

The GOOD DESIGN Logo is by Mort Goldsholl, 1950



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THE WORLD'S LEADING CORPORATIONS WIN THE PRESTIGIOUS GOOD DESIGN™ AWARD FOR THE HIGHEST STANDARD IN THE BEST, MOST ADVANCED, CUTTING-EDGE PRODUCT AND GRAPHIC DESIGN FOR 2008

CHICAGO, ILLINOIS, December 29, 2008. . . . Hundreds of the world's leading corporations and design offices from 34 nations—from cities from Paris to Tokyo—vied in Chicago, New York, and Los Angeles for the world's oldest and most coveted **GOOD DESIGN™** Awards for 2008, which is conferred annually by The Chicago Athenaeum: Museum of Architecture and Design together with The European Centre for Architecture Art Design and Urban Studies.

Founded in Chicago in 1950 by architects Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, Jr., **GOOD DESIGN** 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 basic product and consumer design.

The latest advances for design and innovation, sustainability, creativity, branding, ecologically responsible design, human factors, materials, technology, graphic arts, packaging, and universal design were submitted by a staggering number of the best industrial design and graphic design firms on behalf of their clients representing the world's leading FORTUNE 500 companies.

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THE GOOD DESIGN Awards 2008
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This year, the world's most visionary corporations were awarded by two juries of prominent design leaders held in New York and Los Angeles last November: 3M Company, Apple Computer, Inc., Argus Camera Company, LLC., Armstrong World Companies, Inc., AT&T, Banana Republic, BMW, AG., Bodum AG., The Bosch Group, The Coca Cola Company, Daimler Benz AG., Deutsche Telecom, Duracell, Electrolux Major Appliances, Dyson Ltd., Festo AG., Gaggenau Industrie, Google, Grundig, Harrah's License Company, LLC., Harman Kardon Group, Herman Miller, Inc., Hewlett Packard Company, Hoesch Design GmbH., Indesit Company SpA., Intel Corp., Japan Airlines International Co., Inc., Kone Corp., Knoll, Inc., Küppersbusch Hausgeräte AG., LG Chem Europe, Leica Camera AG., Logitech, Medion AG., Melitta, Mercedes-Benz, Microsoft Corporation, Miele & Cie, KG., Milliken & Company, Moen Incorporated, Motorola Inc., OXO International, Proctor & Gamble Company, Robert Bosch Tool Corp., Royal Philips Electronics, Rosenthal AG., Siemens AG., Steelcase, Sub-Zero, Inc., Target Corporation, Teknion Corporation, Terraillon, Thomson Reuters, Tupperware, Villeroy & Boch AG., Volkswagen AG., Whirlpool Corporation, and Wolf Appliance, Inc.—and hundreds other leading design companies synonymous with **GOOD DESIGN**.

Over 500 **GOOD DESIGN** Awards have been given in 2008, marking this year's program as the largest ever. A record number of submissions were sent for 2008 by thousands of design firms and corporations. Germany, Great Britain, Italy, and The United States reigned in the number of awards given for the best new product and graphic design.

Awarded categories include the latest design innovation in electronics, medical equipment, transportation, furniture, textiles, industrial machinery, public environment, hardware, tools, and accessories, kitchen/appliances, floor covering, tabletop, household products, personal, office products, children's products, sports and recreation, lighting, and graphics—anything and everything from a “city to a spoon.”

This year, **GOOD DESIGN** publicly acknowledges and elevates the best and finest new design and design innovation for products and graphics designed and/or manufactured between 2006 and 2008.

The annual **GOOD DESIGN** Awards Program is organized and curated by Christian K. Narkiewicz-Laine, Museum President, The Chicago Athenaeum.

“**GOOD DESIGN** 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 continues now nearly for 60 years. **GOOD DESIGN** has immediate public recognition for the best new design produced worldwide. For the public, it's THE seal of approval. Hundreds of leading winning manufacturers and FORTUNE 500 companies print the **GOOD DESIGN** logo for awarded their products on their packaging, marketing information, advertising, websites, corporate information, posters, billboards, and branding. You can hardly open a magazine in Europe or Asia without seeing the Museum's **GOOD DESIGN** logo positioned on advertising from automobiles to luxury personal products,” he adds.

The **GOOD DESIGN** logo was designed by noted Chicago graphic design, Mort Goldsholl in 1950 for Eero Saarinen and Charles Eames. Goldsholl designed other logos and graphics for some of America's most prominent design companies in the 50s and 60, including Container Corporation of America, United Biscuit Company, and Storkline Company, as well as hundreds of publications and books. Goldsholl employed Tom Miller, one of the first recognized African-American graphic designers in the United States.

The United States ranked as the leader in the number of awards with 327 in all categories and Germany as second with 310. Italy took the number three position with 60 awards followed by Great Britain with 33. Spain won 21 awards, while Denmark and Canada received 20 awards. Belgium won 18 awards; Switzerland 17 and Austria 14 awards. Holland and Sweden won 13 awards. Finland received 11, while France took 8 awards. Norway and The People's Republic of China were recognized with 6 awards and Turkey with 5 awards. The jury gave three awards to Ireland and Taiwan. Croatia, Israel, Lebanon, Mexico, New Zealand, Portugal, and Slovakia received 2 awards. The Czech Republic, Gibraltar, Liechtenstein, India, and The Principality of Monaco were bestowed one award each.

Designs from 48 nations were submitted; 34 countries were recognized with **GOOD DESIGN** in 2008.

The German collaboration of Bosch and Siemens won the most **GOOD DESIGN** Awards—eleven (11) in all—for new refrigerators, cook tops, ovens, washers, and graphics. German design firms continued to hold their prominence as the Munich-based BMW Group Design of BMW AG won ten (10) awards for new designs for automobiles, motorcycles, and sports accessories. The German high-tech electronics firm, Medion AG, led by industrial designer, Christoph Thauern, won eight (8) awards for new televisions, telephones, notebooks, and MP4 players. California-based Apple Corporation, Inc. led by Jonathan Ive was awarded with seven (7) awards in the electronics category. The German firm, nya nordiska textiles GmbH. Were given seven (7) awards for advanced design and innovative textiles. Six (6) **GOOD DESIGN** Awards were given to San Francisco-based fuseproject for electronics, bottle design, packaging, and a clothing collection for Banana Republic and five (5) to the Finnish design and manufacturing firm of Fiskars Oy. The American firms of Essential, Inc. won five (5) awards for electronics, graphics, and household objects while RKS Design won four (4) awards for household utensils. Alfred Kärcher GmbH won four awards for industrial tools and hardware. Miele + Cie KG. were given three (3) awards for dishwashers, cook tops, and coffeemakers. The Canadian furniture company, Teknion LLC. won three (3) awards for new seating and graphic design. Eva Denmark A/S won three (3) awards for household consumer products. The San Francisco firm of One & Co. won three (3) awards for electronics and furniture design and the Swiss/Danish firm of Bodum AG won three (3) awards for their hallmark tabletop designs for coffee and tea. German-based designafairs GmbH won three (3) awards for electronics and household objects.

In terms of graphic design, the California-based Addis Creson won seven (7) **GOOD DESIGN** Awards for new brand identity programs, packaging, and logos. The German firm of Hoffmann und Campe Corporate Publishing in Hamburg

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won five (5) awards for magazine design. Four (4) awards were given to the British firm of Radley Yeldar Ltd. In London for corporate identity programs, annual reports, posters, and an initiative for public good in “Understanding Slavery” for the National Maritime Museum in London.

World renowned architects also led in design and were awarded in 2008 for consumer products that stand in line with their recent designs for world famous skyscrapers: busk + hertzog i/s, Cini Boeri, Michael Graves, Zaha Hadid, Philippe Starck, Skidmore, Owings & Merrill, and Robert A. M. Stern.

“All in all,” states Mr. Narkiewicz-Laine, “this year’s **GOOD DESIGN** Awards program bestowed the coveted **GOOD DESIGN** Award to the most important and influential industrial and graphic designers in the world.”

“Despite the global economic slowdown,” states Kieran Conlon, Director/COO, The European Centre for Architecture Art Design and Urban Studies, “more and more world manufacturers and their designers are realizing that design provides a pivotal edge in keeping global products competitive; and combined with sustainability, social and ecological responsibility, and Green Design, this year’s **GOOD DESIGN** program demonstrates how smart companies and smart designers will design their way out of recession.”

This year, five vehicle manufacturers were awarded with **GOOD DESIGN** in 2008: Audi AG, BMW AG., and Daimler AG of Germany and the experimental wind/solar/electric cars by Heitbrink Coachbuilding of The Netherlands and Venturi Automobiles of The Principality of Monaco. Both the U.S. and Asian manufacturers—Japan and Korea—scored “zero” for design excellence, innovation, and sustainability, signaling the American and Asian ongoing design and manufacturing crisis within the global transportation industries during this growing recession and global economic meltdown.

Awards for sustainability and social responsibility in 2008 grew the largest number of awards from Germany’s sleek, handsome Wind Power Station 850 kW designed by Schumann Büro für Industrielle Formentwicklung for Nordwind Energieanlagen GmbH to the One Laptop per Child XO Laptop designed by fuseproject for Nicolas Negroponte’s organization, One Laptop Per Child, providing Third World village education and internet connection for the poorest in South America, Africa, and Asia. The LEVO C3 Electrical Driven Standing Wheelchair by the Swiss design firm, i design AG, for Levo AG allows even the most immobile patient to sit and stand with ease, comfort, and access. The Eco Trio Millennium Recycling Receptacles, designed by Eco Trio, LLC. for the City of Chicago, demonstrate that **GOOD DESIGN** is better when recycling in containers that are designed for excellence in the urban environment. Likewise, fuseproject’s Coca Cola Refresh Bin demonstrates design sensibility for recycling and environmental concerns were the recycle logo is actually combined with the form and substance of the end design product.

Design for the masses continues with KONE Corp’s Four Seasons Elevators that provide style based aesthetic solution to

make elevator selection both faster and easier and more comfortable and enjoyable for passengers. Each season changes and expresses its own very unique character in this innovative and practical solution for vertical transportation. The atmosphere is influenced by the lighting, the feel of the materials, and the choice of colors thereby giving passengers and environmental feeling inside a very small space.

Design for Social Good inspired the jury to award **GOOD DESIGN** Awards to Radley Yeldar Ltd. for the firm's graphic interpretation of "Understanding Slavery," while another award was given to "Design for Democracy: Ballot + Election Design" by Marcia Lausen at Studio Lab, AIGA, and the University of Illinois, and University of Chicago Press for the conception of a ballot design for a democratic society. The i-LIMB Hand, designed by Touch Bionics in Scotland is a leading-edge mechanical prosthesis with five individually powered fingers that imitates true movement and accuracy of the human hand.

Marcus Fischer of Germany's Festo AG again pushed the envelope for high design and high technology winning two **GOOD DESIGN** Awards in the robotics and bionics category with his futuristic, dreamy, mystifying machines: Air-Jelly—an Airborne Jellyfish with Electronic Drive Unit and Aqua Jelly—an Artificial Jellyfish with Electric Drive Unit. Both designs are provocative and singular in their design complexity and engineering.

Denmark's 3B Luggage Carrying System designed by CPH Design A/S for Copenhagen Airport was the largest product design awarded with the 2008 **GOOD DESIGN** Award and remains an amazing object of high-design and high-technology and mechanization for a baggage managing system with a response circuit that has a memorized baggage information showing flight number of a plane carrying baggage together with the passenger's ID and flight information. The baggage managing system removes a non-boarding passenger's baggage rapidly from a plane even if a passenger checks several pieces of baggage and improves the convenience of passengers without a rise in costs. The design of this system, from its smallest component to its overall large complexity, is without flaw and each individual piece stands on its own for design excellence and merit.

The Heidelberg Speedmaster XL-462 Press designed by Heidelberg Industrial Design Team for Heidelberger Druckmaschinen AG and the Buerkele Ypsator Multi-Opening Laminator by Design Tech for Wafios AG has a similar staggering scale. Both industrial machines—piece-by-piece, component-by-component—are extraordinary in their weight, size, dimension, and overall design. Crown Design's Crown GPC 3000 Series Low-Level Order Picker is visually streamlined and designed for operator comfort, efficiency, visibility, and task support.

Color as a branding method and identity to instill a new vibrancy and language to design continues as a leading theme in this year's designs. The black electronics trend is lead and forwarded by S. Siedle & Sohne Telefon-und Telkegrafefwerke OHG for the stark Siedle Door Speaker Sets; Medion AG for the firm's Akoya S Nettop PC.; and Hewlett-Packard

Company for the HP Blackbird 002. The Aspen green color of the Whirlpool Duet Steam Washer instantly symbolizes clean, fresh and ecology-minded to consumers. The black fruit press designed by designafairs GmbH for Auerhahn Bestecke GmbH is an exquisite object of high art.

And color banding continues. The polychrome speakers designed by .molldesign for Nubert electronic GmbH are brilliant, bright, and appealing as inspired components in any interior landscape. One & Co.'s designs for the Ci 75 Mobile Mouse for Kensington Computer Products Group combines sleek, smart, and skilled style and vibrant colors to change forever the standard design of the everyday computer mouse. Transparent or "no design" is apparent in Isao Hosoe Design for the G-Host for Control Video srl. —an almost invisible design for protection and security. Isao Hosoe's design is controversial in that there is almost no design in this design.

Steelcase's white cobo Chair by British design and architecture firm, PearsonLloyd, with Steelcase Design Studio offers a strong alternative counterpoint to the industry's black trend.

Cutting-edge furniture and lighting were forwarded by the best global firms as Royal Ahrend NV., Kartell SpA., Knoll, Inc., Steelcase, Herman Miller, Artemide Italia SpA., Tobias Grau GmbH., Lightolier, Humanscale, and Zumtobel Lighting GmbH.

Karim Rashid's asymmetrical Uno Office Furniture for Della Rovere SpA. is iconic. Likewise Ahrend's Jetstream Table is bold and striking in its asymmetrical profile. Studio Harry and Camila's chair for Kristalia srl. combines design function and design *parti* for an audacious new design for a side chair and barstool. The Airia Desk designed by Kaiju Studios for Herman Miller offers a confident and original new direction for contract furniture. Patrick Jouin's One Shot Foldable Stool for .MGX by Materialise in Holland proffers a new manufacturing technique that influences the final design in that the Laser Sintering technique enables the creation of the entire seating surface, legs and hidden integral articulations in just 'one shot'. The stool emerges from the machine in its final and complete form, with all axles, screws, springs and hinges concealed by the graceful structure of the stool itself. By virtue of gravity combined with a simple, elegant, soft-turning twist, this array of rods transforms in one flowing movement to a small, useful and aesthetically strong seat.

Jonas Wannfor's Topygraphi Seating for the Swedish manufacturer LYX is part sculpture, part furniture design—an aesthetic triumph of form and materials.

An extreme and highly skilled experimental new concept for lighting is offered by Belgium's Dark nv in the Paroq Light by the Swedish firm of Oldsjö Hultgren Design stretches light source into an abstraction beyond form and function. Miguel Herranz's Mikado Light for Spain's Lzf Lamps srl. is heroic in the way its folds, spirals, and manipulates. SOM Roger Duffy's Silvus Interior and Exterior Sconce by Ivalo Lighting Inc. is an awe inspiring, almost mystical marvel of color and light. Tobias Grau's Falling Suspension Light explores a new aesthetic shape in lighting. Artemide's Pirse Suspension Lamp by Giuseppe Maurizio Scutellà is an object of high art.

The collaborative efforts of Rosenthal AG and Berker GmbH & Co. KG for the reintroduction of the historic design for a light switch—the Berker Series 1930 Porzellan Rotary Switch—designed in 1930 attests to the fact the **GOOD DESIGN** is timeless, endless, and forever.

Awarded kitchens by the German company bulthaup and the Italian companies, Dada SpA., Lago SpA., and Snaidero Rino SpA., as well as appliances by Siemen's Electrogeräte, Indesit Company SpA., Whirlpool Corporation, Küppersbusch Hausgeräte AG., Electrolux Major Appliances, Miele + Cie KG., Robert Bosch Electrogeräte, Gaggenau Hausgeräte AG., and Wolf Appliance Company LLC. are destined for the world's most cutting-edge kitchen environments that will enhance modern living for years to come.

Other products in medicine, transportation, electronics, household appliances, and lighting were cited by the 2008 jury and the Museum as exemplifying the global significance of the **GOOD DESIGN** Awards Program for recognizing the most cutting-edge new design, innovation, and technology that will shape our future world—from Hewlett Packard Company's HP TouchSmart IQ500 Series PC to Rosenthal AG's new Dining Concept "Landscape" by Spanish designer, Patricia Urguiola.

"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 for 60 years. **GOOD DESIGN** has immediate public recognition for the best new design produced worldwide. For the public, it's THE seal of approval. Hundreds of leading winning manufacturers and FORTUNE 500 companies print the **GOOD DESIGN** logo for awarded products on their packaging, marketing information, advertising, and websites."

"The criteria for award selection follows the original, historic **GOOD DESIGN** program set forth in 1950, formulated by Saarinen and Eames, which is based on function and aesthetic, but with a contemporary emphasis for environmental concerns and Green Design," states Narkiewicz-Laine.

For 2008, The **GOOD DESIGN** Awards were judged in New York and Los Angeles in November by an international jury of design professionals, architects, experts, and cultural leaders. In the past, **GOOD DESIGN** juries have been held in Reykjavik, Iceland, Mexico City, Mexico, Helsinki, Finland, Barcelona, Spain, and Milan, Italy.

The 2008 Jury in New York included: James Biber, Pentagram, New York; Jennifer M. Carpenter, Truck Product Architecture; Jeremy A. Hill, bulthaup Corporation; Tom Revelle, Humanscale; and Suzanne Tick, Suzanne Tick, Inc. The 2008 Jury in Los Angeles included: Ann Orion Eknoji, Vice President, American Institute of Graphic Artists, Los Angeles; Paul Gonzalez, Yazdani Studio of Cannon Design; Dorothy Ottolia, Interim Chair, Department of Design, California State University; Eric Olson, Stuart Karten Design; and Sandy Wilson, bulthaup Corporation in Los Angeles.

The program was 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.

“The 2008 jury was most interested in designs for sustainability and for environmental concerns,” states Ioannis Karalias, Museum Vice President, The Chicago Athenaeum. “Other companies are simply synonymous with **GOOD DESIGN**,” adds Karalias, noting Hewlett-Packard that received three awards for their new computer systems and Apple Computer, Inc. that swept up seven awards for products ranging from the new Mac Book Air to the Apple IPOD Touch—designs led by Apple Computer’s young British designer, Jonathan Ives.”

“Awarded 2008 designs from Milan, London, Amsterdam, Brussels, Singapore, Bangkok, Shanghai, Taipei, Dublin, Barcelona, Helsinki, Warsaw, Stuttgart, Moscow, Vienna, Stockholm, Tel Aviv, Istanbul, Turkey, Athens, Greece, and Beirut, Lebanon, signify that **GOOD DESIGN**—for the first time in human history—is a worldwide phenomenon,” states Narkiewicz-Laine.

“In a world where design and innovation now moves faster than the speed of light, after almost 60 years, **GOOD DESIGN** remains the most coveted design prize for the most innovative and advanced design produced worldwide,” adds Narkiewicz-Laine.

All winning designs for **GOOD DESIGN** 2008 can be viewed at the Museum’s website: www.chi-athenaeum.org.

All products and graphics will be exhibited at The Chicago Athenaeum in the **GOOD DESIGN** Show for 2009 in Chicago in June, 2009.

The deadline for **GOOD DESIGN** 2009 is July 1, 2009. Applications can be made on line at the Museum’s website.

For more information or publication of the Museum’s **GOOD DESIGN**™ Logo designed by Mort Goldscholl in 1950, contact Lary L. Sommers, Director of Administration/Marketing: lary@chicagoathenaeum.org

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