

QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA **SUMMER 2017**

INNOVATION

Design IS Business

SMA ■ CHAIR'S REPORT ■ SIT





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QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA **SUMMER 2017**

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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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Left: Student Merit Award work by Judy Leung, IDSA. See p. 38.



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Sofia Frilund, IDSA

2017 Northeast District Student Merit Award Winner
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ELEMENT OF SURPRISE

Sofia Frilund, IDSA, was surrounded by creativity growing up in Aarhus, Denmark, her mother, a tailor; her father, a musician and entrepreneur; her sister, an architect. “I always cared about design,” she recalls. “I was very specific about my room as a child. I would take an old chair from the basement and ask my mom if I could paint it. I would find stuff on the street to keep and spend a lot of time in the woodshop and clay room in my after-school program.”



“When I found out there was such a thing as industrial design as a line of study, I knew immediately that it was what I wanted to do. But I was also scared to fail at the thing I cared so much about, so it took me a few years before I actually dared to go for it.” Not only did she go for it, but Frilund, who speaks four languages, managed to adapt to a new country, a new school and motherhood after arriving in the United States from Denmark in 2007.

In spring 2017, she added the titles of BFA product design graduate from Parsons School of Design at The New School in New York City and IDSA Student Merit Award (SMA) winner in the Northeast District. Her presentations were Linus (left), a hardwood dining chair that can adjust to fit a child in different growth stages all the way into adulthood; Ljoma (lower right), a lantern that can be made of ice in the home freezer and displayed with a candle inside; Brim (upper right), bags created from Manhattan millinery felt scraps that otherwise would’ve ended up in a landfill; and Array (far right), a plywood chair cut by a computer-controlled machine, known as a CNC, yet designed to look handcrafted.

“My product design preference tends to be projects that are innovative in either function or material choice,” explains Frilund. “The social, environmental or behavioral considerations in a design are important to me in most cases, while I also enjoy more conceptual ideas with an element of surprise in either material choice or form. I love working hands-on with actual materials and pushing the limits of their conventional use.”



In a year when—for the first time—all five SMA winners are women, Frilund knows all too well the challenges faced by women. “I have two boys who were 1- and 2-years-old when I started at Parsons,” she shares. “It’s been incredibly hard for me to balance school and motherhood. But it’s certainly possible when you love both. My real challenge comes now when it is time to work.”

She hopes to start her own design studio or take on an entrepreneurial project solo or with others to be able to find a work-life balance.

Frilund feels men are often gifted with a natural sense of higher self-esteem. “This means that as a woman you have to work harder to push designs forward. We have to believe that women see the world differently than men and can understand certain challenges of daily life in a way a man can’t. Our perspective is just as valuable.” ■



The 2017 IDSA Student Merit Awards are sponsored by Dassault Systèmes SOLIDWORKS.

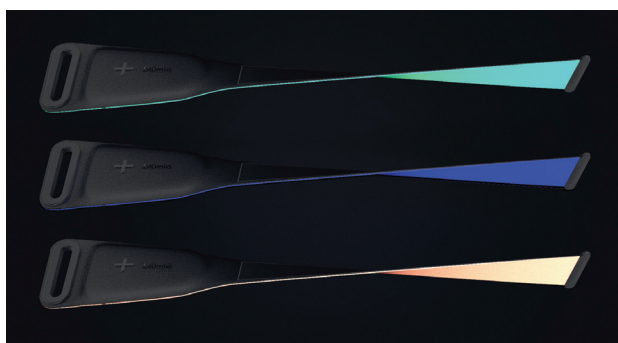


Chloe Georgiades, IDSA

2017 Central District Student Merit Award Winner
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ADDRESSING A REAL NEED

IDA's Central District Design Conference 2017 held at the University of Cincinnati (UC) turned out to be quite a homecoming for Chloe Georgiades, IDSA. Born and raised in Cincinnati, she was just about to graduate from UC's College of Design, Architecture, Art and Planning (DAAP) after winning the IDSA Student Merit Award (SMA) at UC. That meant she would represent UC at the CDDC in April.



"I had been mentally framing the SMAs as more of a learning experience than a competition," she says. Her thought process worked. Georgiades was named the winner of the IDSA SMA for the Central District. "I was excited to hear my name called, but kind of taken aback because I wasn't really focusing on that end result."

Her projects included a child's flotation device (right) that enables a proper swim technique, the Mizuno Cross Country Spike Shoe (left) featuring an interchangeable outsole, and medical design work (lower left).

Now, Georgiades has joined San Francisco's NewDealDesign full-time, founded by multiple IDSA International Design Excellence Award winner and IDSA member Gadi Amit. Georgiades credits UC DAAP with helping her make a fairly seamless, cross-country transition. "Having done two internships with consultancies in the Bay Area in the last year, I was ready for the work and familiar with the area. UC's Cooperative Education Program does an amazing job of preparing students for the industry, because you have to do five internships before you graduate."

Georgiades caught the design bug as a youngster. "I have quite a few designers in my family," she explains, "so I was definitely more aware of the profession from an earlier age than most." In high school, she gravitated toward the



sciences and initially wanted to pursue a healthcare-related profession. “Ultimately, I saw ID as a way to do meaningful work in the medical industry. Even now, though I’ve departed a bit from my original plan, I still really like designing medical products.”

What does it mean to her to be a woman in a field with a limited number of female industrial designers? “It wasn’t really a factor when choosing a field, and in school I was lucky to have amazing female peers and role models,” she says. “In industry, though, the imbalance has been a bit more noticeable—but I mostly see it as a way I can bring a unique and valuable perspective to the table.”

Like many industrial designers, she’s found herself defining her profession. “My extremely oversimplified answer to non-designers used to be, ‘Just like buildings are designed by architects and clothes are created by fashion designers, products need to be designed, too. An industrial designer touches almost every product that exists—cars, shoes, watches, headphones, for example.’”

First and foremost, Georgiades is a problem solver. “I’m interested in applying somewhat of a systematic approach to new and varying scenarios,” she says. “I think I’d be happy designing almost anything—as long as it was different, challenging and addressing a real need.” ■

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Judy Leung, IDSA

2017 West District Student Merit Award Winner
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THE FABRIC OF OUR LIVES

It's only been four years since Judy Leung, IDSA, crossed the globe at the age of 17 in search of better opportunities. Now she has joined the ranks of the first all-female group of winners of IDSA's Student Merit Awards (SMAs) and become the first person in her family to earn a college degree. In summer 2017, she is interning at fuseproject in San Francisco.





Leung won the SMA at the IDSA West District Design Conference 2017 held in April at the University of Oregon in Portland. She expressed gratitude to her peers, instructors and family.

The California College of the Arts (CCA) senior presented Chillx Series (far right), wearable, cooling gel packs that target a runner's pain points; Food Pop (top), a Renault-sponsored project that transforms electric vehicles into platforms for spontaneous experiences in cities; Bini (inset), a disaster evacuation helmet; and Go Poncho (left), an everyday use garment that can provide emotional relief in disasters.

"What fascinates me is how we're integrating technology into the materials we use and wear to create more meaningful solutions," observes Leung. "I'm interested in the blend and integration of soft and hard goods, utility and fashion, where both the emotional and rational aspect of the solution is considered and woven into our everyday lives."

She recommends IDSA and its SMAs to designers-in-training "not only to represent your school and connect with others, but also as a great opportunity to learn about yourself."

Leung was born and raised in Hong Kong. Design caught her attention in high school. "Back then, industrial design was a subject called 'design and technology.' Design was condensed to an exam paper-like format." But her teachers opened her eyes to the many possibilities in design and it was then that she decided to study in the United States.

She also learned that design is much more than appearance. "It's as complex as our relationships to



objects, our relationship to materials, our relationship to the people around us. That's what got me interested in industrial design," says Leung. "There's a lot of thought, communicating and understanding that goes into a solution that's often invisible until you hold it, feel it, use it."

Her family taught her to be reflective—and conscious and engaged about everything outside the design world. "We take inspiration from our everyday lives, so we should be equally passionate about people and issues around us. Sometimes there are problems that can't be solved through design, but as designers we should actively participate in creating dialogues and looking for better solutions."

Leung feels fortunate for many things, such as the help and support of her family to experience college abroad. "I'm also happy to be among the first all-female group of SMA winners," she says, "and equally happy to be recognized as an international student representing CCA. I'm grateful to be recognized for my work." ■

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Claire Puginier, S/IDSA

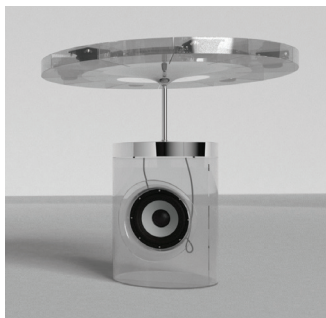
2017 South District Student Merit Award Winner
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DRIVING CURIOSITY



While most of the young competitors in the IDSA Student Merit Awards—held annually at the District Design Conferences—showcase their top projects to the audience, Claire Puginier, S/IDSA, took a different path—and it may have helped her earn the IDSA Student Merit Award for the South District.

At IDSA's South District Design Conference 2017 held at the University of Houston in April, she told an allegorical tale of a girl named Lilou who did not know which door to choose—until she had opened all of them. Aptly, Puginier illustrated her story with examples of her work in industrial design, graphic design and interaction design. When her name was announced as the winner, she was overwhelmed with emotion.



Puginier graduates in December 2017 with a BFA in industrial design and user experience design from the Savannah College of Art and Design. The senior was born in Germany, then moved with her family every few years—from Ho Chi Minh City to Paris to Munich and from Tokyo to Basel to Shanghai. While globetrotting, she found that empathizing with people in order to appreciate their culture and way of life was the best way to find contentment and happiness, no matter where



she lived. “Approaching others with the intent to figure out how to meaningfully contribute to their lives—knowing my time with them is limited—is something that defines me as a person as much as a designer,” she shares.

Puginier always wanted to pursue a career that would allow her to shape her own path and discover and express what fascinates her about people. At first, she thought that path would be through fine art—specifically sculpture. But then she learned about industrial design. “I found it was a way of sculpting that directly manifested all the things I could learn about another person’s life, hopes and sensibilities.”

She adds, “Designing for another person is a lot like being in love—it can only be truly great if you can give up on trying to convince them of who you are and learn to see them in their entirety. Through my work, I am allowed to imagine better futures for those I love. What more wonderful thing could I be doing with my life?”

Puginier is fascinated by the “immersive and enchanting” qualities of the Internet of Things (IoT), social machines, augmented reality (AR) and artificial intelligence (AI). “Prototyping experimental human and computer interactions allows me to imagine and probe new ways in which we can relate to and be engaged by the machines that enable our lives. I feel responsible for designing products and interactions that integrate into our lives intuitively and unobtrusively. My goal is to meaningfully augment the ways in which we are able to perceive and respond to our environments.”

What’s ahead? “My hope is to join a company that is pushing for the democratization of powerful technologies, such as AI and the IoT through design, and is working to imbue the physical world and artefacts with delight and interactivity. Speculating about the interactions and bonds we will have with the objects and services of tomorrow is what drives my curiosity.” ■



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Erin Rice, IDSA

2017 Midwest District Student Merit Award Winner
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SHOOTING FOR THE MOON

IDSA Midwest District Student Merit Award winner Erin Rice, IDSA, joined Walt Disney Imagineering's Professional Internship Program in Orlando, FL, after graduating from the University of Notre Dame in May 2017. "I'm excited to dive headfirst into a world of design I've never considered—theme park design," she says. "To my surprise, I recognized an overwhelming amount of similarities between Imagineering and industrial design. Both rely on user-driven research to design experiences for the betterment of their consumers through reliance on multidisciplinary collaboration and problem framing."



Rice studied industrial and visual communication design to receive her BFA, emphasizing that studying both disciplines was imperative in her growth as a well-rounded designer. "I believe design will change the world," she forecasts. "I'm enthralled to be a part of a field that has the ability to touch so many lives. Studying industrial design has given me the unique opportunity to be an advocate for the things that I care about."

Rice led a multidisciplinary team of students that placed second out of more than 340 submissions in the 2017 Walt Disney Imaginations Competition. The week-long experience at the Imagineering headquarters in California led to an offer to intern with Disney Imagineering's design



team in Orlando this summer. In April, Rice won the IDSA Student Merit Award at the IDSA Midwest District Design Conference, held at the Milwaukee Institute of Art and Design.

Among her other designs are a cage to aid animal control officers in safely handling

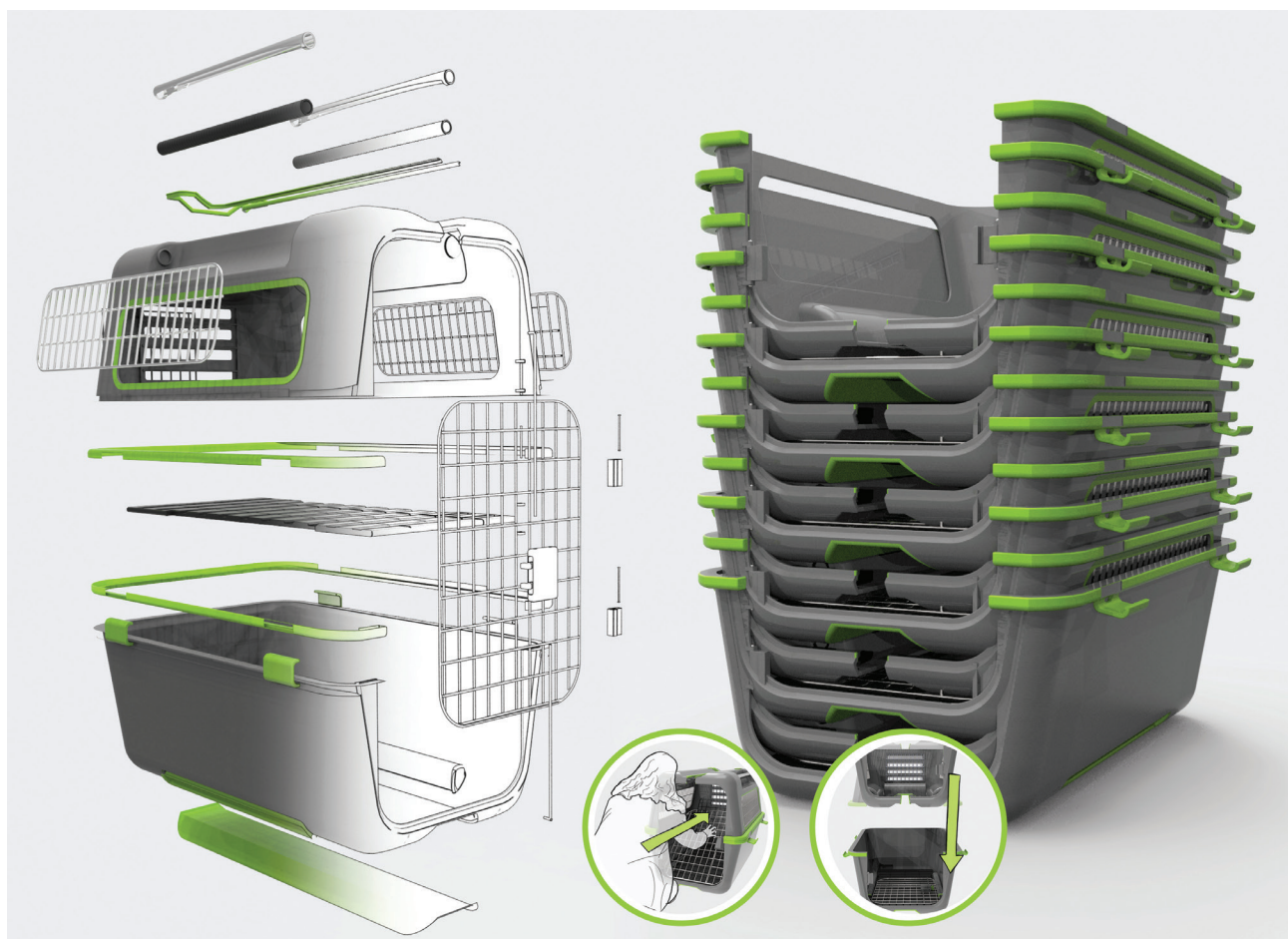
stray dogs (a design recognized at the 2017 International Housewares Competition), and a magnetic bracelet to aid people with manual dexterity impairments in controlling their smartphones.

Rice credits her education at Notre Dame, unending support from her parents and mentorship from her peers and professors as the top reasons for her success. She specifically recognizes Notre Dame professors Scott Shim, IDSA, chair of IDSA's Education Symposium 2017; Michael Elwell, IDSA; and Ann-Marie Conrado, IDSA, for their commitment to helping her—as a person and designer. "The design professors are adamant about the importance of networking with professionals and gaining internships," she says.



Rice completed five internships, two of them facilitated by the Notre Dame study abroad program in London. "Industry experience is invaluable and helped me develop a better understanding of who I want to be and what I want to do," she explains.

"My proudest moment as an industrial designer was not the moment I found out I won the IDSA SMA—but that in which I found out that all of the other District-level SMA winners are women for the first time in history," she declares. "I feel overwhelmingly honored to be part of something that transcends far beyond myself as an individual. It's exciting to see women emerging as leaders, creative thinkers, builders and designers," she enthuses. "I want to encourage every child aspiring to chase their dreams to get their hands dirty, welcome failure, build from criticism and shoot for the moon." ■



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