

THE
INTERNATIONAL DESIGN
EXCELLENCE AWARDS

WINNERS

FEATURING THIS YEAR'S

2014
HOLIDAY
GIFT
GUIDE



CELEBRATING
35 YEARS
OF IDEA IN 2015
ENTRY IS OPEN
1.5.15-2.16.15



IDSA

GOLD IDEA WINNERS

2014 WINNERS OF THE INTERNATIONAL DESIGN EXCELLENCE AWARDS

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through Amazon.com by clicking on the [\$]
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product featured here next year? Enter IDEA
2015, opening for entries on Jan. 5, 2015!*

Nokia 2520

The Nokia 2520 has a bold polycarbonate unibody design with a battery that can charge to 80 percent in an hour. The Clear Black screen technology provides an unmatched experience in direct sunlight and at extreme viewing angles. Wi-Fi connectivity through LTE networks provides an outstanding mobile experience, and an optional keyboard allows you to take your productivity to the next level. ■ [\$]

Designed by **Nokia Design Calabasas**



Ultimate Ears Boom Wireless Bluetooth Speaker

The Ultimate Ears Boom Wireless Bluetooth Speaker The Social Music Player is a durable, water-resistant speaker. The plus/minus interface is refreshingly simple and makes it easy to enjoy a social music experience. The attention to detail extends to the charging solution: a flat cable that avoids twists and easily rolls up for tangle-free storage. ■ **[\$]**

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



Brooks C17 Cambium Saddle

The Brooks C17 Cambium Saddle: Reinventing the Racing Saddle is made of vulcanized natural rubber, organic cotton and a thin layer of structural textile. It eliminates the months of breaking in typically required for this style of seat. The maintenance-free waterproof top follows the riders' movements to deliver immediate comfort and ease of use from the get-go. ■ **[\$]**

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



SILVER IDEA WINNERS

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**

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**



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**



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.**



SILVER IDEA WINNERS



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**

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.**

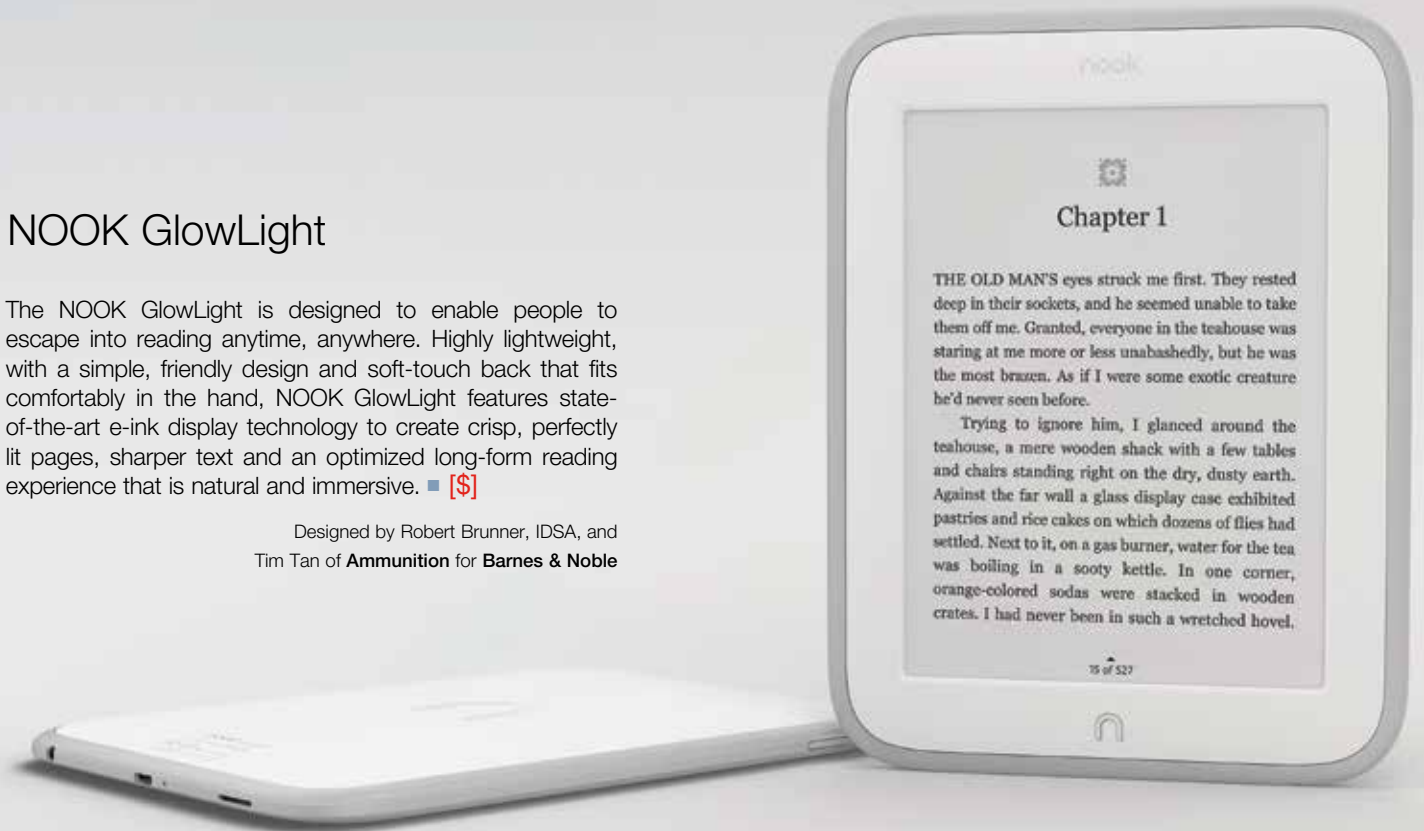


Jonathan Harris

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**



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**

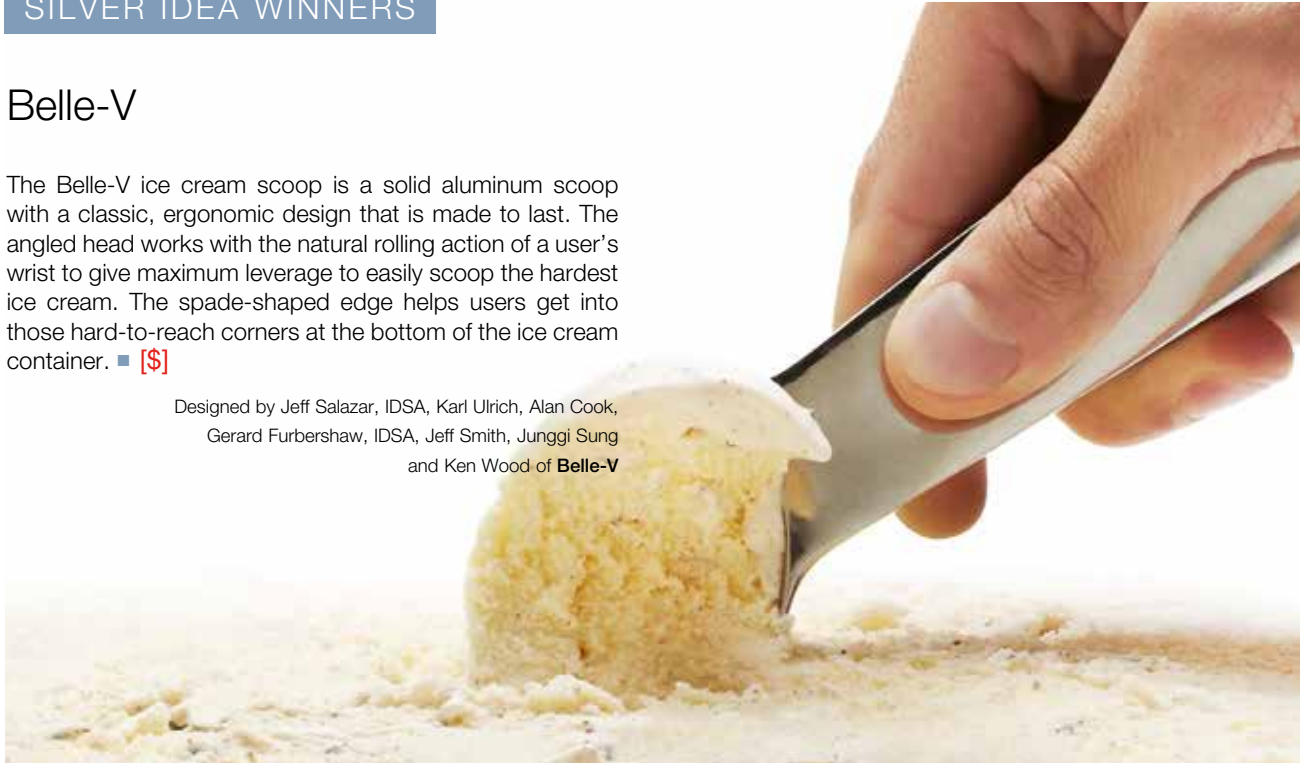


SILVER IDEA WINNERS

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**



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**

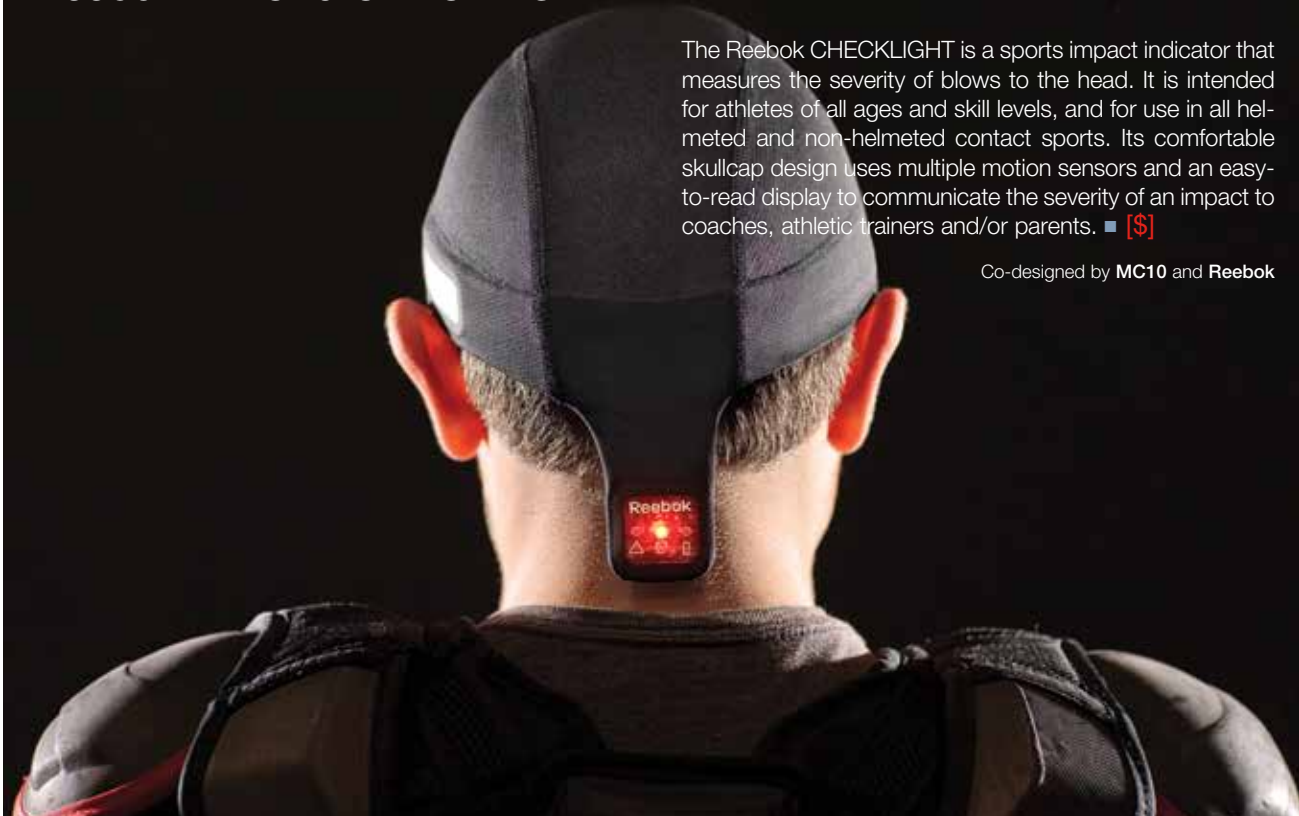


Nike Free Hyperfeel

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.**

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**

SILVER IDEA WINNERS

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. ■ [S]

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



BRONZE IDEA WINNERS

- 1. 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.** [S]
- 2. 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** [S]
- 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.** [S]
- 4. 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** [S]
- 5. 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** [S]
- 6. 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.** [S]



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David Miller



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BRONZE IDEA WINNERS

- 7. 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** [\$]



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- 8. 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** [\$]



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- 9. 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.** [\$]

- 10. 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.** [\$]

- 11. 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.** [\$]

- 12. 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 Ltd.** [\$]



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Osoro Narumi

BRONZE IDEA WINNERS

13. DJO GLOBAL AIRCAST AIRSELECT ELITE WALKING BOOT

The Aircast AirSelect Elite Walking Boot features an integrated multi-part 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**. [S]

14. 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.** [S]

15. 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.** [S]



Zach Hastings

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Mark Serr Photography

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