

QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA **FALL 2015**

# INNOVATION

35  
YEARS

IDEX  
INTERNATIONAL DESIGN  
EXCELLENCE AWARDS '15





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QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

FALL 2015

# INNOVATION<sup>®</sup>



Student Bronze IDEA winner Synchro p.190

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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.

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“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

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

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Silver IDEA winner NikeLAB ACG, See p.180.

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BEST IN SHOW

DESIGN STRATEGY

By **Sudha Kamath**, INNOVATION staff writer

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



## BEST IN SHOW



**N**ative 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 tool-kits—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. ■

Designed by **Coloplast** and **Native**



# 2016 INTERNATIONAL DESIGN EXCELLENCE AWARDS

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**1.4.16 – 4.1.16**  
[www.idsa.org/idea](http://www.idsa.org/idea)



Welcome to the world's most prestigious design competition.

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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.

**Do you have an extraordinary design to enter?**

Submit your design to a jury of renowned experts led by Cameron Campbell, IDSA, and receive the worldwide exposure you deserve. Winning entries are displayed in design exhibits and publications—and become part of the permanent collection of The Henry Ford Museum.

Visit **[IDSA.org/IDEA](http://IDSA.org/IDEA)** to learn more—and begin gathering your IDEAs.

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

