

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

INNOVATION

The State of Design

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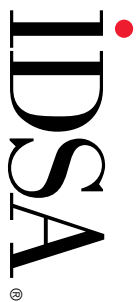
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INNOVATION[®]



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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.

THE STATE OF DESIGN

CONSULTANT

- 18 **A Design-Led Future** by Simon Kidd, I/IDSA
- 19 **Change As It Ever Was** by Scott Stropkay, IDSA
- 20 **The Good, the Bad and the Enduring** by Donald Strum, IDSA, and Rob Van Varick, IDSA
- 21 **Leadership By Design** by Patricia Moore, FIDSA
- 22 **Adapting to Change** by William Cesaroni, IDSA
- 23 **Maintaining a Proper Vision** by Paul Hatch, IDSA
- 24 **Surprise & Delight** by Julie Heard, IDSA
- 25 **Digital Disruption** by Scott Henderson, IDSA
- 26 **Is the Sky Falling?** by Jonathan Dalton
- 28 **Trash Talk** by Pip Tompkin, IDSA
- 29 **Behind the Inevitable** by Elijah Wiegmann, IDSA

EDUCATION

- 31 **How We Make Makes the World** by Rama Chorpash, IDSA
- 32 **Equipping Future Change Agents** by James W.R. Fathers, IDSA
- 34 **Design Problems for Design Educators** by Sooshin Choi, IDSA
- 35 **Without Boundaries** by Peter Haythornthwaite, IDSA
- 36 **The Discovery of Wisdom** by Owen Foster, IDSA
- 37 **Innovation Integration** by Angela Yeh, IDSA
- 38 **Art of the State** by Lorraine Justice, FIDSA
- 39 **Classroom Disruption** by Tucker Viemeister, FIDSA
- 40 **A Road to World Peace** by Dr. Noel Mayo, IDSA
- 41 **The Big Bang** by Craig M. Vogel, FIDSA
- 42 **An Abbreviated Design Methodology** by Allen Samuels, L/IDSA
- 43 **The Need to Formalize Design Knowledge** by Patrick Whitney, IDSA
- 44 **The Broadening Sweep of Design Education** by Ann-Marie Conrado, IDSA
- 45 **The Human in the Center** by Dave Richter-O'Connell

CORPORATE

- 46 **The Method Designer** by Michael Paterson, I/IDSA
- 47 **Educating T-Shaped Designers** by Ken Musgrave, IDSA
- 48 **Building a Successful Innovation Program** by Matt Eyring
- 49 **Design Streams, Teams & Vision** by Jim Kendall
- 50 **Generalist & Specialist** by Kevin Shinn, IDSA
- 51 **Preparing for Practice Now** by Robert T. Schwartz, FIDSA
- 52 **The Evolving Role of Design** by Hina Shahid, IDSA
- 53 **Think Small** by Rotimi Solola, IDSA
- 54 **Persistence Becomes Pervasive** by Lou Lenzi, FIDSA
- 56 **Maximum Strategic Impact** by Paul Magee, IDSA
- 57 **The Sweet Spot** by Eric Quint, IDSA
- 58 **Full Circle** by Megan Neese, IDSA
- 59 **The Need for Prudence** by Farrell M. Calabrese, IDSA

IN EVERY ISSUE

- 4 **IDSA HQ**
by Daniel Martinage, CAE
- 6 **From the Editor**
by Mark Dziersk, FIDSA
- 8 **Design Defined**
by William Bullock, FIDSA
- 10 **Beautility**
by Tucker Viemeister, FIDSA
- 12 **Book Review**
by Mark Dziersk, FIDSA
- 14 **A Look Back**
by Russell Flinchum
- 60 **Showcase**

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Advertisers' Index

- 7 Autodesk
- 30 College for Creative Studies
- 5 Eastman Innovation Lab
- 1 Essential
- 16 IDSA International Conference 2016
- 16 IDSA Medical Design Conference 2016
- c4 LUNAR
- c3 Mixer Group
- c2 Pip Tompkin
- 17 solidThinking
- 13 Thrive

PERSISTENCE BECOMES PERVASIVE

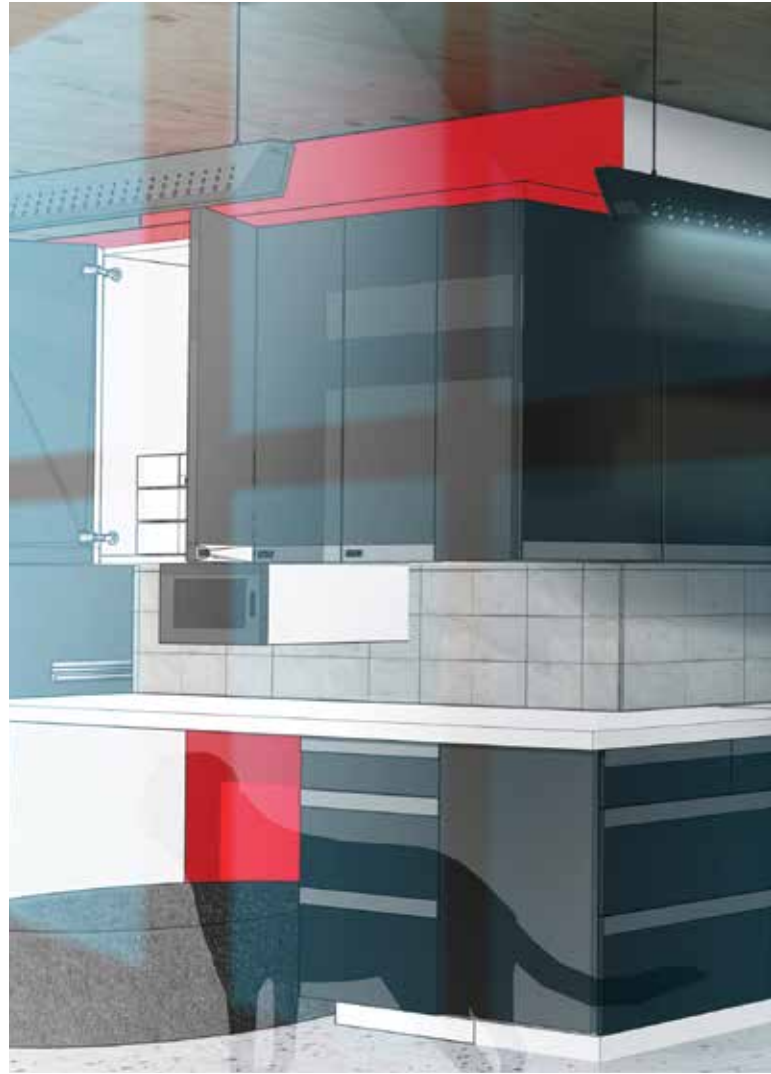
I doubt anyone reading this journal would say that the state of our profession and its practice is anything but incredibly healthy and thriving. Commercially speaking, outstanding examples of design work are no longer the rare exception, nor are products from overseas firms, which are now commonly accepted and understood. Gone are the days of constantly preaching the value of good design in business, singling out those few occasions of a business success built on a strong design foundation. This doesn't mean we no longer need to recognize and celebrate such success, but it does mean we're past the need to pontificate on the value of design to business leaders at all levels.

We owe this state to any number of factors: the hyper-competitive nature of global markets, the more sophisticated and aware customer, the need to tame the multitude of new technologies present in our lives, etc. However, let's not overlook the role of our professional society, IDSA, in relentlessly driving design awareness over time. Job well done.

This assessment must also acknowledge how the tools, techniques and processes we employ everyday as designers have become ingrained in everyday business practices—and increasingly in the government and public sector. One only needs to look at the ever-bulging business publication bookshelf for proof. The number of books on design thinking and related design-centered innovation processes seems to multiply daily. This is incredibly encouraging both today and into the future. Here too, this may be a case where our profession's persistence is paying off—or maybe it just makes a ton of sense for business leaders in today's environment.

—Lou Lenzi, FIDSA
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