

Industrial Design Excellence Awards 2004

# THE IDEA GOES GLOBAL

“The times they are a-changin’.” —*Bob Dylan*

**Y**es, the times are changing, and there isn't any going back. This year's IDEA jurors had the distinction of being the first jury to contemplate submissions that came from all over the world. With the 2004 competition open internationally, we also had the added complexity of submissions that challenged our preconceptions about what makes a design good and our criteria about what could or should be awarded an IDEA.

The following pages tell the story of a true dichotomy of values. In one case, a Gold IDEA was given to a pure form that provides little function, while another design was rewarded for pure function, almost devoid of form or any other encumbrance that might reduce its ability to reach as many users as possible. Yet, it all made sense to the jurors, awarding the appropriateness of the solutions equally.

With jurors from three continents reviewing close to 1,300 submissions, the discussions and debates about the designs were moving, inspiring, emotional and, most of all, intellectually challenging. With such an impressive array of entries from virtually every corner of the globe, winning an IDEA this year carries an extra sense of accomplishment. Speaking on behalf of all the jurors, your submissions and the ensuing discussion about design left us intellectually enriched and, for the most part, resolute in our agreements, even when occasionally the agreement was simply to disagree.

To the IDSA as a community, I would like to say congratulations on opening our doors to the global market in which so many of our designs compete and that we as designers must address.

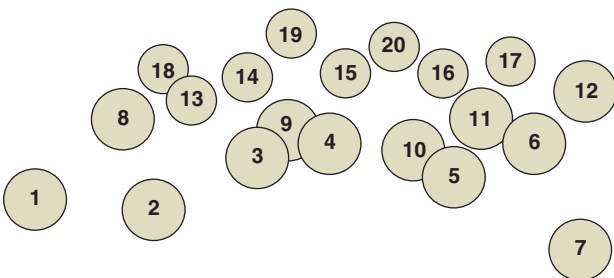
I would also like to thank the jurors who came together and collaborated for three very intense days—reading each submission, weighing it according to the criteria, analyzing what entries to propose for each level of awards and, finally, intensely debating the awards themselves. The jurors' time and dedication in traveling many thousands of miles—for some an almost 24-hour journey—to serve their profession deserves our great appreciation.

Although the science of judging the IDEA competition may not be perfect, the 2004 IDEA jury is very proud of the results from this year's program and offers its congratulations to all those who proudly submitted entries. ■

—*Ravi Sawhney, IDSA, IDEA Jury Chair*



**By Ravi Sawhney, IDSA**  
Industrial Design Excellence Awards Jury Chair



- |                               |                            |
|-------------------------------|----------------------------|
| 1. Amy Potts, IDSA            | 11. Judy Ellis, IDSA       |
| 2. IDSA's Celia Weinstein     | 12. Monty Montague, IDSA   |
| 3. Debera Johnson, IDSA       | 13. Rick Lewis, IDSA       |
| 4. Ravi Sawhney, IDSA         | 14. Satish Gokhale, I/IDSA |
| 5. Imre Molnar, IDSA          | 15. Judy Riley, IDSA       |
| 6. Christopher Alviar, IDSA   | 16. Donald Brown, IDSA     |
| 7. IDSA's Carolyn Hepburn     | 17. IDSA's Diana McMillian |
| 8. Kap Malik, IDSA            | 18. Christine Lüdeke, IDSA |
| 9. Poonam Bir Kasturi, I/IDSA | 19. Marty Gage, IDSA       |
| 10. Amy Hiroshige, IDSA       | 20. Gordon Bruce, IDSA     |

**IDEA 2004 Jury Chair: Ravi Sawhney, IDSA**

Ravi Sawhney is founder and CEO of RKS Design, a Southern California-based design consultancy servicing clients internationally. He has juried the *ID* magazine Design Review, CES Innovations awards and past IDEA programs and was the head juror for the inaugural California Design Biennial. He is the innovator of the IDSA/*BusinessWeek* Design and Business Catalyst Awards and was recently named as an advisory group member for the Center for Business and Design. A founding investor in a multitude of companies, Sawhney has recently cofounded RKS Guitars with legendary guitarist Dave Mason and Keyvision, a new designer eyeglass company. He has been named on over 100 domestic and worldwide patents and has won numerous design awards in his more 25 years of design experience.

**Christopher Alviar, IDSA**

Christopher Alviar is an award-winning industrial designer and product development consultant. As a senior industrial designer at Microsoft he designed and developed several hardware products. Prior to joining Microsoft, he worked at ZIBA Design. He has also taught at the University of Washington and is a consultant on design promotion, policies and strategies for the UNDP (United Nations Development Program) and the Philippine Department of Trade & Industry. He is currently the IDSA Western District vice president.

**Poonam Bir Kasturi, I/IDSA**

Kasturi is a founder of and professor at the Srishti School of Art, Design and Technology in Bangalore, India, where she teaches sustainable issues and creativity. For the last seven years she has run workshops on creativity and innovation for the corporate world. She is a graduate of the National Institute of Design in Ahmedabad, India, and has more than 15 years experience in product development, product design, small-scale industry, craft development and design.

**Donald Brown, IDSA**

Donald Brown is design principal and global strategist for Xerox Corp. With previous directing roles at RKS Design, Ashcraft Design and Crown Equipment, Brown's diverse career includes several areas of product design, strategy development and design research. He has received numerous patents and design awards, including IDEA, iF, Good Design and *ID* magazine. Brown attended Art Center College of Design, and holds a BA in industrial design from California State University, Northridge, with MBA course work at Ashland University.

**Gordon Bruce, IDSA**

Gordon Bruce is a consultant with companies in Singapore, China and Japan. He is also writing a book about Eliot Noyes for Phaidon Press. He has also worked as a consultant designer with IBM Research, Siemens Hearing, Humanscale, Port Authority of NY/NJ, Pentagram NY, Moshe Safdie, IBM, Mobil, Westinghouse, Cummins and Eliot Noyes. He is presently on a partial retainer with FA Porsche Design to help open their North American design studio and as a consulting designer. Bruce was product design chairman for the Innovative Design Lab of Samsung in Seoul for four years.

**Judy Ellis, IDSA**

Judy Ellis is the founder and chair of the nation's first baccalaureate program in toy design, launched at the Fashion Institute of Technology in 1989. A graduate of Parsons School of Design with a BFA in communication design, Ellis' career has been rich with educational and professional experience. As a designer at Chermayeff and Geismar, Ellis designed an award-winning permanent bicentennial exhibition at the Smithsonian Institution and large-scale murals for IBM. She is also a board member for the children's advocacy organization, Playing For Keeps. Ellis has received the SUNY Chancellor's Award for Excellence in Teaching and the national Women In Toys organization's award for outstanding contribution to the industry.





*The IDEA 2004 Jury deliberates.*

**Marty Gage, IDSA**

Marty Gage is founder and principal of the design research firm Rocket Surgery. He uses leading-edge participatory design research methods, along with state-of-the-art ethnography, to produce creative fuel for design firms, engineering firms and corporate design teams. A design researcher since 1989, Gage was a member of the design research team at Fitch for ten years and helped to establish the company as a leader in design research. He was also a founding partner of the design research firm SonicRim. He has won numerous design awards and has contributed to many publications on design research, including a human factors textbook chapter on participatory design research methods. He is frequently asked to speak at design conferences, like the IDSA district conferences, and design schools, including Cranbrook Academy of Art, The Ohio State University and Savannah College of Art and Design.

**Satish Gokhale, I/IDSA**

Satish Gokhale is a design consultant with 18 years experience in designing capital equipment, medical and electronic products. He was recently awarded the "Best Indian Designer" by *Businessworld*-NID for design excellence in India. He has successfully designed and launched over 150 products for the Indian and international markets, some of which are sold in over 25 countries. By the sheer market success of products he designed, Gokhale has been able to raise the level of awareness about the importance and benefits of industrial design in engineering sectors of India.

**Amy Hiroshige, IDSA**

Amy Hiroshige is manager of design of Color Studio, Mitsubishi Motors R&D of America. She is currently responsible for advanced and production development for US-built vehicles. She has directed and has participated in numerous show cars and in the color development for such vehicles as the SSS, Tarmac Spyder, Eclipse, Galant and Endeavor. She was awarded an interior design patent for the '94-'99 Mitsubishi Eclipse.

**Debera Johnson, IDSA**

Debera Johnson is chair of the industrial design program at Pratt Institute. She has taught in the areas of sustainable product experience and exhibit design for the past 15 years. Johnson has established multiple Pratt/ID programs, including the summer travel program "Design from Barcelona to Paris," Pratt/ID/Design Incubator, the BLUEgreen Design Initiative and the BLUEgreen Resource Library for Sustainable and High Tech Materials. She continues to coproduce the ongoing archival interview series, *Inside Design*.

**Rick Lewis, IDSA**

Rick Lewis is founder of seven02 design, LLC, in Palo Alto, CA. Prior to seven02, he spent 20 years at IDEO, frogdesign, Philips Design, Designworks and Henry Dreyfuss. His work focuses on industrial design and user experiences with medical, sports, housewares, consumer electronics and office products for a wide range of international clients. Lewis is an adjunct professor at the California College of the Arts and has taught at Stanford University and the Design Academy in Eindhoven, The Netherlands.

**Christine Lüdeke, IDSA**

Christine Lüdeke established ludekedesign in 1994 in Zurich, Switzerland, focusing on dishware, textiles and seating, primarily for the airline industry. Her projects include award-winning in-flight serviceware and seating for Swissair, business-class seating for Singapore Airlines and comprehensive design concepts for Finnair and Dragonair. Lüdeke owns several international design patents, balances contract work with self-initiated non-airline projects and is a professor for the Design of Everyday Objects at the University of Applied Arts and Sciences in Pforzheim, Germany.



**Kapil Malik, AIA, IDSA**

Kapil Malik, principal at Gensler Architecture, Design and Planning Worldwide is responsible for airport projects in Austin, TX; Guam; San Diego; Salt Lake City; and Liverpool, UK, as well as terminal 6 at Chicago's O'Hare International Airport, the Las Vegas monorail and the London city airport. Currently, he is leading a team for the international terminal at the Hartsfield-Jackson Atlanta Airport. Malik has also been the lead designer on projects for the Beverly Hills Hotel and USAA Corporate Headquarters. His work has been published in national and international publications, and he has contributed to *Gensler Airports*.

**Imre Molnar, IDSA**

Imre Molnar is dean of the College for Creative Studies (CCS). Prior to CCS, Molnar worked as design director for Patagonia, director of operations at Houser, Inc., and as director of education at Art Center College of Design's Swiss campus. He has been a featured lecturer on strategic design management for businesses around the globe, including Nokia, NCR, Volkswagen, BMW, the Ford Motor Co., JETRO (Japanese External Trade Organization) and at government symposia. In his position as state director for the Australian Design Council, Molnar developed, sponsored and coordinated initiatives to integrate design disciplines with industry.

**Monty Montague, IDSA**

Monty Montague is cofounder and design principal at BOLT, where he leads multidisciplinary teams in product development and brand strategy. The firm was selected by *ID* magazine as one of the "top 40 design innovators in the United States" and is the largest firm of its type in the southeastern US. Montague holds a variety of design and utility patents and has received four Gold IDEAs as well as awards from *ID* magazine, iF, CES, and *Graphic Design:USA*. His work has been published in Europe and the US; he has written for professional journals including the *Design Management Journal* and *Innovation*; and he has lectured widely at universities and industry forums.

**Amy Potts, IDSA**

Amy Potts is principal of Potts Design, a product development firm providing industrial design and mechanical engineering expertise in medical, consumer and industrial markets since 1994. Her work has been recognized with awards by IDEA, *Wired*, *Metropolis* and *ID* magazine. Potts is a featured lecturer and advisor on product development and green design at Massachusetts Institute of Technology, Clark University, Tufts University, Carnegie Mellon University and the Rhode Island School of Design. The Italian design magazine, *Ottogono*, recently selected Potts for a feature article on women designers in the US.

**Judy Riley, IDSA**

Judy Riley is senior director of industrial design at Moen Inc., a kitchen and bath products company. Prior to joining Moen, she was vice president of world wide design for Timex, with designers and markets on all continents. Other companies she has worked for include General Electric, Rubbermaid and Playskool. Her work was exhibited and published in *Women in Design*, sponsored by the Bard Graduate School, and *Goddess in the Details* sponsored by Pratt Institute. ■