

May 1, 2007

Dear 2007 Annual Design Review Participant:

I'm pleased to announce the finalists of this year's competition. The names, grouped according to entry category, appear below.

Every year, this show grows bigger and more competitive, drawing in over 2,000 separate entries from every part of the world and attracting jurors from the highest ranks of our profession. I didn't think the overall quality could get any higher, but it did. Only 150 pieces were selected for publication in I.D.'s July/August 2007 issue and on our website, [www.id-mag.com](http://www.id-mag.com). If you were responsible for any part of them, congratulations. You're a rare bird.

I.D.'s Annual Design Review is a boon not just to our readers but also to us. Regardless of what makes the final cut, this show reveals new firms, products, and trends that serve as year-round editorial inspirations. Many thanks for participating in that process and helping to enlighten us.

Until next year,

Sincerely yours,



Julie Lasky  
Editor-in-Chief

## **annual design review 2007 winners**

(Note: A full list of designers and clients will appear in the July/August 2007 issue of I.D. Magazine)

### **Consumer Products**

#### Best of Category

\*Herman Miller Leaf Light / Fuseproject

#### Design Distinctions

\*EasyShare V570 Dual Lens digital camera / Kodak

\*Considered 2K5 / Nike

\*Modus H01 digital piano / Yamaha

\*Nike + iPod/Air Zoom Moire / Nike and Apple Inc.

\*Smart Light / Cocoon

\*ZipFlip Hybrid Turners / Chef'n

\*Replug / Amalgam

\*Cool Cubes / Tupperware

\*Bravia X Series Television / Sony

\*Revolutionary Support Sports Bra / Nike

\*HDR-HC3 Camcorder / Sony

- \*Speed Hurdles / SPARQ
- \*VeggiSteam Silicone Vegetable Steamer / Chef'n
- \*STX 361 Field Hockey Stick / Tool, Inc.

#### Honorable Mentions

- \*SealLine Urban Line / SealLine & Cascade Designs
- \*Revlon Expert Effect Ergonomic Beauty Tools / Metaphase Design Group
- \*3Dconnexion NuLooQ Navigator / Design Partners
- \*SDM-E76/E96 Monitor / Sony
- \*SlingBox Pro / NewDeal Design
- \*Double-ended wrench with ergonomic handle / Proprietary Technologies, Inc.
- \*Netgear RangeMax Next / NewDeal Design
- \*OXO Silicone Basting Brush / Smart Design
- \*VAIO LS1 series / Sony
- \*Princeton Tec Switchback LED Bike Light System / Propeller, Inc.
- \*Deploy Avalanche Shovel / Black Diamond Equipment
- \*The CamelBak Bottle / CamelBak Products, LLC
- \*Microbeam Snap / Lomak Industrial Co., Ltd.
- \*Project Fusion: adidas POLAR / Adidas AG
- \*PCM-D1 Digital Field Recorder / Sony
- \*O2 Ice Mobile Phone / Y Studios LLC
- \*Portable Speakers SBA1500 / Philips Design
- \*H-racer / Horizon Fuel Cell Technologies
- \*Cooking Tongs / Stuart Karten Design
- \*The Tallest Man T-Shirt / Dorkenwald - Spitzer
- \*Pursuit TC420 Driver / Astro Studios, Inc.
- \*SRAM PushLoc / Design Integrity, Inc.
- \*Fuego Grill / Pentagram Design
- \*MSR Reactor Stove / MSR & Cascade Designs

#### Graphics

##### Best of Category

- \*Matthew Ritchie: Incomplete Projects 01-07 / Purtill Family Business

#### Design Distinctions

- \*MHD "Crow" / Psyop
- \*Mother's Necklace / Browns
- \*Birth Announcement / A4 Studio
- \*87 / Browns
- \*Drosscape: Wasting Land in Urban America / Project Projects
- \*Else/Where: Mapping / University of Minnesota Design Institute
- \*Abrissblock.de: Palast der Republik / Superclub Nonbook Publishing
- \*Vilcek Award Trophy / Sagmeister, Inc.

#### Honorable Mentions

- \*Grid It! Notepads (The Art of The Grid) / Astrid Stavro
- \*Intelligent Design / Thirst
- \*2007-09 California Institute of the Arts Admission Catalog / Jeff Keey & Penny Pehl
- \*Paprika Stationery / Paprika
- \*Publikum Calendar 2007: Gobbledygook / Pentagram Design

- \*Worldchanging / Sagmeister, Inc.
- \*An Inconvenient Truth by Al Gore / MGMT Design
- \*Good Magazine issue 001 / Open
- \*Andre Williams gig poster for High Noon Saloon / Planet Propaganda
- \*601 Artbook Project 2006 (poster 1,2) / 601bisang
- \*School of Visual Arts Senior Library 2005 / Pentagram Design
- \*Art + Commerce Identity System / Art + Commerce
- \*Gift Wrap / Maharam
- \*E&A The Glossy Zine / Studio Von Birken
- \*2wice Magazine: How to Pass, Kick, Fall, and Run / Pentagram Design
- \*Whitney Biennial 2006: Day for Night / Purtill Family Business
- \*Book/Book Jacket Design, Limited Edition / Sichtwerk, Inc.
- \*The Untitled Conference Book / Stone Yamashita Partners
- \*Six Word Sci Fi / Wired Magazine
- \*Blacklist Identity / Psyop
- \*Zoetrope Fall 2006 / Chip Kidd Design

## **Packaging**

Best of Category

- \*WD-40 Smart Straw / Gad Shaanan Design

Design Distinctions

- \*Sonia Kashuk Fragrance Perfume Palette / Harry Allen & Associates
- \*TAB Energy Drink / Turner Duckworth
- \*Mark. Freshkiss Lipstick / Berard Associates
- \*Optimo & Strukto / Tridvajedan Market Communication Ltd

Honorable Mentions

- \*D.L. & Co Modern Alchemy Candles & Attar Candles / Dustin Edward Arnold
- \*Heineken Light / Ceradini Design Inc
- \*KenzoAmour / Karim Rashid Inc
- \*Safeway Fruit-Flavored Sodas Redesign / Anthem
- \*Makupolku / Design Agency Tango
- \*Waitrose Vegetables and Pastas / Turner Duckworth
- \*Herb Treat packaging design / X3 Corporate Image Consulting
- \*SLDR Box / Motorola

## **Furniture**

Best of Category

- \*Hanabi Lamp / Nendo

Design Distinctions

- \*Polar Table / Nendo
- \*Layers / Hella Jongerius in collaboration with the Maharam Design Studio
- \*Twist / PearsonLloyd
- \*Reptile / Can Yalman Design
- \*Ivy / MOS
- \*Wood / 3-Form
- \*100 Percent / 3-Form

- \*Tape Wound Borne / Moorhead & Moorhead
- \*Poker / Trenti Design

#### Honorable Mentions

- \*Rotola / Adriano Design
- \*nuf / Beyond Design
- \*Cinto / Humanscale Design Studio
- \*Emphasis Products light:flash / Product Creation Studio
- \*Street Sport / Carnegie
- \*Supernatural / Ross Lovegrove for Moroso
- \*Raw Table / Garth Roberts for Zanotta
- \*Juxtaposed: Religion / Mike and Maaike, Inc.
- \*Kattbank / Compressed Pattern
- \*Sittris Series Seating System / Kerr + Company

#### Environments

##### Best of Category

- \*Drape Wall/Drape House / SLV Design

##### Design Distinctions

- \*Die Couch exhibition / Pentagram Design
- \*International Furniture Fair Tokyo / Nendo
- \*Iann/Stolz Cottage / Kuth/Ranieri Architects
- \*The New RISD Library / Office dA

#### Honorable Mentions

- \*“Bubbles in the Wine” / Imaginary Forces
- \*Mobile Chaplet / Moorhead & Moorhead
- \*Loblolly House / KieranTimberlake Associates LLP
- \*Hive Loft / Openshop Studio
- \*Double Jeopardy / PEG Office of Landscape + Architecture

#### Equipment

##### Best of Category

- \*S2 Split Head Framing Hammer / Atom Design, Inc.

##### Design Distinctions

- \*Aerovironment Architectural Wind / BMW Group DesignworksUSA
- \*VeinViewer / Integrated Design Systems, Inc.
- \*Medshields / Sharklids Eyegear, Inc.

#### Honorable Mentions

- \*Kembo Examination Table / StudioMOM
- \*Intel Mobile Clinical Assistant / Whipsaw, Inc.
- \*Marshalltown Skywalker Stilts / Ideaz
- \*Crinia AC-100 Audio Conference Unit / Design + Industry
- \*Infrascanner Handheld Brain Hemotoma Detector / Bresslergroup
- \*Everest Snap II / Herbst Lazar Bell

## **Interactive**

### Best of Category

\*Tellme Search / Tellme Networks

### Design Distinctions

\*JetBlue Website / HUGE

\*Being Not Truthful Works Against Me / Sagmeister, Inc.

\*Nike+ Website / R/GA

\*Drawn / Zachary Lieberman

\*Visible Proofs: Forensic Views of the Body / Second Story Interactive Studios

### Honorable Mentions

\*Mohawk Fine Papers Website / Pentagram Design

\*How Edison Are You? / Firstborn

\*O-Fling-O / 15 letters

\*JetBlue Storybooth / Local Projects

\*Toyota Yaris Virtual Test Drive / Hello Design

\*ARTSEdge Shadow Puppets Website / Threespot Media

\*Zune Arts / 72andSunny

## **Concepts**

### Best of Category

\*Brush & Rinse / Think It

### Design Distinctions

\*Jellyfish House / IwamotoScott Architects

\*Universal Connections / Dialog05

\*OLPC laptop / Fuseproject

\*Worth Framing / Lunar Design, Inc.

### Honorable Mentions

\*Leaf Bicycle Saddle / Lunar Design, Inc.

\*Jack 'N Stand / Davison Design & Development, Inc.

\*Dry-In House / Fieldoffice

\*Footwear for Community Service / Roozbeh Mousavi

\*Smokes Like a Chimney / Industreal

\*EzL Pad / Industrial Trademark

\*MyBio / Elio Caccavale

\*Touching: Blind Users Enabled Mobile Phone / Peter Lau

\*Micro / Macro-structured Polyhedral Materials / Flextegrity, Inc.