

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

INNOVATION

**2014 Yearbook of
Design Excellence**

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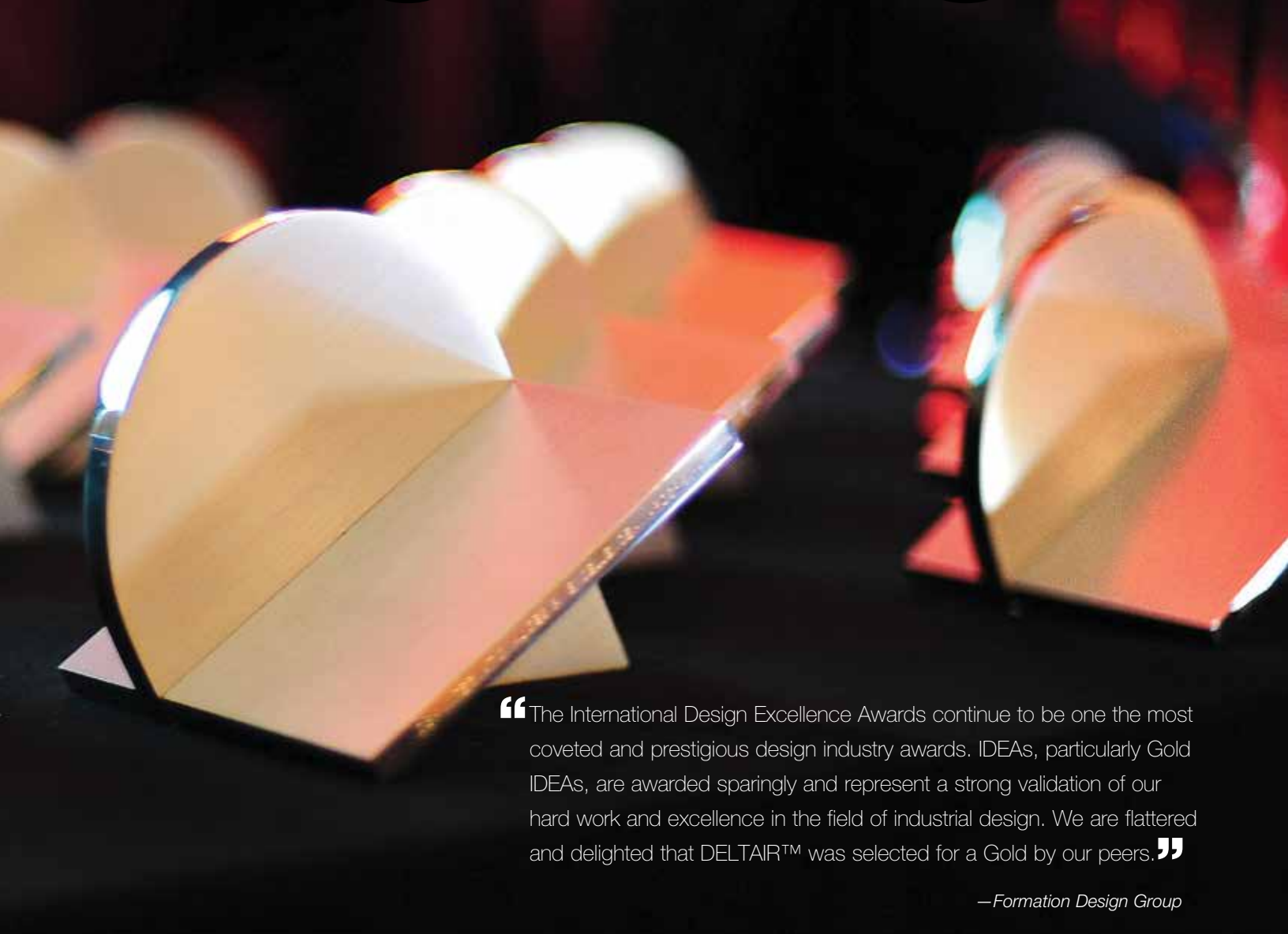
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QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

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

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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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* The Living Room & Bedroom category was combined with Home Furnishings.

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FROM THE EDITOR

IN THIS MOMENT

Welcome to IDSA's yearly collection of the best in design from around the world. Every issue is a time capsule; this year is no exception. The designs honored here serve as a barometer of the time we are living in, and the trends driving their innovation are apparent in the final execution of the products.

So what are the trends? In our collective consciousness, we find that product design is very much in demand as society and business look to the profession for inspiration and methods. Design clubs have sprung up at major university business schools, and degrees in design and product development are more plentiful than ever before. Design is consistently featured and discussed at the newsstand in such highly visible publications as *Fast Company* and *Wired*, as well as *USA Today* and *The Wall Street Journal*. In addition, great design is featured every morning online, on our home and landing pages and in our email. At the movies, stories depict products being created through internships at Google, documentaries are being made about great past designers, and TV features products being developed on *Celebrity Apprentice* and pitched on *Shark Tank*.

In our lives today, smart devices are everywhere; the onslaught of wearable technology is a pervasive design trend. The Internet of Things is the big new idea of the moment. The maker culture is alive and well, especially in places like Seattle and Austin, around the world in virtual places like Kickstarter and Indiegogo, and in the minds of millennials who are nonconformists when it comes to work habits and career expectations, firm in the belief that any one of them can be the next big entrepreneur.

The products in this Yearbook are a representation of this moment when we see the stock market at an all-time high, the rising trend of the "on-shoring" of manufacturing, and companies increasingly wanting to create and produce things locally. For corporations, "outlaw innovation," the idea

of funding initiatives outside the company, with the first right to bring them back once they are scaled, is a brand new idea. It is another way large companies are competing in an effort to be more nimble. Entrepreneurs are our new heroes and these days we are all mobile workers.

All this new is well represented in this issue. For example, a brilliant combination of these trends is embodied in the BMW i3, a car that stands for a new approach to premium mobility. It is the first large-scale production car with an all-electric engine that is tailored to the modern idea of sustainable emission-free mobility. The BMW i3 is unimaginably lightweight, and its design is clear and minimalist.

The Internet of Things is evident in Pencil, a digital drawing device, designed by FiftyThree, whose design and packaging both won awards. Pencil is a digital tool that looks and acts like a familiar object. It has adaptive technology that instantly differentiates between a user's hand and the Pencil on the screen. Users can write at any angle while using their finger to smooth rough edges and blend colors directly on the screen.

Finally, consider the trend and design impact of the Square Stand, by the design team at Ammunition, this year's Best in Show. It is a new paradigm for combining the digital and physical world. It transforms an iPad into a modern version of the cash register. It creates a new kind of customer and storeowner interaction by leveraging the new—digital technology, and the familiar—a lazy Susan, to perfectly embody our time in a combination of beautiful design, centered around the idea of the Internet of Things.

“This issue, like each issue before it, is an important and meaningful reflection of our time.”

If there was one concrete, positive takeaway about this year's winners, this year's trends, it would be the comforting proof that a global spirit of invention and making is alive and well. This certainty is especially important in a world whose increasingly troubling politics and social unrest can seem to dominate the news. In this outstanding collection of award-winning designs is ample cause for optimism and hope, embodied in products that improve the human condition.

So please enjoy this, IDSA's yearly collection, that is the best in design from around the world. And as you read through it, remember that yes, this issue, like each issue before it, is an important and meaningful reflection of our time.

—Mark Dziarski, *FIDSA, INNOVATION Executive Editor*
mark@lunar.com



Silver IDEA winner **G-Wearables Goccia** designed by Lebo He and Hongwei Wang of **LKK Design Beijing Co., Ltd.**



2015
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BEEN
30 YEARS
IN THE
MAKING**