

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

INNOVATION

**2014 Yearbook of
Design Excellence**

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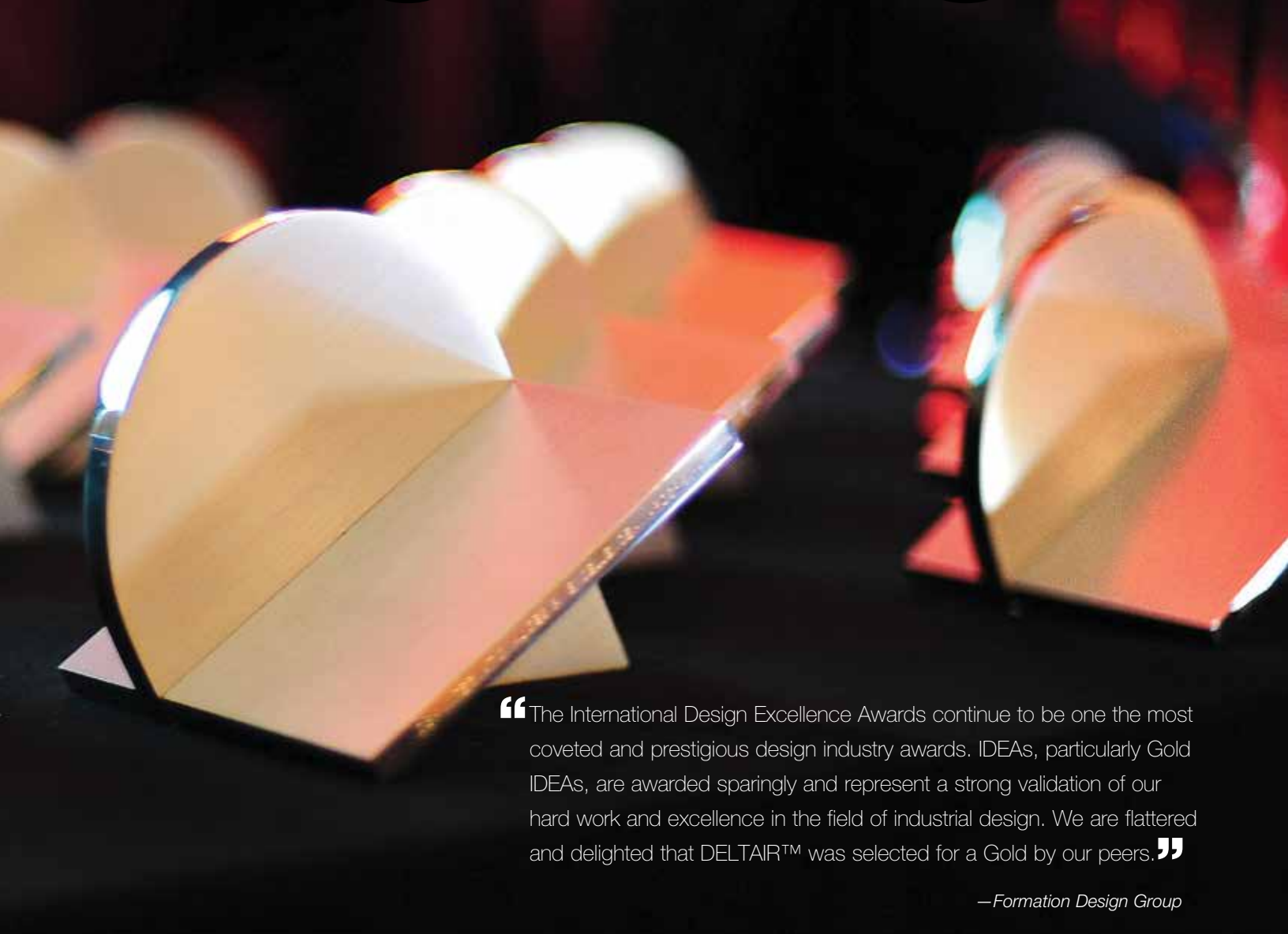
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QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

FALL 2014

INNOVATION®



“The International Design Excellence Awards continue to be one the most coveted and prestigious design industry awards. IDEAs, particularly Gold IDEAs, are awarded sparingly and represent a strong validation of our hard work and excellence in the field of industrial design. We are flattered and delighted that DELTAIR™ was selected for a Gold by our peers.”

—Formation Design Group

IDS
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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.

2014 YEARBOOK OF DESIGN EXCELLENCE

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

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IDSA Fellowship

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.

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. ■



Ronald Paul Viernes and Clement Gallois of TEAGUE

IDSA HONORS

“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*



IDSA Education Awards

GIVING BACK

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



Sooshin Choi, IDSA



Cliff Shin, IDSA

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." ■



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