

## **I.D. 2008 ANNUAL DESIGN REVIEW**

**July 9–September 28, 2008**

**Sheila C. Johnson Design Center**

**Parsons The New School for Design, 66 Fifth Avenue at 13th Street, New York**

**Info:** Please contact 212.229.8919 or visit [www.newschool.edu/johnsondesigncenter](http://www.newschool.edu/johnsondesigncenter).

Parsons and *I.D.* (International Design) magazine will present the most innovative design work from the past year in an exhibition organized in conjunction with the magazine's 54<sup>th</sup> Annual Design Review. For more than half a century, *I.D.* has selected the finest examples of work produced in a variety of design categories, with the help of prominent experts in the field. The current categories include: consumer products, graphics, packaging, environments, furniture, equipment, concepts and interactive media. This exhibition will offer a rare and timely look at the state of contemporary design and its disciplines.

**Information on featured designs attached.**

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### **Consumer Products**

#### **Best of Category**

- iPhone / Apple, Inc.

#### **Design Distinction**

- Nokia Pocketable Speakers md-6/Feiz Design Studio with Nokia Design
- Revlon Polish Prep Nail Smoother/Metaphase Design Group
- Belkin Cable Dome/Belkin
- Apple Wireless Keyboard/Apple, Inc.
- Adiri Natural Nurser/Whipsaw, Inc.
- HP 2710P Tablet PC/Hewlett-Packard
- SRAM RED Road Bike Group/SRAM Corporation
- Y Water/Fuseproject
- Variant Brim Snow Helmet/Smith Sport Optics and Jackalope Studios

#### **Honorable Mention**

- MoGo Mouse X54 Pro/Manifold Products
- DNA Practice Garment/Fred Sparks Design
- Poachpod / Fusionbrands
- Vaio TZ Laptop Computer/ Sony Corporation
- Flex-it Mixing Bowls/Le Van Design
- OXO Good Grips Silicone Sink Strainer/Smart Design
- Silicone Squishy Bowls/Guyot Designs
- Wobble Chess Set/Umbra LLC
- HomeHero 2-in-1 Smoke and Carbon Monoxide Alarm/Arnell Group LLC
- Beach Thingy/Larry Laske
- Cork Catcher from Screwpull/Claude Mauffette Design Industriel
- 360° Wrist Therapy Brace/Davison Design
- Pearl i3 Buoyancy Jacket/DCTS
- TuneStudio/Belkin
- IPEVO PoV Web Camera/IPEVO
- Zyliss Mix-n-Measure Measuring Cups/RKS Design
- Magnetic Measuring Spoons/Progressive International
- My 1st Scooter/Radio Flyer
- Le Pinch Windup Toy/Kikkerland Design
- Amphibian Dynamic Scuba Fins/Designcraft, Inc.
- SPARQ Agility Web/Terrazign
- B+W Zeppelin MP3 Stereo System/Bowers + Wilkins

#### **Jurors**

Bonnie Mackay, creative and marketing director, Museum of Modern Art

John Barratt, President and CEO, Teague

Holly Brubach, freelance writer and consultant

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### Graphics

#### Best of Category

- Beatles Stamps/Johnson Banks

#### Design Distinction

- 2006 Report of Affordable Housing and Community Investment Initiatives / Methodologie
- One Annual Report/ Identica
- Les Allusifs Book Covers / Paprika
- Kara Walker: My Complement, My Enemy, My Oppressor, My Love / Walker Art Center
- The New York Times Building Graphics/ Pentagram Design
- Question Everything Promotion for Science Channel/Mono
- Maryland Institute College of Art Identity/ Pentagram Design
- Saks Fifth Avenue Identity/ Pentagram Design
- The Number 23 Main Title / Imaginary Forces

#### Honorable Mention

- Buy a Meter Promotion/ Project M
- P.O.V. Main Titles / Pentagram Design
- Nike NYC Marathon Collateral / Exposure Communications
- Works Made in Valencia Poster / Jae-Hyounk Sung
- See: The Potential of Place, Sixth Issue / Cahan & Associates
- The Principles of Uncertainty / Buchanan-Smith LLC
- Zurau Aphorisms / Mendelsund Design
- Meggs: Making Graphic Design History / Carter Wheeler Design
- Band-Aid Poster/ Pentagram Design
- The Gift / Pentagram Design
- Bideawee Identity / Carbone Smolan Agency
- Oregon Runner Magazine / Opolis Design
- 601 Artbook Project 2007 / 601bisang
- Design Changes Everything Poster / Ogilvy & Mather
- Lateral + Vertical Collateral / Mende Design
- Paul Rand Film / Imaginary Forces
- Mad Men Main Title / Imaginary Forces
- NEXTS Promotion / Dress Code
- Kopple on Discovery: Breaking Point Main Title / Imaginary Forces
- Times Square New Years Eve Display / Catalyst Studios
- 4Design Identity / Deuce Design
- Self(Re)interpretation / Souvenir of a Design Exhibition / Bilic\_Muller
- The Kitchen Collateral/ DesignWorks at BBDO NY
- Los Angeles Institute of Architecture and Design Catalog / Brad Bartlett Design
- Circular Magazine, Issue 15/ Pentagram Design
- Green World: Merce Cunningham / Pentagram Design
- Adris Annual Report / Bruketa & Zinic

#### Jurors

Carin Goldberg, Carin Goldberg Design

Chris Dixon, design director, New York Magazine

Bobby C. Martin, Jr., senior design manager, Nokia UK

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### **Packaging**

#### **Best of Category**

- Puma PT3 Ultramagnetic Collection / Aruliden

#### **Design Distinction**

- Band-Aid Brand Adhesive Bandages Interlocking Pods / Johnson & Johnson
- Eagle Bottle / FLEX the INNOVATIONLAB for Grosch
- Rado Ceramica Limited Edition Packaging / Jasper Morrison

#### **Honorable Mention**

- Blossa X5 Glogg Gift Packaging / BVD
- Method OMOP Floor Love System / Method Products
- Method 96 Oz. Handwash Refill Bottle / Method Products
- iPhone / Apple Graphic Design
- Marc Jacobs Daisy Fragrance / VIIT Design
- McSweeney's 22 / McSweeney's

#### **Jurors**

Stephen Burks, design director, Readymade Projects Inc.

Kevin Smith, Giampietro + Smith

Paulina Reyes, senior designer, Kate Spade LLC

### **Environments**

#### **Best of Category**

- Olympic Sculpture Park, Seattle Art Museum / Weiss/Manfredi Architects

#### **Design Distinction**

- Hotel Aire de Bardenas / Lopez Rivera Arquitectes, SL
- Wave-A-Wall, West 8th Subway Station Facade, Coney Island, NY / Acconci Studio with Daniel Frankfurt, PC
- D.A.P. Open-Bookstore / Acconci Studio
- Helios House / Office dA, Johnston Marklee, Brand Integration Group at Ogilvy & Mather

#### **Honorable Mention**

- Paulette Macarons Shop / a l m project, inc.
- Water Dome 2007 / Atelier OPA
- Garage / Koning Eizenberg Architecture
- Fluorescent Dome / Michael Maciej Bartosik

#### **Jurors**

Reed Kroloff, director, Cranbrook Academy of Art

Jennifer Carpenter, principal, Truck Product Architecture

Giuseppe Lignano, founding partner, LOT-EK

## I.D. 2008 ANNUAL DESIGN REVIEW

### Furniture

#### Best of Category

- Simpledoubledeux Bed / Drexler Guinand Jauslin Architects

#### Design Distinction

- Baby Faces Wall Panels / Badham/Norris
- Ribbon Stool / Nendo
- URBIA Furniture System / OBRA Architects
- Tekla Rug / Kasthall

#### Honorable Mention

- Bas Relief Series Carpets / Tandus and Suzanne Tick
- Real Good Chair / Blu Dot
- Mute Chair / Mike and Maaike
- Windowseat Lounge / Mike and Maaike
- Mira Sheer / Knoll Textiles
- 21 Series Lighting / Omer Arbel
- 12 Blocks / Loom
- Raw Rugs / Union Eighteen
- Panna Chair / Tokujin Yoshioka
- Peel / Feiz Design Studio
- Vierti LED Dimmer / Lutron Electronics Co., Inc.

#### Jurors

Christopher Mount, director of exhibitions and public programs, Parsons The New School for Design  
Holly Hotchner, director, Museum of Arts & Design  
Maxwell Gillingham-Ryan, co-founder/editor, Apartment Therapy  
Manuel Saez, Manuel Saez Ltd.

### Equipment

#### Best of Category

- Bloomberg Flexible Display / Antenna Design New York

#### Design Distinction

- RC5500 Series Counterbalance Lift Truck / Crown Equipment Corp.
- Airblade Hand Dryer / Dyson
- TNT Postal Aids / FLEX the INNOVATIONLAB

#### Honorable Mention

- Speedglas Helmet SL / Ergonomidesign
- NYC Condom Dispenser / Fuseproject
- SAT - GO Portable Satellite TV / Fuseproject
- StreetLab Mobile Bio-Weapon Detector /Montalbano Innovation & Development
- Coke reFRESH Recycling Bin / Fuseproject
- Bikedispenser / Springtime

#### Jurors

Rama Chorpash, Rama Chorpash Design  
Rob Tannen, director of research, Bresslergroup  
Patricia Bierne, design research advisor, Parsons The New School for Design

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### Concepts

#### Best of Category

- The Datum Line / JWT New York

#### Design Distinction

- A Light in the Dark Venetian Blind System / LPK
- Preserve Energy Awareness Device / IDEO

#### Honorable Mention

- Getting Personal with Global Warming Ad/ IDEO
- NYC Helmet / fuseproject
- Mauget "Forest Saver" Tree-Injection System / RKS Design

#### Jurors

Robin Chase, founder and CEO, GoLoco

Casey Caplowe, co-founder, *Good* magazine

Jason Pearson, president and CEO, GreenBlue

Tim Marshall, dean, Parsons The New School for Design

### Interactive

#### Best of Category

- Picnik.com / Peter Roman, Birnik-Picnik.com

#### Design Distinction

- 911 Command Center Radio Control Application / Electronic Ink
- Apple.com / Apple Graphic Design

#### Honorable Mention

- Bugaboodaytrips.com / 72andSunny
- The Whale Hunt / Number27
- Mono-1.com/monoface / Mono
- Brookings.edu / Threespot Media
- Icograda + Design / Rethink
- Owenandmzee.com / ESI Design
- National World War One Museum Interactives / Second Story Interactive Studios
- ESPN MVP / Moment

#### Jurors

Brett Wickens, vice president and creative director, MetaDesign

Khoi Vinh, design director, NYTimes.com

Amit Pitaru, interactive designer