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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.
We set out to create the most beautiful products in the world, for the moments in life when people will most appreciate them.

—Native, designers of the Best in Show product, Coloplast Design DNA

Cover photo: Gold IDEA winner Craft Beer Glasses p.128
The 2015 IDEA Winners

Automotive & Transportation
58 BLACKLINE Bicycle
   City Smarts
60 Silver/Bronze Winners

Children’s Products
64 Bronze Winner

Commercial & Industrial Products
65 Black Onyx
   Modularly Savvy
66 Silver/Bronze Winners

Communication Tools
74 ConferenceCam Connect
   Virtually Easy
76 Silver/Bronze Winners

Computer Equipment
79 Seven
   Skin Tight
80 Silver/Bronze Winners

Design Strategy
88 Innova Schools
   From the Ground Up
90 Silver/Bronze Winners

Digital Design
94 NAVER Service History Wall
   at Connect One
   History in 3D
96 Post-It® Plus App
   Analog Meets Digital
98 Silver/Bronze Winners

Entertainment
104 Blackmagic URSA
   Future Proof
106 NX mini
   Say “Wink”
108 Silver/Bronze Winners

Environments
112 National September 11 Memorial Museum
   To Honor & To Heal
116 Silver/Bronze Winners

Home & Bath
120 F50LW-A Water Heater
   Discrete Clean
121 Living Square Washbasin with
   SaphirKeramik
   Thinly Beautiful
122 Silver/Bronze Winners
**Personal Accessories**

172 Bronze Winners

**Service Design**

173 Silver Winner

**Social Impact Design**

174 Design Kit
   *A Platform for Human-Centered Design*

175 Silver/Bronze Winners

**Sports, Leisure & Recreation**

178 CLUG Bike Rack
   *Hug Tight*

180 Silver/Bronze Winners

**Student Designs**

184 Monstas Interactive Exercise Toys
   *Playful Healing*

186 Silver/Bronze Winners

**Kitchens**

128 Craft Beer Glasses
   *Prost!*

132 GE Micro Kitchen
   *Maximizing Minimal Living*

136 Silver/Bronze Winners

**Medical & Scientific Products**

143 Brivo XR 118
   *Multifaceted Solution*

148 da Vinci Xi Surgical System
   *Extending Human Reach*

150 LUMI Medical Advanced Concept
   *Through the Patient’s Eyes*

152 Silver/Bronze Winners

**Outdoor Products**

160 MultipliCITY
   *Global + Local*

162 Silver/Bronze Winners

**Packaging & Graphics**

166 Patagonia Baselayer Packaging
   *Six-Sided Smarts*

168 Silver/Bronze Winners
Coloplast Design DNA

TURNING PATIENTS INTO PEOPLE AGAIN
The challenge for Coloplast was complex, they needed to establish a new brand look and feel, introduce a spectrum of redesigned products all while defining a long ignored category in the personal healthcare space—design for dignity.

—Cameron Campbell, iDSA
Native Design Studio has become the first British agency to win Gold and Best in Show from IDSA’s International Design Excellence Awards. The Coloplast Design DNA that Native created for the Danish firm Coloplast won a Gold for Design Strategy and was selected as overall Best in Show in 2015.

The Design DNA unifies Coloplast’s diverse portfolio of brands and facilitates the creation of products with a clear identity, bold products that stand out in a cluttered market and build equity for the brand. It also sets a new standard for products and services that make independent living easier for people with intimate healthcare needs. Native pushed beyond basic utility—using design and innovation to create products to restore emotional dignity and turn patients into people again.

“We live in a design obsessed world that extolls the quality, innovation and integrity of the latest smart watch, and yet doesn’t express the same value and rigor toward the design of intimate healthcare products. We set out to change this,” declares Native.

Beyond cosmetic appearance, Native’s holistic vision for the Design DNA includes not just physical product but also digital and service experiences. It describes an approach and an attitude to design that unlock innovation within aggressive production cost targets.

Native defines the Coloplast Design DNA as three core elements:

- brand platform—company-wide mission, vision and values;
- design behaviors describing Coloplast’s approach to product design and cover every area from business leadership to user needs;
- design elements, a set of guiding principles and toolkits—including the creation of consistent touch points; graphics; form; and color, material and finishing—enhance innovation while creating a visual consistency across the brand.

Since Native began working with Coloplast in 2011, this evolving design strategy has had quite an effect. It has transformed Coloplast’s relationship with end users, who are increasingly empowered to make their own choices about the products and services they buy. The new products are not only recognized for their design, usability and beauty, they also draw one of the highest customer satisfaction ratings in the world.

Coloplast has cut back on the 20 or so product launches and upgrades that it routinely made each year, instead focusing on two to four high-impact launches. Share values have risen by 400 percent since 2010 and continue to experience steady market growth. In 2013, Forbes listed Coloplast as the 12th most innovative company in the world. And in 2015, patients ranked Coloplast as the best medical device company for the fourth straight year in a survey by the independent research organization PatientView.

The Coloplast Design DNA has been so successful for Coloplast, it’s now embedded in the culture of the company worldwide—not only for designers, but for everyone engaged in the creation of innovative physical and digital products and services for ostomy care, urology and continence care, and wound and skin care.
Welcome to the world’s most prestigious design competition.

The 2016 International Design Excellence Awards

The 2016 International Design Excellence Awards (IDEA®) opens January 4, 2016. IDEA celebrates design insight, talent, innovation and excellence. Gold and Silver trophies are presented to the top winners at the IDEA Ceremony at the conclusion of the 2016 IDSA International Conference—August 17-20 in Detroit.

Acknowledging and illuminating excellence across a wide array of industries and disciplines, IDEA winners represent the highest level of design innovation.

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The 2016 IDEA competition is open for entry from January 4 – April 1, 2016.