

The Chicago Athenaeum:

Museum of Architecture and Design



Zefiro380 High-Speed Train, 2010-2011 by Bombardier Transportation

**THE HISTORIC GOOD DESIGN® AWARDS ANNOUNCED FOR 2011
OVER ONE THOUSAND OF THE WORLD'S LEADING
MANUFACTURERS, CORPORATIONS AND DESIGN FIRMS FROM OVER 38
NATIONS GARNER THE WORLD'S MOST
PRESTIGIOUS STANDARD FOR DESIGN EXCELLENCE**

The world's best new design for 2011 is announced today by The Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies.

Several thousands of leading manufacturers, corporations, industrial design offices, architects, graphic and packaging designers from over 50 nations submitted the best of their new product design to the world's most important design program that honors worldwide design innovation, vision, sustainability, and the competitive design edge.

GOOD DESIGN® dates back to 1950 and is now the world's largest and most distinguished design competition. The program was founded by architects Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, Jr., and annually bestows international recognition upon the world's most prominent designers and manufacturers for advancing new, visionary, and innovative product concepts, invention and originality, and for stretching the envelope beyond what is considered ordinary product and consumer design.

This year's design awards jury of highly respected experts awarded the "GOOD DESIGN" seal of quality for high design and innovation. With submissions from 50 countries, the competition distinguishes truly creative achievements and thus pays tribute to the high potential creative talents designers and design companies around the world.

**GOOD
DESIGN**

2011 by Volkswagen Design, Volkswagen AG



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"GOOD DESIGN is referred as the 'Oscars' of industrial design, states Christian K. Narkiewicz-Laine, Museum President, The Chicago Athenaeum: Museum of Architecture and Design and chief curator of the GOOD DESIGN program.

This year's jury was held at the American Institute of Architects in Los Angeles and included:

- Giorgio Borruso, Principal, Giorgio Borruso Design, Marina Del Rey, California;
- Benjamin Dimson, Program Manager, Mercedes-Benz Advanced Design of North America, Carlsbad, California;
- Eric Olson, Principal, Stuart Karten Design, Inc., Marina Del Rey, California;
- Graham Sadtler, BSH Home Appliances Corporation, Irvine, California;
- Ravi Sawheny, CEO, RKS Design, Thousand Oaks, California; and
- Patrick Tighe, Principal, Patrick Tighe Architecture, Santa Monica, California.

Winning designs for 2011 ranged from the French manufactured Dassault Falcon jet by BMW Group DesignworksUSA to the Zefiro380 High-Speed Train designed by Bombardier Transportation in Germany. Other products include: high-tech kitchens and appliances, electric cars, European and Asian luxury automobiles, futuristic motorcycles, state-of-the-art tractors, high-tech packaging, advanced electronics, masterpiece time mechanisms, signature chairs and office furnishings, sleek computers and televisions, bold mobile phones, clothing, skis, boats, electric urban chargers for tomorrow's vehicles, bicycles, tools, office products, bathroom fixtures, building materials, headphones, pencil sharpeners, and sportswear, graphics and packaging, creative branding, and adult well-being products--everything from the spoon to the city as the program's original founders intended in 1950.

A total of over 500 Awards were given in 2011 by the Los Angeles jury, representing the work of thousands of designers and industry leaders producing the finest accomplishments in design and manufacturing from 38 nations.

The 2011 Awards are listed at The Chicago Athenaeum's website at:

www.chi-athenaeum.org/gdesign

This year's program," states Christian K. Narkiewicz-Laine," was the largest ever by country. "A record number of submissions were sent by thousands of design firms and corporations. Germany, Great Britain, Italy, France, Scandinavia, and The United States reigned in the number of awards given for the best new product and graphic design. There was a surprise showing for new high-design consumer products coming from Turkey, China, India, and Brazil."

"The GOOD DESIGN Awards," states jury member, Giorgio Borruso," is an amazing opportunity to understand the state of global design today. "These innumerable projects come from many different geographical areas, brands, manufacturers and design offices. Through them, you can see how design is shaping our world, now as well as in the near future," he adds.

"This year's program," Mr. Borruso continued, "a snapshot of what design has achieved in 2011, clearly demonstrated how products are noticeably getting closer to the user, triggering powerful emotional responses from the public; how interfaces have become generally friendlier and more intuitive; and, in certain cases--like interactive objects, for example--how software and hardware are fusing together almost seamlessly."

"The judging criteria used for today's GOOD DESIGN," adds Mr. Narkiewicz-Laine, "is the same specifications that were used by the original jury as shaped by Saarinen and Eames. That criteria is not only about aesthetic merit, but also takes into consideration the other design forces of utility, functionality, durability, and today's emphasis on sustainability."

"I was very impressed," states Graham Sadtler, "with the criteria for judging and the fact that the program has remained true to its roots since its foundation. The question of 'is it GOOD DESIGN?' seems simple on the surface, but definitely encompasses all aspects of design from aesthetic form, materials, usability and interaction, to function. Therefore I believe this simple statement of criterion is a great way to judge the design of products."

John Deere 460E ADT Truck,
2010-2011 by BMW Group DesignworksUSA,

BMW 6 Series Convertible,
2011 by BMW Group Design,

Target Shopping Cart,
2006-2010 by Continuum,

Coca-Cola Freestyle,
2009-2010 by Pininfarina Design





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"I believe," continues Mr. Sadtler, "since the economic crisis of 2008 more companies are aware of the value of GOOD DESIGN as a means to gain a competitive edge, and this was evident in many of the submissions."

"Some of the winning products that made the biggest impressions on me were: the collection from Bodum AG., some of the work from BMW, the large medical devices done by RKS, and the Zoku Popsicle maker," adds Mr. Sadtler.

"Today, we are seeing a trend towards no-compromise design in products by which the consumer need not reject the poorly designed object but rather select the personal preference from a variety of well designed ones, states Ravi Sawheny. "Today, design is less a competitive edge and more a consumer requirement."

"In addition to products from iconic brands," continues Mr. Borruso, "we have seen quality submissions from still largely unknown manufacturers in unexpected countries. This has been a refreshing and welcome development, a sure sign that 'GOOD' DESIGN has expanded its reach, perhaps by becoming more globally accessible, thus inspiring excellence in new players and locations."

"The extraordinary spread of categories, Mr. Borruso observes, "showcasing the most diverse products, ranging from medical devices to furniture, automobiles, electronics, and so on, shows that—in spite of the current worldwide economic crisis—Design is still extremely relevant. In fact, design is the driving force behind the success of those companies that manage to succeed, by fostering superior quality and the highest degree of user engagement."

2011 is once again the "Banner Year for Electronics" with 91 awards given to the latest mobile phones, computers, printers, cameras, televisions, communication equipment, laptops, projectors, speakers, headphones, scanners, navigation systems, audio and video-on-demand. German and U.S. companies continue their reign as the most formidable companies in the worldwide electronics industries. California-based Apple Corporation Inc., led by Jonathan Ive, was awarded with seven (8) awards in the electronics category. The German company, Medion AG won nine (9) awards for new PCs, audio systems, MP3 players, TVs, tablets, servers and a handheld GPS. Turkish electronics

giants Vestel Electronics Co. won eleven (11) awards in electronics and appliances and Arçelik A.S. won four (4) awards for refrigerators, dryers, televisions, and remote controls. Hewlett-Packard Company, won four (4) awards for printers. Eastman Kodak Co. won four (4) awards for state-of-the-art digital cameras. MicroSoft won awards for their latest of the mobile mouse. Visionary and sophisticated media receivers were awarded to Deutsche Telekom. Royal Philips Electronics won The German company, Loewe Opta AG., won one (1) award for their flat screen.

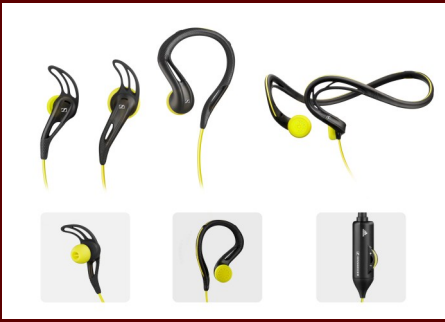
Royal Philips Electronics won ten (10) awards in the categories of electronics, lighting, healthcare, graphics, appliances, and environments. In 2011, the category of transportation offered the most compelling and innovative examples of new cars, trucks, and motorcycles. BMW won seven (7) awards for their K1600 GT/ GTL and G630 GS motorcycles, BMW 1 and 6 Series, and their ActiveE Electric Car. Mercedes-Benz won four (4) awards for the 2011 ML, the 2012 CLS, the 2012 SLK, and the 2012 SLK AMG. The KIA KV7 Concept Car and Rio 5 won praise from the 2011 GOOD DESIGN jury. Hyundai won for the Veloster. Volkswagen was cited for its outstanding design and performance for the new Beetle.



Rado True Thinline, 2011 by Rado Watch Co.,

Upright V 115 Modern Piano,
2011 by Wilhelm Schimmel Pianofortefabrik GmbH





Sennheiser/adidas Earphones,
2008-2009 by BMW Group DesignworksUSA

Some of the most stunning and innovative office and home furniture and lighting designs for 2011 arrived from Turkey, Italy, Spain, Denmark, and Germany by Danish architects, busk +hertzog; French designers Philippe Starck, Antoine Fritsch, Ronan and Erwan Bouroullec, Arik Levy; Spanish designers Jaime Hayón, Hector Diego, Jorge Pensi; German designers Stefan Heiliger, Wolfgang C. R. Mezger, Markus Jens and Jurgen Laub, Katie Meyer-Brühl, Konstantin Grcic; British designers Marc Krusin and Edward Barber and Jay Osgerby; Turkish designers Ece Yalim Design Studio and Koleksiyon Mobilya; and Italian architects and designers Matteo Thun, Palomba Serafini Associati, Matteo Nunziati, Radice Orlandini Design, Roberto Gicomucci, Daniele Lago, Stefano Giovannoni, Mario Mazzer, Driusso Associati, Stefano Sandonà, Danilo De Rossi, Marco Piva Leucos, Antonio Citterio, Elena Manfredini, Alessandro Loschiavo, Fabrizio Giugiaro, Studio Volpi Srl., and Alessandro Mendini.

Designs for everyday use, from tabletop to household products, were awarded to the world's most prominent designers and to equally renowned manufacturers.

"All in all," states Mr. Narkiewicz-Laine, "this year's GOOD DESIGN program bestowed the coveted GOOD DESIGN Award to the most important and influential industrial and graphic designers in the world." "This is the singular, international design awards program the entire design and corporate world waits for each year," states Mr. Narkiewicz-Laine. "GOOD DESIGN says it all today—no more, no less—just as it had in 1950 and now nearly 61 years."

All awarded products and graphics are published in the 2011-2012 GOOD DESIGN Yearbook by Metropolitan Arts Press Ltd. and available for purchase on-line. The program is coordinated by Lary L. Sommers, Director of Administration/Marketing of The Chicago Athenaeum and Kieran Conlon, Director/COO, The European Centre for Architecture, Art, Design, and Urban Studies based in Dublin, Ireland.



Centrifuge 5424 R,
2010 by Koop Industrial Design



BODUM HOT POT Pie Dish,
2010 by Bodum Design Group

Edgeware Mandoline Elite, 2009 by Teams Design



APPLICATIONS FOR GOOD DESIGN 2012
Closing Date for Applications: 1 July 2012
Applications can be made online at:
<http://www.chi-athenaeum.org/gdesign>

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