

QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA **FALL 2016**

# INNOVATION

**2016 Yearbook of  
Design Excellence**

INTERNATIONAL DESIGN EXCELLENCE AWARDS

**IDSA**



assume nothing



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QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

FALL 2016

# INNOVATION<sup>®</sup>



Bronze winner Oculus Rift. See page 98.

**IDSA**<sup>®</sup>

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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.

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Cover photo: Nokia's OZO Virtual Reality Camera. See page 94.

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FROM THE EDITOR

# DESIGN IN THIS MOMENT

**T**he average lifespan of an S&P company has gone from 67 years in the 1920s to just 15 years today. In order for companies to compete now, a constant stream of innovation in products and services is needed. It's not enough to make great products, you need to make lots of them and quickly.

In this issue of INNOVATION you will find the very best of the year's new charismatic and innovative products—designs that embody the best of design in the industry's most important competition. The International Design Excellence Awards (IDEA) is a competitive and respected international design competition sponsored annually by the Industrial Designers Society of America and judged by renowned design experts from around the world. It's a true celebration of the quality of design in this moment.

Speaking of celebration, this year's IDSA International Conference was held in Detroit, and the IDEA Ceremony was held at The Henry Ford. After the presentation, the attendees were able to celebrate the winners with a reception inside the famous institution. Participating in the IDEA events at The Henry Ford is like taking a painting class in the Louvre. You are surrounded by timeless examples of stories embodied in products and innovations. It's impossible not to be inspired.

This year's collection of winners includes many inspiring product stories as well. Take for example The Access Strength™, designed by Priority Designs, Inc., AWH and Ryan Eder, IDSA, of Include Fitness. This amazing story starts with a student's award-winning idea, accessible workout equipment, and culminates, after a 10-year journey, in a real product and a complete business built around his original concept. All the winners in this Yearbook have their own story. These accomplishments are what we are celebrating.

It's worth taking a step back to understand how these products made it into the issue. They are judged on the following criteria:

- **Design Innovation:** How is this design unique or innovative compared to other designs in this category?
- **Benefit to the User:** How does this design benefit the intended user through its performance, comfort, safety, ease of use and/or affordability?
- **Benefit to the Client:** How does this design improve the client or manufacturer's profitability, brand reputation and/or employee morale?
- **Benefit to the Society:** How does this design benefit greater good: society, the environment, culture and/or the economy?
- **Appropriate Aesthetics:** Is the look and feel right and in concert with the intended function of the product?

Five important criteria that every product or service needs in order to compete today, but also, in many ways, are necessary for survival. Each is critical in its own demand for product excellence. For example, take the benefit to society; as I have said before, future design thinking that excludes longevity as a priority is flawed. Nonsustainable, ephemeral business successes will fade. Or how about aesthetics? Cylinders were big this year. When you look at

“Participating in the IDEA events at The Henry Ford is like taking a painting class in the Louvre. You are surrounded by timeless examples of stories embodied in products and innovations.

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The Gold-winning Access as conceived by Ryan Eder, IDSA, as a student in 2007. See *The Access Strength™* p. 32.

the HUBB Lifetime Oil Filter by Whipsaw you see not only a benefit to society (why throw away another oil filter?) but also an honest and perfect execution in a beautiful, minimalist cylinder.

What is more important than ever is authentic answers to real problems created through ever-changing methods of divergent and convergent thinking. In fact, the methods companies employ in developing products are in many ways even more important than the executions, because organizations that employ repeatable processes will understand better how to respond to a quickly shifting environment full of surprises. Who knew even five years ago that we would be talking about and testing autonomous cars in the year 2016?

Designers can increase their impact and influence by creating not just timeless designs but also the systems and models that allow the repeat of multiple new products developed in responsible and efficient ways.

The evidence of the state of design excellence is contained, as it is each year, in these pages. It’s important for us to mark this moment in design history and share it with the world. IDEA winners receive significant international publicity and exposure. IDSA’s annual Yearbook of Design Excellence, featuring in-depth coverage of the Gold winners and a complete listing of all honorees, is distributed to an international audience of design and business executives. It is housed in many libraries and collections. Just as there will always be industrial design and designers, there will always be this Yearbook, and there will always be, in some form, a celebration of the way we interact with things and each other.

—Mark Dziarski, FIDSA, INNOVATION Executive Editor  
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Winners at the IDEA ceremony at The Henry Ford in August.

# THE EVOLUTION THAT WILL CREATE A BETTER FUTURE

**T**he future is about us. How we laugh, learn, cooperate, connect and stay healthy. The future is about evolving, changing, learning and making a difference. We, as global civilizations, have fewer boundaries and more access, discussion and openness than ever before. As the world changes, so does the act and purpose of design both within business and through giving back.

From the beginning of the industrial revolution to the recent rise in technology and globalization, history tells us that design has been central to each major economic wave for the past 100-plus years. Each context has called for new responses in design. Which begs us to ask:

- Are we responding successfully to these shifts?
- Are we continuing to develop the partnerships between design, manufacturing and engineering once practiced by the designers we so admire?
- Are we designing to advance the experience and need of what the product or service is intended to do?
- Are we being original in our design?
- Are we looking to truly take the time to ensure that our design goals provide over and beyond user wants and needs?
- Are we creating truthful stories?

Shall we even go as far as to ask, do we know how to ask the right questions? Yes, a long list of questions, and the very things the 25 jurors who reviewed the more than 1,700 entries, both online and on-site at The Henry Ford in Dearborn, MI, asked ourselves.

In my three times being a part of IDEA and with honor of being the chair for the 36th year of the awards, I've had the opportunity to witness the evolution of the discussions—some heated—around our profession and the entries. I find these heated discussions to be the most interesting because they challenge us to truly question if we are doing the right thing for a better future.

The most heated of the discussions was who is designing for the needs of women? And more importantly, where are the women in design? As a woman in design, I feel that we in the design industry should be beyond these conversations. But we still seem to be in the shrink it and pink it phase. We certainly would like to see a deeper conversation on designing for women. I for one have yet to see seating that truly supports the way women sit or want to sit.

We spent the majority of our conversation discussing the Best in Show and the various other special awards as part of the continued debate over the role that industrial design plays in environmental and societal change. We have the responsibility to continue to push on our communities, our clients and ourselves to put this on the forefront of our design dialogue. And with the continued evolution of materials during this Anthropocene period, we have an incredible opportunity to create beautiful forms and aesthetics and to support a circular economy. With so much design going on in-house, we can help develop the visionary values of the global organizations for whom we work.

Finally, I want to thank not only the jurors and IDSA, but those of you who submitted work for review. As always, I enjoyed the contextual dialogue that design creates. It is important that we as peers, competitors, lovers of the right thing continue the conversation—this is the evolution that will create a better future. Let's be prepared for the next 100 years and the new industrial revolution. ■

—Cameron Campbell, IDSA, IDEA 2016 Jury Chair, SCHWA  
campbellwilkins@mac.com



# Everything Begins with an **IDEA**

The International Design Excellence Awards (IDEA) 2017 celebrates design insight, talent, innovation and excellence.

## **TOP 5 BENEFITS OF WINNING:**

- International publicity and exposure
- Trophies for Gold, Silver and Bronze winners
- Inclusion in the Yearbook of Design Excellence and the IDEA Gallery online
- License to display IDEA winner logo on marketing materials of the winning product
- Winning products become part of the permanent collection at The Henry Ford



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