

# INNOVATION

## **50/35/50**

50 NOTABLE MEMBERS  
35 YEARS OF DESIGN EXCELLENCE  
50 MEMORABLE MOMENTS





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# INNOVATION®



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

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# 35 YEARS OF IDEA WINNERS

**T**he International Design Excellence Awards (originally the Industrial Design Excellence Awards) celebrated 35 years of rewarding design excellence in 2015. Here are just a few of the many Gold IDEAs awarded from 1980–2015.

## **1980 The Management Chair**

This chair employs advanced body-support principles to accommodate a wide range of user sizes without requiring excessive adjustments. The cushion contouring allows a slumped position as well as an upright working posture. A single knob located below the arm rest controls the seat height and recline adjustment. The manufacturing process uses advanced technologies to produce a full-feature product at a competitive cost. Moreover, special stretch fabrics were developed that can be upholstered without sewing.

*Designed by Niels Diffrient, FIDSA, with Diffrient Product Design of Ridgefield, CT, and Jeffrey Osborne, Tom Latone and Hy Zerkowitz of Knoll International for Knoll International, Inc.*

*Note: All credits are presented as historically accurate.*



Knoll Inc.

The Ribbon Rack's unusually attractive appearance, combined with its superior functionality, earned the jury's praise. There is an elegant rhythm to the rack, providing a simple continuity form that is all the more laudable for having been achieved at no expense to security and safety.



## 1980 Ribbon® Rack

The Ribbon Rack provides secure bicycle and moped parking. It allows the frames and wheels of bikes and mopeds to be secured by passing them through the rack in an alternating pattern. Using 50 percent less area than conventional racks, this system lacks sharp edges and corners that might cause damage and is more attractive as well as more functional than the competition. It accepts all locks, including high-security horseshoe-shaped locks, which conventional racks are unable to accommodate.

*Designed by Steven K Levine, IDSA, of Brandir Enterprises, Inc., New York, NY, for Brandir Enterprises, Inc.*

## 1981 The Burdick Group Office System

The Burdick Group Office System approaches the office furnishing problem from the task standpoint, allocating office work spaces for specific functions rather than providing one multipurpose surface, as a desk does. A polished aluminum beam or configuration of beams with a variety of cantilevered surfaces enables users to make a dramatic visual statement while the system as a whole supports the individual's working habits and processes. A channel in the bottom of the beam hides the cords for telephones and computers that drape many desks.

*Designed by Bruce Burdick, IDSA, of the Burdick Group, Inc., San Francisco, CA*





## 1982 Compass Computer

The Compass is the first powerful stand-alone computer that can be carried in a standard attaché case. The Compass has only 8 percent the volume of its equivalent IBM. Weighing 9.5 pounds, the computer is extraordinarily rugged. It features an innovative hinge ear that protects power and data lines while it allows the display to pivot. It also incorporates materials innovation in its use of magnesium for the case.

*Designed by I.D. Two of Palo Alto, CA: Bill Moggridge, IDSA and Steve Hobson; for Grid Systems Corp.*



## 1983 Chevrolet Corvette (1984)

With a form and package that expresses its sporty purpose and the sheer joy of motoring, the 1984 Corvette incorporates innovative concepts while maintaining a clear family resemblance to its predecessors. The car is lighter than its predecessors yet provides more comfort and adjustability. Wind tunnel research resulted in excellent airflow over the outside as well as through the engine and passenger compartment, with air admitted through the front end rather than the traditional grille.

*Designed by General Motors Design Staff for Chevrolet Motor Division, General Motors*

The jury praised the Corvette's clean expanses of surface, gentle transitions and flush components as a more eloquent expression of the Corvette idea than previously achieved. It also commended its balance between orderliness and aggressive movement.

**1984**

## **Signa™ Magnetic Resonance System**

This type of imaging system uses a superconducting magnet to acquire a three-dimensional image volume, which can be viewed at the two-person console. The system's design solves three major problems: It reduces the patient's fear of lying inside a 5-ton magnet in a tunnel only 21 inches in diameter; it simplifies operation for a friendly user/computer relationship; and it allows the prompt removal of the patient in emergencies.

*Designed by G.E. Medical Systems Industrial Design/Human Factors Department, Waukesha, WI: Herb Velazquez, IDSA; Christine Fletcher; Seth Banks, IDSA; Hal Halvorson Jr.; and Edward Stevens, IDSA, now teaching at the University of Wisconsin–Stout. For G.E. Medical Systems Group*



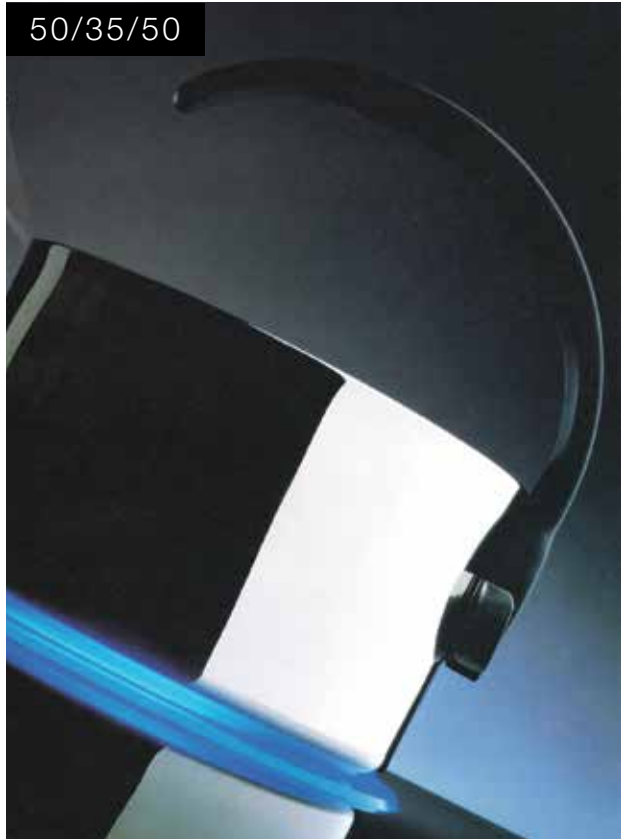
**1985**

## **Visulite™ and Visulex™ Directories and Polysign Fiberglass™**

Visualite is an illuminated directory with a selection of four shapes and a multitude of finishes that eliminates the common problem of light leaks. Visulex™ is a non-illuminated directory that is flexible in color, shape, trim and size yet is constructed from standard components, making it reasonably priced. Polysign™ non-illuminated fiberglass is a durable exterior sign product with considerable flexibility in shape, size, color and graphics.

*Designed by APCO Graphics, Inc. of Atlanta, GA: Roland W. Cobb, Charles A. Lollis and Elyse B. Reeves; for APCO Graphics*





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Philippe-Louis Howze

**1986**  
**Dansk Kettle**

The design of the Dansk Kettle questions common assumptions about kettles. The eyelid opening eliminates the need for a spout and yet provides dripless pouring. The knob was eliminated as well in favor of a lid that automatically opens when the water from the faucet hits it. A swelling on the underside of the black phenolic handle indicates where to place the hand and as the swelling diminishes gives a tactile warning that the hot metal surface is approaching.

*Designed by Porcelli Associates for Dansk International Designs, Ltd.*

**1987**  
**7575 Manipulator**

The 7575 Manipulator has no operator contact except during installation and servicing. Consequently, the design had to take into account fewer direct physical interface and ergonomic factors, freeing up the scope of possibilities and allowing the robot to be treated sculpturally. The customer's perception of its aesthetics became the overriding criteria. Therefore, the Manipulator was designed to be perceived as a functional, unthreatening piece of precision equipment. The design also addressed cable management and component access and used materials suitable for harsh environments.

*Designed by Randall W. Martin, IDSA, for IBM at Boca Raton, FL*



## 1988 Spacemaker Plus™

The Spacemaker concept emerged from the need for space-saving kitchen products that free counter space. This system of small appliances, such as a carafe coffeemaker, knife sharpener and can opener, that mounts under the cabinet does just that. Visual integration of the units was accomplished through the use of a continuous horizontal contrasting band. The control panel is integrated into a receding facade that reduces the perception of height and disguises the true mass of the larger products.

*Designed by Don McClosky, IDSA, Sally Hattle, IDSA, and Gary Van Deursen, IDSA, of Black & Decker US Household Group; Group Four Design; and John Howard Industrial Design; for Black & Decker*

## 1989 Cleret™

It's not easy to keep glass clean, particularly in the bathroom. And the best time to clean shower doors and tiles is right after bathing—when no one is in the mood for cleaning. Cleret reimagines what a squeegee can be. It provides two blades for more effective results. Test users preferred the cylindrical body, a shape that offers advantages for manufacturing—it is easily extruded—as well as packing, shipping and storing.

*Designed by Sohrab Vossoughi, IDSA, Christopher Alviar and Paul Ferner of Ziba Design in Beaverton, OR, for Hanco*

“It's a lyrical interpretation that shows design's ability to bring a joyous vision to unexpected places!”

—IDEA 1989 Juror Lorenzo Porcelli, IDSA



## 1990 AVC ADVANTAGE™ Electronic Voting Machine

The AVC ADVANTAGE was conceived as a low-cost self-contained transportable electronic voting machine that would meet multiple government election laws while exceeding the quality of competing products. Each step of the set up was designed for the least trained operator to easily complete, and designing to meet the needs of the wheelchair population resulted in a product that is more comfortable for all users to operate. It also was designed, tooled and brought into production in only 12 months.

*Designed by James H. Bleck, IDSA, Scott Wakefield and John Thrailkill of Bleck Design Group in Chelmsford, MA. Manufactured by Sequoia Pacific Systems Corp. of Jamestown, NY*



## 1990 Bag Hog

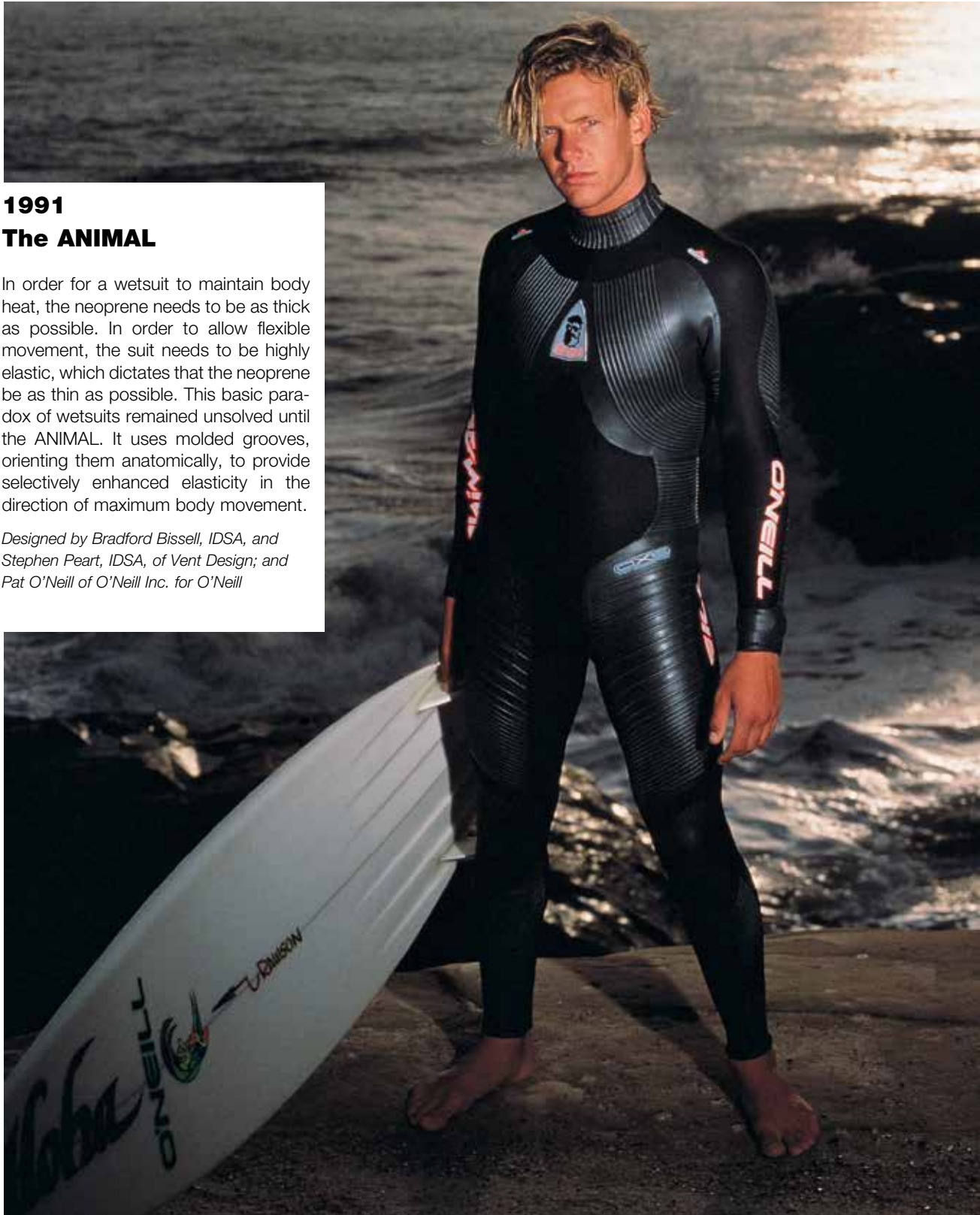
The Bag Hog is a simple solution to a dirty problem. It is a garbage container that you form yourself. Just roll it into shape, snap it into place and drop in the bag. It has no bottom except for whatever surface it sits on. A pair of teardrop-shaped holes on the sides keep the bag from slipping. The die-cut polyethylene is flexible enough to be rolled into a cylinder but rigid enough to hold its shape.

*Designed by John Lonczak, IDSA, Tony Baxter and Simon Yan of John Lonczak Design in New York City. Manufactured by Form Farm, Inc., New York City*

“The Bag Hog is well-designed. It’s not styled; it just looks like you want it to—simple, clean, clever, practical—and it works!”

—IDEA 1990 Juror Sandor Weisz, FIDSA





**1991**  
**The ANIMAL**

In order for a wetsuit to maintain body heat, the neoprene needs to be as thick as possible. In order to allow flexible movement, the suit needs to be highly elastic, which dictates that the neoprene be as thin as possible. This basic paradox of wetsuits remained unsolved until the ANIMAL. It uses molded grooves, orienting them anatomically, to provide selectively enhanced elasticity in the direction of maximum body movement.

*Designed by Bradford Bissell, IDSA, and Stephen Peart, IDSA, of Vent Design; and Pat O'Neill of O'Neill Inc. for O'Neill*

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“The Good Grips product line is a brilliant example of universal design—it satisfies the needs of people with reduced grip strength while appealing just as strongly to other consumers. The design’s visual and tactile beauty brings pleasure to mundane tasks!”

—IDEA 1992 Juror Liz Powell, IDSA

## 1992 Good Grips

The Good Grips line of kitchen tools demonstrates that designing for the elderly is an opportunity to make things better for everybody. From peelers and whisks to pizza wheels and strainers, the Good Grips lines pushes the boundaries that divide the abled from the disabled so more people can join the ranks of the “normal user.” The transgenerational design of Good Grips accommodates the reduction of physical strength and dexterity as people age, anticipating the whole life of the user.

*Designed by Davin Stowell, IDSA, Dan Formosa, IDSA, Tucker Viemeister, IDSA, Michael Callahan, Steve Russak, IDSA, and Stephen Allendorf of Smart Design Inc.; and Sam Farber, Betsy Farber and John Farber of Oxo International for Oxo*



## 1993 Softouch Scissors

The Softouch Scissors were inspired by one woman's request for a pair of scissors that she could use with arthritic hands and ended with a design that is also easier for the general public to use. Before producing any sketches or models, the design team conducted extensive research on arthritis and other disabilities, the aging process and devices for the handicapped. Of its many well-considered features, the handles are spring loaded, so after pressing down to cut, an effort that is reduced by half, the scissors open by themselves.

*Designed by Doug Birkholz, IDSA, Craig Melter, Steve Ruelle and Paul Hendon of Fiskars Inc.*

## 1993 Sensor For Women

Over the years technical advances in women's razors have constituted little more than cosmetic adaptations of men's products. The Sensor For Women breaks that tradition. It is based on careful study of how women really shave: less frequently and more seasonally than men. Incorporating spring-mounted blade technology, it features an ergonomically designed handle that provides better feedback, control and maneuverability. This breakthrough in women's shaving enabled Gillette to target an untapped growth source—the 77 million women who wet shave.

*Designed by Jill Shurtleff, IDSA, of The Gillette Co.*



## Most Winning Companies from 1995–2005

Firm	# of IDEAs
IDEO	175
Samsung	86
ZIBA	69
fuseproject	55
Continuum	51
Apple	48
Smart Design	
LUNAR Design	41
frog design	37
Hewlett Packard	34
Microsoft Corp.	
Nike, Inc.	
Pentagram	
Philips Design	32
NewDealDesign	30
Motorola	28
TEAGUE	
Altitude	27
Fitch	
IBM	25
Black & Decker (DeWalt Industrial Tool Co.)	24
Whipsaw Inc.	23
Belkin	22
Herbst LaZar Bell (HLB)	
One & Co.	
RKS Design Inc.	
GE Healthcare	21
LG Electronic	
Crown Equipment	20
OXO International	
Steelcase (Metro, Brayton, AI, Details, Vecta)	
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Ralph Appelbaum Associates	
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Herman Miller	
Astro Studios	16
Compaq/Digital	
DaimlerChrysler Corp.	
BMW	15
Hauser	14



The US Holocaust Memorial Museum

### 1994

## The US Holocaust Memorial Museum

The purpose of the Holocaust Museum is to bear witness that a crime against humanity has been committed, to give testimony about the nature of the crime and how it was perpetrated, and to present the evidence in the case. The installation was conceived as a controlled emotional experience that required the integration of many highly charged agendas and close cooperation with the architect to achieve a seamless interaction of architecture and exhibits.

*Designed by Ralph Appelbaum and RAA staff Christopher Miceli, James Cathcart, Victor Colom, Robert Homack and Shari Berman in collaboration with English filmmaker Martin Smith and Museum Director Jeshajahu Weinberg. The exhibition script was written by David Luebke and Michael Berenbaum of the museum and edited by Sylvia Juran of Ralph Appelbaum and Associates (RAA). The project was coordinated by Rae Farr and Ann Farrington at the museum and by Cindy Miller and Vicci Ward at RAA.*



**1995**  
**DeWalt Cordless Pistol Grip Drill**

The DeWalt Cordless Pistol Grip Drill is the result of DeWalt's objective to design a new generation of professional cordless drills that are significantly smaller, more powerful, more comfortable and more feature-laden than any others. The drill's many innovative ergonomic features reduce fatigue and stress injuries. It is also powered by a newly designed motor that is more powerful than the off-the-shelf motor design used by all other cordless drills on the market.

*Designed by Robert Somers, IDSA, and Donald Zurwelle, IDSA, of Black & Decker. Client: Black & Decker Corp.*



**1996**  
**Hush Puppies Kids Packaging**

The entire Hush Puppies brand was updated to reflect a more fashion-conscious offer, though the famous basset hound identity remained because of its appeal and equity. The children's division focused on extending, yet simplifying the Hush Puppies message to appeal to both parents and children. A comprehensive merchandising communications system, including shoe boxes, hangtags and fixture signage, tells the new brand story with an updated tagline—The Most Comfortable Stuff In The Whole Wide World.

*Designed by Jaimie Alexander and Paul Westrick of Fitch Inc., Worthington, OH. Client: Jeff Lewis, Director of Marketing, Hush Puppies Company, Rockford, MI*



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## 1998 The New Beetle

In order to bring to life the same positive feelings people had toward the old Beetle, designers knew that a new car would have to remain emotionally true to the original concept. Yet it was clear that a retro design was not what the market or Volkswagen had in mind. Although the New Beetle retains the classic silhouette, it makes a futuristic statement, simplifying the forms to the basic geometry of the circle and sphere. The car's interior design incorporates highly modern elements with the underlying principle of making driving easier by reducing the instrumentation to essential functions.

*Designed by Design Center California of Volkswagen of America, Simi Valley, CA; and Volkswagen Design Center of Volkswagen, Wolfsburg, Germany. Client: Volkswagen of America*



## 1997 Kodak Funsaver Sport

Seeking a new focus for the one-time-use camera, Kodak designers and engineers set their sights on the sports enthusiast and designed a rugged sports camera that allows people to take pictures in situations where they don't want to take their good camera. With its rubberized body, waterproofing, bright colors, hand grips, strap, controls large enough to operate with gloved hands and a large viewfinder, the Funsaver Sport is ideal for any outdoor activity.

*Designed by Eastman Kodak Design & Engineering Staff, Rochester, NY. Client: Eastman Kodak Co., Rochester, NY*

“Kodak targeted a specific application and focuses all of the design elements—including creating the little camera's visual 'attitude'—toward that end.... This is a textbook example of how to successfully extend a product line.”

—IDEA 1997 Juror Lou Lenzi, IDSA



## 1999 Apple iMac

A primary objective for the design of the iMac was to create a more accessible, more democratic product that combines the familiar with the new with something from tomorrow. The iMac required a fundamentally new approach to design, manufacturing and distribution. Among the many challenges was using translucent materials, which required new ways of molding individual parts and defined new methods of assembly—and required care given to the aesthetics of internal components that previously had little impact on the product's appearance.

*Designed by Bart Andre, Danny Coster, Daniele De Luliis, Richard Howarth, Jonathan Ive, IDSA, Steve Jobs, Doug Satzger, Cal Seid and Christopher Stringer of Apple Computer, Inc., Cupertino, CA*

“Apple has done again what defined it in the beginning: thinking out of the physical and metaphorical ‘box.’ They do something that is very difficult in the computer industry: stepping over the edge, and commanding consumers to ‘think different.’”

—IDEA 1999 Juror Mitzi Vernon, IDSA

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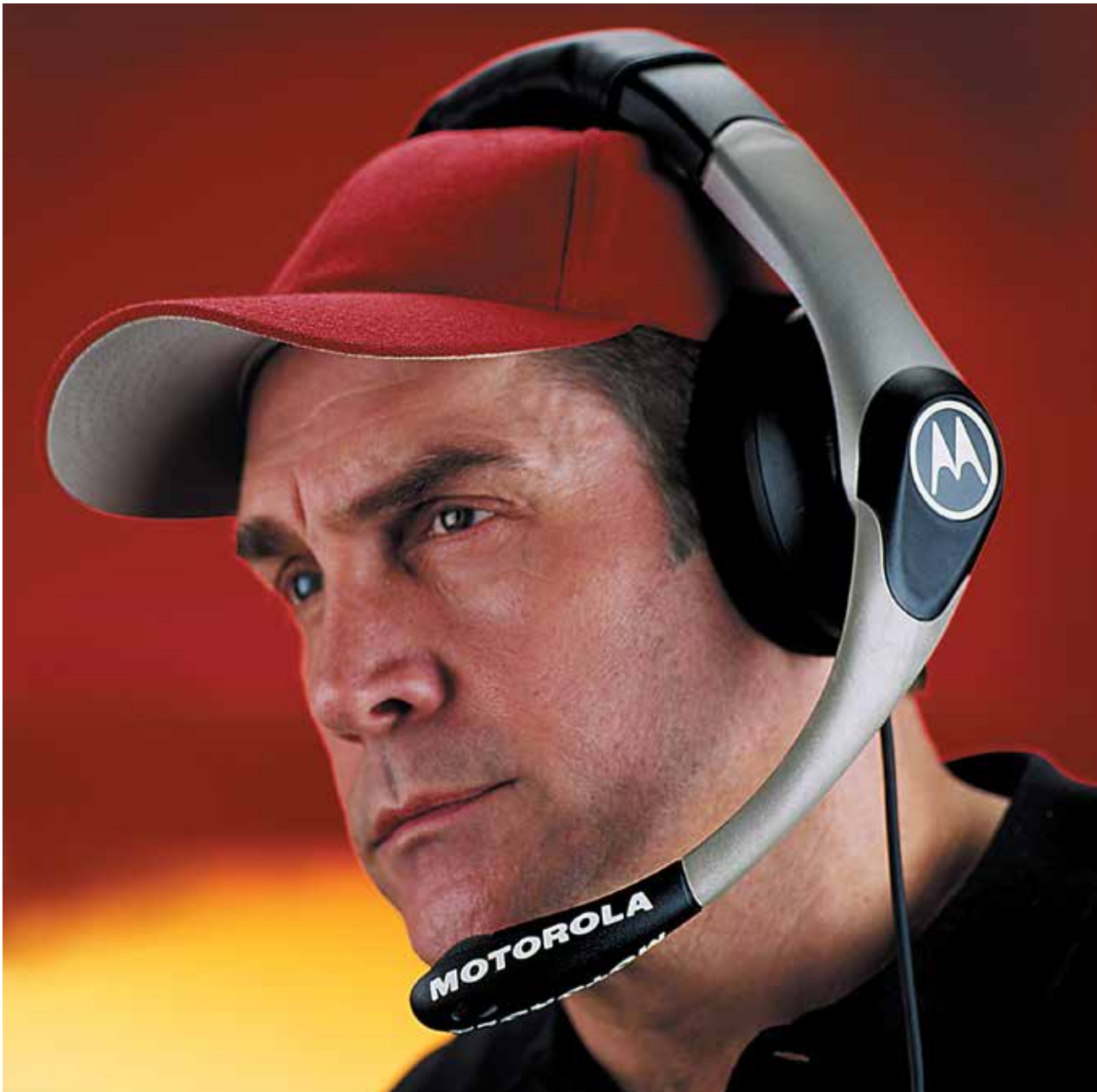
**2000  
SC4000 Series Sit-Down  
Counterbalanced Electric Lift Truck  
and WP 2000 Walk-Along Pallet  
Truck**

With the SC4000 and WP 2000, Crown has achieved a deft marriage of form, beauty, functionality and smarts. The SC4000 lift truck combines an innovative appearance, refined ergonomics and total maneuverability, establishing new paradigms in appearance while maintaining its identity as a Crown product. The WP 2000 pallet truck was designed to be maneuverable yet stable, robust yet agile, durable yet sleek—with a clean appearance that allows it to be used on the retail floor as well as in distribution centers and loading docks.

*SC4000 (bottom) designed by Baron Brandt, IDSA, Doug Goodner, IDSA, Mike Hemry, Jeffrey R. Burger, IDSA, James V. Kraimer, IDSA, and Donald A. Brown of Crown Equipment Corp.; Rainer B. Teufel, IDSA, of Design Central; and Steven M. Casey, IDSA, of Ergonomic Systems Design, Inc., for Crown Equipment Corp.*

*WP 2000 (top) designed by Steven R. Pulskamp, IDSA, William Davis, IDSA, and Michael P. Gallagher, IDSA, of Crown Equipment Corp.; and Rainer B. Teufel, IDSA, and Jeff T. DeBord of Design Central for Crown Equipment Corp.*





**2001**

### **Motorola NFL Headset Generation II**

When Motorola became an official sponsor of the NFL, it wanted to leverage its capabilities as a major manufacturer and create an entirely new product. Designed with NFL coaches in mind, each of the features on the headset ties directly back to coaches' preferences or to the reality of the game situation. The colors of the headset—black and light metallic—tie directly into Motorola's consumer product lines and provide the bold graphic contrast necessary to effectively show up on TV.

*Designed by John David Hartman, IDSA, Steve Remy, Elliott Hsu, IDSA, Jason Billing and Don Wolf of Herbst LaZar Bell Inc.; and Terry Taylor, Daniel Williams, IDSA, Luigi Flori, Connie Kus, David Weisz and Geoff Frost of Motorola Inc. for Motorola*

“It is a rare moment when a design team realizes that it has been given the green light to create an icon—one that will be seen by millions around the world. The Motorola NFL Headset represents the marriage of sophisticated communications technology and great design with the blood, sweat and tears on the field of play.”

—IDEA 2001 Juror Martin Gierke, IDSA



## 2002 Segway™ Human Transporter

The Segway empowers people to go farther and faster than they ever could on foot. But rather than isolating users from pedestrians like a car does, the Segway enhances personal mobility by allowing users to travel in sync with those around them. The simplicity of operating the Segway belies the complex technology inside. Subtle shifts of the user's body move them forward and backward, and an expressional faces serves as the user interface, providing all the information need to operate the Segway.

*Designed by Dean Kamen, J. Douglas Field, Scott Waters, IDSA, Shih-Tao Chang, IDSA, and Ray Walker of Segway LLC*

“The Duet System is an excellent example of design at its very best.”

—IDEA 2003 Juror Brian Matt, IDSA



## 2003 Duet Fabric Care System and Dreamspace®

When consumers asked for an ergonomically designed front-loading washing machine, Whirlpool assembled a global cross-functional team to design a product that would appeal to both the American and European markets. Extensive consumer research led to a washer and dryer system that can be stacked, has a high capacity with a smaller footprint and uses 67 percent less water than conventional washing machines. It's been so successful that twice Whirlpool has had to invest in additional production capacity.

*Designed by the Global Consumer Design staff of Whirlpool Corp., US and Italy*



## 2004 iPod mini

At only 3.6 ounces and the footprint of a business card, the iPod mini is more portable than ever. It is half the weight of the original yet is just as powerful. Like the original, the mini can hold 1,000 songs and has an 8-hour battery life. The new Click Wheel makes the mini easy to use and saves space since the buttons are integrated into the wheel. Its five color choices—silver, gold, green, pink and blue—enable consumers to choose the iPod that suits them best.

*Designed by Bart Andre, Danny Coster, Daniele De Lullis, Richard Howarth, Jonathan Ive, Duncan Kerr, Shin Nishibori, Matt Rohrbach, Doug Satzger, Cal Seid, IDSA, Christopher Stringer and Eugene Whang of Apple Computer, Inc.; and Irene Chan-Jones, Christopher Hood, Carter Multz, Ken Provost, Carlos Ragudo, Fred Simon and Mas Watanabe of the Apple Computer, Inc. CAD Team.*



## 2004 Mission: SPACE

The Mission: SPACE attraction at Epcot at Walt Disney World in Florida takes guests on an adventure to Mars. Research was conducted to understand the culture of astronaut training and gather hard data on spaceflight in order to educate and entertain in equal measure. The resulting story led to the scenario of a flight training simulation on an experimental rocket, the X2, set on the International Space Training Center 35 years in the future. As part of the experience it employs cutting-edge technology to realistically simulate lift-off and spaceflight.

*Designed by Luc Mayrand, Lou Gagnon, Don Roberts and Owen Yoshino of Walt Disney Imagineering*

“Like a modern touchstone, the iPod mini is a product that people will love to hold. The designers skillfully integrated the satin aluminum case with flush controls and a simple touchpad interface to create a jewel-like piece of technology.”

—IDEA 2004 Juror Monty Montague, IDSA



## 2004 Toyota Prius

This second-generation Prius demonstrates that environmentally friendly automobiles need not be boring. While its hybrid technology makes it a responsible choice, its car-of-the-future styling makes it fun. Its aerodynamic form improves utility and fuel economy with a style that appeals to the senses. The interior was completely reevaluated, resulting in a layout that clusters the important operational controls within easy reach of the driver and locates the display-related items at a distance to make them easier to read.

*Designed by Hiroshi Okamoto of Techno Art Research Co., Ltd., Japan; and Katsuhiko Inatomi, Norio Ozeki and Tomio Yamazaki of Toyota Motor Corp., Japan*

50/35/50



**2005**

### **The Motorola RAZR**

Today's consumers look at their mobile phones as both a communications device and an accessory—a projection of their personality and image. As demand increases for mobiles that deliver functionality along with head-turning style, Motorola designed the RAZR to deliver the ultimate balance of desire and reason. The RAZR's ultra-thin clam-shell design required many technical breakthroughs and along the way set new standards for mobile phones of the future.

*Designed by Consumer Experience Design Team and Mobile Devices Engineering of Motorola*

**2005**

### **byo lunchbag**

The byo lunchbag has two separate inside pockets for transporting food and a beverage. The bonded nylon/neoprene provides thermal insulation as well as shock absorption, nearly unlimited color choice and a unique bouncy feel. The stretchy material also allows the bag to expand in order to fit a variety of differently sized and shaped food and beverage containers. When completely opened, the byo lunchbag doubles as a placemat.

*Designed by Aaron Lown, IDSA, and John Roscoe Swartz, IDSA, of Built NY Inc.*



**2006**

## **DXL Protective Helmet**

The DXL Protective Helmet was designed for the average skier and snowboarder, not the fanatic. It offers users infinite adjustability in three dimensions with four interconnected plates that can be loosened and tightened with a cable fastening system. The fabric-covered sides project a warm, organic, human feel that entices users, encouraging them to wear the helmet because they want to, not because they have to.

*Designed by Yves Béhar, IDSA, Bryan Calo and Martin Schnitzer of fuseproject; and Pascal Joubert des Ouches of Pulsium Engineering, France, for Pryde Group, Hong Kong*



**2007**

## **The Access**

The Access is an exercise machine that accommodates users with or without disabilities. It is capable of giving a full-body workout by combining the features of multiple machines into one unit. Simplified minimal controls enable people with limited dexterity to use the Access with ease, and adjustable grip attachments can customize the machine to different body types. In a market where whites, grays and blacks dominate, it also introduces color with green accents that represent bright, vibrant energy.

*Designed by J. Ryan Eder, IDSA, of University of Cincinnati*

“Exemplifies the high quality of student work seen in this year’s entries. The designer embraced ideas of inclusion and universality, based his work on thorough research, and produced a beautiful, carefully detailed, remarkable solution to a very real problem.”

*—IDEA 2007 Juror Prasad Boradkar, IDSA*



*Note: As of 2007, IDEA began offering Best in Show awards. The winners presented here, from 2007–2015, are all Best in Show winners.*



## 2008 iPhone

The iPhone combines three products: a mobile phone, a widescreen iPod and the Internet. It also introduces an entirely new user interface based on a 3.5-inch multitouch display that allows users to control it with just a tap, flick or pinch of their fingers. The display is made of optical-quality glass for superior scratch resistance and clarity. Changes to the volume, muting the ringer and putting an incoming call through to voicemail can be done using discreet buttons on the top and side.

*Designed by Apple, Inc.*



## 2009 Nike Trash Talk

This performance basketball shoe is made from manufacturing waste. It uses materials that are leftover from the footwear manufacturing process—leather and synthetic leather in the upper portion of the shoe, foam in the mid-sole for cushion and a rubber out-sole for durability and traction. The Nike Trash Talk addresses the waste problem by incorporating as many of these leftover materials as possible back into new shoes without sacrificing any of the performance that comes with shoes made from virgin materials.

*Designed by Kasey Jarvis, Andreas Harlow, Fred Dojan and Dan Johnson of Nike Inc.*

“The Trash Talk shoe is the hero of Nike’s hyper-progressive and innovative sustainability program. High concept, aesthetics and performance—in combination with a smart and comprehensive eco-manufacturing methodology—make this shoe the holy grail of conscious consumption.”

—IDEA 2009 Juror Valerie Casey, IDSA





**2010**  
**Method Laundry Detergent with Smartclean Technology**

Method Laundry Detergent offers outstanding cleaning power with a patented super-concentrated plant-based biodegradable formula delivered in a pump bottle. The bottle can be used with just one hand and was designed for controlled, accurate, no-mess dispensing—so you only use what you need.

*Designed by Joshua Handy and Sally Clarke of Method Products*

“Stunningly beautiful! This is pure fashion that goes well beyond vanity to be the noblest self-expression for the amputee, evoking only admiration—no pity.”

—IDEA 2010 Juror Chair Davin Stowell, IDSA

**2011**  
**Bespoke Fairing**

The Bespoke Fairing is a mass customized set of parts that restores symmetry and natural contours to an amputee’s body. The process starts with a 3D scan of the surviving leg. With input from the amputee, the parts are customized with various color, material and finish options. Once applied to an existing prosthetic limb, the Bespoke Fairing communicates the user’s sense of style and taste, allowing them to connect with the artificial limb in a personal and emotional way.

*Designed by Scott Summit and Chris Campbell of Bespoke Innovations*



## 2012

### Nike+ FuelBand

The Nike+ FuelBand merges the digital and physical worlds to motivate and inspire athletes to make every day count. It tracks activity as NikeFuel, a universal metric based on oxygen kinetics mapped to activities and associated movements. The FuelBand also tracks calorie and step count—and is a watch. All of the data captured by the device syncs to a mobile or Web-based experience where athletes can compare, compete and collaborate across activities.

*Designed by Nike Digital Sport and partners*



## 2013

### Tesla Model S

The Tesla Model S is a premium sedan built from the ground up as an electric vehicle. At the heart of the Model S is the Tesla powertrain, delivering both an unprecedented range of up to 265 miles and a thrilling drive experience. With a rigid body structure, nearly 50/50 weight distribution and a low center of gravity, the Model S offers the responsiveness and agility expected from the world's best sports cars while providing the ride quality of a luxury performance sedan.

*Designed by Franz von Holzhausen of Tesla Motors*

# 2016

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