

## PRESS KIT



International  
Forum  
Design

## iF product design award 2011

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#### **For further information:**

**iF International Forum Design GmbH**  
Dirk Bartelsmeier, Sabine Böhmer,  
Anja Delecate  
Messegelaende  
30521 Hannover, GERMANY  
phone +49.511.89-32404/-428/-419  
fax +49.511.89-32406  
dirk.bartelsmeier@ifdesign.de  
sabine.boehmer@ifdesign.de  
anja.delecate@ifdesign.de  
www.ifdesign.de

#### **Editorial contact:**

**iF press office**  
Claudia Neumann Communication GmbH  
Silke Becker, Sandy Pfessdorf  
Eigelstein 103-113  
50668 Cologne, GERMANY  
phone +49.221.913949-0  
fax +49.221.913949-19  
iF@neumann-luz.de

## PRESS RELEASE [1]

Hannover, 1 March 2011

**“The revival of brands has begun”, says the jury of the iF product design award 2011. The 50 gold award winners of the iF product design award 2011 were presented with the coveted trophy at the grand awards ceremony in Hanover.**

The 50 gold award winners in the iF product design award 2011 were announced on the opening day of CeBIT.

Manufacturers, creatives and the design-interested public all came together to celebrate design excellence. The ‘get together’ following the awards ceremony was a platform for the exchange of knowledge and experience, as well as for discussions on current and future design trends. The **993 iF product design award 2011 winners** are currently on show in the Hannover exhibition center.

At the end of November 2010, a number of international experts met over two days of exciting discussion to decide on the best designs: the jury selected their favorites from a total of 2,756 entries by 1,121 participants from 43 countries. 993 entries received the renowned seal of excellence, the iF product design award. According to the jury, there was a noticeable “revival of brands”. Many well-known companies, and especially those with longstanding traditions, are increasingly refocusing on their own brand values and know-how that made them the successful manufacturers they are today. “In this year’s award, there were several extremely good examples of designs in which the brand philosophy of a company was communicated in a particularly successful fashion”, said the jurors.

The jury applied their expert knowledge in **16 categories** and summarized the design quality of the entries to the **iF product design award 2011** by stating that, particularly in times of economic upheaval, design represented a crucial factor with regards to value creation and market success. In many of the submitted products, design clearly was the benchmark aspect.

The **16 categories** in the iF product design award 2011:

01. transportation design
02. leisure / lifestyle
03. audio / video
04. telecommunications
05. computer
06. office / business
07. lighting
08. furniture / home textiles
09. kitchen / household
10. bathroom / wellness
11. buildings
12. public design / interior design
13. medicine / health+care
14. industry / skilled trades
15. special vehicles / construction / agriculture
16. advanced studies

**For further information:**

**IF International Forum Design GmbH**  
Dirk Bartelsmeier, Sabine Böhmer,  
Anja Delecate  
Messegelaende  
30521 Hannover, GERMANY  
phone +49.511.89-32404/-428/-419  
fax +49.511.89-32406  
dirk.bartelsmeier@ifdesign.de  
sabine.boehmer@ifdesign.de  
anja.delecate@ifdesign.de  
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Silke Becker, Sandy Pfessdorf  
Eigelstein 103-113  
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phone +49.221.913949-0  
fax +49.221.913949-19  
if@neumann-luz.de



The jury's evaluation criteria included design quality, finish, choice of materials, degree of innovation, environmental impact, functionality, ergonomics, visualization of intended use, safety, brand value + branding and aspects of universal design.

### The Jury

Like last year, the jury convened at the Hanover exhibition center with **Fritz Frenkler** (f/p design, Munich/GERMANY) as chair: **Arni Aromaa** (Pentagon Design Ltd., Helsinki/FINLAND), **Christoph Böninger** (Auerberg Produkte, Munich/GERMANY), **Dr. Marc Brunner** (Brunner GmbH, Rheinau-Freistett/GERMANY), **Thorsten Frackepohl** (Frackepohl Poulheim, Cologne/GERMANY), **Bernhard Geisen** (Geisendesign, Essen/GERMANY), **Kisten Hoppert** (Studio Vertijet, Halle/GERMANY), **James Irvine** (James Irvine S.r.l., Milan/Italy), **Jens Korte** (Jens Korte Design, Hamburg/GERMANY), **Jürgen Laub** (Jehs + Laub GbR, Stuttgart/GERMANY), **Glen Oliver Löw** (Glen Oliver Löw Industrial Design, Hamburg/GERMANY), **Carl Gustav Magnusson** (C.G. Magnusson Design, New York/USA), **Eero Miettinen** (Form Office Finland Ltd., Helsinki/FINLAND), **Achim Nagel** (PRIMUS Development AG, Hamburg/GERMANY), **Shiro Nakamura** (Nissan Motor Co. Ltd., Kanagawa/JAPAN), **Stephan Niehaus** (Hilti Corporation, Schaan/LIECHTENSTEIN), **Friederike Plock-Girmann** (Volkswagen AG, Wolfsburg/GERMANY), **Hermann Rokitta** (ROKITTA Produkt- und Markenästhetik, Mülheim an der Ruhr/GERMANY), **Robert Sachon** (BSH Bosch und Siemens Hausgeräte GmbH, Munich/GERMANY), **Oki Sato** (Nendo, Tokyo/JAPAN), **Arne Schultchen** (feldmann+schultchen design studios GmbH, Hamburg/GERMANY), **Matt Sindall** (MATT SINDALL, Paris/FRANCE), **Prof. Martin Topel** (squareone GmbH, Düsseldorf/GERMANY), **John Walsh** (Made, Dublin/IRELAND), **Christian Werner** (Christian Werner Industrial Design, Hollenstedt, Appel/GERMANY) and **Theo Williams** (THEO WILLIAMS, London/UNITED KINGDOM) selected the 993 winners of the iF product design award 2011.

**>> The iF product design award yearbook 2011 was published on 1st March 2011, the day of the awards ceremony. All award-winning products can also be viewed in the iF online exhibition at: [www.ifdesign.de](http://www.ifdesign.de).**

The registration deadline for the iF product design award 2012 is 31st August 2011. Entry and participation criteria are available from March 2011 at the iF website: [www.ifdesign.de](http://www.ifdesign.de).

For further information and images please contact:

iF press office  
Cologne | Hannover

**Silke Becker, Sandy Pfessdorf**  
Claudia Neumann Communication GmbH  
Eigelstein 103-113  
50668 Cologne/GERMANY  
phone +49.221.913949-0 / fax +49.221.913949-19  
[if@neumann-luz.de](mailto:if@neumann-luz.de)

For further information:

iF International Forum Design GmbH  
Dirk Bartelsmeyer, Sabine Böhrmer,  
Anja Deleate  
Messegelaende  
30521 Hannover, GERMANY  
phone +49.511.89-32404/-428/-419  
fax +49.511.89-32406  
[dirk.bartelsmeyer@ifdesign.de](mailto:dirk.bartelsmeyer@ifdesign.de)  
[sabine.boehmer@ifdesign.de](mailto:sabine.boehmer@ifdesign.de)  
[anja.deleate@ifdesign.de](mailto:anja.deleate@ifdesign.de)  
[www.ifdesign.de](http://www.ifdesign.de)

Editorial contact:  
**iF press office**  
Claudia Neumann Communication GmbH  
Silke Becker, Sandy Pfessdorf  
Eigelstein 103-113  
50668 Cologne, GERMANY  
phone +49.221.913949-0  
fax +49.221.913949-19  
[if@neumann-luz.de](mailto:if@neumann-luz.de)

## PRESS RELEASE [2]

Hannover, 1 March 2011

### **The 50 gold award winners in the iF product design award 2011 (Ordered in categories as on the winners' list on the press CD)**

**Entry: BMW 5 Series Touring I Car**  
**Category: 01. transportation design**  
**Company/Manufacturer: BMW AG, Munich/GERMANY**  
**Design: BMW Group Design, Munich/GERMANY**

"A fantastic all-round automobile. Its proportions, surfaces and sculpting hang together beautifully. The 5 Series Touring is the natural development of its product line, displaying an unmistakable brand identity. The classic BMW lines have been beautifully handled and thought through, producing a perfect balance between novelty and sportiness. An outstanding iF gold award."

**Entry: KLIMAK 2K I Trike with rain cover**  
**Category: 02. leisure / lifestyle**  
**Company/Manufacturer: Hase Spezialräder, Waltrop/GERMANY**  
**Design: Hase Spezialräder, Waltrop/GERMANY**

"This trike with rain cover is pure class. Hase Spezialräder have produced a really high-class, easy-to-use product. It was fun to ride and it was unbelievably fast. It will provide limitless riding enjoyment for its users – of that you can be sure."

**Entry: impec I Roadbike**  
**Category: 02. leisure / lifestyle**  
**Company/Manufacturer: BMC trading AG Schweiz/SWITZERLAND**  
**Design: BMC trading AG Schweiz/SWITZERLAND I NOSE Design AG, Zurich/SWITZERLAND**

"This bicycle's carbon frame has been molded with infinite care. With a bicycle, it's about the form and the right balance between the correct frame strength and the layup – aspects that the impec has brought together in perfect harmony, right down to the choice of color scheme: the black and white perfectly complement the carbon, the lines and the graphics. A gorgeous lightweight that you just want to admire in the comfort of your living room: it's a piece of sculpture."

**Entry: Accu3D R Windbreaker I Windbreaker race**  
**Category: 02. leisure / lifestyle**  
**Company/Manufacturer: Shimano Inc, Osaka/JAPAN**  
**Design: Shimano Inc, Osaka/JAPAN**

"We only need to quote one figure to justify our iF gold award decision: at 27g / m<sup>2</sup>, this windbreaker is sensational! This type of materials innovation, teamed with design that produces something that's at the same time both practical and appealing, is well worthy of a design award."

#### For further information:

**iF International Forum Design GmbH**  
Dirk Bartelsmeier, Sabine Böhmer,  
Anja Deleate  
Messegelaende  
30521 Hannover, GERMANY  
phone +49.511.89-32404/-428/-419  
fax +49.511.89-32406  
dirk.bartelsmeier@ifdesign.de  
sabine.boehmer@ifdesign.de  
anja.deleate@ifdesign.de  
www.ifdesign.de

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**iF press office**  
Claudia Neumann Communication GmbH  
Silke Becker, Sandy Pfessdorf  
Eigelstein 103-113  
50668 Cologne, GERMANY  
phone +49.221.913949-0  
fax +49.221.913949-19  
iF@neumann-luz.de



**Entry: Canyon Aerorad CF I Racing bike**

**Category: 02. leisure / lifestyle**

**Company/Manufacturer: Canyon bicycles GmbH, Koblenz/GERMANY**

**Design: Vincenz Thoma, Canyon bicycles GmbH, Koblenz/GERMANY**

“With its beautiful lines, great ergonomics and intelligent details, the Aerorad is a worthy winner of an iF gold award. Many aerodynamic frames are rather heavy, but in contrast, Canyon have achieved a perfect balance between weight, esthetics and comfort.”

**Entry: Clever Little Bag I Shoe packaging system**

**Category: 02. leisure / lifestyle**

**Company/Manufacturer: PUMA, Boston, MA/USA**

**Design: Yves Behar, Josh Morenstein, Nick Cronan, Seth Murray, fuseproject, San Francisco, CA/USA | PUMA, Boston, MA/USA**

“A really simple, double-use solution using very little material: the shoes are not only carried home in the box, but can also be stored in it. In a time when we have to use energy and resources in a responsible way, contributions like PUMA's help to set standards, producing a fantastically implemented packaging solution!”

**Entry: FUSION AS CROSS KIT I Mountainbike jacket**

**Category: 02. leisure / lifestyle**

**Company/Manufacturer: W. L. Gore & Associates GmbH, Feldkirchen-Westerham/GERMANY**

**Design: Clemens Deilmann, Karin Larisch, W. L. Gore & Associates GmbH, Feldkirchen-Westerham/GERMANY**

“This mountain bike jacket is equipped with protectors, precisely placed to stave off those encounters with branches or thorns or the like. The specialized, breathable material has been specially chosen for its protective qualities and is intelligently and innovatively implemented.”

**Entry: QPT-231 I Mini projector**

**Category: 03. audio / video**

**Company/Manufacturer: Qisda Corporation, Taipei/TAIWAN**

**Design: Qisda / QisDesign, Taipei/TAIWAN**

“This is a really compact product, with an incredibly slim profile. This product won the jury over with its simple formal language and its air of solidity and strength. It's an extremely intelligent solution to the problems posed by a product of this type.”

**For further information:**

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Dirk Bartelsmeier, Sabine Böhrer,  
Anja Delecate  
MesseGelaende  
30521 Hannover, GERMANY  
phone +49.511.89-32404/-428/-419  
fax +49.511.89-32406  
dirk.bartelsmeier@ifdesign.de  
sabine.boehmer@ifdesign.de  
anja.delecate@ifdesign.de  
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Claudia Neumann Communication GmbH  
Silke Becker, Sandy Pfessdorf  
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if@neumann-luz.de

**Entry: Individual Line I TV**

**Category: 03. audio / video**

**Company/Manufacturer: Loewe AG, Kronach/GERMANY**

**Design: Phoenix Design, Stuttgart/GERMANY**

“This new line from Loewe is remarkably individual: it can be expanded any time the user wants, and impresses with its clear, unmistakable Loewe design of outstanding quality. Loewe's decision to use Phoenix design has paid off over the years: congratulations to both of them!”

**Entry: NEX-VG10 Handycam I Interchangeable lens HD Camcorder**

**Category: 03. audio / video**

**Company/Manufacturer: SONY Corporation, Tokyo/JAPAN**

**Design: Shin Miyashita, SONY Corporation, Tokyo/JAPAN**

“This camcorder perfectly answers the demands of both professionals and amateurs alike. The design is seamlessly executed, and even though it's a product with a complex control interface, the details have been thoughtfully implemented. A coherent, highly functional design with the highest esthetic standards – the perfect combination to win an iF gold award.”

**Entry: BRAVIA NX800 Series I LCD HD TV**

**Category: 03. audio / video**

**Company/Manufacturer: SONY Corporation, Tokyo/JAPAN**

**Design: Yuki Kubota, SONY Corporation, Tokyo/JAPAN**

“This product is really consistently designed. With this type of television set, the legs are often the problem: they're just ugly. Here a convincing and consistent solution has been found.”

**Entry: NEX-5 I Interchangeable lens digital camera**

**Category: 03. audio / video**

**Company/Manufacturer: SONY Corporation, Tokyo/JAPAN**

**Design: Noriagi Takagi, SONY Corporation, Tokyo/JAPAN**

“This extremely compact digital camera simply oozes quality. Its body shows many innovations in comparison with others on the market, with many interesting new features. The fluted-plastic handgrip, for example, and the slip-resistant rubber pad for your thumb on the back.”

**For further information:**

**iF International Forum Design GmbH**  
Dirk Bartelsmeier, Sabine Böhrer,  
Anja Delecate  
MesseGelaende  
30521 Hannover, GERMANY  
phone +49.511.89-32404/-428/-419  
fax +49.511.89-32406  
dirk.bartelsmeier@ifdesign.de  
sabine.boehmer@ifdesign.de  
anja.delecate@ifdesign.de  
www.ifdesign.de

**Editorial contact:**

**IF press office**  
Claudia Neumann Communication GmbH  
Silke Becker, Sandy Pfessdorf  
Eigelstein 103-113  
50668 Cologne, GERMANY  
phone +49.221.913949-0  
fax +49.221.913949-19  
if@neumann-luz.de



**Entry: GXR I Interchangeable camera system**

**Category: 03. audio / video**

**Company/Manufacturer: Ricoh Company Ltd, Tokyo/JAPAN**

**Design: Akira Momose, Masahiro Kurita, Tatsuo Okuda, Mayu Takano, Corporate Design Center, Ricoh Company Ltd, Yokohama-shi, Kanagawa/JAPAN**

"For the first time we have a product that professionally answers the problems posed by technological progress and obsolescence. The GXR interchangeable camera system has an accomplished level of finish, and, from a tactile perspective, is a joy. As soon as you pick it up, you notice that the designers have really thought about the process of photography, and not simply gone for styling. A fantastic iF award."

**Entry: VPL-FX500L/VPL0FX30 I Data projector**

**Category: 03. audio / video**

**Company/Manufacturer: SONY Corporation, Tokyo/JAPAN**

**Design: Shigenori Yoshida, Arinobu Ueda, SONY Creativeworks Corporation, SONY Corporation, Tokyo/JAPAN**

"This data projector discreetly fits in to any surrounding, blending in with the space: a brilliant triumph of high-end technology. The product is immediately recognizable as an independent Sony product, underlining the company's design language. With its smooth, connection-free back it does away with the unsightly muddle of rows of connectors. All technical design should be this restrained!"

**Entry: UE55C9000 I 3D LED TV**

**Category: 03. audio / video**

**Company/Manufacturer: SAMSUNG Electronics, Seoul/SOUTH KOREA**

**Design: Kyoung-hoon Kim / Yun-je Kang, SAMSUNG Electronics, Seoul/SOUTH KOREA**

"A combination of minimal design, a very flat screen and outstanding technical quality make this 3D LED television a deserving winner of an iF gold award! We were stunned by the minimal use of materials, energy efficiency and multimedia capabilities. A deserving gold award winner!"

**Entry: iPod Touch I Digital music player**

**Category: 03. audio / video**

**Company/Manufacturer: Apple, Inc., Cupertino, CA/USA**

**Design: Industrial Design Team, Apple, Inc., Cupertino, CA/USA**

"Well, you could be mean and say it's boring, awarding yet another iF gold award to an Apple product, but you couldn't be further from the truth. When it's so clear that the design of a product has set the benchmark for the market and still maintains, even perfects, its design of the highest, most refined quality, it really can be said to represent the 'state of the art'. You simply have to acknowledge the subtle joy that playing with this device brings to every user, let alone the stunning implementation of everything that makes this product what it is!"

**For further information:**

**iF International Forum Design GmbH**  
Dirk Bartelsmeier, Sabine Böhmer,  
Anja Deleate  
Messegelaende  
30521 Hannover, GERMANY  
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fax +49.511.89-32406  
dirk.bartelsmeier@ifdesign.de  
sabine.boehmer@ifdesign.de  
anja.deleate@ifdesign.de  
www.ifdesign.de

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**iF press office**  
Claudia Neumann Communication GmbH  
Silke Becker, Sandy Pfessdorf  
Eigelstein 103-113  
50668 Cologne, GERMANY  
phone +49.221.913949-0  
fax +49.221.913949-19  
if@neumann-luz.de



**Entry: iPod nano I Digital music player**

**Category: 03. audio / video**

**Company/Manufacturer: Apple, Inc., Cupertino, CA/USA**

**Design: Industrial Design Team, Apple, Inc., Cupertino, CA/USA**

“The iPod – the product of the 21st century. The unmistakable Apple design has here been thought out to the last detail. The integration of the touch-screen technology into a music player is a thorough success and a logical extension of Apple’s overall product strategy. There’s almost nothing that can compete with this iF gold award winner!”

**Entry: emporiaELEGANCE I Mobile phone**

**Category: 04. telecommunications**

**Company/Manufacturer: emporia Telecom, Linz/AUSTRIA**

**Design: Mango Design, Braunschweig/GERMANY**

“‘Universal Design’ is still an overriding theme, one that emporiaELEGANCE have dedicated themselves to. The large buttons, the large, high-contrast display and the hearing aid compatible loudspeaker permit those with physical limitations to easily use this device on a day-to-day basis. The design and finish are also impressive.”

**Entry: PICO phone (S100) I Mobile phone**

**Category: 04. telecommunications**

**Company/Manufacturer: LG Electronics, Seoul/SOUTH KOREA**

**Design: Kang Heui Cha, Kim Hing Sik, LG Electronics, Seoul/SOUTH KOREA**

“A tiny cell phone that pays special attention to the interface between display, keyboard and speaker. Although another company is setting the standards in this sector, this product has managed to develop an identity all its own. Its almost sculptural appearance is particularly successful.”

**Entry: iPhone 4 I Mobile phone**

**Category: 04. telecommunications**

**Company/Manufacturer: Apple, Inc., Cupertino, CA/USA**

**Design: Industrial Design Team, Apple, Inc., Cupertino, CA/USA**

“That the iPhone represents a benchmark in mobile telecoms is beyond question. The fact that we’ve recognized this evolution of the product line is down to the precise implementation of design and technology that Apple has so consistently maintained. With its tactile and material qualities, the iPhone 4 wins over everyone who sees it, and its features are clearer and better implemented than ever before.”

**For further information:**

**iF International Forum Design GmbH**  
Dirk Bartelsmeier, Sabine Böhrer,  
Anja Deleate  
Messegelaende  
30521 Hannover, GERMANY  
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fax +49.511.89-32406  
dirk.bartelsmeier@ifdesign.de  
sabine.boehmer@ifdesign.de  
anja.deleate@ifdesign.de  
www.ifdesign.de

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Claudia Neumann Communication GmbH  
Silke Becker, Sandy Plessdorf  
Eigelstein 103-113  
50668 Cologne, GERMANY  
phone +49.221.913949-0  
fax +49.221.913949-19  
iF@neumann-luz.de





**Entry: Nobility Series N004 | USB flash drive**

**Category: 05. computers**

**Company/Manufacturer: A-DATA Technology Co., Ltd., Taipei/TAIWAN**

**Design: A-DATA Technology Co., Ltd., Taipei/TAIWAN**

"Thanks to its choice of materials, this metal USB stick is highly recyclable and reduced to the essentials. It couldn't be any more minimal, and the product stands out from everything else in this sector. Congratulations on a well-deserved iF gold award!"

**Entry: USB-Clip | USB flash drive**

**Category: 05. computers**

**Company/Manufacturer: Freecom Technologies GmbH, Berlin/GERMANY**

**Design: Arman Emami, Sagross Design Office GmbH, Emamidesign, Berlin/GERMANY**

"This USB stick is actually a clip, and cleverly plays with the invisibility of this medium. You can, for example, clip important information onto a business card and you can customize the stick with your own CI and branding. The product's restrained design language increases the scope of its use: a beautiful, contemporary 'must-have' product."

**Entry: NET | 2.5" HDD silicon enclosure**

**Category: 05. computers**

**Company/Manufacturer: IN WIN Development Inc., Taoyuan/TAIWAN**

**Design: Yuyu Huang, Sharon Liao, IN WIN Development Inc, Taoyuan/TAIWAN**

"NET makes your daily routine more colorful and comfortable. The elastic silicone net goes around a 2.5" hard-drive casing and, in addition, the anti-slip protective material makes for secure transport. On top of that, the silicone housing has a USB port that allows easy connection between hard drive and PC. A well thought-out product that brightens and enriches your day."

**Entry: QTD-402 | LED monitor**

**Category: 05. computers**

**Company/Manufacturer: Qisda Corporation, Taipei/TAIWAN**

**Design: Qisda / QisDesign, Taipei/TAIWAN**

"This product stands out thanks to its restrained, unprepossessing but at the same time innovative design that impresses with its simple, smart mounting. A product that is beautifully detailed and that really shows off the advantages of LED technology."

**For further information:**

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Dirk Bartelsmeier, Sabine Böhmer,  
Anja Delecate  
Messagelaende  
30521 Hannover, GERMANY  
phone +49.511.89-32404/-428/-419  
fax +49.511.89-32406  
dirk.bartelsmeier@ifdesign.de  
sabine.boehmer@ifdesign.de  
anja.delecate@ifdesign.de  
www.ifdesign.de

**Editorial contact:**

**iF press office**  
Claudia Neumann Communication GmbH  
Silke Becker, Sandy Pfessdorf  
Eigelstein 103-113  
50668 Cologne, GERMANY  
phone +49.221.913949-0  
fax +49.221.913949-19  
if@neumann-luz.de

Entry: **MD2306X6 I LCD monitor**

Category: **05. computers**

Company/Manufacturer: **SAMSUNG Electronics, Seoul/SOUTH KOREA**

Design: **Sang-il Park / Young-jin Seo, SAMSUNG Electronics, Seoul/SOUTH KOREA**

"The size of this LCD monitor is really impressive and reminiscent of a medieval altar: very ergonomic and multifunctional. Extremely narrow bezels allow the picture to stretch seamlessly over six individual monitors, producing a monitor that offers a comprehensive overview, either for gaming or for business."

Entry: **Magic Trackpad I Input device**

Category: **05. computers**

Company/Manufacturer: **Apple, Inc., Cupertino, CA/USA**

Design: **Industrial Design Team, Apple, Inc., Cupertino, CA/USA**

"The trackpad is a logical development of gesture-based input. The finish and material quality of this multi-touch device are simply perfect."

Entry: **Mac Mini I Computer**

Category: **05. computers**

Company/Manufacturer: **Apple, Inc., Cupertino, CA/USA**

Design: **Industrial Design Team, Apple, Inc., Cupertino, CA/USA**

"This Mac Mini is a wonderful development of the previous model: it just makes you want to reach out and touch it, with the lines of its machined housing and its air of quality, that arises from its perfect detailing. Even the underside is beautiful: something you don't see often in product design."

Entry: **iPad I Mobile device**

Category: **05. computers**

Company/Manufacturer: **Apple, Inc, Cupertino, CA, USA**

Design: **Industrial Design Team, Apple, Inc., Cupertino, CA/USA**

"It stirs emotions, it invites you to play, work, read books and its design could hardly be any better. Every way you look at it, the iPad delights, from the multi-touch technology through to the exquisite finishing and esthetics. A product like this has to win an iF award."

Entry: **SPHERE, DOME, BUCKET I Illumination**

Category: **07. lighting**

Company/Manufacturer: **Panasonic Electric Works Co., Ltd., Osaka/JAPAN**

Design: **Naoto Fukasawa, NAOTO FUKASAWA DESIGN, Tokyo/JAPAN**

"With his Sphere, Dome and Bucket, Naoto Fukasawa has created an energy-saving lighting system with minimal environmental impact. Innovative and groundbreaking. Everything is beautifully designed, and the way in which it illuminates without casting intrusive shadows is superb. A Japanese lighting solution of pure design, that absolutely delights: gold, no question."

**For further information:**

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Anja Deleate  
Messegelaende  
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anja.deleate@ifdesign.de  
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**Editorial contact:**  
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Claudia Neumann Communication GmbH  
Silke Becker, Sandy Pfessdorf  
Eigelstein 103-113  
50668 Cologne, GERMANY  
phone +49.221.913949-0  
fax +49.221.913949-19  
if@neumann-luz.de

**Entry: StyLID I LED accent lighting system**

**Category: 07. lighting**

**Company/Manufacturer: Royal Philips Electronics, Eindhoven/NETHERLANDS**

**Design: Stefano Marzano, Design Team, Philips Design, Eindhoven/NETHERLANDS**

“With this LED spotlight family, Philips has created the first true variable-LED solution that meets the challenges of both excellent light quality and energy efficiency. Sleek and beautifully finished, it has anti-glare characteristics with varying angle spreads. Beautiful and groundbreaking, especially suited for lighting in retail premises.”

**Entry: 7000 I Shelving system**

**Category: 08. furniture / home textiles**

**Company/Manufacturer: Thonet GmbH, Frankenberg/GERMANY**

**Design: Fritz Frenkler, Anette Ponholzer, f/p design GmbH/GERMANY**

“It’s very difficult to design a simple shelving system, without it looking like one designed for use in a storage facility. This system plays with a few classical elements – wooden boards and steel tubing – and every detail is perfectly resolved, making the shelving system simultaneously both classic and modern.”

**Entry: Egon I Table**

**Category: 08. furniture / home textiles**

**Company/Manufacturer: Nils Holger Moormann GmbH, Aschau im Chiemgau/GERMANY**

**Design: Franz Volhard, Darmstadt/GERMANY**

“This table has a cleverly designed frame, made from solid ash that can be assembled into a stable finished product without using a single screw. This is achieved by using pretensioning and the natural elasticity of the wood. Really clever and – like all of Moormann’s designs – esthetically stunning.”

**Entry: SLIM I Folding chair**

**Category: 08. furniture / home textiles**

**Company/Manufacturer: SHIANG YE IND. Co, Ltd., Kaohsiung/TAIWAN**

**Design: SHIANG YE IND. Co, Ltd., Kaohsiung/TAIWAN**

“The principle is well known, but the special thing about this chair is that it folds up to be only 2cm thin whilst still maintaining an overall high quality look and feel: simple, elegant and stunning.”

**Entry: DC09 I Chair**

**Category: 08. furniture / home textiles**

**Company/Manufacturer: Miyazaki Chair Factory Co, Ltd, Naruto-shi/JAPAN**

**Design: Kyoko Inoda, Nils Sveje, Inoda Sveje, Milan/ITALY**

“This is a wonderfully finished wooden chair, with fantastic proportions and a sensuously sculpted seat – sensuous and exceptional.”

**For further information:**

**iF International Forum Design GmbH**  
Dirk Bartelsmeier, Sabine Böhmer,  
Anja Delecate  
MesseGelaende  
30521 Hannover, GERMANY  
phone +49.511.89-32404/-428/-419  
fax +49.511.89-32406  
dirk.bartelsmeier@ifdesign.de  
sabine.boehmer@ifdesign.de  
anja.delecate@ifdesign.de  
www.ifdesign.de

**Editorial contact:**  
**iF press office**  
Claudia Neumann Communication GmbH  
Silke Becker, Sandy Pfessdorf  
Eigelstein 103-113  
50668 Cologne, GERMANY  
phone +49.221.913949-0  
fax +49.221.913949-19  
if@neumann-luz.de

**Entry: Steamer Set I Steamer set**

**Category: 09. kitchen / household**

**Company/Manufacturer: JIA Inc. Ltd., Hong Kong/HONG KONG**

**Design: Office For Product Design, JIA Inc. Ltd, Hong Kong/HONG KONG**

“A simple, honest, unfussy product – but an extremely functional one. This solution is a logical development of traditional Asian steam cooking, and the material combination of terracotta and bamboo harks back to these origins, but without imitation or exaggeration. Beautiful and simple: an iF gold award!”

**Entry: CX 480 I Full-surface induction cooktop**

**Category: 09. kitchen / household**

**Company/Manufacturer: Gaggenau Hausgeräte GmbH, Munich/GERMANY**

**Design: Sören Strayle, Markendesign Gaggenau, Munich/GERMANY**

“This full-surface induction cooktop allows the user to slide the pans around over the cooking surface how they want. The cooking surface makes it possible to intuitively use the individual hobareas without having to think too much about it: here cooking can be just what it is – passionate and emotional. The technology takes back stage, although it's fully integrated into the whole. Perfect!”

**Entry: Inventum AquaSpot I Boling water faucet**

**Category: 09. kitchen / household**

**Company/Manufacturer: Inventum B.V, Houten/NETHERLANDS**

**Design: Mathis Heller, WeLL Design, Utrecht/NETHERLANDS**

“This really is an unobtrusive product, restrained and operated by a single button push, something you don't usually find in a market sector dominated by rather clunky products.”

**Entry: Twinline 2 I Shower tub**

**Category: 10. bathroom / wellness**

**Company/Manufacturer: Artweger GmbH & Co. KG, Bad Ischl/AUSTRIA**

**Design: Christoph Pauschitz, Christian Rukower, GP designpartners GmbH, Vienna/AUSTRIA**

“This combination shower / bathtub really impressed us, both technologically and esthetically. This is a truly new product that has been created to meet every design demand. This bath / shower tub will enrich any bathroom and is an outstanding example of good design that also meets the requirements of universal design.”

**For further information:**

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Dirk Bartelsmeier, Sabine Böhmer,  
Anja Deleate  
Messegelaende  
30521 Hannover, GERMANY  
phone +49.511.89-32404/-428/-419  
fax +49.511.89-32406  
dirk.bartelsmeier@ifdesign.de  
sabine.boehmer@ifdesign.de  
anja.deleate@ifdesign.de  
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Claudia Neumann Communication GmbH  
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fax +49.221.913949-19  
if@neumann-luz.de

Entry: **KABA Digitalzylinder I Digital cylinder lock**

Category: **11. buildings**

Company/Manufacturer: **KABA AG, Rümlang/SWITZERLAND**

Design: **Process Design AG, Lucerne 5/SWITZERLAND**

"Here, the operating interface has been reduced to the cylinder of the lock, and this reduction is the essence of the whole family of products. Although this is a digital lock cylinder, its operation is easily learnt and safe to use. A simple and beautiful product in a sector where technology usually doesn't come with such refined quality."

Entry: **Healthcare Window**

Category: **11. buildings**

Company/Manufacturer: **LG Hausys, Ltd., Seoul/SOUTH KOREA**

Design: **Kang hyo Lee, Hyung geun Kim, Dong woo Shin, Hong jun Min, LG Hausys, Ltd., Seoul/SOUTH KOREA**

"The unimaginably tall buildings in Asian cities often cause problems with ventilation for their inhabitants, necessitating the installation of energy-inefficient airconditioning systems. This Healthcare Window is the first to produce automatic circulation without having to open the window. A coherent design, additionally bringing soft birdsong to nature-deprived city environments. A fantastic architectonic solution!"

Entry: **Fabric Garden I Surface textile**

Category: **11. buildings**

Company/Manufacturer: **Taiwan Textile Research Institute, Tucheng City/TAIWAN**

Design: **GIXIA Innovation Co., Ltd., Jhubei City, Hsinchu County/TAIWAN**

"Here, the designers have created a green facade with real plants – what a wonderful, charming and engaging idea! This hyperbolic, three-dimensional surface textile can be stretched across different-shaped frames, offering green spaces for small balconies or large facades. Composite fibers impregnated with nutrients replace soil, and a water-supply system guarantees watering of the surfaces. A great leap towards vertical, architectonic gardens."

Entry: **Containerpool I Swimming pool**

Category: **12. public design / interior design**

Company/Manufacturer: **Nagel Baumaschinen Ulm GmbH, Ulm/GERMANY**

Design: **Nagel Baumaschinen Ulm GmbH, Ulm/GERMANY**

"The dumpster-swimming pool is a light-hearted idea with great added value, especially in view of the fact that there are so many shipping containers standing around unused, locking up lots of material. It's an innovative, intelligent and playful use of these objects, implemented in a high quality fashion. The container pool can be set up at events, and will no doubt be a real draw for visitors."

For further information:

IF International Forum Design GmbH  
Dirk Bartelsmeier, Sabine Böhmer,  
Anja Delecate  
Messegelaende  
30521 Hannover, GERMANY  
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fax +49.511.89-32406  
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phone +49.221.913949-0  
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if@neumann-luz.de

Entry: **WOOZEN Traffic light**

Category: **12. public design / interior design**

Company/Manufacturer: **LG Hausys, Seoul/SOUTH KOREA**

Design: **Kim Keuntae, Lee Hwayeon, Shin Dongwoo, Ighausys, Seoul/SOUTH KOREA**

“This is an amazing traffic light, interpreting the genre anew, but at the same time providing a real benefit in those cases where traffic lights are obscured from view. It looks like up until now, no-one, apart from LG Hausys, had given this problem a second thought. This makes this example from Seoul all the more impressive.”

Entry: **Avantgarde I Active lightweight wheelchair**

Category: **13. medicine / health+care**

Company/Manufacturer: **Otto Bock Mobility Solutions GmbH, Königsee/GERMANY**

Design: **Oliver Kretschmer, David Drobny, Otto Bock Mobility Solutions GmbH, Sinsheim/GERMANY**

“Otto Bock’s ‘Avantgarde’ active wheelchair impressed the jury with its modular design that adapts to both the ergonomic and the physical demands of the user. Thanks to its color scheme and its overall appearance, this active wheelchair is on a par with other items of sport and leisure equipment.”

Entry: **Superfocus I Adjustable focus eyeglasses**

Category: **13. medicine / health+care**

Company/Manufacturer: **Superfocus LLC, Van Nuys, CA/USA**

Design: **Stephen Kurtin, Superfocus LLC, Van Nuys, CA/USA**

“This really is a new invention, and a really helpful one at that: by using a special membrane that lies just in front of the glass lenses, the user can adjust the focus manually. The design is otherwise just like a normal pair of glasses, but totally cool and pared-down. A great product that really serves its target audience.”

Entry: **MM I Channel system**

Category: **14. industry / skilled trades**

Company/Manufacturer: **Hilti Corporation, Schaan/LIECHTENSTEIN**

Design: **Hilti Corporation, Schaan, LIECHTENSTEIN | Kiska, Anif, Salzburg/AUSTRIA**

“A channel system for sanitary, heating and ventilation applications that can be quickly and securely assembled. With its MM system, Hilti has skillfully demonstrated the combination of precise design with practical added value. Ease of use for contractors, practicability and safety: all these are convincingly brought together in this product, earning it a well-deserved gold award.”

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Dirk Bartelsmeier, Sabine Böhrer,  
Anja Delecate  
Messegelaende  
30521 Hannover, GERMANY  
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**Entry: Nishimura SpinChuck I Universal tool handle**

**Category: 14. industry / skilled trades**

**Company/Manufacturer: NISHIMURA JIG Co., Ltd, Kanazawa, Ishikawa/  
JAPAN**

**Design: Scala Design und technische Produkt, Böblingen/GERMANY**

"In this area, so it often seems, equipment has remained unchanged for hundreds of years, and there's little that can be done to improve upon them. But nothing could be further from the truth! This universal tool holder proves that functionality and esthetics can be significantly improved when the concept is right. A concept that finds a wonderful tactile and intuitive expression in this product."

**Entry: Storage system I Hooks and holders**

**Category: 14. industry / skilled trades**

**Company/Manufacturer: item Industrietechnik GmbH, Solingen/GERMANY**

**Design: Design department, item Industrietechnik GmbH, Solingen/GERMANY**

"These hooks and holders were made for use in an industrial context. That's what defines the design requirements: easy to use, easy to install, simple to clean, made from the right material – stainless steel, in this case – they should make the job easier. What else can you say, but: brilliantly conceived, simple, yet perfectly implemented and an brilliant example of the simplicity of perfect design, design that deserves an iF gold award!"

**Entry: bott vario I In-vehicle equipment**

**Category: 14. industry / skilled trades**

**Company/Manufacturer: Bott GmbH & Co. KG, Gaildorf/GERMANY**

**Design: Bott GmbH & Co. KG, Gaildorf, GERMANY I TEDES design team  
GmbH, Roth/GERMANY**

"Bott vario is a storage system for vehicles that intelligently facilitates everyday use. Concerns like loading safety, weight reduction and less time spent looking for items, as well as an optimal organization of space were at the fore during the design process. The result is outstanding and worthy of a gold award."

**Entry: Smiley Battery I Dry battery**

**Kategorie: 16. advanced studies**

**Company/Manufacturer: Yamamomo Design, Takasaki-City, Gunma-Prefecture/  
JAPAN**

**Design: Yamaguchi Katsuhiko & Ishii Momo, Yamamomo Design, Takasaki-  
City, Gunma-Prefecture/JAPAN**

"Smiley Battery is a small battery whose positive terminal forms a half-sphere and a plus sign is the electrical contact. A convex half-sphere containing a minus sign is scooped out at the other end: it's iconographically and semantically perfect. Thanks to these shapes, it's impossible to put these batteries in with the wrong polarity, since they won't make contact. This battery really is great! You have to ask why nobody thought of it sooner."

**For further information:**

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Dirk Bartelsmeier, Sabine Böhmer,  
Anja Deleate  
Messelgelaende  
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anja.deleate@ifdesign.de  
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**IF press office**  
Claudia Neumann Communication GmbH  
Silke Becker, Sandy Pfessdorf  
Eigelstein 103-113  
50668 Cologne, GERMANY  
phone +49.221.913949-0  
fax +49.221.913949-19  
if@neumann-luz.de

## PRESS RELEASE [3]



International  
Forum  
Design

Hannover, 1 March 2011

### Schedule of upcoming iF events

#### AWARD ANNOUNCEMENTS

**iF product design award 2012**  
**iF communication design award 2012**  
**iF material design award 2012**  
**iF packaging design award 2012**

Registration deadline: **31st August 2011**  
Jury session: **October 2011**  
Awards ceremony: **10th February 2012, BMW Welt, Munich**

**>> Online registration form at: [www.ifdesign.de](http://www.ifdesign.de)**

#### AWARDS CEREMONIES

**iF communication design award 2011**  
The awards ceremony, including the announcement of the **30 iF gold award** winners, will take place on **18th March 2011** at **BMW Welt, Munich**.

**iF packaging award 2011**  
The awards ceremony, including the announcement of the **5 iF gold award** winners, will take place on **12th March 2011** at **interpack Düsseldorf**.

#### EXHIBITIONS

**iF product design award 2011 and iF material award 2011**  
The award-winning entries in the iF product design award 2011 and the iF material award 2011 will be exhibited until **03 June 2011** at the Hannover exhibition center.

**iF packaging award 2011**  
The award-winning entries in the iF packaging award 2011 **will be presented to the visitors of interpack** at the Düsseldorf exhibition center.

#### For further information:

**iF International Forum Design GmbH**  
Dirk Bartelsmeier, Sabine Böhmer,  
Anja Delecate  
MesseGelaende  
30521 Hannover, GERMANY  
phone +49.511.89-32404/-428/-419  
fax +49.511.89-32406  
[dirk.bartelsmeier@ifdesign.de](mailto:dirk.bartelsmeier@ifdesign.de)  
[sabine.boehmer@ifdesign.de](mailto:sabine.boehmer@ifdesign.de)  
[anja.delecate@ifdesign.de](mailto:anja.delecate@ifdesign.de)  
[www.ifdesign.de](http://www.ifdesign.de)

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Claudia Neumann Communication GmbH  
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Eigelstein 103-113  
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fax +49.221.913949-19  
[if@neumann-luz.de](mailto:if@neumann-luz.de)