

curve

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The International Design Excellence Awards (IDEAs) were announced in July this year. The program, sponsored by *BusinessWeek* magazine and the Industrial Designers Society of America (IDSA), is receiving an increasing number of international entries.

There were eighty-one winners this year. And the eighteen-strong jury noted some interesting trends.

right

MagicWheels, from Magic Wheels Inc and Carlson Studios, minimises the effort needed to climb hills and reduces the incidence of arm and shoulder pain and injury.



Inside BMW

Alexandra Korndörfer

Korban/Ferruccio

aerial dynamics

Taiwanese tradition