

EUROPE 40 UNDER 40 2009



BRANKO LUKIC

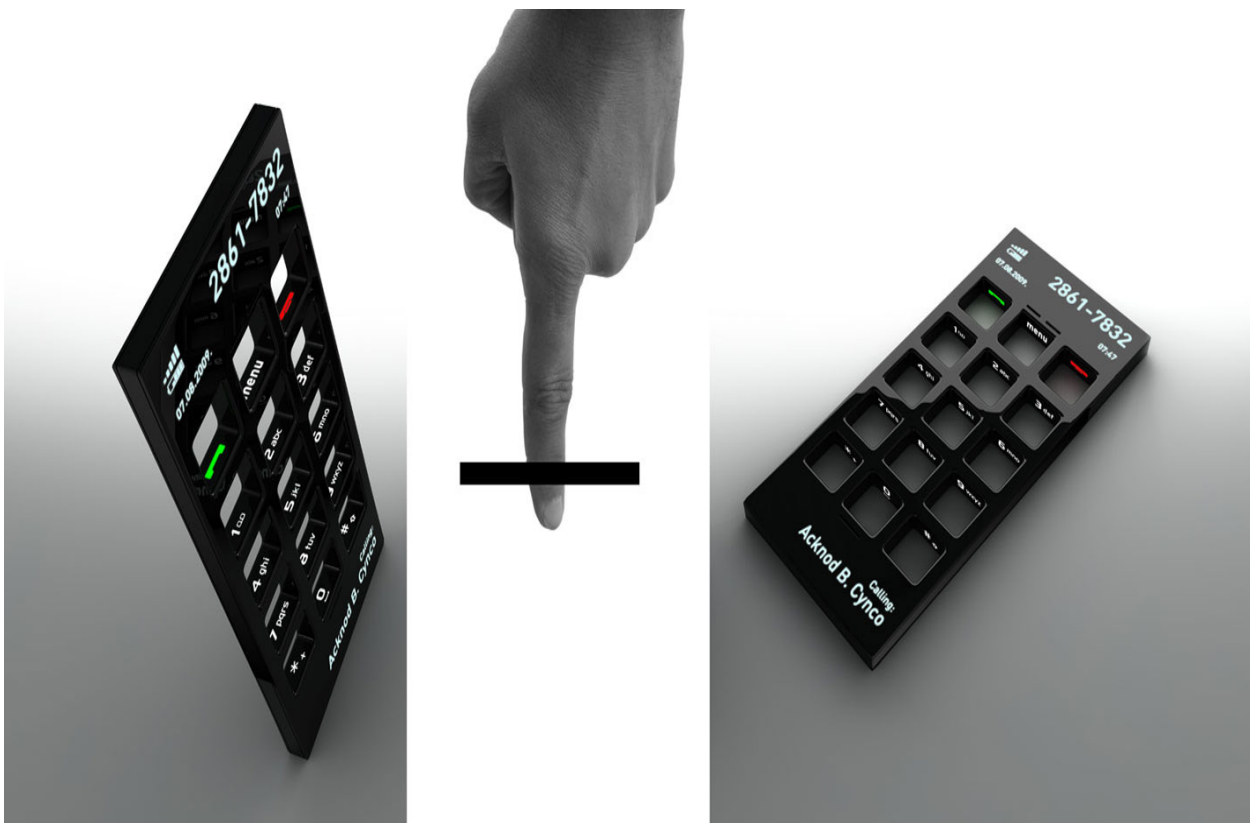


Branko Lukic (b. 1970, Beograd) is the originator and creator of the NONOBJECT design philosophy. He has been Senior Design at frogdesign and designer leader at IDEO; and in Spring of 2006, he started his own design practice NONOBJECT Studio in Palo Alto, California.

He has directed projects for international clients including Nike, Adidas, SONY, Samsung, Intel, Motorola, SAP, Hewlett-Packard, Pepsi, Starbucks, Ford Motor Company, Steelcase, and Nestle.

He has won the first design contract at the age of 18 in his native Belgrade, Serbia. Since then, he has created work in a wide variety of areas including industrial and product design, branding, sustainable design, graphic communications, digital media, and conceptual design.

He holds many patents and has won numerous national and international awards in the field of design and branding, including Business Week, IDEA Gold Award, Graphis Design Annual Award, international Design magazine awards, Red Dot Design Annual Awards, GOOD DESIGN Awards (The Chicago Athenaeum), and others. He has lectured at universities, conferences, and design exhibitions around the world.



Above: Tarat #22. Below: Vertical Vodka.