Béhar, IDSA, Noah Murphy-Reinhertz, Qin Li, Naoya Edahiro, Logan Ray and Andrea Small of fuseproject for Herman Miller

RealPresence Immersive Studio designed by Pip Tompkin Studio and Polycom Inc.

ReeHwang pendant lamp designed by ByungWoon Kim, SungHee Nam and MyeongJong Lee of Linkman Light Company, LTD

S designed by urban prefer of YOW!design

The Tower LED Task Lighting designed by 3M Design

V.I.A. designed by Steelcase and Claudio Bellini of Claudio Bellini Design

WALL designed by Aykut Erol of Aykut Erol Design for ERSA Furniture Inc.

Packaging & Graphics

VersaFlip™ designed by **O-I** ■ The VersaFlip jar is a multifaceted glass container designed for salsas and dips. Its wide opening and angled sides allow for dipping straight from the jar. As the contents get too low for dipping, the VersaFlip jar can be tipped on its side and stay tipped. The metal lug closure accommodates the jar's wide opening and can be reapplied for food storage.

Egg Tray - 100% Recyclable Laser Toner Package designed by Minchul Kim, Sangin Lee and Seungwook Jeong of Samsung Electronics

ERA™ by Jawbone® designed by Yves Béhar, IDSA, Qin Lin, Kristine Arth, Diana Chang and Hardy Chambliss of fuseproject and Jawbone

FreshRealm Vessel designed by RKS and Freshrealm

Heinz Ketchup Packaging Family designed by Tom Crisp, Paul O'Connor, Henry Chin, Hideshi Hamaguchi, Chunshik Kim, Molly Ackerman-Brimberg, Niklas Gustafsson, Dave Knaub and Sara Berggren of Ziba Design

HP Chromebook 11 designed by Chris Palmer, Steven Shainwald and Adam Richardson of Uneka Concepts Inc.; Liquid Agency; and Sherry Chen of Be Green Packaging for Google

KIN CUP designed by Heesoo Hur, Junhee Park, Joong Gyu Kang, Soorin Son, Sangbae Lee, Jiyeon Na and Eun Young Bae of SPC Design Center

Method® Power Foam Dish Soap designed by Josh Handy, Joe Hunter, Tamara Dyer, Kaj Johnson and Fred Holzhauer of Method

Modal Packaging and Graphics designed by Leo Battersby, Rachel Thai, Amin Zahiry, Lee Croy, Jenn Manley-Lee, John Vieira and Niki Diamond of Ziba Design

Packaging for Trygger Camera Case and Camera Clip designed by Molly Ackerman-Brimberg, In Hee Baek, Angela Sun, Ichiang Sun, John Vieira, Sohrab Vossoughi, Chris Frost and Amin Zahiry of Ziba Design

RELAYS Packaging designed by Greg McNamara, Jeff Nebolini and Ryan Henbest of Sol Republic

Simple Cream designed by Hu-Huai Wang, Shin-Rung Shen, Yu-Jhen Cai and Ting-Ruei Huang of Oriental Institute of Technology and Hong-Yih Chu of Award-Design Integration Studio.

The Social Music Player designed by Suncica Lukic, Steve Takayama, A/IDSA, Branko Lukic, IDSA, Helene Bourdon and Slavimir Stojanovic of NONOBJECT for Ultimate Ears/Logitech

VDL Expert Color Lip Cube designed by Lee Gu-Yong, Jang Ju-Hee and Jung Ha-Rim of LG Household & Health Care

WE_ yuyu nature branding designed by Won Seok Choi of Hong-ik University; and Ji Eun Kim and Sang Eun Jung of framewalk for YUYU NATURE

Personal Accessories

AirWaves Connected Mask designed by frog

Damir Doma 1.3 designed by MYKITA gmbH

Disney MagicBand designed by Michael Jungen, John Padgett, Rich Criado, Mark Lewis and Doug Steele of Walt Disney Parks and Resorts

Eyelock Myris designed by frog

Janus Mirror designed by Seunghyun Woo, Sanghyun Eim and Jia Lee of Euljiro1ga

June designed by Camille Toupet of NETATMO

Just Mobile AluBolt™ designed by Claus Jensen and Henrik Holbaek of Tools Design

Kii designed by Dominic Symons, Max Wijoyoseno, Kevin Keller and Rikky Risdiansah of Bluelounge

Lion's Bank Master Key World Elite Mastercard® Credit Card designed by Dominik Fajbusiewicz and Remigiusz Dymek of Idea Bank S.A. Division Lion's Bank

Monsieur Magni designed by Masanori Ando and Shinnosuke Kawai of ENGINEER Co., Ltd. and Toshihiro Aya of o-lab

Passport:ON designed by Jun Gu Kim, Hyun Woo Lee, Jong Ho Lee and Hye Ryong Choi of LG CNS

Research Aging in Place: The New Realities of Growing Older designed by frog

Research Backpack PLUS designed by frog

Research Journeys For Water: Survival Strategies in Urban India designed by frog

FINALISTS

Retro Games Cases designed by Pip Tompkin Studio and Pure Gear

SOND designed by David Ericsson of **VOID Watches Ltd.**

UP24 designed by Yves Béhar, IDSA, Qin Lin, Erik Kreider, Gustav Rehnby and Hardy Chambliss of fuseproject and Jawbone

Service Design

Advancing Financial Inclusion in Pakistan designed by Continuum for the Consultative Group to Assist the Poor & Habib Bank Limited

Customer-Centric Bank designed by Continuum for BBVA

FreshRealm Service designed by RKS and FreshRealm

Just For Taking Medicine designed by Qi Luo of Beijing Institute of Technology and Mingyu Liu of MarsInno (Beijing) Cultural Creativity Co., Ltd.

Social Impact Design

Backpack Bed™ Tropical designed by Tony Clark and Lisa Clark of Swags for Homeless

LIMO HiCare designed by Darshan Nayak, Pulin Raje, Wenson Chern, Matt Durack, Rajiv Doshi and Stanford India Biodesign of HiCare LIMO

Ring Guard designed by Inhye Park, Chanju Park and Jungyeon Woo of Sungshin Women's University

Universal Cap designed by Choi Jaeyun of Hanseo University

SimGas Biogas System designed by Eric Biermann of VanBerlo; and Sanne Castro and Chandler Hatton of **SimGas** and Christopher Kellner ■ The SimGas Biogas System was designed for households in subtropical regions. Inside the SimGas bio-digester system, bacteria work symbiotically to convert organic waste into methane gas. This gas is used for cooking, lighting and other energy needs. The SimGas system also mitigates health risks related to in-house wood fires. Also, because less wood is needed, deforestation is decreased.

The ModulAir Experience: A Wicked Problem - Mobility Services to Gain Quality of Life in 2030 designed by Anne Asensio, David Carvalho, Frank Aufaure, Sébastien Smetryns, Jonathan Monfroy, Charles Pasquier, Anne-Sophie Bosse, Jean Hong and Thibault Bérard of **Dassault Systèmes Design STUDIO** for **EIFFAGE** ■ With a focus on transportation, the ModulAir Experience envisions sustainable cities in 2030. It involves a system of connected pods that transport passengers and freight, scale up and down in response to volume patterns, and integrate with ground transportation.

The SaTo Hygienic Toilet Pan: A Life-Saving Solution Providing Safer Sanitation designed by Daigo Ishiyama, IDSA, Greg Gatarz and Jim McHale of **American Standard** ■ The SaTo Hygienic Toilet Pan: A Life-Saving Solution Providing Safer Sanitation is a cost-effective sanitary toilet pan designed for use in developing countries, where people often use nonhygienic open pit latrines. The SaTo uses ingeniously simple mechanical and water seals to close off pit latrines from the open air, thereby reducing the transmission of disease through direct and indirect contact with waste.

Sports, Leisure & Recreation

Duet Lux designed by Ti Chang, IDSA, Michael Topolova, Edwin Wood and Andrew Murphy

Eton FRX 4/5 Field Radios designed by Sam Benavidez, Dan Harden, IDSA, Hiro Teranishi, IDSA and Jeeyoon Kim of Whipsaw Inc. for Eton Corp.

Halfdome Bike Helmet designed by Dan Harden, IDSA and Elliot Ortiz of **Whipsaw Inc.** ■ The Halfdome Bike Helmet is an all-purpose bike helmet that folds in half so users can stuff it in a backpack. Two latches on the side of the helmet enable users to detach the top dome, turn it upside down and drop it into the bottom ring. This reduces the helmet size by half, which solves common storage and carrying problems.

GO Easy designed by Tom Reeder, Kyle Mundt and Tom Dempsey of SylvanSport

Hanzo Longboard designed by Alon Karpman of Anvl Inc.

iFetch designed by Kit Morris, Sunny Kim, Gabe Von Letscher and Nick Poteracki of Design Edge; Denny Hamill and Debbie Hamill of iFetch; and Brad Collins and Liz Ruchte of Pump Studios

Kestrel Legend SL designed by Greg Janky and Treasure Hinds of Anvil Studios Inc. for Kestrel Bicycles

NeilPryde ZEPHYR Enduro Road Bike designed by Michael Pryde of The Pryde Group; and Nicol Boyd and Tomas Rosen of Office for Product Design

Nemesis Fins designed by Don Reardon and Damon Clegg of I.D. Workshop; and Kathleen Davis, Craig Stiff, and Barry McGeough of Speedo USA for Speedo USA / PVH Corp.

Next Generation LifeProof Protective Cases for iPod, iPhone and iPad designed by LifeProof and Outerspace Design

Orp Smart Horn {Smorn} designed by Toren Orzeck, IDSA, Ivan Epling, Cory Pearman, David Perry, Vincent O'Malley and Tim Ploeger of FUSE for Orp Industries

Nike Aeroloft designed by Luke Pezzimenti of **Nike Inc.** ■ Nike Aeroloft is a thermal apparel technology that provides both warmth and ventilation, allowing heat to escape the body through laser-cut holes situated between chambers of down insulation. Aeroloft is informed by Nike's Nature Amplified design ethos, which is focused on the body in motion and fueled by scientific data to keep athletes comfortable, protected and focused on performance.

SWAY designed by Jing Suo, IDSA of Academy of Art University for BORP

Zoorigami designed by I Chao Wang, IDSA of iChao Design

Student Designs

[ ] (Pronounced as "tchk tchk") designed by Rhys Duindam of Eindhoven University of Technology

2 x d designed by Jae-Sun Yoon of Seoul National University of Science and Technology

3D Ticket designed by Seunghun Shin, Jinho Kwon and Minhyun Choi of Yeungnam University

Abhitah Climbing Pack designed by Ian Felton of Savannah College of Art and Design

Altera designed by Alexandra Moceri of College for Creative Studies

Anti-Drug Cup Cover designed by Shun-Jin Yu and Wun-Huei Cai of Shu-Te University

Anti-scald Straw designed by Cheng Cheng, Huang Kun, Fu Yu, Lu Jing, Li Guang, Huang Mengdie, Jin Wenjing, Zhou Hao, Zhang Shan, Ye Feng and Wang Yikun of Zhejiang University; and Yang Jinghui, Liu Haimin, Wu Shang and Zhang Xusheng of Zhi Feng Industrial Design Co.

ARC Emergency Raft designed by Qing Xu, Jian Shi, IDSA, Yunman Gu, IDSA, Weijing Zhao and Holly Chisholm of Savannah College of Art and Design

Armin Wallet designed by Tristan Ewald of Savannah College of Art and Design

Bamboo Dragonfly Ski Stick designed by Haoyu Pei, Haimo Bao, Jiwei Huang, Song Qiao, Di Wang, Furong Zhang, Yuqina Jin, Kun Xu, Jiaxuan Ma, Yingnan Zhao and Qianwen Liao of School of Design, Dalian Nationalities University

BIO-CLEANER II designed by Hsiang-Han Hsu of Fortune Institute of Technology; Tzu-I Wen and Jhih-Jie Wang of Dayeh University and Yih-Wenn Luo of National Cheng Kung University

Cart designed by Tyler Morgan, Matt Catagnus, Ketch DeGabrielle, Edgar Espejo and Jesse Summers of Savannah College of Art and Design

Case By Case designed by Aeri Kim Jinho Kwon of Yeungnam University

Comfort Cast designed by Kyuho Song of Samsung Art and Design Institute

CONSTRUKT designed by Zeeshan Hakkim of International School of Design

FINALISTS

CORE Patient Recovery Vest designed by Christopher Wright of Umeå Institute of Design

Cumulus designed by Diamond Ho of California College of the Arts

Current designed by Kasra Sadeghian, Technical Calculations and Rola Aqel. of Kasra Sadeghian Design

Dairy Pot designed by Jae-Sun Yoon of Seoul National University of Science and Technology

DE+humidifier designed by Jae-Sun Yoon of Seoul National University of Science and Technology

Deep Rooted Tree designed by Chee Ho Yoon of Royal College of Arts

Deformable Speed Hump designed by Huang Kun, Cheng Cheng, Fu Yu, Lu Jing, Li Guang, Huang Mengdie, Jin Wenjing, Zhou Hao, Zhang Shan, Ye Feng and Wang Yikun of Zhejiang University; Yang Jinghui, Liu Haimin, Wu Shang and Zhang Xusheng of Zhi Feng Industrial Design Co.; and Zhang Junbin of Shanghai Jiao Tong University

Dewdrop Tree designed by Yoon Taesik of Cheongju University

Dotdotdot_Shopping Assistant designed by Woojin Chung of Pratt Institute

Double Warm designed by Lu Nannan, Pang Shengli, Huang Yichen, Du Jiachun and Liu Shuai of Zhejiang University

Doughtnut Pole designed by Jun Young Park of Hanyang University

Drug Overdose Kit designed by Rachel Sandoval, IDSA of The Ohio State University for SKOOP

Duo Kitchenware designed by Heman Au of Arizona State University

Dynamik designed by Brian Pughe and Conor Brown of Virginia Tech

Easily-sewed Button designed by Chen Yongjun, Yang Yimu, Xu Jianghua, Xu Wenxin, Chen Dong, Dong Zhimin, Huang Xin and Tiantian Hong Design Studio

Easy Aid designed by Pei-Chih Deng, Ju-Ting Yang, Hsin-Li Wang, Wei-Cheng Huang, Chiung-En Chang, Hung-Yu Chen and Professor Meng-Cong Zheng of National Taipei University of Technology

Easy cut designed by WenZai Ye, DanDan Liao and JiaChen Du of Guangzhou Academy of Fine Arts

Easy Pin designed by Yin-Kai Lee and Szu-Hsin Wang of National Taiwan University of Science and Technology

EATWELL designed by YenChih Yao of SHA design/Academy of Art University

ECO Sleeve Maker designed by Choi Seung Ho, Lim Hyun Mook, Han Ji Yu and Yeon Tae Kwon of Hanseo University

E-Cong Elderly Alarm designed by Huang Kun, Cheng Cheng, Fu Yu, Lu Jing, Li Guang, Huang Mengdie, Jin Wenjing, Zhou Hao, Zhang Shan, Ye Feng and Wang Yikun of Zhejiang University; Xue Ruini and Lai Yanhe of DBJ Technologies (Zhuhai) Co., Ltd.; and Yang Jinghui, Liu Haimin, Wu Shang and Zhang Xusheng of Zhi Feng Industrial Design Co. for DBJ Technologies (Zhuhai) Co., Ltd.

Eco-Quench designed by Zhenmin LI and Michelle Kwak of University of Illinois at Urbana-Champaign

Eco-shower designed by Yu Kwang Kang and Se Cheon Lee of Chosun University

E-Drip Stand designed by Yin-Kai Lee, Szu-Hsin Wang and Yu-Chang Huang of NTUST and National Taipei University of Technology

ELANA designed by Pachara Kangchirdsri of Pratt Institute

Electric Torch with Solder Positioning Function designed by Qiu Liwei, Liu Guona, Shi Xiaoming and He Guoli of Southwest Jiaotong University

Energy Refund Blcycle System designed by Jae-Sun Yoon and Dong-Hwan Kim of Seoul National University of Science and Technology

Exchange designed by Jeffrey Brown of University of Cincinnati for Deutshe-Telekom

EXPAND: Waste Pod designed by Jonathan H. Kim of Virginia Tech

Filter Broom designed by Wonkyung Jang of Sangmyung University; and Jaehyo Lee of Yeungnam University for Korea Design Membership

Fire-Saver designed by Jungjune Seo of Gachon University

Fish Hole designed by Jian Zhang and Wanli Yang of GuangZhou Academy of Fine Arts

Flat Tire Warning Light designed by Hsiang-Han Hsu of Fortune Institute of Technology; Tzu-I Wen and Jhih-Jie Wang of Dayeh University and Yih-Wenn Luo of National Cheng Kung University

Floatlight designed by Zhang Cheng, Bing-Zhi Zhu, Ling-En Wang, Shan-Yong Jiang, Qi-chong Wei, Xiao-Neng Jin, Xiao-Long Lou, Li-Bin Hao, Yu-Han Liao, Xiang Gao and Si-Qiao Ye of Zhejiang University

Flow Crutches designed by Zach Handziak of Milwaukee Institute of Art & Design

FuelME designed by Han Huynh of AAU

Garden Rollers designed by Liz Quick of Purdue University for Hasbro

HANDY_VA designed by Hyeon-cheol Lee of Samsung Arts and Design Institute

H-band designed by Jae-Sun Yoon of Seoul National University of Science and Technology

HeartRead designed by Mariko Higaki Iwai of Art Center College of Design

Height Adjustable Drinking Tap designed by JaeGang Lim of Cheoungju University

Icebergs - Pool Toy System for Kids designed by Wyanne Tsang of Academy of Art University

Index designed by Mojtaba Raeisi of Amirkabir University of Technology

Inside Out Hanger designed by Yifan Zhang of Burg Giebichenstein University of Art and Design

Intuitive Saving Faucet designed by Po Yen Yeh, Chia Chi Tai, Yu Ting Han, Chia Hao Hung and Tsu Yuan Tseng of National Taipei University of Technology

Life Bag designed by Kyuho Song of Samsung Art and Design Institute

Life Trail designed by Yan-Jang Cheng and Hui-Chuan Ma of National Taiwan University of Science and Technology; and Cheng-kuei Fan of National Taipei University of Technology

Light Ball designed by Wonkyung Jang of Sangmyung University; Chanyeop Jeong of Daegu University; Jiwoo Kim of Changwon National University; and Narae Park of Hannam University for Korea Design Membership

Light Compass designed by Cong Tian, Haimo Bao, Na Jin, Song Qiao, Zhen Ye, Chunyan He, Baihan Zong, Kun Xu, Mengduo Si, Caoyang Li and Jiacheng Bao of School of Design, Dalian Nationalities University

Lighting Maracas designed by Jin Won Heo and Chang Man Son of Dongseo University

Link 500 - Railtrack Layer designed by Apurba Pawar of Umeå Institute of Design for Volvo Construction Equipment

Link urban logistics designed by Ayelet Fishman of Kunsthochschule Berlin Weißensee

Little Fish Protector designed by JiaChen Du, Wen Zai Ye, GuangHao Wu, IDSA, Siyu Tang and DanDan Liao of Guangzhou Academy of Fine Arts; and Jooyoung Jeon of Seoul National University of Science and Technology

Loop designed by Joseph Weissgold and Kathryn McElroy of the School of Visual Art

Lotus Green House designed by Hyeokgi Hong of Division of Design, College of Art, Cheongju University

Luminous Handlebar designed by Jiaxuan Ma, Haimo Bao, Yingnan Zhao, Qianwen Liao, Song Qiao, Kun Xu, Jiwei Huang, Haoyu Pei, Xi Li, Jialin Song and Chunnan Liu of School of Design, Dalian Nationalities University

Magic Mirror designed by Yanwen Wang, Haimo Bao, Weijian Cui, Yuwei Li, Song Qiao, Kun Xu, Bai Xue, Delin Hou, Rui Zhang, Bei Wu and Senyuan Luo of School of Design, Dalian Nationalities University

Mask-Jacket designed by Ye Feng, Wang Yikun, Huang Kun, Cheng Cheng and Lu Jing of ZheJiang University; and Liao Wenwen, Mao Teng and Tang Yaqi of China Academy of Art

MLKL designed by Jeongdae Kim of University of the Arts Bremen

Mrembo - Handwashing Station for Rural Kenyan Households designed by Salim Dogan Sekercioglu of Umeå Institute of Design for Water and Sanitation Program

Multifunctional Wheelchair designed by Chao He, Haimo Bao, Meina Jin, Yan Hao, Song Qiao, Kun Xu, Bai Xue, Ting Wu and Lixin Zhang of School of Design, Dalian Nationalities University

My Inspiration designed by Qianwen Zhao, Haimo Bao, Ya Tang, Song Qiao, Xiucheng Wang, Junnan Dai, Kun Xu, Xiaoliang Zhang, Yunlong Wang and Xinyue Zhang of School of Design, Dalian Nationalities University

NaO designed by Ross Stalter of Milwaukee Institute of Art and Design

No Longer Embarrassed designed by Ting Wu, Haimo Bao, Lixin Zhang, Song Qiao, Mengsheng Cai, Zhen Zhang, Caiwen Zhao, Kun Xu, Meina Jin, Chao He and Yan Hao of School of Design, Dalian Nationalities University

O-Extinguisher designed by Kim Hee-Sun of Sookmyung Women's University; and Kim Sung-Min and Kim Han-Na of Hongik University

Orion - Stargazing Companion designed by Audrey Yrieix of Institut Superieur de Design

P.L.P of Light designed by Hsiang-Han Hsu of Fortune Institute of Technology; Tzu-I Wen and Jhih-Jie Wang of Dayeh University and Yih-Wenn Luo of National Cheng Kung University

Paintable designed by Dean NienFu Chen and Herman Hansson of Högskolan for design och konsthantverk

FINALISTS

Park Sophie: Social Fitness Space designed by Brian Au, Tommy Duong and James Wiles of San Jose State University

Patient Journey designed by Hina Shahid, IDSA of Savannah College of Art and Design

Pushpin Clamp designed by Ya Tang, Haimo Bao, Qianwen Zhao, Song Qiao, Xiucheng Wang, Junnan Dai, Bai Xue, Kun Xu, Senyuan Luo and Bei Wu of School of Design, Dalian Nationalities University

Puzzle Façade designed by Javier Lloret, Gregor van Egdom, Cees Baarda, Peter Calicher, Nerea García, Vicente Heras, Travis Kirton, Tijn Kooijmans, Bernardo Lloret, Jiskar Schmitz, Mr. Stock, Eric Toering and Jasper Van Loenen of University of Arts and Industrial Design Linz

Rytm designed by Kim H.Y. Chow, Kenneth Tay and Sherry Chen of Art Center College of Design

Safe Agua Colombia: BaldeMovil designed by Kristina Jesena and Shingo Mamiya of Designmatters at Art Center College of Design for Un Techo, Socialab, Compartamos con Colombia

Safe Agua Colombia: Tejo Conejo designed by Connie Bakshi and Rudy Rummel of Designmatters at Art Center College of Design and Timothy Kline of University of Southern California for Un Techo, Socialab, Compartamos con Colombia

Safe Train designed by Cindy Sjöblom of Umeå Institute of Design for Dräger

Scolor designed by Yang Feifei and Peng Xuefeng of Zhejiang Sci-Tech University; Wei Qichong of Guangzhou Academy of Fine Arts; and Shi Jian of Hunan University

Secure Syringe designed by Yang Feifei of Zhejiang Sci-Tech University; Wei Qichong and Peng Xuefeng of Guangzhou Academy of Fine Arts/Zhejiang Sci-Tech University; and Shi Jian of Hunan University

Seesaw Pressurized Well designed by Xuefei Liu, Di Fang, Hanyu Zhang, Hui Yang, Zihao Xu, Bohan Yao, Huan Li, Cheng Yang, Yuanyuan Ding, Wen Fan and Xueyi Wang of Dalian Nationalities University

Shift - Wheelchair Cushion designed by Sylvia Bargellini, C.J. Lopez, Justin Pfledderer, Clint Solomon and Laurel Mooney of Arizona State University, InnovationSpace for PVA and Arizona & Vantage Mobility International

shining transfusion designed by Xuefei Liu, Di Fang, You Zhou, Ying Zhang, Yuanyuan Ding, Wen Fan and Xueyi Wang of Dalian Nationalities University

Sit & Stand designed by Behzad Rashidizadeh of College for CreativeStudies

SKYNEX, Integrated Air Travel Service designed by Jinwoong Seo, Myungjin Song, Allen Tsai Jashi, Sandra Mileikyte, Tien Fang Yu and Jennifer Gomez F. of Brunel University

Slide Wheelchair designed by Dong Kyu Lee of CheongJu University

Smart Bus Stop designed by Bok Chian Check of Nanyang Technological University

Smart Kit System designed by Sanggyun Hong of Kyunghee University

Smart Tea Bag designed by You-Yi Lin of National Taipei University of Technology

Snoweel designed by Kuan-Yu Lin of Art Center College of Design

SO. Machine designed by Yulin Ye of California College of the Arts

Soft Ruler Pen designed by Zhicheng Zhang, Haimo Bao, Xiaobu Jia, Song Qiao, Kun Xu, Zhenyi Zhang, Guoxing Deng, Ying Wang, Hui An, Lin Zhang and Yue Guan of School of Design, Dalian Nationalities University

Spiral Roadblocks designed by Guoxing Deng, Haimo Bao, Zhenyi Zhang, Ying Wang, Song Qiao, Kun Xu, Xiaobu Jia, Zhicheng Zhang, Mengsheng Cai, Zhen Zhang and Caiwen Zhao of School of Design, Dalian Nationalities University

Spiro-Plus designed by Salih Berk Ilhan of Middle East Technical University for Tandem Product Design

Sprout designed by Sasha Mahan-Rudolph of Purdue University

S-ray designed by YeonTaek Lee of Hongik University

Straw Papercup designed by Ce Zhong of Southwest Jiaotong University and Ping Yang of Panzhihua University

Surfcase designed by Sean Miller of Academy of Art University

Switch Lock designed by Yuan-Wei Pang, Borlin Lai and Wei-Jhe Hong of Shih Chien University

T.T.F. designed by Xuefei Liu, Di Fang, Yi Zheng, Haixin Yu, Wen Fan and Xueyi Wang of Dalian Nationalities University

Tennis Picker designed by Kim Seunghyun and Yu Yunjo of Sangmyong University

The Ageless City, Seoul designed by Sookwung Lee of Ewha Womans University

The Folding Canvas designed by Wei Luo of Rochester Institue of Technology for Art One Direct

The House Is Not Clean designed by Chun-Fu Chen of Shu-Te University

the magical box designed by Xuefei Liu, Di Fang, Bohan Yao, Cheng Yang, Deqian Zhao, Huan Li, Hanyu Zhang, Desheng Si, Jun Meng, Jinghua Guo, Yan Wang, Wen Fan and Xueyi Wang of Dalian Nationalities University

Three Functional Stretcher designed by Xiaobu Jia, Haimo Bao, Zhicheng Zhang, Song Qiao, Kun Xu, Zhenyi Zhang, Guoxing Deng, Ying Wang, Chengang He, Hai Liu and Yidan Chen of School of Design, Dalian Nationalities University

Tidvatten designed by Yulin Ye of California College of the Arts

Timer Cap designed by Jin Won Heo, Da Som Kim and Chang Man Son of Dongseo University

Touch and Go designed by Shih-Hao Chen and Tsung-Mao Lee of Shu-Te University

Tower Printer designed by Jungsu Kim of Seoul National University of Science and Technology

Travel Bonfire designed by Mengyin Jia, Haimo Bao, Xianming Yin, Song Qiao, Gele Aori, Yunsen Wang, Kun Xu, Chengang He, Hai Liu and Yidan Chen of School of Design, Dalian Nationalities University

Traverse Coupling Handles designed by James Skeggs of Massey University for New Zealand Mountain Safety Council

Triangle Cap designed by Qi Qiu, Zhuang Tian, Wenlong Wang, Yulei Gao, Sijia Chen, Zijun Li, Zuoteng Qin, Zili Li, Chongchong Song and Zheng Wang of Beijing Institute of Fashion Technology

Two-ended Clamp designed by Na Jin, Haimo Bao, Cong Tian, Song Qiao, Zhen Ye, Chunyan He, Baihan Zong, Kun Xu, Mengduo Si, Caoyang Li and Jiacheng Bao of School of Design, Dalian Nationalities University

Two-way Faucet designed by Haimo Bao, Weijian Cui, Yanwen Wang, Yuwei Li, Song Qiao, Kun Xu, Bai Xue, Delin Hou, Rui Zhang, Bei Wu and Senyuan Luo of School of Design, Dalian Nationalities University

Unisnow designed by Junyong Park of Art Center College of Design

Universal Silverware designed by Sanggyun Hong of Kyunghee University

UVquitous designed by SunWoong Oh and NaRa Keum of Seoul National University of Science & Technology for SEORO

Warning Float for Manhole Covers designed by Haimo Bao, Haoyu Pei, Jiwei Huang, Song Qiao, Di Wang, Furong Zhang, Yuqina Jin, Kun Xu, Jiaxuan Ma, Yingnan Zhao and Qianwen Liao of School of Design, Dalian Nationalities University

Water Cup Medicine Bottle designed by Weijian Cui, Haimo Bao, Yanwen Wang, Yuwei Li, Song Qiao, Kun Xu, Delin Hou, Rui Zhang, Bei Wu and Senyuan Luo of School of Design, Dalian Nationalities University

Water Recycling Flowerpot designed by JiaChen Du, YangHan Wang, WenZai Ye and DanDan Liao of Guangzhou Academy of Fine Arts

Water Roll designed by Qunxi Huang and Yolegmma Marquez of Rochester Institute of Technology School of Design

Weighing Fishing Rod designed by Gele Aori, Haimo Bao, Yunsen Wang, Song Qiao, Kun Xu, Xianming Yin, Mengyin Jia, Qianwen Zhao and Ya Tang of School of Design, Dalian Nationalities University

Whale Whisperer designed by Ye Haoyu, Gu Xin and Shao Dandan of Moscalewing Product Design; and Ye Zhuoqun of Zhejiang Yuexiu University of Foreign Languages

Wild Charger designed by Xuefei Liu, Di Fang, Baihui Yang, Xingxing Ren, Dongxu Zhu, Wen Fan and Xueyi Wang of Dalian Nationalities University

Wind Bell designed by Chang-Yu Pan of National Cheng Kung University and Po-An Lin of Kao Yuan University

Windglass: Powered Yarn Ball Winder designed by Caitlin Youngquist of Academy of Art University

Zigzag door designed by Hyeon-Cheol Lee of Samsung Arts and Design Institute

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