

QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA **FALL 2017**

INNOVATION

Yearbook of Design Excellence

WINNERS OF THE 2017 INTERNATIONAL DESIGN EXCELLENCE AWARDS





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QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

FALL 2017

INNOVATION[®]



IDSA

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Left: Gold IDEA-winning Scooter for Life. See page 32.

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Cover photo: Silver IDEA winning Fireball. See page 128.

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Silver IDEA-winning YOYOKE. See page 145.



FROM THE EDITOR

IDEA 2017

CELEBRATING THE SHIFTING FACE OF DESIGN

INNOVATION is pleased to present the 2017 Yearbook of the Industrial Designers Society of America's International Design Excellence Awards. Reviewing in detail these impressive award winners of one of the world's most important design competitions is one of the highlights of my year. It's always illuminating and inspiring to see how this annual collection of the best in design from around the world reflects the current state of the art in design, services and insights.

So what is the state of the art today? Now more than ever before we find that design is in great demand as society and business look to the profession for inspiration and methods. Design clubs are now permanently installed at major university business schools, and degrees in design and product development are sometimes seen as more valuable than the typical business degree. The ability to think outside the box has taken on true significance as businesses chartered with a designer's mindset—think Uber, Airbnb, Tesla—demonstrate massive success—no less than the disruption of entire industries. Design is consistently featured and discussed in national publications from *Fast Company* and *Wired* to the *Wall Street Journal* and the *Harvard Business Review*. The change we have always asked for is in the air, but will it also change design as we know it?

The design profession is currently unable to keep up with the demand for leadership in the field, so others have swooped in to fill the void. From management consultants to large corporations, business entities have been intent on procuring design expertise. Many mid-sized design consultancies have been acquired and integrated—over 50 in the last three years alone. The face of design is being shaped and shifted right before our very eyes. Products are morphing also. Smart devices are everywhere. The maker culture is maturing, and startups are once again the next new thing. Millennial work habits and career expectations are fueling the next generation of design in new and unexpected ways. Entrepreneurs are our new heroes, and these days we are all mobile workers.

All of this change is reflected in the products and ideas recognized at the IDEA ceremony in Atlanta this

year. The Best in Show went to the Microsoft HoloLens, a self-contained, untethered holographic computer that is enabling new ways to create, communicate, work and play. The People's Choice went to the MATCHER – Shopping Experience Innovation, an automated shopping recommendation service that uses prescriptive analytics to select products that will meet a customer's needs.

The Curator's Choice Award and the Chair's Award also both reflect design's increasing role in addressing the greater good of all people. Receiving the Curator's Choice Award, the Dream Ring Concept is an inexpensive feminine hygiene product for girls in developing countries who often miss or quit school because they don't have access to affordable alternatives. Sai Flatpack Furniture, recipient of the Chair's Award, is an expandable collection of sustainable furniture handmade in villages across northern Thailand intended to extend their craft tradition to the global market.

In addition, IDEA underwent a transformation itself. We all join in a large thank you to Yves Béhar, IDSA, and the team at fuseproject for the revamp and redesign of IDEA's brand identity and trophy. Reconciving the brand as a flexible system, fuseproject reflected this time of change and transition and prepared IDSA well for navigating the future of IDEA.

As I stated earlier, this enormously optimistic collection of award-winning designs mirrors our current societal concerns and culture as expressed in artifacts and behaviors. Additionally, I think you might agree that this year's designs raise the bar of excellence in their consistency of great design execution. From the Makeblock Neurons and Poputar to the VECTRA WB360 3D Whole Body Imaging System and the Q-Collar, this is a collection worthy of being celebrated in this day and age of industrial design.

So please enjoy this, IDSA's yearly collection of the best in design from around the world. Entry opens for next year's competition on Jan. 2nd. We will be sure to raise the bar again next year. In the meantime, please enjoy these stunning profiles of how to make a difference in the lives of people and in our world.

—Mark Dzierski, FIDSA, INNOVATION Executive Editor
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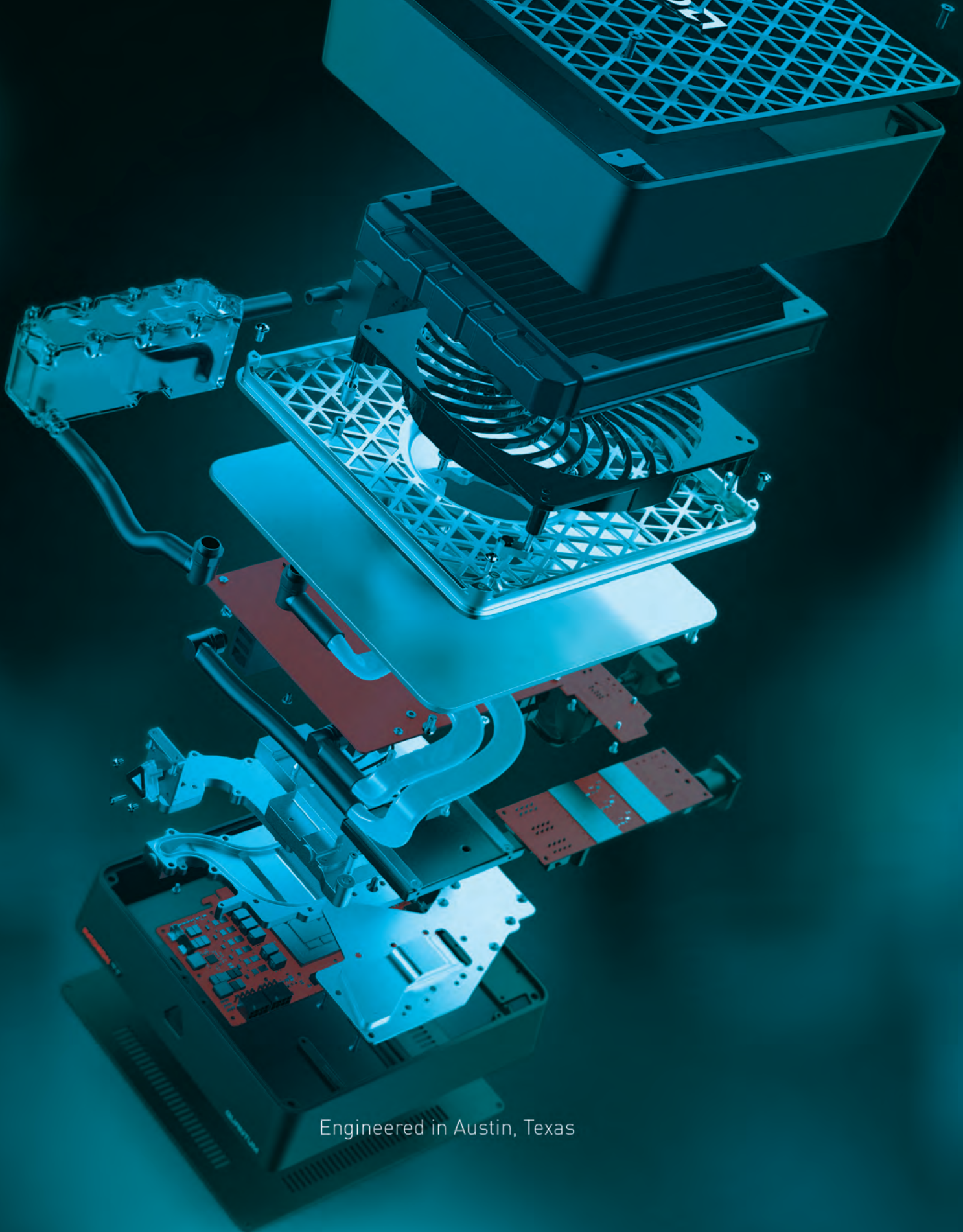


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