

31 Design Awards

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Today

Jobs and Ive
Design Competitions

Jobs and Ive

Eventually he got himself fired (for being a jerk to everybody and wasting money making the factories look cool, including white glove dust checks), started NEXT computers, helped found Pixar, and then came back to Apple in 1997, where he worked with industrial designer Jonny Ive on iMac and subsequent products.

Jonathan Ive

https://en.wikipedia.org/wiki/Jonathan_Ive

Sir Jonathan Paul Ive, KBE (born 27 February 1967)[3] is a British designer and the Chief Design Officer (CDO) of Apple Inc. He oversees the Apple Industrial Design Group and also provides leadership and direction for Human Interface software teams across the company. Ive is the designer of many of Apple's products, including the MacBook Pro, iMac, MacBook Air, Mac mini, iPod, iPod Touch, iPhone, iPad, iPad Mini, Apple Watch and iOS.

From <https://en.wikipedia.org/w/index.php?title=Jonathan_Ive&oldid=710842687>

Ive: "Why do we think that simple is good? Because with physical products, we have to feel we can dominate them. As you bring order to complexity, you find a way to make the product defer to you. Simplicity isn't just a visual style. It's not just minimalism or the absence of clutter. It involves digging through the depth of the complexity. To be truly simple, you have to go really deep. For example, to have no screws on something, you can end up having a product that is so convoluted and so complex. The better way is to go deeper with the simplicity, to understand the essence of a product in order to be able to get rid of the parts that are not essential." 'This was the fundamental principle that Jobs and Ive shared.' pg 343

Other Ive quotes: https://www.brainyquote.com/quotes/authors/j/jonathan_ive.html
<http://www.vanityfair.com/news/2015/10/jony-ive-steve-jobs-memories> 1:50

Design Award competitions

There are many design competitions in the areas of industrial, product and furniture design. The metrics used in the competitions are quite variable, and are generally described only in terms of the jurors; by looking at the jurors' work you can infer the values being judged.

Most of the competitions are being run by private organizations, with all the complications that can result; the judging may not be impartial. This is an opportunity to practice a bit of critical analysis, just as you would when evaluating a product review online. Can you trust the results? Maybe.

Two of the competitions are run by institutions, which may be more trustworthy. However, the metrics are still ruled by the juror selections.

These competitions are

- NDA National Design Awards
<https://www.cooperhewitt.org/national-design-awards/>
<http://ndagallery.cooperhewitt.org/>
The Cooper Hewett Design Museum which runs the competition is part of the Smithsonian, giving it some weight.
- "International Design Excellence Awards." *Industrial Designers Society of America - IDSA*. Accessed April 20, 2017.
<http://www.idsa.org/IDEA>.

- “International Design Excellence Awards.” *Industrial Designers Society of America - IDSA*. Accessed April 20, 2017. <http://www.idsa.org/IDEA>.
- The Industrial Designers Society of America is a professional society like any other (ASME or IEEE), which lends some credibility to this competition.

Other design award competitions:

- “iF Design Awards.” *iF WORLD DESIGN GUIDE*. Accessed April 20, 2017. <http://ifworlddesignguide.com/professional-awards-overview/>.
- “Product Categories | Red Dot Award: Product Design.” Accessed April 20, 2017. <http://red-dot.de/>
- “Edison Awards™ - Honoring Innovations and Innovators.” Accessed April 20, 2017. <http://www.edisonawards.com>.
- [pd/participate/categories/?lan](http://www.edisonawards.com)
- “German Design Awards.” Accessed April 20, 2017. <http://www.german-design-award.com/en/the-winners/gallery.html>.
- “Core77 Design Awards.” *Core77*. Accessed April 20, 2017. <http://designawards.core77.com>.
- “Announcing the Winners of the 2017 A’ Design Awards & Competition (Sponsor).” *Colossal*, April 18, 2017. <https://www.thisiscoolossal.com/2017/04/announcing-the-winners-of-the-2017-a-design-awards-competition-sponsor/>.
- “About - International Design Awards.” Accessed April 20, 2017. <https://idesignawards.com>
 - Not sure about this one. It gave an award to a strange concept: “Healthycare Toilet.” Accessed April 20, 2017. <https://idesignawards.com/winners/zoom2.php?eid=9-9451-15>.
- “European Product Design Awards.” Accessed April 20, 2017. <https://productdesignaward.eu/>.

Have a look, and see if you can find commonalities that suggest 'good design'.

Note that many of these competitions have a category for student work. All you need is a good set of plans!