

INNOVATION

50/35/50

50 NOTABLE MEMBERS
35 YEARS OF DESIGN EXCELLENCE
50 MEMORABLE MOMENTS





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QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

WINTER 2015

INNOVATION®



IDSA®

Publisher

IDSA
555 Grove St., Suite 200
Herndon, VA 20170
P: 703.707.6000
F: 703.787.8501
www.innovationjournal.org
www.idsa.org

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Subscriptions/Copies

IDSA
703.707.6000
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Annual Subscriptions

Within the US	\$85
Canada & Mexico	\$100
International	\$150

Single Copies

Fall/Yearbook	\$50+ S&H
All others	\$25+ S&H

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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Statement of Ownership

Publication: *Innovation*
 Publication Number: Vol. 34, No. 4
 Filing Date: 11/2/15
 Issue Frequency: Quarterly
 No. of Issues Published Annually: 4
 Annual Subscription Rate:
 \$70 Domestically, \$125 Internationally
 Mailing Address: 555 Grove Street, Suite 200
 Herndon, VA 20170
 Mailing Address for Headquarters: Same as above
 Owner & Publisher: Industrial Designers Society of America,
 555 Grove Street, Suite 200, Herndon, VA 20170
 Managing Editor: Karen Berube
 Issue Date for Circulation Data: Summer 2015

	Ave. Year	Single
Total Number of Copies:	3,488	3,150
Paid/Requested outside county:	2,631	2,350
Paid in county:	0	0
Sales through dealers/carriers:	157	69
Other classes mailed through USPS:	256	237
Total paid:	3,044	2,656
Free distribution mailed through USPS:	0	0
Total nonrequested distribution:	0	0
Total distribution:	3,044	2,656
Copies not distributed:	444	494
Total:	3,488	3,150

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Cover: For IDSA and the Ford Mustang, turning 50 is only the beginning.

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50 NOTABLE IDSA MEMBERS

Current members of the Industrial Designers Society of America were given the opportunity to vote on the most notable members of the Society from the past 50 years. No small task. As Cooper Woodring, FIDSA, so aptly quoted Winston Churchill, “Never have so many, owed so much to so few.” We encourage the readers to explore the choices made and offer their own.

“There is an appetite in the world for change and as designers we are credible to lead that change. We are understood as builders of business and industry, and we have Steve Jobs to thank for that. Not since Teague and Loewy has this been the case.”

—Yves Béhar, IDSA

Charles Austen Angell, FIDSA



Charles Angell earned a BA in industrial design from Purdue University. After graduation, Austen worked as a designer for Hari and Associates, a concept development manager for Placon Corporation, the chief design officer for Logic Products, and the director of design research and innovation for Intel before founding Modern Edge, Inc., a strategic industrial design firm based in Portland, OR. His independent design experience spans projects in Europe, the Americas, Southeast Asia, Africa and Australia. Prior projects include work with John Deere, Harley Davidson, SC Johnson, Medtronic, BMW, Gillette, General Motors, Ford, St. Jude Medical, Sunbeam and others. Austen is a past chair of IDSA.

Betty Baugh, FIDSA



Betty Baugh attended Stephens College in Columbia, MO, receiving an AA degree in liberal arts. She later transferred to the New York State School of Industrial Ceramic Design at Alfred University in New York, where she received her BFA cum laude in 1953. Baugh has created numerous designs for glassware and production equipment for West Virginia and Ohio glass companies as well as manufacturers throughout Asia. A past president and chair of the IDSA Board, she has maintained an active consultancy, designing products for Libbey Glass, L.E. Smith Glass and Grainware and tabletop designs for Villeroy & Boch, Wilton Armetale, USG and others.

Yves Béhar, IDSA



Born in Switzerland, Yves Béhar graduated from the Art Center College of Design. He worked for frogdesign and Lunar Design in Silicon Valley before founding fuseproject in 1999, with offices in San Francisco and New York. The firm has won more than 50 IDEA awards. Since 2005, he

has chaired the Industrial Design Department at the California College of Arts. He is the chief designer of One Laptop per Child's XO laptop and other models, more than one million of which have been purchased by developing countries. He is also chief creative officer of Jawbone, a wearable technology company.

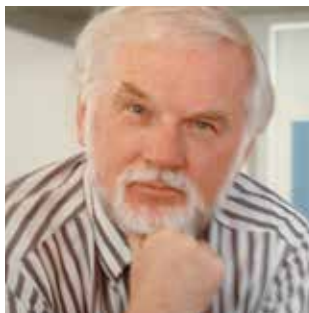
Michelle Berryman, FIDSA



Michelle Berryman is a graduate of the Georgia Institute of Technology holding a BS in industrial design and an MS focused on interaction design. Her award-winning design portfolio includes exhibits, events, interiors and consumer products as well as user interfaces for consumer, medical and

industrial products. She is a founding principal of Echo Visualization (EchoViz) in Atlanta. In 2007 she became the third woman to serve as president of IDSA. She has served as a visiting professor at Jiangnan University in Wuxi, China, and an adjunct professor at Georgia Tech. In 2012, EchoViz was acquired by THINK, where Berryman is now director of experience design services.

Robert Blaich, FIDSA



Robert Blaich attended Syracuse University where he graduated with a BFA in industrial design. He joined the Herman Miller Furniture Company in 1953, serving as the company's vice president of corporate design and communications from 1968 to 1979. In 1980 he became head of design at Royal Phillips

Electronics in the Netherlands where he integrated engineering, marketing and design. He was president of the International Council of Societies of Industrial Design from 1985 to 1987. In 1991, Blaich was knighted by Queen Beatrix of the Netherlands. He remained at Philips until 1992 and subsequently founded Blaich Associates. In 1999, he became chairman of the board for TEAGUE.

Peter Bressler, FIDSA



Peter Bressler graduated from the Rhode Island School of Design in 1968, and during graduate work there he designed the Standup Wheelchair, which garnered an IDSA Student Merit Award. In 1970 he formed Designs for Medicine in Philadelphia, PA, later renaming the firm Bresslergroup. His firm

has won more than 80 international design awards and authored more than 150 patents. He is an adjunct professor at the University of Pennsylvania and has taught design courses at Lehigh University, the University of the Arts and Rhode Island School of Design. He co-founded the IDSA Philadelphia Chapter and is a past president of IDSA.

**An asterisk has been used to indicate a member as deceased.*

William Bullock, FIDSA



William Bullock graduated from Auburn University with a bachelor's in industrial design in 1965 and accepted an associate engineer position with Boeing. In 1973 he earned his master's degree from the University of Kansas, where he began his more than 30-year career as a design educator. He has

served as the department head of industrial design at Auburn University (1977–1988); director of industrial design at the Georgia Institute of Technology (1988–1998); and chair of industrial design at the University of Illinois (2004–2009). He currently is a professor of industrial design and director of the Product Interaction Research Laboratory at the University of Illinois, Urbana-Champaign.

Bruce Claxton, FIDSA



Bruce Claxton holds a BFA in industrial design from the Cleveland Institute of Art, and an MID from the Georgia Institute of Technology. He began his design career with Smith Corona Marchant in 1971. In 1979 he joined Motorola Solutions where he rose to the position of senior director of innovation design in

the Global Radio Products division. He holds more than 50 patents and is a past president of IDSA as well as a past board member of ICSID. His body of design work includes consumer products, heavy equipment, personal care, business equipment, and wireless communications and computing products. Under his leadership, Motorola produced a number of award-winning products, including the Talkabout and the APX 7000, both of which were IDEA Gold winners.

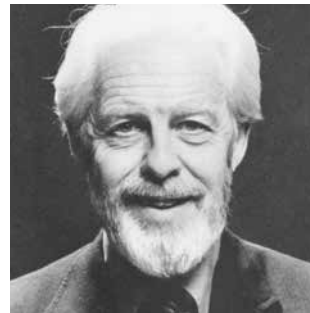
Niels Diffrient, FIDSA



After studying at Wayne State University, Niels Diffrient* worked in Eero Saarinen's office in 1949–1952, assisting in the design of Knoll chairs. He graduated from Cranbrook Academy of Art in 1954 and that same year was awarded a Fulbright scholarship to Italy, where he worked with Marco Zanuso. While

at Henry Dreyfuss Associates from 1955 to 1980 he co-authored the *Humanscale* series of human factors tools for designers. In 1981, he established his own office in Ridgefield, CT, specializing in furniture design, including the Freedom Chair for Humanscale.

Jay Doblin, FIDSA



Jay Doblin* graduated from the Pratt Institute in 1942 and began his career with Raymond Loewy, FIDSA, designing for Frigidaire and Coca-Cola while simultaneously directing the night school at Pratt. In 1955 he became director of the Institute of Design at IIT in Chicago and in 1957 established the school's

first industrial design graduate program. He served as president of the American Society of Industrial Designers in 1956–1957 and in 1962 became president of the Industrial Design Educators Association. In 1969 he joined Unimark International as senior vice president, leaving in 1972 to form Jay Doblin and Associates, which became the Doblin Group in 1994.

“Why would you design something if it didn't improve the human condition?”

—Niels Diffrient, IDSA

Henry Dreyfuss, FIDSA



Henry Dreyfuss* apprenticed under Norman Bel Geddes and by 1928 had produced 250 stage sets. In 1929 he opened his own office in New York for stage and industrial design. That same year he won a phone of the future competition by Bell Labs that eventually led to the development of the 300 tabletop

telephone, produced between 1937 and 1950. In 1960 he published *Measure of Man*, an ergonomic data guide. Henry Dreyfuss Associates' major clients included Bell Labs, the Hoover Company, the New York Central Railroad, John Deere and Polaroid. In 1944, he and 14 others founded the Society of Industrial Designers, and in 1965 he served as the first president of IDSA.

James Fulton, FIDSA



Jim Fulton* graduated with a degree in industrial design from the Pratt Institute in 1951. He worked for the Towle Silver Company and then Owens-Corning Fiberglass, where he was the first staff designer. In 1953–1958 he worked for Harley Earl, Inc. as a senior designer. In 1958 he was appointed design director

in Raymond Loewy's Paris office and in 1960 became director of product design and transportation with Loewy/Snaith Inc. in New York, becoming senior vice president in 1964. He established his own office, Fulton + Partners, Inc., in 1966 and added a Paris affiliate, Endt + Fulton, in 1975. Among his clients were Hess Oil and Owens-Corning Fiberglass. As president of IDSA in 1975–1976, he spearheaded the move from part-time staff to two full-time employees.

Mark Dzierzk, FIDSA



Mark Dzierzk graduated from the University of Michigan in 1981 with a degree in industrial design. He started his design career at the GenRad Corporation in Massachusetts and was a director of design at Group Four from 1989 to 1994. Dzierzk joined Herbst Lazar Bell in Chicago in

1994, where he was executive vice president of design until 2007. He served as IDSA president in 1999–2000 and has served as executive editor of *INNOVATION* for more than 10 years. He has been an adjunct professor for the Master of Product Development Program at Northwestern University since 2001 and an expert blogger for *Fast Company* since 2004. In 2011, Dzierzk founded LUNAR's office in Chicago. He has received numerous design awards, holds 80 more than patents and lectures extensively around the world.

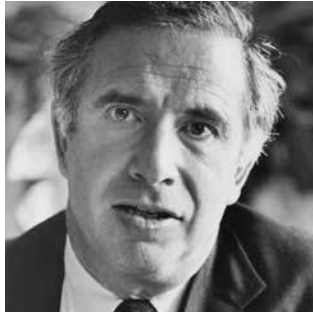
Carroll Gantz, FIDSA



Graduating from what is now Carnegie Mellon University in Pittsburgh in 1953, and after serving in the military, Carroll Gantz* joined the Hoover Company in 1956. In 1972 he joined Black & Decker, designing the original, iconic Dustbuster in 1979. An IDSA member for more than 50 years, he became

president of IDSA in 1979, transforming it into a democratic grassroots organization. Gantz became director of design at B&D when the company acquired GE's Small Appliance Division in 1984. In 1987, he became professor and head of his alma mater's design department and founded Carroll Gantz Design. He authored numerous articles and books on industrial design history, including a regular column in *INNOVATION* called "A Look Back."

William Goldsmith, FIDSA



William Goldsmith* graduated from the Carnegie Institute of Technology in 1939 with a BFA in industrial design. He served in the US Army during WWII from 1942 to 1946. After the war, he joined the Chicago firm of Dave Chapman, Inc., becoming a partner in 1951. He served as executive vice president of the

reorganized Dave Chapman, Goldsmith & Yamasaki Inc. and then president in 1966. In 1970 he joined Kim Yamasaki and Paul Specht to found Goldsmith Yamasaki Specht, Inc. Goldsmith was an early member of the Society of Industrial Designers and later of the American Society of Industrial Designers, for which he served as president in 1957. He went on to serve as IDSA president in 1971–1972.

Rowena Reed Kostellow, FIDSA



After receiving a journalism degree from the University of Missouri, Rowena Reed Kostellow* studied sculpture at the Kansas City Art Institute and painting at the Art Students League of New York. In the late 1920s she taught at the Carnegie Institute of Technology. In 1938 she joined the faculty at Pratt Institute where she

taught industrial design and in 1962–1966 served as chair of the Design Department. After stepping down as chair, she continued teaching until 1987. Her methodology for teaching what she called the “structure of visual relationships” is documented in Gail Greet Hannah’s *Elements of Design* published by Princeton Architectural Press in 2002.

Lorraine Justice, FIDSA



Lorraine Justice earned a BFA in painting from Edinboro University of Pennsylvania in 1977, a master’s degree in industrial design in 1989 and a PhD in communication in 1999 from The Ohio State University. She worked as a computer graphic artist for Metatec in 1986–1988 before joining the faculty

of The Ohio State University in 1988. In 1999 she became the director of the Industrial Design Program at the Georgia Institute of Technology and in 2004 the dean of the School of Design at Hong Kong Polytechnic University. Currently she is the dean of the College of Imaging Arts and Sciences at the Rochester Institute of Technology. She served as president of the Design Foundation in 2013–2015.

Lou Lenzi, FIDSA



Lou Lenzi graduated from the University of Cincinnati in 1980. After working for IBM for several years, he joined Thomson Consumer Electronics. He held numerous positions during his 18 years with the company, including vice president of product management and engineering, vice president of advanced

product development, head of new media products and services, and vice president of design. He joined GE Healthcare in 2006 as general manager for global design. He is currently design director for GE Appliances, where he is responsible for all industrial design and user-interface design activities for the GE, Profile, Cafe, Monogram, Artistry and Hotpoint lines of major appliances.

“Between two products equal in price, function and quality, the better looking will outsell the other.”

—Raymond Loewy, FIDSA

Raymond Loewy, FIDSA



Born in Paris, Raymond Loewy* arrived in the US in 1919 and worked in New York as a costume designer and fashion illustrator. He opened his own office in New York in 1929; his first design was for a British mimeograph machine, Gestetner. Major clients in the 1930s included the Hupmobile,

the Pennsylvania Railroad, Sears and Roebuck, Greyhound and Studebaker. Over the years, he established additional offices in England, South Bend, IN, Chicago, Paris and Sweden. In 1944, he and 14 others founded the Society of Industrial Designers, and in 1949 he was on the cover of *Time* magazine. By 1960, Raymond Loewy Associates had a staff of 180.

George McCain, FIDSA



George McCain earned a BA in industrial design from the University of Washington. He began working for Fluke Corp. in 1969 and became industrial design manager in 1993. After 38 years with Fluke, he retired in 2007 after serving as corporate design manager responsible for industrial design,

user interaction design, graphics design, model shop and tooling shop. He established his own firm, McCainDesign, in 2007. He is a past chair of the Board of Directors of IDSA and a past president of the Design Foundation. From 2002 to 2012 he was an affiliate associate professor in the industrial design program at the University of Washington in Seattle.

Victoria Matranga, H/IDSA



A Chicago native, Vicki Matranga has a bachelor's in the history of architecture and art from the University of Illinois, Chicago and an MBA in marketing from Northwestern University. She promotes design for the International Housewares Association and created its student design competition, now in

its 23rd year. She also has been an exhibition curator and writer for the Art Institute of Chicago, Toledo Museum of Art, Museum of Science and Industry, and Kendall College. She wrote *America at Home: A Celebration of Twentieth-Century Housewares*. Since 1990 she has researched Chicago's design history, amassing an archive of products, publications, designers' papers and visual materials, and oral histories.

Katherine J. McCoy, FIDSA



With a degree in industrial design from Michigan State University, Katherine McCoy joined Unimark International in 1967. She worked sequentially at Chrysler, Omnigraphics, and Designers & Partners before founding McCoy & McCoy with her husband, Michael, in 1971. That same year they also

became co-chairs of Cranbrook's Department of Design, roles they held until their retirement in 1995. In 1983–1984, she became the first female president of IDSA. She also served as president of the American Center for Design and vice president of the American Institute of Graphic Arts. She was awarded the Chrysler Award for Innovation in Design in 1994 and the IDSA Education Award in 2000.

Bill Moggridge, FIDSA



British-born Bill Moggridge* graduated from the Central School of Design in London and in 1969 established his own firm in London. He arrived to the US in 1979 and formed ID Two in Palo Alto, CA, with Mike Nuttal, and a year later designed the GRiD Compass, the first laptop computer. In 1990 he cofounded IDEO,

which by 1993 had become the largest and most successful US design office. Moggridge chaired the joint IDSA-ICSID conference Connecting'07. He received a National Design Award for Lifetime Achievement in 2009. In 2010, Moggridge became the director of the Cooper Hewitt, Smithsonian Design Museum in New York where he worked to promote the value of design in everyday life.

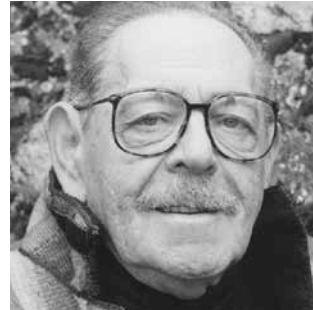
Patricia A. Moore, FIDSA



Patricia Moore received a BFA in industrial and communication design from the Rochester Institute of Technology, did advanced studies in biomechanics at the New York University School of Medicine and received a master's in gerontology from Columbia. In 1979–1982, she traveled to 100 cities in the

US and Canada disguised as a woman in her 80s to learn about the challenges faced by older people. She received prominent exposure in the press and raised awareness of universal design among the design community. She also co-authored a book about the project, *Disguised: A True Story*. *ID* magazine named her one of the world's 40 most socially conscious designers. As head of MooreDesign Associates, which she founded in 1982, she lectures at universities and conducts workshops internationally.

Victor Papanek, IDSA



Born in Vienna, Austria, Victor Papanek* arrived in the US in 1932. He worked under Frank Lloyd Wright in 1949, studied architecture and industrial design at the Cooper Union, and did graduate studies in design at MIT. He opened his own office in 1953. In the early 1970s he became chairman of design at the

Kansas City (MO) Art Institute and wrote a number of books, including *Design for the Real World*, which criticized the design profession for unnecessary or obsolete products and promoted his students' designs as simple devices for the developing world. Young designers were inspired by his emphasis on socially and ecologically responsible design.

Charles Pelly, FIDSA



Chuck Pelly graduated from Art Center in 1960. He worked for McFarland, Lathem Tyler and Jensen before joining Henry Dreyfuss Associates in 1961. While at Dreyfuss, he worked on projects for Polaroid, including the Polaroid100, and John Deere, including the 4020 tractor. In 1972 Pelly left

Dreyfuss to found Designworks. In 1991 BMW purchased a 50 percent interest in the firm, purchasing the remaining interest in 1995 and naming Chuck Pelly chairman and CEO of DesignworksUSA. In 1998 Designworks was voted one of the top 10 best design offices in the world. Pelly left Designworks to found intersection Inc. with his partner, Joan Gregor. He served as president of IDSA in 1991–1992.

“Few people think about it or are aware of it. But there is nothing made by human beings that does not involve a design decision somewhere.”

—Bill Moggridge, FIDSA

Nancy J. Perkins, FIDSA



Nancy Perkins graduated with a BFA in ID from the University of Illinois at Urbana-Champaign. She's designed successful products in such diverse categories as industrial equipment, mass transit and marine products, major and small appliances, and cellular communications.

Her corporate experience includes Sears, Jarden Consumer Solutions and CEO of a manufacturing company. She is principal of Perkins Design Ltd., an industrial design consultancy. In 1992, she and Sharyn Thompson, FIDSA, co-founded IDSA's first special interest section, the Women's Section. She also organized IDSA's Student Mentor Program and served as the president of the Design Foundation. She holds 22 patents and recently became a patent litigation expert witness.

Deane Richardson, FIDSA



Deane Richardson graduated from the Pratt Institute in 1956 and in 1960 with David Smith formed RichardsonSmith in Columbus, OH. It grew into a worldwide firm with offices in Asia, Europe and the US. The firm pioneered design that includes a wide range of disciplines, including psychology. In 1985

Richardson chaired the ICSID conference Worldesign'85 in Washington, DC. He also served ICSID as a board member and president over a period of eight years. In 1990 RichardsonSmith merged with Fitch, a London design firm, becoming Fitch RichardsonSmith. Major clients included LG (Goldstar) in Korea, Mitsubishi and Nissan.

Arthur J. Pulos, FIDSA



Arthur Pulos* graduated from Carnegie Tech in 1939 and in 1946 became associate professor of design at the University of Illinois, Urbana-Champaign. In 1955 he joined Syracuse University, becoming chairman of the design department, and in 1958 he founded Arthur Pulos Design. A founding member

of the Industrial Design Education Association in 1957, he served as its last president in 1964 before it became part of IDSA. He was president of IDSA in 1973-1974, presiding over its relocation from New York to Washington, DC. In 1979-1981, he served as president of ICSID. In the 1980s he published a classic two-volume history of industrial design: *American Design Ethic* and *American Design Adventure*.

Brian Roderman, FIDSA



After graduating with a BFA in industrial design from the University of Kansas, Brian Roderman established a career in the design consultancy business. After working as a computer graphics consultant for Design Lab, he became an industrial designer for Douglas Laube Industrial Design/IGNITION Product

Development, where he was promoted to project manager and then a business development director. In 2004 he became vice president of design for PDS Product Development/Point Innovation. In 2006 he co-founded In2 Innovation where he is the president and chief innovation officer. He has extensive design experience in the consumer electronics, consumer products, housewares, transportation, telecommunications and business-to-business industries. He is a past district vice president and member of the IDSA Board of Directors.

Bryce G. Rutter, IDSA



Bryce Rutter received a BA in industrial design from Carleton University in 1979. He also holds an MFA in industrial design and a PhD in kinesiology from the University of Illinois at Urbana-Champaign. In 1991 he founded the Metaphase Design Group, Inc., where he serves as CEO. He is

the leading expert in the research and design of handheld products. Rutter's work ranges from surgical instruments and systems to mobile devices and wearables to personal care products and packaging. He has been covered by the *Wall Street Journal*, CNN, CTV, *Chicago Tribune* and *Toronto Globe & Mail*; has received more than 75 international design excellence awards; and has been awarded more than 100 patents.

Robert Schwartz, FIDSA



Bob Schwartz has a BFA in industrial and graphic design from the Kansas City Art Institute and School of Design and a master's in industrial design from the Rhode Island School of Design. He began his career as head of corporate industrial design and architecture for the American Red Cross and then the

director of science and technology programs for Advamed. In 1990 he became IDSA's executive director. Under his leadership he forged a relationship with *BusinessWeek* to annually publish the results of the IDEA competition, expanded the staff and aligned the management with best practices for similar non-profits. When he left IDSA in 1999 he held design leadership positions at Motorola, Levolor Kirsch/Newell Rubbermaid and Procter & Gamble. Since 2007 he has been the general manager of global design and user experience for GE Healthcare.

Budd Steinhilber, FIDSA



While a student at Pratt, Budd Steinhilber apprenticed at the Loewy office in New York. After graduating in 1943, he started work at Dohner & Lippincott and became part of the Lippincott and Margolis team that worked on the Tucker car. In 1949 he joined Read Viemeister, FIDSA, in Yellow Springs

OH, as a partner in Vie Design Studios until 1964 when he founded Tepper & Steinhilber with Gene Tepper in San Francisco. In 1975 he formed a partnership with Barry Deutsch. He served as a treasurer of IDSA and founded the IDSA Environmental Responsibility Section. In 1987, Steinhilber relocated to Kailua-Kona, HI, and since 1989 has served as a design advisor to the Konawaena High School Solar Car Team.

Brooks Stevens, FIDSA



After studying architecture at Cornell University, Brooks Stevens* opened his own design firm in 1934. From his office in Milwaukee, Stevens designed everything from cookware, lawnmowers and company logos to the Oscar Mayer Wienermobile, leaving an indelible mark on the everyday gadgetry

of American life. Stevens was a frequent speaker on the value of design to industry. He ignited a firestorm in the design community in 1954 when he declared that "planned obsolescence"—a phrase he coined—was the mission of industrial design. It continues to be a contentious aspect of industrial design. Stevens was one of the 10 charter Fellows of the Industrial Designers Society of America.

“I work best when I’m pushed to the edge. When I’m at the point where my pride is subdued, where I’m innocent again.”

—William Stumpf, FIDSA

William Stumpf, IDSA



Bill Stumpf* graduated with a degree in industrial design from the University of Illinois, Urbana–Champaign in 1959 and a master’s in environmentalism from the University of Wisconsin in 1968. He joined Herman Miller in 1970 and in 1973 established a studio in Stockholm, WI, and a consulting practice, Stumpf, Weber & Associates, in Winona, WI. He designed Herman Miller’s first ergonomic chair, the Ergon chair, in 1976. In 1977, he formed Chadwick Stumpf and Associates with Don Chadwick to design the 1984 Equa chair and the 1994 Aeron chair. In 2006, he posthumously received the National Design Award for Product Design.

Sharyn A. Thompson, FIDSA



Graduating with a BS in industrial design from the University of Bridgeport, Sharyn Thompson* began her career as a staff designer with EDL, a division of McGraw-Hill. She then joined the Van Dyke Corp., designing products for such companies as Homelite, Buxton and Clairol. Then at Bevilacqua,

McCroskery and Associates she worked on projects for Otis Elevator, Perkin-Elmer and Hess Oil. When a teaching position opened at the University of Bridgeport, she accepted, believing that her most important role was that of a teacher. Thompson held a special interest in developing a learning environment that would encourage women to become designers. To that end, she and Nancy Perkins, FIDSA, created the Women’s Section (now Women in Design).

Walter Dorwin Teague, FIDSA



Walter Dorwin Teague* studied at the Art Students League of New York and established his own typographic studio in 1911. He left advertising in 1926 to open an industrial design firm. The ongoing partnerships he developed with such corporations as Ford, Texaco, Kodak, Polaroid and Boeing set the standard for designer/client relationships. Teague and his team of 185 designers created some of the most innovative and memorable products of the 20th century, including the Polaroid Model 95, Kodak Baby Brownie, Boeing Stratocruiser, Maxwell House Automatic Coffee Making Machine, UPS delivery trucks and Steinway pianos. In 1944, he helped create the Society of Industrial Designers, serving as its first president; in 1965 the organization evolved into IDSA.

Dave Tompkins, FIDSA



After graduating from the Pratt Institute, Dave Tompkins began work in the consumer packaging department of Walter Dorwin Teague Associates. In 1963, he joined RichardsonSmith. During his 14 years with the firm he worked on a wide range of products for consumer, industrial and

medical markets and taught at The Ohio State University. He joined RCA Consumer Electronics in 1981 as vice president of design. In 1987, Montell Polyolefins, a joint venture of Royal Dutch Shell and Montedison, hired Tompkins to establish an industrial design resource at the company’s North American headquarters. In 1993–1994, he served as president of IDSA.

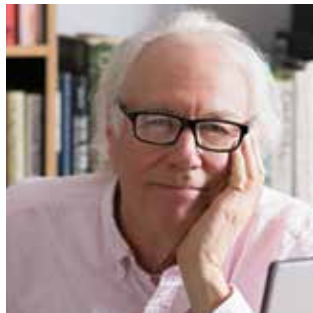
Read Viemeister, FIDSA



Read Viemeister* graduated from the Pratt Institute in 1943 and joined Dohner & Lippincott in New York, becoming its director of design. One of his first projects was the creation of the original *ID* magazine concept, which was then an insert in *Interiors* magazine. In 1946, he founded Vie Design Studios in

Yellow Springs, OH. Budd Steinhilber, FIDSA, became his partner in 1949. They were on the Lippincott and Margolis team that designed the ill-fated Tucker automobile, and they also established the Department of Industrial Design at the Dayton Art Institute, with Viemeister as the department head. He was a founding member of IDSA in 1965 and served for many years as a national officer of IDSA.

Tucker Viemeister, FIDSA



After graduating from the Pratt Institute with a degree in industrial design in 1974, Tucker Viemeister began working with Davin Stowell in 1979. Six years later they formed Smart Design in New York and designed the Good Grips line of universal kitchen tools. In 1997, Hartmut Esslinger asked him to open a frog-

design studio in New York. In 1999, he joined Razorfish as executive vice president, and in 2001 he became president of Springtime-USA. That same year, Viemeister founded Studio Red with architect David Rockwell. In 2012 he joined Ralph Appelbaum Associates to design exhibits. Currently, he is president of Viemeister Industries.

Massimo Vignelli, IDSA



Massimo Vignelli* studied at the Politecnico di Milano and at the Università di Architettura in Venice. In 1957–1960 he visited the US on a fellowship and in 1965 returned to New York to start Unimark International, which became one of the largest design firms in the world, designing corporate identities,

including the New York Subway's signage and map. In 1971 he along with his wife, Lella, resigned from Unimark and founded Vignelli Associates. In 1977 he worked with the National Park Service to create the Unigrad System. In 2007 he published *Vignelli: From A to Z*. Among many accolades, he is the recipient of the National Design Award for Lifetime Achievement.

Brian Vogel, FIDSA



After serving as an officer in the US Navy, Brian Vogel began his career at GE as mechanical engineer. He subsequently held senior leadership positions at numerous product design firms, including Product Genesis, Altitude and Scientific Generics. Currently he is president of Brian Vogel Consulting,

providing business coaching to the principals of design and engineering firms and heads of corporate design and product development groups. He has held a number of leadership roles within IDSA. Vogel was the first to hold the office of vice president of the professional interest sections. In 2009, he served as interim executive director of IDSA and led the search for a permanent executive director.

“The companies that get innovation right, again and again, are the ones that feel what their customers feel. That is true user-centered innovation.”

—Sohrab Vossoughi, IDSA

Craig Vogel, FIDSA



In 1980 Craig Vogel received a master's degree in industrial design from Pratt. Since then he has held positions at the School of the Art Institute of Chicago; the Institute of Design at IIT; the School of Architecture, Victoria University in New Zealand; and Carnegie Mellon University, where he was

the director of graduate studies. Vogel has lectured extensively on design history and design theory and is the recipient of the IDSA Education Award. He served as president of IDSA in 1997–1998. In 2012 he co-authored the book *Creating Breakthrough Products*. Currently Vogel is associate dean of research and graduate studies at the College of Design, Architecture, Art, and Planning at the University of Cincinnati.

Gaylon White, H/IDSA



Gaylon White graduated from the University of Oklahoma in 1967 with a bachelor's degree in journalism-broadcasting. He became a sportswriter for the *Denver Post*, *Arizona Republic* and *Oklahoma Journal* and then a speechwriter for corporate executives at Goodyear, Control Data Corporation and the

Eastman Chemical Company. While at Eastman, White was an influential supporter of industrial design education. In 2003 he became Eastman's director of design programs, and under his leadership, Eastman launched the award-winning Eastman Innovation Lab website, which connects materials suppliers and designers. In addition, White led Eastman in support of a number of IDSA initiatives, including the *Okala Guide*.

Sohrab Vossoughi, IDSA



Born in Tehran, Iran, Sohrab Vossoughi moved to the US in 1971. After studying mechanical engineering for three years, he graduated from San Jose State University's Department of Industrial Design in 1979. He joined Hewlett-Packard and in 1982 began independent consulting for startup companies in Portland, OR. In 1984 he founded ZIBA Design. In 1992 *BusinessWeek* named him Entrepreneur of the Year, and in 1994 *International Design* magazine elected him one of the 40 most influential designers in the US. Over the years, ZIBA has received more awards per employee than any other design firm in the world.

Stephen B. Wilcox, FIDSA



Stephen Wilcox holds a bachelor's in psychology and anthropology from Tulane, a PhD in experimental psychology from Penn State and a certificate in business administration from the Wharton School. In 1991 he founded Design Science in Philadelphia specializing in consulting services that optimize the

human interface of products. Much of the firm's work helps to make products fit a more inclusive range of users. Notable clients include Baxter, J&J, Bayer, Symbol Technologies, Kohler and Maytag. Wilcox is a former IDSA vice president and chair of the Human Factors special interest section. His book, with Michael Wiklund, *Designing Usability into Medical Products*, was published in 2005.

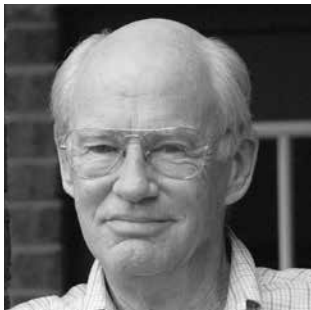
Peter Wooding, FIDSA



A graduate of the University of Michigan, Peter Wooding began his career at Herman Miller Research under Robert Propst. He then spent eight years at the General Electric Applied Research Division. In 1978 he founded Peter Wooding Design Associates, a practice with a creative range spanning

total facilities development to tabletop products. He served as president of IDSA in 1987–1988, and he participated in the negotiations that resulted in *BusinessWeek's* sponsorship of the IDEA program. He testified before Congress on behalf of the Design Arts Program for the National Endowment for the Arts and served on the NEA Design Arts Panel.

Cooper Woodring, FIDSA



Armed with degrees from the University of Kansas and the Cranbrook Academy of Art, Cooper Woodring joined F. Eugene Smith's firm in Akron, OH, for two years before spending four years with the B.F. Goodrich Company in New York. In 1969 he joined the J.C. Penney Company as head of product design.

He was elected president of IDSA in 1985–86 and was president during IDSA's first ICSID conference, Worldesign'85, in Washington, DC. In 1986, he began a new career as an expert witness in design litigation. In 2007, he served as interim executive director of IDSA. He is the recipient of more than 30 design and utility patents as well as IDSA's Personal Recognition Award.

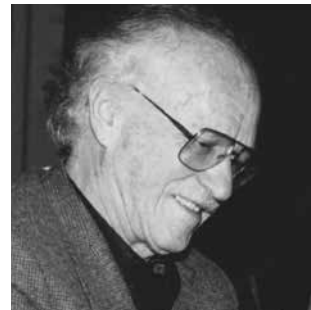
Gianfranco Zaccai, FIDSA



After receiving a bachelor's in industrial design from Syracuse University in 1970, Gianfranco Zaccai began his career as director of design for Instrumentation Laboratory, Inc., a medical devices firm. Concurrently he studied architecture at the Boston Architectural Center and graduated in 1978. In 1983 he co-

founded Continuum in Boston, where he is currently president and chief design officer. His firm developed the \$100 laptop for MIT's Media Lab. Continuum has received much global recognition, including a Presidential Design Award, the Compasso D'Oro, the Red Dot Award, iF Award, and numerous awards from IDSA and *BusinessWeek*. Zaccai served as chair of the board of directors of the Design Management Institute.

Edward Zagorski, FIDSA



Edward Zagorski graduated from the University of Illinois, Urbana-Champaign with a degree in industrial design in 1949 and received a master of science degree from the University of Wisconsin. Basic design education and creativity have been Zagorski's passion. Teaching at the University

of Wisconsin in 1952, he had his students design box kites, a project which has become a common design exercise in schools across the nation. He headed the industrial design program at the University of Illinois in 1956–88. In 1963 he devised the "egg-drop" problem. *Life* magazine published the exercise, which is still conducted in schools today. Students had to design a capsule to protect an egg as it is catapulted into a pool to model the splash down an astronaut experiences. In 1989, Zagorski received the IDSA Education Award.

Not to Be Forgotten

The IDSA historians who guest edited this issue (Carroll Gantz, FIDSA, Bret Smith, IDSA and Vicki Matranga, H/IDSA) have identified 21 notable designers who were listed in our survey of members but who failed to make the top 50, primarily because they were deceased, forgotten or unknown to the many younger designers who voted.

We mention them here as a reminder that popularity is limited to recent memory. It is said that for most people history begins at about their 5th birthday. So if you were born at the time of IDSA's founding in 1965, at least two-dozen founding industrial designers had already completed a career of more than 35 years. Although of a previous generation, they too deserve our respect and admiration. All are fellows of IDSA, their peers having recognized their contributions to the profession, and they were all outstanding designers and educators.

Tucker Madawick, FIDSA, Donald Dailey, FIDSA, Robert Hose, FIDSA, Joseph Parriot, FIDSA, James Alexander, FIDSA and **Jon W. Hauser, FIDSA** worked for many years to conceive, promote and initiate the merger to create IDSA in 1965, and all served as president of IDSA or one of its predecessor organizations during the indicated period.

Egmont Arens, FIDSA (the 1949 president of SID), **Donald Deskey, FIDSA, Lurelle Guild, FIDSA** and **Jo Sinel** were among the 15 co-founders of the Society of Industrial Designers (SID), one of IDSA's predecessor organization, which was formed in 1944 and at the time of the merger was known as the American Society of Industrial Designers (ASID).

Peter Müller-Munk, FIDSA, a pioneering designer of the 1930s, was not only president of ASID in 1954 but also the first president of the International Council of Societies of Industrial Design (Icsid) upon its founding in 1957.

Arthur BecVar, FIDSA (the 1955 president of ASID) started his career in 1935 and by 1950 was manager of industrial design for major appliances for GE, which dominated the industry until 1984. In 1934 **Montgomery Ferar** and **Carl Sundberg** founded their pioneering Detroit industrial design firm Sundberg Ferar, which is one of the oldest consulting firms still operating today.

John Vassos, FIDSA was IDSA's first Board chairman in 1965, an honor in recognition of his founding and presidency of the American Designers Institute (ADI), another IDSA predecessor, which was founded in 1938 and was known as the Industrial Designers Institute (IDI) at the time of the merger. **Belle Kogan, FIDSA**, the first female member and a pioneer of that organization, was its secretary-treasurer in 1940 and its president in 1944.

Also in 1938, **Dave Chapman, FIDSA** and **Jean Reinecke, FIDSA** (the 1950 and 1952 presidents of SID) founded, along with others, the Chicago Society of Industrial Designers. Later Chicagoans, **Richard Latham** (the 1959 president of ASID), **C. Stowe Myers, FIDSA** and **Henry Glass, FIDSA**, led the Second City in industrial design.

For more design history describing early designers, refer to the Academy of Fellows on the IDSA website at www.idsa.org/academy-fellows; *Auburn University's Industrial Design History* by Bret Smith, IDSA at www.industrialdesign-history.com; *Founders of American Industrial Design* by Carroll Gantz, published in 2014 by McFarland; and *The Industrialization of Design*, also by Gantz, published in 2011 by McFarland. ■



John Vassos, FIDSA's first Chair of the Board of Directors

—By Bret Smith, IDSA and Carroll Gantz, FIDSA

Longest Living Members of IDSA

Joined

1945	Samuel Leotta, L/IDSA	1960	Indle King, L/IDSA	1965	Gilbert Born, L/IDSA
1952	Budd Steinhilber, FIDSA		Deane Richardson, FIDSA		Del Coates, L/IDSA
1953	Olle Haggstrom, L/IDSA		Clair Samhammer, FIDSA		Roger Funk, FIDSA
1956	Neville Lewis, L/IDSA	1961	Walter Herbst, IDSA		Donald Genaro, FIDSA
	Paul Specht, FIDSA	1962	Charles Wallschlaeger, L/IDSA		William Hannon, L/IDSA
1958	Richard Hollerith, FIDSA	1964	John Adams, L/IDSA		Charles Huck, IDSA
	Arnold Wasserman, IDSA		Thomas Ryan, L/IDSA		Douglas Kelley, L/IDSA
1959	John Christian, L/IDSA		Robert Smith, FIDSA		Rudolph Krolopp, FIDSA
			Edmund Weaver, L/IDSA		Ralph LaZar, L/IDSA
					Edward Zagorski, FIDSA



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