

QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA **FALL 2007**

# INNOVATION

2007 Yearbook of Design Excellence





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# THE BEST

**T**he evolution of design from a narrow focus on aesthetics into a richer discipline that embraces branding, services, sustainability, medicine—even the comfort and safety of pilots and passengers—is on clear display in the 2007 International Design Excellence Awards. What had once been the preserve of engineers, business consultants, ecologists and brand managers now falls within the growing purview of designers. Reflecting this expansion of the role and definition of design, the 2007 contest has been renamed from “Industrial Design” to “International Design.” Winners



from 20 countries took Gold, Silver and Bronze prizes for service innovation in banking, mapping the interface between pilots and cockpit instruments, creating broad corporate and brand strategies, bolstering sustainability via electric cars, and remaking hammers and wrenches in new, better forms.



## MEDICAL & SCIENTIFIC PRODUCTS

# OF 2007

**1. MAGICWHEELS™ 2-GEAR WHEELCHAIR DRIVE** Designed by Steve Meginniss and Cisco Sabin of Magic Wheels, Inc. and Andy Carlson of Carlson Studios

