

Annual Design Awards

Need to design a product? Require a new product line? How about a bigger product development strategy? Not broad enough? How about help in creating an innovative corporate culture?

For answers, just check out the 1997 Industrial Design Excellence Awards of products from around the world, juried by the Industrial Designers Society of America and sponsored by BUSINESS WEEK. The fast-evolving field of product design is pervading all the nooks and crannies of the business world in the U.S., Europe, and Asia. CEOs are turning to its special problem-solving abilities to fulfill business needs that go beyond the traditional functions of industrial design.

Product design is not abandoning what it has always done well. Take "Wal-Mart" design. In the '80s and early '90s, much of the best design came out of the computer and medical industries. The 1997 IDEAS shows that good design has moved into more pedestrian products, such as house-

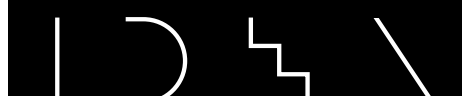


SOUND IDEA
KENWOOD'S MULTI-MEDIA SPEAKERS ARE A FEAST FOR THE EYES AND EARS

HAVE A SEAT
ITOKI'S INDOOR/OUTDOOR CHAIR WORKS FOR CAFES OR HOME PATIOS



'97 INDUSTRIAL DESIGN EXCELLENCE AWARDS



WINN

THE BEST PRODUCTS

wares. Rubbermaid, Coleman, Bissell, and Black & Decker are all purveyors of excellent Wal-Mart-type design (page 99).

Higher up the product food chain, aesthetics are making a comeback after years of look-alikes. There are beautifully crafted cars, speakers, cameras, and computers. Just take a glance at the new ELPH camera from Canon, the sculptured Chrysler Sebring convertible, Itoki's stark chair, Kenwood's sleek multimedia speakers, and Philips Electronics' Velo 1 handheld computer.

Companies not previously known for their design effort won a lot of awards this year. The same held true for countries, especially in Asia. Design is now key to breaking out of Asia's original-equipment-manufacturer ghetto and creating global name brands for Samsung, LG, and Acer in American and European markets.

At the leading edge of design is the transformation of the industry to one that focuses



**NICE CURVES
THE JETPRINTER
GIVES NEWCOMER
LEXMARK STRONG
BRAND IDENTITY**

on process as well as product. For corporations that are demanding top-line revenue growth but don't have pricing power, design is proving it can deliver innovative new products that carry fat profit margins. It can also reconfigure assembly work to save costs. The country's largest consulting firms, such as McKinsey & Co. and Boston Consulting Group, increasingly offer design as a solution to corporate growth problems. In fact, Perot

Systems Corp. recently bought the Doblin Group design shop to help companies innovate.

So it's hardly an accident that many designers themselves increasingly offer their own consulting advice. "Design has been shifting from form-giving to competitive strategy," says Lou Lenzi, jury chair and vice-president for multimedia products and services at Thomson Consumer Electronics. "This year's awards entries signal the beginning of yet another new era—applying design's problem-solving skills to address overall strategic business issues."

IDEO's strategic work with Steelcase Inc. is a case in

W E E R S

DESIGNS *of the* YEAR

Annual Design Awards

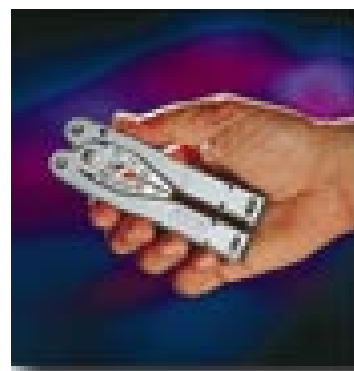
point. Steelcase has taken an investment stake in the Palo Alto-based design firm to guarantee its help in innovating for the future (IDEO also runs a "Samsung University" to help that Korean company with its design strategy). IDEO won a silver award for organizing Steelcase's wealth of information and designing a software interface to provide access to the treasure trove for its researchers and designers. It also won a bronze award for researching new work patterns for Steelcase to suggest what kinds of work-support furniture would be needed in the future, and a gold for setting up its new showroom in New York.

Few of the award winners compare with the sheer exuberance of Haworth Inc.'s Office Explorations, which won a gold. This is true innovation strategy in its purest form. Haworth pushed the envelope in developing entirely new archetypes of furniture. The goal was to build prototypes based on recent research in chaos theory, neuroscience, and organizational theory that would provoke discussion with researchers, clients, and others. Check out the Wake and Drift, the Sit-Stand Chair, and the 8-Ball on page 106.

Xerox Corp. won a bronze award for jogging its corporate culture with the "Couture" Digital Kiosk concept—a futuristic digital document processor that highlights what could be the company's many paths to the 21st century. Lexmark International Inc.'s gold-

WINNERS FOR 1997...				
<i>Here are many of the design firms and corporations whose products won Industrial Design Excellence Awards in 1997:</i>				
DESIGN FIRMS	AWARDS			
	GOLD	SILVER	BRONZE	TOTAL
IDEO	3	4	3	10
FITCH		3	4	7
PENTAGRAM DESIGN	1	3	2	6
FROGDISEN	2	1	2	5
LUNAR DESIGN		2	3	5
ZIBA DESIGN	2	1	2	5
ALTITUDE		1	2	3
E-LAB		2	1	3
R. APPLEBAUM ASSOCIATES	1	1		2
CARLSON TECHNOLOGY	1	1		2
HF/ID			2	2
ION DESIGN	1	1		2
COCO RAYNES ASSOCIATES	1	1		2
WORKTOOLS	1	1		2

CORPORATIONS			
APPLE COMPUTER		4	4
COMPAQ COMPUTER		2	4
STEELCASE	1	2	4
SAMSUNG ELECTRONICS	1	3	4
BLACK & DECKER			3
PITNEY BOWES	1	2	3
COLEMAN	1	1	2
FIRST ALERT		2	2
HEARTSTREAM	1	1	2
HARMAN/JBL		2	2
MICROSOFT		2	2
NCR		2	2
NV PHILIPS	1	1	2
RUBBERMAID		2	2



ALL IN ONE
SHRADE'S TOUGH
TOOL BOASTS 21
PLIERS, SCREW-
DIVERS, KNIVES...

dustrial giant Hewlett-Packard Co. Its curved surfaces lowered tooling

costs, provided a distinctive, elegant brand identity, and even allowed for a smaller footprint for this home-office printer. This was not just a simple exercise in product design. It was much broader marketing strategy.

The 1997 IDEAS show that high-tech product design continues to be first-rate. In personal computers, the dominant trend is convergence—entertainment, education, and computing. The small office and home office increasingly determine the design direction. IBM's Aptiva (page 103), which

won a gold, was a "risky visual solution for a mass-market product," according to juror Katherine McCoy. "It was an adventurous design for home and entry-level users." Toshiba's Infinia, a bronze winner, redefined controls to function like those of normal appliances, rather than PCs'. Pitney Bowes Inc. piled into the home office market with two winners, including a personal postage-meter machine.

Then there was the cool low-tech stuff. Spectrum Boston Consulting Inc. and Hunt Manufacturing Co. together reinvented the lowly stapler by shaping it like a joystick. This gold winner is so intuitive, a person simply grips and squeezes (\$19.95). The Shrade multipurpose folding Tough Tool by Chase Design fits comfortably in the hand (\$79.95) and has 21 kinds of knives, screwdrivers, wire cutters, pliers, and other devices tucked in the handles. The Impulse 2 Snorkel is both snazzy and easy to clear (\$40). Zelco's amusing computer accessories by Bernstein Design Associates allow people to get their mouse, pens, and other items off the desk.



winning curved Color Jetprinter 2030 was an effort at defining the new company's (it was spun off from IBM) entire competitive position vis-à-vis in-

SNAPPY
THE BODY OF
CANON'S CHIC
ELPH IS MADE OF
STAINLESS STEEL

There is even a bud vase (\$12.95). "This product removes clutter and helps to humanize the computer environment," says Robert Blaich, juror and head of Blaich Associates. "It's great having whimsy in a product for a change."

The opposite of whimsy is frogdesign Inc.'s gold-winning graphical user interface for German consumer-electronics retailer Karstadt/Neckermann. Designers at frog dumped the labyrinth of buttons, sliders, and knobs of conventional stereo systems for a GUI based on clear, friendly, and familiar images. It is the heart of a handheld remote. Philips Electronics' BV300 Series of mobile X-ray systems is equally compact and easy to use.

Some 982 entrants from around the world received 142 awards in 1997, including 29 **PAPER MATE** golds. Eight **BOSTON'S NEW STAPLER STANDS ON END, MAKING IT EASY TO GRIP** countries are among the winners: the



HOT WHEELS CHRYSLER CAME UP WITH A SCULPTURED LOOK FOR ITS SEBRING

U.S., South Korea, Germany, Japan,

Canada, Singapore, Britain, and the Netherlands. Philips, Thomson, LG, and McBell PTE in Singapore are among the Asian and European winners.

Of the independent design houses winning awards, smaller firms such as E-Lab, HF/ID, Ralph Applebaum, Ion Design, Altitude, and Worktools joined the much bigger IDEO, Fitch, Pentagram Design, frogdesign, Lunar Design, and ZIBA. Among the corporations, South Korea's Samsung Group broke into the top ranks, joining Apple Computer, Compaq, Steelcase, Black & Decker, and others.

IDEA's 14 jurors were: jury chair Lenzi of Thomson; Robert Blaich; Christoph Boeninger, deputy director of product design at Siemens; Ken Brazell, senior industrial design manager at Ryobi Concepts International; Bruce Claxton, director of design and communications at Motorola; Betty Goodrich of MANTA Product Development Inc.; Mark Kimbrough at Design Edge; Eun Sook Kwon, associate professor at KAIST-Industrial Design Dept. in Korea; Katherine McCoy at McCoy & McCoy Associates; Michael McCoy at McCoy & McCoy Associates; Kazuo Morohoshi, executive vice-president for Toyota's Caltex Design Research; Clement Mok, chairman of Studio Archetype; Carl Price, digital imaging vice-president of industrial design at Texas Instruments; Esther Ratner, associate professor at Arizona State University.

In the following pages, BUSINESS WEEK takes a look at the highlights of the 1997 competition. From cars to concepts, there are products you've probably never seen before.

*By Bruce Nussbaum
in New York*

...AND OVER THE PAST 5 YEARS

It takes something special to win year after year. Here are some of the best:

DESIGN FIRMS	1993-96	1997	TOTAL
IDEO	21	10	31
ZIBA DESIGN	21	5	26
FITCH INC.	10	7	17
FROGDISEIGN	6	5	11
DESIGN CONTINUUM	13	0	13
LUNAR DESIGN	7	5	12
HAUSER	9	0	9
ALTITUDE	4	3	7
PENTAGRAM DESIGN	1	6	7
R. APPLEBAUM ASSOCIATES	4	2	6
HENRY DREYFUSS ASSOC.	5	1	6
BURDICK GROUP	4	1	5
DESIGN CENTRAL	4	1	5
DESIGN EDGE*	5	-	5
ION DESIGN	3	2	5
CORPORATIONS			
APPLE COMPUTER	10	4	14
NCR	9	2	11
BLACK & DECKER	7	3	10
MICROSOFT	7	2	9
STEELCASE	5	4	9
HEWLETT-PACKARD	7	1	8
CHRYSLER	5	2	7
THOMSON*	7	-	7
GENERAL MOTORS	5	1	6
HERMAN MILLER	5	1	6
RUBBERMAID	4	2	6
IBM	4	1	5
FORD	5	0	5
HARMAN INT'L	3	2	5
SAMSUNG ELECTRONICS	1	4	5

*UNABLE TO ENTER BECAUSE ITS DESIGNERS WERE JURORS
DATA: INDUSTRIAL DESIGNERS SOCIETY OF AMERICA



COOL COMPUTER, DUDE

Apple eMate

Designer: Apple Computer Inc.

From the start, it was clear that Apple Computer Inc. designer Thomas Meyerhoffer faced a tall order: to come up with a computer that would be irresistible to kids from kindergartners to high schoolers. What he came up with is the eMate, a translucent, Space Age-looking purse that is compact enough for small hands yet so sturdy it can take a playground beating. Equally cool: its \$800 price tag, which is far less than the typical \$1,500-plus for most classroom computers.

Judging from the early reactions, Meyerhoffer passed the test. Throwing aside the typical portable PC's boring, boxy shape, the 32-year-old designer took a gamble

on a radical new look that combines curves, sharp edges, and an unusual material for the casing: polycarbonate, the same rugged stuff that's used in protective goggles. "The kids think it's really cool," says Ted Perry, an educator in Carmichael, Calif. "It doesn't look like something they should be worried about."

On the contrary, eMate was designed to be as inviting as possible. While there's no comfy way to pick up today's laptops, eMate features a sturdy handle and a thin front edge for tiny hands to clasp. The oversize clamshell top leaves plenty of room for students to rest their arms while drawing on the screen with the stylus. And Meyerhoffer added touches out of sheer whimsy. When not using the stylus, students can store it, inkwell-style, in two holes along the sides of the keyboard.

That doesn't mean this is just a kid's version of a product designed for adults. Meyerhoffer was careful not to belittle the fashion sense of a generation with sophisticated tastes about the sneakers, skateboards, and clothes

they buy. "If you give them something that looks like it's from Toys 'R' Us, they're going to say 'Get that out of here,'" says Meyerhoffer. Nor is the see-through exterior just a trick to grab a kid's attention. Meyerhoffer opted for a dark-green color that creates an air of mystery and is still a selling point for the adults, who are writing the purchase orders. "If it was totally clear, it would look like it costs \$25. After all, this is an \$800 computer," says Meyerhoffer.

He did have one major advantage in coming up with this new look. While portable computers require clunky disk drives and power supplies, the eMate is based on Apple's more efficient Newton software, which eliminated the need for such parts. That not only makes the eMate sleeker but more reliable.

Apple's top brass couldn't be more enthusiastic. Under pressure to come up with standout products, Apple execs decided to let Meyerhoffer go hog-wild, a departure from Apple's conservative design approach over the past two years. "I wanted to bring back the iconic quality of our products," says Meyerhoffer. "That's what Apple is supposed to be about—doing products that set us apart." In this case, far apart.

By Peter Burrows in Cupertino, Calif.

BUSINESS & INDUSTRIAL
EQUIPMENT

SILVER

A CAR FROM A BOTTLE

Ford Ka
Designer: Ford Motor Co.

For Fritz Mayhew, Ford's chief European small-car designer, inspiration for an award-winning design arrived in a bottle of water. As he and his wife shared a romantic lunch at London's Canteen restaurant, Mayhew was suddenly distracted by the bottle of Evian water their waiter had placed before them. Jagged mountains etched along the top of the bottle reminded Mayhew of an edgy design Ford Motor Co.'s German studio had just proposed for a new European small car. "Sunlight was shining on the bottle, and I said, 'There it is,'" recalls Mayhew. "It was one of those 'aha!' moments."

Mayhew brought the Evian bottle back to Ford's Dunton (England) design studio that afternoon in early 1994, and it became one of the influences of the sharp design theme of the Ford Ka. Ka, which in Egyptian mythology means "the vital spirit within man," takes car design in a new direction. The Ka's crisp lines, wide stance, and angular tilt represent a rejection of the rounded, aerodynamic trend Ford pioneered in 1986 with the original Taurus. The Ka is what Ford calls "new edge" de-

sign, which builds a design from intersections of straight lines rather than depending on soft, flowing curves. It is Ford's look to the future, says Mayhew, who was recently promot-



ed to head designer of large and luxury cars for the auto maker.

What's most amazing, though, is that Ford didn't launch its new design concept on a big, expensive car. The Ka sells for \$12,000—and it's less than 12 feet long, four and a half feet shorter than a Taurus. Since the Ka was launched last fall, European consumers have em-

braced the little car. Brisk demand is expected to boost annual Ka output from 120,000 to 200,000 units. That is helping to give a much-needed lift to Ford's European operations, which lost \$291 million in 1996.

Ford is also counting on the Ka to invigorate its money-losing operations in South America, where the car was recently launched. The Ka's next stop is the

sharp-lined designs showing up in everything from architecture to water bottles, they decided to go edgy. It took the backing of then-European Chairman Jacques A. Nasser, now Ford's No. 2

executive, to persuade Ford's skeptical senior management to take the bold turn away from the aero look. Mayhew and his team brought their new concept from drawing

TRANSPORTATION
G O L D

emerging Asian markets. For now, Ford believes the car is too small for U.S. tastes. "But that's not a dead subject," says Ford Chairman Alex Trotman. "It could happen."

The original Ka concept that top Ford executives approved called for a car that looked "soft and cute," says Mayhew. But after Mayhew and his designers began noticing

board to showroom in a speedy 24 months.

Today, the spunky sprite of a car is a favorite among Ford's top executives. "It takes me back to driving a little MG," gushes British-born Trotman. Even more important, the Ka is helping restore Ford's reputation as a design risk-taker.

By Keith Naughton in Dearborn, Mich.



THE WHOLE WORLD IN YOUR HANDS

Velo 1

Designer: Lunar Design and Philips Electronics

Making handheld computing devices look cool has never been deemed as important as making them useful. But leave it to Philips Electronics, the Netherlands-based consumer-electronics giant known for integrating appealing forms with function, to demand that its designers do both. The company's rocket-logoed first entry in the handheld computer category, the Velo 1, would do George Jetson proud—and is designed to help Joe Executive get the job done.

The Velo 1 is small enough (about the size of an old-fashioned billfold) and light enough (13 ounces) to fit into a shirt pocket. The machine's soft, textured gray casing, with its curved edges, sets it apart from so many of its boxy, charcoal-colored competitors. And its rocket logo gives its frontispiece a dash of whimsy. But the device's functional features also set it apart from many of its rivals, says Max Yoshimoto of Lunar Design in Palo Alto, Calif., which Philips hired to help define the product and execute its design. Many of those features arose from what Yoshimoto calls "asking what the product

would deliver before we ever sketched it on paper."

Market research showed that what mobile professionals really wanted was basic word processing and the ability to check electronic mail and send files and faxes when they are traveling on the road. So Lunar Design set to work. A built-in modem replaces a PC card while still allowing on-the-go Internet surfing, and a subtle pop-out phone jack emerges from an unlikely but handy spot next to the monitor's face. And instead of a trackball or mouse, there is a stylus, which clicks into an indented trough on the inside to keep it from being lost.

Velo 1's keyboard is bigger than you might assume when the product's case is closed, and its array of buttons is comfortably spaced for easier touch typing than users get with many handheld devices. And here's a nifty bonus: For those moments of inspiration on the road, there's a voice

recorder on the outside, which is operated by a button above the rocket logo.

The Velo 1 plugs into a docking station, where it can synchronize files with a desktop machine. And to make sure the computer isn't obsolete before it's out of the box, memory and other functions are upgradeable via two industry-standard miniature card slots. Philips is pricing the Velo 1 at \$699 with four megabytes of memory.

Although the Philips name is well known in consumer electronics, it didn't enjoy much brand awareness in the personal-computer arena. So when Philips was tapped as one of seven electronics companies to work with Microsoft Corp. in creating handheld devices that run the Windows CE operating system, the company knew it had to design a product that stood apart from the crowd.

It appears the Dutch outfit has succeeded. The Velo 1 was named Best Hand-Held Product at Comdex 96 by *Byte* magazine and is an Editor's Choice product at *PC* magazine.

By Julie Tilsner in San Francisco

CONSUMER PRODUCTS
BRONZE

DESIGNS FOR LIVING

Clear Classics Intellivent food-storage system

Icy Rider sled

Little Green portable cleaner

Designers: Rubbermaid Inc., Bissell Inc.

Call it Wal-Mart design. One of the basic truths of design in the U.S., and increasingly, in Europe and Asia, is the need to design products for distributors, not just customers. Distributors have their needs and requirements that often differ from a product's ultimate end-user. And they have clout.

America's Wal-Mart Stores Inc. is the biggest distributor anywhere. It is the largest single customer of product in the world, and it has its own special design parameters. Wal-Mart makes its profit on traffic and wants as many products as possible to say "buy me" as people pass by. Of course, there are many sections in a store, selling many kinds of products, including some that carry high prices. But since space is at a premium, Wal-Mart loves products designed to fit 14-by-14-inch shelves. And it especially likes

products that cost less than \$20.

Rubbermaid Inc.'s Clear Classics Intellivent System of food-storage containers is pure Wal-Mart design. The winner comes in four sizes, from one pint to 3.5 quarts, that fit easily onto

shelves. The price is right, from \$4.99 to \$8.99. These products hit another Wal-Mart design button: They look good. In addition, they have an innovative steam vent that allows food to travel from the freezer to the microwave to the table without removing the lid. (Ergo, no splattering in the microwave.)

Of course, not all products sold in Wal-Mart can fit into 14-by-14 shelving. But if designers create them to stack and save space, they have a shot at selling to Wal-Mart. Rub-

bermaid's Icy Rider sled fits that bill.

After field research, a competitive product analysis, and consumer focus groups, Rubbermaid discovered that parents ride down the hill with their children, and kids slide down with friends, but people rarely use sleds alone. So Rubbermaid designed one to meet these needs. Its design features a seat big enough for two, molded handles, and steering. Lastly, after researching Wal-Mart's needs, Rubbermaid made the Icy Rider thin and stackable.

Bissell Inc.'s Little Green portable vacuum cleaner is designed to communicate to the shopper walking the aisles that it's easy to carry and use. It's for people who want a lightweight (9.9 pounds) liquid cleaner for carpets, cars, and furniture. It sells for \$79 to \$99.

Rubbermaid's food-storage containers and sled and Bissell's vacuum were all designed with distributor and customer in mind. Size, price, looks, and features were equally important. These bronze winners show that designing for the masses is every bit as complex as designing for the elite. And perhaps, just as rewarding.

*By Bruce Nussbaum
in New York*



NO-NUISANCE LIFESAVERS

Coleman Safe Keep Monitors
Designer: ZIBA Design

Good product design is visually appealing. But great product design goes much further. Witness the gold-award-winning Safe Keep Monitor product line that Portland (Ore.)-based ZIBA Design Inc. developed for Coleman Co. It perfectly illustrates that great design need not be flashy, fancy, or slick. In fact, one of the design challenges with this line of home safety devices, which includes smoke and carbon monoxide detectors, was making the products fade into the background when not in use, while being accessible and easy to operate under highly stressful conditions.

Two years ago, Coleman, the U.S. camping-gear pioneer, was scouting for new brand extensions. Home safety monitoring fit the bill in two key ways: It leveraged Coleman's reputation for making safe and reliable emergency gear such as lanterns and portable stoves. And there were clear problems with existing devices. Heading this list was "nuisance" activation from innocent causes such as charred toast. Some consumers get so annoyed at trying to stifle the screeching devices by fanning a magazine at them or climbing on a chair to push a deactivation button, they end up taking the batteries out and forsaking the protection entirely.

ZIBA stuck with traditional detectors' off-white color and round shape, which tend to make them unobtrusive.

But it gave the front cover what ZIBA President Sohrab Vossoughi calls a big, concave "broom button," allowing a person simply to reach up with a broom handle and shut off the alarm when accidentally triggered. That's particularly important to elderly people, who become flustered at the alarms and have trouble climbing up to deactivate them. The button's shape—not its color—is used to cue users because ZIBA's research found consumers don't want to draw visual attention to these devices. With the exaggerated button, however, "ZIBA took a simple look, but communicated a basic, fundamental improvement in the functioning of the detector," says Coleman Executive Vice-President David K. Stearns.

The broom button, plus a feature enabling the devices to be mounted on existing smoke-detector brackets

to allow consumers to switch brands easily, helped Wichita-based Coleman capture a remarkable 40% market share in less than a year. "This is what design should be about—defining a problem and moving a business forward," says Vossoughi.

The idea of a big button was translated to the carbon monoxide detectors, too. ZIBA's key contribution for the CO monitors was a small door that opens to reveal a written message when the alarm goes off. Turns out, many people install the devices without understanding the nature of the threat of CO, a colorless, odorless gas. At high levels, for example, people should immediately evacuate the premises to avoid losing con-

siousness. Searching for a manual could risk injury or even death.

Put simply, this is life-saving technology, most appropriately and accessibly packaged. A winning combination.

By Joan O'C. Hamilton in San Francisco

CONSUMER PRODUCTS
G O L D





DESIGN EXPLORATIONS
B R O N Z E



THE HUNGRIEST TIGER

"Junior" TV
"Weeble" telephone
NETboard computer
Designer: Samsung Group

Few things are as important to the future economic success of the Asian Tigers as design. No longer the least expensive producers—China is now the low-cost platform—the Tigers are struggling to shift from OEM, or original equipment manufacturers, to purveyors of original brand-name products.

Which is why Korea's smashing success at winning no fewer than four Industrial Design Excellence Awards (IDEA) in the product-concept category is so extraordinary. Samsung Group alone won

three awards, reflecting a broad effort to strengthen its product design. Winners came from Samsung's far-flung operations in Seoul, Palo Alto, Calif., and Middlesex, England. The NETboard computer concept, which won a silver medal, targets U.S. students 16 to 25 years old. The NETboard appears rugged, "sportsy," and cool.

The "Weeble" phone idea is a whimsical take on the standard phone. It shakes right to left when the phone rings and demands attention from the listener. The portable "Ju-

nior" TV looks like fun, and its wearable remote is simple to use. Both won bronze awards.

LG's Hammer Drill concept is specifically designed by Fitch Inc. as a device to help the Korean company to shift from OEM to brand-name producer. LG already sells electric power tools in 30 countries, but under the labels of other companies.

Now, it wants to build its own world image. This bronze winner also went for a young, "rugged" look.

For Asia, the next step will be translating these concepts into actual marketable products. Portland (Ore.)-based ZIBA Design Inc. is helping Taiwan's Acer Inc., the personal-computer manufacturer, make the transition. Last year,



DESIGN EXPLORATIONS
B R O N Z E

Acer won an IDEA for its Aspire PC, designed by ZIBA. ZIBA is now creating an overall product road map for Acer for the next five years.

The Korean breakthrough in design concept reflects the direction its big companies are taking to establish their brands worldwide. Now, it's time to translate speculative ideation into pragmatic practice.

By Bruce Nussbaum in New York

DESIGN EXPLORATIONS
S I L V E R



THE STEALTH COMPUTER

Aptiva S Series
Designer: IBM

When IBM decided to give its plain-looking Aptiva a jazzy new look, one of the first things the computer giant did was dispatch teams of researchers to take pictures of PCs. That's right, actual photographs, from 2,000 homes around the world. IBM collected photos of PCs perched on tiny desktops near the kids' toys in the family room, crammed into bedroom corners next to piles of laundry, even buried in the basement by the boiler.

What did Big Blue learn from all those Kodak moments? Space is at a premium. The desk at home is much smaller than the one at the office, especially from front to back. So while some PC makers are softening the look of their machines with rounder edges and eye-pleasing colors, the consumer is still staring at a space-eating monster that has more in common with its big putty-colored cousin at work than cool, fun-loving gadgets in the home. The typical home PC, with cables in the back and room needed in the front for the keyboard, mouse, speakers, joystick, and possibly a microphone, is at best a tight fit. Throw in a printer, CD-ROMs for children and adults, and a few manuals, and it's chaos.

IBM wanted to bring some order to all of this. The goal for designers was to create a premium line of multimedia PCs and establish Big Blue as a cutting-edge PC maker. Among consumers, IBM was seen as your father's computer company. Big Blue rarely made the shopping list for most home-PC buyers. So James A. Firestone, general manager of IBM's new consumer unit, set out to produce an attractive, sleek new design for IBM's home PCs. "You need to create personality, and design is a key component of that," he says.

"It creates an emotional attachment for consumers."

The IBM Aptiva S Series—code-named Stealth—does have personality. It's the only "split system" on the market: To save space, IBM designers put the CD-ROM, diskette drive, and power switch in a slim console that sits on the desk. The rest of the charcoal-colored PC—the hard disk, expansion slots, and the motherboard—are in a cabinet that can be stashed under the desk. Want to load your favorite game? Push on the center of the console, and up pop the CD-ROM and diskette. No more moving the keyboard to let the CD-ROM slip out or sticking your head under the desk to fish for the diskette. And when the console is closed, the keyboard rests on top, under the monitor, which has built-in



BUSINESS & INDUSTRIAL
EQUIPMENT
GOLD

speakers. "This was an adventurous solution for a mass-market product," says Katherine McCoy of McCoy & McCoy Associates in Buena Vista, Colo. "It was risky and made an engaging product statement."

Consumers are paying attention. In 1996, IBM sold 515,000 Aptivas in the U.S., according to market researcher International Data Corp. Now, IBM is making a comeback in the consumer business. Ranked No. 3 in the U.S., IBM has 5.7% of the market, up from a 3.2% share in 1995. In IBM's case, you might say a picture is worth a few points of market share.

By Ira Sager in New York



SUITE DREAMS

Office Explorations
Designer: Haworth Inc.

In contract furniture, Haworth Inc. has not been known as a “go wild” kind of company. But Office Explorations, a gold-winning group of furniture prototypes for the future, puts Haworth at the head of the pack for conceptual exuberance.

In the new work world of teams and high technology, the prototypes attempt to improve office

workers’ productivity by reorganizing their desks—and making them just a bit less comfortable. Take the “sit/stand chair,” a backless chair that encourages movement and mental stimulation. The chair is paired with the Wake workstation, which is designed to eliminate clutter and arrange materials spatially the way research shows the mind does.

Sounds like pretty heavy stuff. But the IDEA judges were impressed with how Haworth, based in Holland, Mich., pushed the envelope of creativity. “It explores new possibilities for organizing information, technology, documents, and work tools,” says Michael McCoy of McCoy & McCoy

DESIGN EXPLORATIONS
G O L D

Associates in Buena Vista, Colo. A futuristic piece of furniture called the Drift is a curved wall of opaque fiberglass that displays files and work items upright. Attached is a small table designed for a laptop computer. And there’s not much chance of relax-

ing on Wake’s chair—a three-wheeled contraption that’s equipped with a bicycle seat and a writing surface.

None of the Office Explorations items is ready for sale, and it may be that people will simply refuse to accept anything so radical as these pieces of office furniture.

But Haworth’s prototypes are certainly provocative and challenge established norms. Who knows? One day we may all go to the office and find a Wake and a Drift instead of our desk and chair.

*By Bill Vlasic
in Detroit*

The U.S. military is notorious for demanding custom-made, gold-plated equipment. But when soldiers at the Army's elite rapid-reaction forces, based at Fort Bragg, N. C., tested the Gator—an inexpensive off-road utility vehicle for sale down at the local John Deere dealer—they loved it. “It functions flawlessly in evacuating [wound ed] soldiers from foxholes,” says Colonel Frederick Gerber, commander of the 55th Medical Group (Airborne) at Fort Bragg. “And I can buy eight [Gators] for the price of one Humvee.”

The military is just the latest convert to be wowed by the Gator. The vehicle—in four- and six-wheel versions—is already being used by farmers, contractors, and sports teams, including the world champion Green Bay Packers, who haul around equipment and transport injured players to the locker room.

No wonder the judges saw the Gator as “a classic case of strategic product planning,” says juror Katherine McCoy of design firm McCoy & McCoy Associates. In designing the Gator, McCoy says, Deere and partner Henry Dreyfuss Associates “identified some real needs that were not being met” by existing products. She calls the result an entirely “new product type,” which, like Sony Corp.'s Walkman, has revolutionary potential to create new markets.

The Gator began in 1990, when Deere's design team, with partner Dreyfuss, was asked to develop an off-road utility vehicle that possessed both durability and

pizzazz. To harden its durability, the prototype was subjected to 15,000 hours of off-road testing, from the broiling Arizona sands to the muck of Wisconsin marshes. The designers made it easy to operate. And for product personality, they broke with Deere tradition by giving it a name, Gator, rather than a model number, and a logo.

When the first Gators rolled out of Deere's Welland (Ont.) factory in 1993, even Deere dealers such as Richard Miller say they didn't know exactly how to market them. At first, “I sold them mainly as toys for big boys,” recalls Miller, whose dealership is near Nashville. But when customers “began to realize how versatile this piece of equipment is,” Miller adds, his sales took off. They're up 400% this year.

Now, Deere is expanding the Gator line. The new Turf Gator, which drives like a golf car and features high-flotation tires that don't mar delicate golf greens, helped it secure an exclusive contract to supply the PGA

Tour's Tournament Players Clubs. The “Med-Bed,” a stretcher that can be quickly attached to the vehicle, helped win over the Packers. And the first Gator with a diesel engine opened up the military market. (This is the version that took the 1997 IDEA.) Deere cannibalized parts from existing products and used design-for-assembly to keep prices low, ranging from \$5,800 to \$9,425. This is design innovation at its best.

By William C. Symonds in Toronto



OFF-ROAD, ON-TARGET

Gator

Designer: John Deere and Henry Dreyfuss Associates

TRANSPORTATION
BRONZE

A CAMERA IN A WET SUIT

Kodak Fun Saver Sports Camera
Designer: Eastman Kodak Co.

The rugged sports look is definitely a leitmotif for this year's crop of products. Just glance at the gold-winning Kodak Fun Saver Sports Camera, all wrapped in rubber with eye-catching colors.

Eastman Kodak Co. wanted to extend its current one-time-use—"disposable" is out—waterproof camera to any outdoor sport. People hiking, biking, boating, or playing volleyball on the

beach could capture the moment with the camera. So it had to have some serious attitude for fun and be tough enough to survive rough use.

The design team did research in the U.S. and Germany and found that consumers wanted products that could take a punch. Kodak replaced the plastic of its underwater camera with a tough rubber "wet suit" that's easy to grip with one hand. Then it designed an over-



size film-advance knob with a large shutter button that can be used when wearing gloves. It made sure virtually all the parts get recycled or reused, too. Being green is part of the marketing effort.

Two cameras won gold

awards in 1997: Canon Inc.'s elegant stainless steel ELPH, priced at \$420, and the sporty, rubberized Kodak Fun Saver, priced at \$12.95. Both were excellent examples of terrific design.

By Bruce Nussbaum
in New York

1997 IDEA WINNERS

BUSINESS & INDUSTRIAL EQUIPMENT

GOLD

Aptiva S Series IBM Corp., Research Triangle Park, N.C.

Color Jetprinter 2030 Lexmark Int'l. Inc., Lexington, Ky.

DLL 5010M Laser Bar Code Scanner Symbol Technologies, Inc./Datalogic S.p.A., Holtsville, N.Y., and Bologna, Italy, and Altitude, Inc., Somerville, Mass.

Multimedia Speakers ZIBA Design, Portland, Ore., and Kenwood Corp., Long Beach, Calif.

SILVER

AlphaStation and AlphaServer Design Language Digital Equipment Corp., Marlboro, Mass., and IDEO Product Development, Lexington, Mass.

Digital Load Carrying System Carlson Technology Inc., Livonia, Mich., and Sarratt Acq. Management, Alexandria, Va., for GM/Hughes

Aircraft Co., Arlington, Va.
eMate 300 Apple Computer Inc., Cupertino, Calif.

Eon Portable Performance Series Fitch Inc., Boston, and JBL Professional, Northridge, Calif.

GPC 2000 Series European Center Controlled Pallet Truck Design Central, Columbus, Ohio, and Crown Equipment Corp., New Bremen, Ohio, and Munich

Network Server Series Lunar Design, Palo Alto, Calif., and Apple Computer Inc., Cupertino, Calif.

Personal Post Office™ Pitney Bowes Inc., Shelton, Conn.

TapeStor Drive Family frogdesign, inc., Sunnyvale, Calif., Austin, Tex., New York, and Altensteig, Germany, for Seagate Technology, Costa Mesa, Calif.

BRONZE

12.0 Volt Flexible Floodlight Altitude, Inc., Somerville, Mass., Black & Decker, Inc.,

Shelton, Conn., and DeWalt, Towson, Md.

Computer Cap VENT, Campbell, Calif., for Virtual Vision, Inc., Redmond, Wash.

DocuMatch™ Integrated Mail System Pitney Bowes Inc., Shelton, Conn.

FD40 Paper Folding Machine Pitney Bowes Inc., Shelton, Conn.

HP LaserJet 5L ZIBA Design, Portland, Ore., and Hewlett-Packard, Boise, Idaho

O2 Desktop Workstation Silicon Graphics, Inc., Mountain View, Calif., Alchemy, Inc., San Francisco, and Lunar Design, Inc., Palo Alto, Calif., for Silicon Graphics, Inc.

Personal Environments System Fitch Inc., Boston, and Johnson Controls, Milwaukee

PowerPort Platinum Pro Fax/Modem Connector Lunar Design, Palo Alto, Calif., and Global Village Communication, Sunnyvale, Calif.

Origin 2000/Onyx 2 Rack System Taylor & Chu Industrial Design, a member of DESIGNet, San Francisco; Silicon Graphics Inc. SSG, Mountain View, Calif.; Moto Development Group, San Francisco; Impacc, Redmond City, Calif.; and SurfaceLine, Cupertino, Calif.

Symmetra Power-Array 12000 Bleck Design Group, Chelmsford, Mass., for American Power Conversion Co., West Kingston, R.I.

Tool Box Product Systems Int'l., Lancaster, Penn., and Black & Decker, Inc., Towson, Md.

CONSUMER PRODUCTS

GOLD

The BOSTON® Grip Stand Up Stapler Spectrum Boston Consulting, Boston, for Hunt Manufacturing Co., Philadelphia

Computer Accessories Zelco Industries, Inc., Mt. Vernon,

Annual Design Awards

N.Y., and Bernstein Design Associates, New York
Elph Canon Inc., Tokyo
Fun Saver Sports Camera Eastman Kodak Co., Rochester, N.Y.
Perfect Fit In-line Skate Leisure, Inc., Chanhassen, Minn., for Launch Sports, Chanhassen, Minn.
Schrade Tough Tool ChaseDesign, Inc., Skaneateles, N.Y., for Imperial Schrade Corp., Ellenville, N.Y.
Safe Keep Monitors ZIBA Design, Inc., Portland, Ore., and The Coleman Co., Wichita
Toast Logic Toaster with Window frogdesign, inc., Sunnyvale, Calif., Austin, Tex., New York, and Altensteig, Germany, for Sunbeam-Oster, Schaumburg, Ill.
SILVER
2-in-1 Easel Table Fisher-Price, Inc., East Aurora, N.Y.
Children's Furniture Meta-Morf, Inc., Portland, Ore.
Digital Home Theater Television Montalbano Development Inc., Great Neck, N.Y., Projectavision Inc., New York, and Lunar Design Inc., Palo Alto, Calif.
ERGO 2000™ Putty Knife and Scraper Deskey Associates, New York, for Red Devil, Inc., Union, N.J.
Equinox ZIBA Design, Portland, Ore., and NEC America, Mountain View, Calif.
For Women Only Brushes ECCO Design, Inc., New York, for Goody Products, Peachtree City, Ga.
Heat Stream Ceramic Heater Line AdobeAir Inc., Phoenix, and Designology, Scottsdale, Ariz.
Impulse 2 Snorkel U.S. Divers Co., Lake Forest, Calif., and Placentia, Calif.
Pop-Up Tape Strip Dispenser 3M, St. Paul, Minn.
Presario All-in-One Desktop PC Compaq Computer Corp., Houston
Presario Minitower Series 4000, 6000 and 8000 Compaq Computer Corp., Houston, Fitch Inc., Columbus, Ohio, and Harman/JBL, Los Angeles
Snap Track™ Pocket Attachment System Survival, Inc.,

Seattle
Stella Keyboard Support IDEO Product Development, San Francisco, and Palo Alto, Calif., for details, Caledonia, Mich.
The Ultimate Hanger™ Beyond Design, Inc., Chicago
BRONZE
Better Battery Box Designhaus, Inc., Seattle, Wash., for Blue Sea Systems, Bellingham, Wash.
Clear Classics™ Intellivent™ System of Food Storage Containers Rubbermaid Inc., Wooster, Ohio
Cutting Boards Gad Shaanan Design, Montreal, and Trudeau, Montreal
Gator-Grip™ WorkTools, Inc., Chatsworth, Calif., for Endeavor Tool Co., LLC, Guilford, Conn.
Icyrider™ Steerable Snow Sled Rubbermaid Inc., Wooster, Ohio
Infinia Pentagram Design, San Francisco, for Toshiba America Information Systems, Irvine, Calif.
KingFisher 220 Kouo Design, Singapore, for McBell PTE Ltd., Singapore
Little Green™ BISSEL Inc., Grand Rapids, Mich., and Mito Product Development, Jenison, Mich.
Northstar Camping Lantern Human Factors Industrial Design, Inc., New York, and The Coleman Co., Wichita
Panasonic Upright Vacuum Cleaner Matsushita Appliance Corp., Danville, Ky., and Matsushita Electric Home Appliance Design Dept., Osaka, Japan
Presario 1000 Series Portable PC Compaq Computer Corp., Houston
Snake Light Outdoor Lanterns Altitude, Inc., Somerville, Mass., and Black & Decker, Inc., Shelton, Conn.
Sure Grip™ Fire Extinguishers Product Genesis, Inc., Cambridge, Mass., and First Alert/BRK Brands, Aurora, Ill.
True Fit™ Safety Gate Insight Product Development, LLC, Chicago, for BRK Brands/First Alert, Inc., Aurora, Ill.
SpaceOrb 360 IDEO Product Development, Boston, for

SpaceTec IMC, Lowell, Mass.
Troy-Bilt Tiller/Edger Fitch Inc., Columbus, Ohio, for Garden Way Inc., Rensselaer, N.Y.
Velo 1 Lunar Design, Palo Alto, Calif., and Philips Electronics, Sunnyvale, Calif.
Velocity Hockey Protective Equipment EPX90, EPX70, SGX70, SGX90 Bauer Inc., Montreal

DESIGN EXPLORATIONS

GOLD
Corporate Consulting Design Strategy and Process NCR Design Center and NCR Corporate Design Integrity, Dayton, for NCR Corp.
All Activity Vehicle Concept Mercedes-Benz Advanced Design of N.A., Irvine, Calif., and Mercedes-Benz AG/Bereich Design, Sindelfingen, Germany
CAVEAT 2.0, Computer Assisted Video Ethnography Analysis Tool E-Lab, LLC, Chicago
Digital Ink EDRC, and Carnegie Mellon University Dept. of Design, Pittsburgh, for Intel Corp., Santa Clara, Calif.
MIDCAB Surgical System Hiemstra Design, San Francisco, for CardioThoracic Systems, Cupertino, Calif.
Office Explorations Haworth, Inc., Holland, Mich.
T.H.I.S. (Tandem Hardware Image Strategy) Tandem Computers, Inc., Cupertino, Calif., and EXO Design, Pleasanton, Calif.
SILVER
ForeRunner Research IDEO Product Development, San Francisco, for Heartstream, Seattle
Information Appliances Conceptual Design Program Pentagram Design, San Francisco, for Diba, Inc., Menlo Park, Calif.
Macintosh Athena Concept Apple Computer, Inc., Cupertino, Calif.
NETboard Samsung Electronic Co., Palo Alto, Calif.
Plymouth "PRONTO" Concept Vehicle Chrysler Pacifica, Carlsbad, Calif.
Rainbow-Advanced Product Framework Nortel, Ottawa, Canada

BRONZE
Biofeedback Snowboard Carr & Lamb Design, Syracuse, N.Y., and Point, Richmond, Vt.
"Couture" Series Visual Paradigm Xerox Corp., Rochester, N.Y.
Enterprise Power Mac frogdesign, inc., Sunnyvale, Calif., Austin, Tex., New York, and Altensteig, Germany, for MacWorld, San Francisco
Funny Telecom Series "Weeble Phone" Samsung Electronics Co., Ltd., Seoul
The Future of Work IDEO Product Development, San Francisco, and London, for Steelcase, Grand Rapids
"Junior" TV Samsung Design Europe, London
Keep on Flippin' IDEO Product Development, Palo Alto, Calif.
Hammer Drill Concept Fitch Inc., Columbus, Ohio, for LG Industrial Systems Co., Ltd., Joong Gu, Seoul
"Quick Draw" Battery Case Carlson Technology Inc., Livonia, Mich., and A.D. Little, Cambridge, Mass., for US Army Natick RD&E Center, Natick, Mass.
Vickers Neonatal Intensive Care Workstation Human Factors Industrial Design, Inc., New York, for Air-Shields, Inc., Marietta, Ga.

ENVIRONMENTAL DESIGNS

GOLD
Airecture Festo Corporate Design, Esslingen, Germany
IDEO Product Development/S.F. Studio Baum Thornley Architects, San Francisco, and IDEO Product Development, San Francisco
Steelcase WorkLife New York IDEO Product Development, Palo Alto, Calif., and San Francisco; Kohn Pederson Fox, New York; E-Lab Inc., Chicago; and eMotion Studios, Sausalito, Calif.; for Steelcase WorkLife, New York
SILVER
200 Newbury St/Niketown Coco Raynes Associates, Inc., Boston, for Child, Bertman, Tsekares Inc., Boston, and The Two Hundred Newbury Street Corp.
Celebration Temporary Pre-

Annual Design Awards

view Center Pentagram Architecture and Pentagram Design, New York, for Walt Disney Imagineering, Celebration, Fla.

Market Site-ViewScape™ Display Control System Imtech Corp., Denville, N.J., for The Nasdaq Stock Market, Washington, D.C.

Martin Luther King, Jr., Visitor Center Ralph Appelbaum Associates, New York; Northern Light Productions, Boston; Malone Displays, Decatur, Ga.; Atta, Inc., New York; and Magnum Corp., Atlanta; for Martin Luther King, Jr., National Historic Site, Atlanta

Smart Space Smart Design Inc., New York, and Risa Honig & Bryce Sanders Architects, New York

The Fashion Center Information Kiosk Pentagram Architecture and Pentagram Design, New York, for The Fashion Center Business Improvement District, New York

BRONZE

"Bearing Witness: A Community Remembers" Ralph Appelbaum Associates, New York; John Roth, Claremont, Calif.; Jody Small, Fairlawn, N.Y.; Electrosonic, Minneapolis; and Maltbie Associates, Mt. Laurel, N.J.; for Holocaust Museum Houston

"Corian? Corian!" Trade Show Exhibit Pentagram Architecture and Pentagram Design, New York, for DuPont Corian, Wilmington, Del.

Environmental Strategy frogdesign, inc., Sunnyvale, Calif., Austin, Tex., New York, and Altensteig, Germany; Michael McDonough, New York; Lori Weitzner Design, New York; and Architektürbo Belzner + Partner; for Lufthansa German Airlines, Frankfurt/Main, Germany

Furniture Showroom Kane Design Studio, San Francisco, for Tuohy Furniture Corp., St. Paul, Minn.

Information Systems for Cultural Accessibility in Museums Coco Raynes Associates, Inc., Boston, for Direction des Musees de France, Paris

Retail Merchandising Program

Retail Planning Associates Inc., Columbus, Ohio, for Microsoft, Redmond, Wash.

Renovation for ADA Compliance Ratio Architects, Inc., Indianapolis, for Cummins Engine Co., Inc., Columbus, Ind.

Swatch Olympic Pavilion Exhibition eight inc., San Francisco, for Swatch AG, Switzerland

FURNITURE

GOLD

Mateo's Crib Curve ID, New York, and Robert Wilson Furniture Design, Hoboken, N.J.

SILVER

AR5™ Interior Wash Luminaire TXS Industrial Design, Richardson, Tex., for Irideon, Inc., Dallas

Gratefish Storm Drain Mauk Design, San Francisco

The Indoor/Outdoor Chair & Table The Burdick Group, San Francisco, for Itoki Co. Ltd., Tokyo

Migrations Brayton Int'l., High Point, N.C.,

XOREL Chair Kane Design, San Francisco, for Carnegie, Rockville Centre, N.Y.

BRONZE

Agio SOHO Desk System ZIBA Design, Portland, Ore., and Modo, Inc., Beaverton, Ore.

Arrio™ Freestanding Systems Furniture Studio 222, Grand Haven, Mich., and Chadwick & Associates, Santa Monica, Calif., for Herman Miller, Inc., Zeeland, Mich.

Chit Chat Kerr Keller Design, Toronto, Canada, for Keilhauer, Scarborough, Canada

WingNut Workstation Palo Alto Design Group Inc., Palo Alto, Calif., and Lippert & Lippert, Palo Alto, Calif.

MEDICAL & SCIENTIFIC EQUIPMENT

GOLD

ForeRunner Defibrillator Heartstream, Seattle, and IDEO Product Development, Palo Alto, Calif., for Heartstream

LARA System ION Design, Edgewater, N.J., for Alimenterics, Inc., Morris Plains, N.J.

SILVER

36 AC/DC Clamp Meter

Fluke Corp., Everett, Wash., for Fluke Corp.

BV 300 Series NV Philips Corporate Design Group, Eindhoven, The Netherlands

BRONZE

Advantouch™ Dental Instruments Herbst Lazar Bell, Inc., Chicago, for Hu-Friedy Mfg. Inc., Chicago

Bipolar Forceps System Windi Winderlich Design GmbH, Hamburg, Germany, for Olympus Winter + Jbe GmbH, Hamburg, Germany

Datavisor 80 High Performance Head Mounted Display ION Design, Edgewater, N.J., for n-Vision, McLean, Va.

PACKAGING & GRAPHICS

GOLD

Dual Stereo Graphical Interface User frogdesign, inc., Sunnyvale, Calif., Austin, Tex., New York, and Altensteig, Germany, for Karstadt-Neckermann, Essen, Germany

G.H. Bass & Co. Packaging Pentagram Design, New York, for G.H. Bass & Co., South Portland, Me.

SILVER

Apple Advanced Chinese Input Suite (ACIS) Apple-ISS Research Center, Singapore

Frappuccino Four-Pack and Bottle Packaging Hornall Anderson Design Works, Inc., Seattle, for Starbucks Coffee Co., Seattle

I.D. Annual Design Review '96 CD-ROM Fitch Inc., Columbus, Ohio, I.D. Magazine, New York

Observation Access IDEO Product Development, San Francisco, and E-Lab, Inc., Chicago, for Steelcase, Grand Rapids, Mich.

BRONZE

Presario Packaging/Global Packaging Strategy Fitch Inc., Columbus, Ohio, and Compaq Computer Corp., Houston

Cooper Inline Hockey Protective Gear Hanger Visual Marketing Associates, Inc., Dayton, Ohio, for Canstar Sports Group, Inc., Greenland, N.H.

Laserfile® CD Package Laserfile Int'l. Inc., Englewood Cliffs, N.J., and Design Core, Inc., Redding, Conn.

MSN Program Viewer (Core

User Interface) Microsoft, Redmond, Wash.

"Seokkuram" Multimedia Title Samsung Electronics Co., Ltd., Seoul, for the United Nations, New York

STUDENT DESIGNS

GOLD

ECKO Expandable, Communications & Knowledge, Operations System Christine Enderby, of Center for Creative Studies, Detroit, for NCR Corp., Dayton

SILVER

Atalla Hardware Encryption Concept Students at San Jose State University, San Jose, Calif., and Glasgow School of Art, Glasgow, Scotland, with Tandem, Cupertino, Calif.

BRONZE

"Fun Sound" Martin Lotti of Art Center College of Design, Pasadena, Calif.

MD2015 FLIGHT STATION Students at Art Center College of Design, Pasadena, Calif., for McDonnell Douglas, Long Beach, Calif.

SOPAPA Marina Romano of Art Center College of Design, Pasadena, Calif.

The Physics of Toys Students at Western Washington University, Bellingham, Wash.

TRANSPORTATION

GOLD

Ka Ford Motor Co., Dearborn, Mich.

SILVER

Magnum™ 20" Wiper Blade WorkTools, Inc., Chatsworth, Calif. for Jamak Fabrication, West Lerford, Tex.

Sebring Convertible Automobile Chrysler Corp., Auburn Hills, Mich.

BRONZE

Driv'nPlow® Solotec Corp., Pittsburgh, MAYA Design Group, Lisa Carvajal, LSB Technology and Daedalus Design, Inc., Pittsburgh

Gator Diesel Off Road Utility Vehicle Henry Dreyfuss Associates, Wood-Ridge, N.J., John Deere Welland Works, Welland, Canada, and John Deere Worldwide Commercial & Consumer Equipment Div., Horicon, Wis.