INNOVATION

Yearbook of Design Excellence

INTERNATIONAL DESIGN EXCELLENCE AWARDS 2010
US Acrylic

industrial design
ergonomic design
graphic user interface
modeling prototypes
tel: 847.724.8840
chicago
santa barbara
cesaroni.com

CESARONI DESIGN
product design consultants

© July 2010 Cesaroni Design Associates, Inc.
WHERE TOUGH AND SOFT MEET

COMFORTABLE IMPACT PROTECTION
A fabric that remains soft and flexible under normal conditions, but can absorb and disperse the shock of impact, protecting against damage and injury.
2010 YEARBOOK OF DESIGN EXCELLENCE

6 From the Executive Editor
By Alistair Hamilton, IDSA

8 2010 Student Merit Award Winners
By Mary Beth Privitera, IDSA

16 Bigger & Better
By John Barratt, IDSA, 2010 IDEA Jury Chair

18 New Times Ahead
By Joice Joppert Leal

19 Applauding Design Excellence
By Verna Talcott

20 Build a Better Mouse Trap
By Linda Tischler

22 Meet the IDEA2010 Jury

2010 Finalists

221 2010 IDEA/Brasil Winners

222 2010 Index of Winners

2010 IDEA WINNERS

Commercial & Industrial Products

30 Electrosurgery Unit Tester (ESU Tester) for Developing Countries

32 ESR 5000 Series Reach Truck

34 Geocell RDFW™

36 Silver IDEAs
Adaptive Fritting • AURORA C2010R • Easy-Riser/Valve-Saver Utility Riser and Cover for Manholes and Valve Boxes • Kitchen Nano Garden • Rescue Wizard

42 Bronze IDEAs
Belkin Conserve Surge with Timer • Digital Control Inc., Digitrak F2 Drill-Head Locator • M2 Monitor Arm • T-Tech LED Dimmable Light Bulb/Nature • USAF Extrication Tool

Communication Tools

44 Jawbone ICON Headset

46 Silver IDEAs
AT&T 3G MicroCell™ • Palm Pre Plus and Palm Touchstone Charging Dock

48 Bronze IDEA
GD880 (MINI)

Cover: Slingbox 700U, Best of Show and Gold winner. Photo: Mark Serr.

Innovation is the quarterly journal of the Industrial Designers Society of America (IDSA), the professional organization serving the needs of US industrial designers. Reproduction in whole or in part—in any form—without the written permission of the publisher is prohibited. The opinions expressed in the bylined articles are those of the writers and not necessarily those of IDSA, IDSA reserves the right to decline any advertisement that is contrary to the mission, goals and guiding principles of the Society. The appearance of an ad does not constitute an endorsement by IDSA. All design and photo credits are listed as provided by the submitter. 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.

IDSA PATRONS

Altitude, Boston
Black & Decker, Towson, MD
Cesaroni Design Associates Inc., Glenview, IL
Continuum, Boston; Milan; Seoul, South Korea
Crown Equipment, New Bremen, OH
Dell Computer Corp., Round Rock, TX
Design Concepts, Madison, WI
Eastman Chemical Co., Kingsport, TN
Hewlett-Packard, Palo Alto, CA; Houston, TX; Cupertino, CA; Boise, ID; Vancouver, WA; San Diego, CA
IDEO, Palo Alto, CA; San Francisco; Chicago; Boston; London
Jerome Caruso Design Inc., Lake Forest, IL
Lextant, Columbus OH
Lunar Design Inc., San Francisco; Palo Alto, CA
Metaphase Design Group, St. Louis, MO
Nokia Design, London; Helsinki; Calabasas, CA; Beijing
Procter & Gamble, Cincinnati, OH
Smart Design, New York, San Francisco, Barcelona
Teague, Seattle, WA
Whirlpool Corp., Benton Harbor, MI
ZIBA Design Inc., Portland, OR; San Francisco

Companies in bold are Charter Patrons.

For more information about becoming a Patron, contact Beth Harrington at 703.707.6000 x104.

ADVERTISERS’ INDEX

41 Bemis 189 IDEA 2011
c2 Cesaroni Design 15 LaFrance Corp.
123 Cesaroni Design 7 LDA
56 Coway 145 Lexant
1 Dow Corning 146 Minimal
21 The Henny Ford 207 NewDealDesign
99 Hitachi Data Systems 91 SEGD
29 Hyundai 181 Samsung
9 solidThinking

Annual Subscriptions

<table>
<thead>
<tr>
<th></th>
<th>General</th>
<th>Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the US</td>
<td>$60</td>
<td>$40</td>
</tr>
<tr>
<td>Canada &amp; Mexico</td>
<td>$75</td>
<td>$50</td>
</tr>
<tr>
<td>International</td>
<td>$110</td>
<td>$65</td>
</tr>
</tbody>
</table>

Single Copies (Fall/Yearbook)

<table>
<thead>
<tr>
<th></th>
<th>General</th>
<th>Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the US</td>
<td>$35</td>
<td>$35</td>
</tr>
<tr>
<td>Canada &amp; Mexico</td>
<td>$40</td>
<td>$40</td>
</tr>
<tr>
<td>International</td>
<td>$57</td>
<td>$57</td>
</tr>
</tbody>
</table>

Single Copies (Spring, Summer, Winter)

<table>
<thead>
<tr>
<th></th>
<th>General</th>
<th>Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the US</td>
<td>$17</td>
<td>$12</td>
</tr>
<tr>
<td>Canada &amp; Mexico</td>
<td>$17</td>
<td>$12</td>
</tr>
<tr>
<td>International</td>
<td>$28</td>
<td>$22</td>
</tr>
</tbody>
</table>

For subscriptions, call 703.707.6000.

Back issues and bulk orders available upon request.
Computer Equipment

49 External HDD G Series
50 LaCie iamaKey, CooKey and WhisKey USB Flash Drives
51 Silver IDEAs
   Aerohive HiveAP 300 Series • Dell Adamo XPS • Gateway One
54 Bronze IDEAs
   Dell Vosto All-in-One • Imagemate All-in-One and Multi-Card Reader Family • liiti webbook • Pano Logic Zero Client Computer • Que Proreader • Western Digital My Book and My Passport External Hard Drives: Essential, Elite and Studio Models

Design Strategy

57 The Launching of the Guaraná Jesus New Can (Lancamento da Lata Guaraná Jesus)
58 Lifetuner.org
60 Li-Ning Design Strategy
62 Silver IDEAs
   Panasonic Integrated Smart Monitor
63 Bronzes IDEAs
   EILEEN FISHER: Reframing a Brand for an Emerging Audience • Investigative Learning Curriculum for Ormondale Elementary School

Ecodesign

64 PACT Underwear
66 Silver IDEAs
   A Traffic Light • Firebug • Herman Miller Ardea Light
69 Bronze IDEAs
   Herman Miller Twist LED Task Light • Tazzytotes™ - Produce Bags • Zen Wagon

Entertainment

70 Beats by Dr. Dre Solo
72 Slingbox 700U
76 Silver IDEAs
   Bose L1® Compact System • JamHub® Silent Rehearsal Studio • LED TV 9000 • Tony Hawk: RIIDE
80 Bronze IDEAs
   Barnes & Noble – Nook • Beats by Dr. Dre’s Heartbeats By Lady Gaga • Bose® Soundlink™ Wireless Music System • DJ Hero • Mustang UX: Mobile Experience for Us • Sling Touch Control 100 • Zune HD

Environments

83 Media Bus Shelter
84 The Soccer Museum (Museu do Futebol)
86 Urban Graphic Design for Bixiga Neighborhood (Trabalho Gráfica Urbana para o Bairro do Bixiga)
87 Silver IDEAs
   China Design Now Exhibition • Emergent Surface • hei solar light™ Champ
90 Bronze IDEAs
   Exhibition of the Book “Pez de Plata rBarcelona: Reflect, Recycle, Respond” • Mellon Town Residential Lobby – Bamboo

Home Living

92 Easy Latrine
   Story by Jennifer Yankopolus
96 Fuego Element
98 Herman Miller Ardea Light
100 Hwaro
101 LED Light Bulb
102 Virus Doctor
103 Woven Bin (Cesto Trama)
104 Silver IDEAs
   Base Brands Reduce™ Smash Can™ • Easylock Handle (Maçaneta Easy Lock) • Flow 2 • govino™ wine glass • LED Mini Star • linna armchair • Mini Automatic Floor Cleaner • OXO Good Grips 360° LiquiSeal Travel Mug • Speed Dial™ Set-Your-Own Combination Lock 1500ID • Still One • Tami Bar Primo • Vignette® Modern Roman Shades in Tiered™ Design Option with LiteRise® • Whirlpool Glamour Oven • Zoku™ Quick Pop™ Maker

Interactive Product Experiences

124 CompleteSpeech Palatometer
126 Virtual Wallet for PNC Financial Services Group
128 Zune HD
Leisure & Recreation Products

138 Meyerhoffer™ Surfboard

140 Silver IDEAs
Fitbit Tracker  ■ Jimmyjane FORM2

142 Bronze IDEAs
AXiS1Eagle  ■ Digital Camera  ■ Matrix G7 Premium Strength System  ■ Nike Lunarglide+  ■ NPX Lucifer Drysuit  ■ Perfect Pushup V2  ■ Relax Backpack

Medical & Scientific Products

146 Fitbit Tracker

148 SILS™ Port

151 Ventus PROVENT® Professional Sleep Apnea Therapy

152 Silver IDEAs
Cimzia Prefilled Syringe  ■ Eli Lilly HumatroPen 6mg, 12mg, 24mg  ■ G-Cube  ■ MRI Chair  ■ S Series™ BTE featuring Sweep™ Technology  ■ ZOn™ Series Hearing Aid

158 Bronze IDEAs
NPANT System for Bedridden Patients  ■ Siemens Acuson S2000™ ABVS  ■ Trilogy/100 Ventilator  ■ Valo Dental Curing Light

Office & Productivity

160 LIM (Light in Motion)

162 Very seating family

164 Silver IDEA
NeatDesk

165 Bronze IDEAs
Herman Miller Twist LED Task Light  ■ OXO Good Grips Office Products for Staples

Packaging & Graphics

166 litl webbook packaging

168 Method Laundry Detergent with Smartclean Technology™
Story by Tim Adkins

172 Silver IDEAs
Belkin Conserve Surge with Timer Packaging  ■ Incase Packaging 2009

174 Bronze IDEAs
Jawbone Icon Headset  ■ Out of the Box: Access to Mobile Communications for Older People  ■ Tony Hawk RIDE

Personal Accessories

176 Silver IDEAs
BROOKE  ■ PACT Underwear

Research

178 Lilly Patient Posters

180 Silver IDEA
Designing Stronger Communities

Service Design

182 Collaborative Service for Best Western

184 Silver IDEA
Spence Diamonds Service Design

Student Designs

185 980 TATOU - Sport Shoe for Le Parkour

186 CAS Air System

188 ONEDOWN

190 Silver IDEAs
1881 'American Red Cross Fashion' Branding Strategy  ■ ezSlide  ■ Numlock Handle  ■ uni-eco  ■ WORX-lift  ■ Write? Light!

196 Bronze IDEAs

Transportation

204 Silver IDEAs
ATNMBL  ■ Mission Motors 'Mission ONE' Electric Sportbike  ■ Traffic 2.0 Metro

208 Bronze IDEAs
CMYK Elektric Bike  ■ FREERIDER  ■ Mini Countryman  ■ Motorcycle Padlocks (Cadeados de Moto)  ■ Panasonic Integrated Smart Monitor  ■ Skyloft
The winners of the 2010 International Design Excellence Awards can help you ride the waves, grill a burger, catch varmints and save the earth.

The minutes are ticking down, and a fleet of town cars idle outside the Henry Ford Museum in Dearborn, Mich., ready to leave for the airport. Inside the building, though, the 18 design luminaries serving as jurors of the 2010 International Design Excellence Awards (IDEA)—the field’s top honors—are unmoved. Over the previous 48 hours, they have blazed through a pool of nearly 1,900 entries from 29 countries, choosing 38 gold-medal winners. And now they are stuck, deadlocked over the final selection for Best in Show.

Choosing the medalists in some of the 18 categories—everything from medical devices to home decor—was easy. And seeing the reach of modern design has been exhilarating. For instance, Thomas Meyerhoffer’s elegant surfboard takes top honors in leisure and recreation, while the judges deem IDEO’s poignant posters for pharma giant Lilly “a simple but beautiful moment of creativity,” awarding it Gold in design research.

Best in Show proves to be the knottiest problem. The finalists affirm the wild diversity of the competition; they are so different that judging them against one another is like picking between apples and oysters. There is the packaging for Method laundry detergent, which the jurors love for its ability to change daily consumer behavior. The minimalism of the Slingbox multimedia broadcaster has many fans. “If this were the standard,” one juror jokes, “it would put us all out of business.” And then there is the innovative low-cost latrine from Cambodia, modest on physical beauty, perhaps, but high on social responsibility.

The jurors are hypersensitive about the signal their choice will send to the larger design community. Jury chief John Barratt, CEO of product development firm Teague, insists that the winner be something that people throughout the industry “could be proud of vicariously.” He also reminds the panel, “This award is the bellwether of where the industry is and where it’s going.”

There had been a heated discussion at dinner the previous night about whether the environmental impact of a design should be a consideration in every category, not just in the “ecodesign” niche, as in this year’s awards. Designers Accord founder Valerie Casey, one of the eco-design category’s judges, urged her fellow jurors to make a bold statement by recategorizing that group’s entries and measuring the eco-responsibility of all the entries. The debate continued long after the dishes were cleared, until 2 a.m., when IDEA officials decided that changing the rules midstream, not to mention the logistics of rejudging everything the following morning, made Casey’s suggestion unworkable.

One significant result of the discussion: a major change in judging criteria for subsequent years. “When considering products for awards in the future, they will be evaluated on their social, ecological, cultural as well as economic responsibility,” says Clive Roux, CEO of IDSA, which produces the IDEA program. “The design profession can no longer claim excellence in design unless we have considered the concept of responsibility as a central part of the design problem.”

Visit FastCoDesign.com, Fast Company’s new design site, for an exclusive look at the 191 medalists, plus videos of the judges explaining their choices.

—Linda Tischler
Fast Company, July/August 2010
Welcome, innovator.

We ask questions. They share insights. We gather them here. You put them to work. (And then share even more.)


Pierre Omidyar
Creator/Chairman, eBay

Stanford Ovshinsky
Solar/Alternative Energy Pioneer
Holder of 400 Patents

Steve Wozniak
Cofounder, Apple Computer

Toshiko Mori
Architect and Alternative Textiles Advocate

We ask questions. They share insights. We gather them here. You put them to work. (And then share even more.)

The best ideas need the best execution. Bemis Manufacturing’s Advanced Technology Group combines a creative approach, unique manufacturing resources, and unparalleled expertise to bring the finest designs to life. Whatever your vision, Bemis can make it a reality.

To find out more, visit bemisplastics.com or call (920) 467-4621.
Information is interesting but only some of it is useful. Go beyond single points of inspiration. **Use rigorous analytic methods to find patterns in the data** Discover desired experiences. Get Insight. Get Lextant.