



designBytes

Nov. 12. 2007

Welcome to *designBytes*, the electronic newsletter of the Industrial Designers Society of America (IDSA). Here's the latest design news, sneak peeks of features on IDSA's web site, links to interesting articles elsewhere and upcoming articles in *Design Perspectives* (DP), IDSA's newsletter.

- **A Commitment to Excellence:** No one would ever mistake Frank Nuovo, IDSA for Al Davis, yet the Oakland Raiders' mantra bears a strong resemblance to the designer's theory behind how design contributes to the development of a luxury brand. *Dexigner* interviewed the former head of design for Nokia as he initiates a new phase in his professional life: http://www.dexigner.com/design_news/frank-nuovo-interview.html.
- **Yellow and Blue Make Green:** If only sustainable business practices were as simple as a third grade art lesson. Alas, they are not. Thankfully, Arizona State University's Philip White, IDSA, the Emily Carr Institute's Louise St. Pierre, IDSA and Southern Illinois University's Steve Belletire, IDSA have developed a book of guidelines for the best sustainable practices. After *Metropolis Magazine* discovered the recently updated Okala Guide—published by IDSA's Ecodesign Section—they talked to White about the process behind standardizing green processes: <http://www.metropolismag.com/cda/story.php?artid=3037>.
- **The Discontented Designer:** Design, as so many media outlets tell us every day, has truly "arrived." So why are so many designers feeling ultimately dissatisfied with the results of today's "design society"? How can a designer be an agent of change to ensure that products and services are actually getting better? Join us on Wednesday, Nov. 14 when Teague's President and CEO John Barratt will talk about how designers can effectively operate in the age of design ubiquity. Call Donna at 703.707.6000 to register or visit: https://sslserver.com/idsa.org/absoluteftp/designer_spotlight_2007.htm.
- **Y Water? Y Not?:** If you missed fuseproject's Yves Behar, IDSA and Y Water founder Thomas Arndt explaining the holistic intentions behind their new kids' beverage at the Eastman Luncheon during CONNECTING'07, *BusinessWeek* follows up with the crafty story of how the new company hopes to corner the market for the kindergarten consumer: http://www.businessweek.com/innovate/content/nov2007/id2007119_387267.htm.
- **Right Brain, Meet Left Brain:** Design and engineering, according to some, are awkward bedfellows. Core77's Ian Curry explores the places where the two overlap in this heady new essay about the

beautiful struggle between the answer and the question:
http://www.core77.com/reactor/11.07_curry.asp.

- **Designing for Joe Rogan:** Design and art, depending on who you ask, are fearfully frequent bedfellows. Design trio Tony Dunne, Fiona Raby and Michael Anastassiades have encouraged that sleeping arrangement with a new exhibit at the Centre d'Art Contemporain in Geneva that seeks to provide product solutions to help conquer the fears of the average consumer.
<http://www.iht.com/articles/2007/11/09/style/DESIGN12.php>.
- **Designers Are Doing It for Themselves:** By "it," we mean producing and distributing their own designs—with a little help from budding indie design champion Lana Parker. She recently met up with some New Yorkers to share the story behind her new e-shop, urbanatics:
<http://www.apartmenttherapy.com/ny/ny-design-meetup/october-ny-design-meetup-lana-parkers-urbanatics-035939>.
- **Last Night a Toy Design Saved My Life:** Toy designer Bruce Lund, IDSA, of Lund & Co., shares the story of how he has carved out a career in ID despite the characterization of his drawing abilities as being very "stick-ish":
<http://instituteofdesign.typepad.com/idiom/2007/11/past-ider-bruce.html>.
- **Building a Better Boda Boda:** Western Washington University Professor Jason Morris, IDSA saw a photo of the bicycle taxis—also known as boda bodas—being operated in Uganda and recognized a real opportunity to design for an underserved portion of the "other 90%." Here's his story: <http://www.bellinghamherald.com/102/story/229078.html>.
- **Toward a More Sustainable Computer:** Dell has launched a new competition—endorsed by IDSA—to challenge designers to create computing technology whose carbon footprint is more Mary Lou Retton and less Shaquille O'Neal. The competition will open on Jan. 9, 2008 and close on Apr. 2, 2008. Get all the details and start prepping your entries today: <http://www.dell.com/DesignReGeneration>.
- **The Year of CCA:** It's been a rich twelve months for the California College of the Arts (CCA)—which has enjoyed a year-long celebration of its centennial. In this piece from the *New York Times*, we learn that the festivities are winding down and the Oakland Museum of California will be one of the last stops for the party:
http://www.nytimes.com/2007/11/11/arts/design/11hall.html?_r=1&ref=arts&oref=slogin.
- **Expect Green Things:** Toilets will flow lower and the materials used to build 80 new buildings will be recycled when Kohl's rolls out its next block of new stores in 28 states. The retailer is trying to set a good example and build on its young tradition as a leader in green practices.
<http://www.bizjournals.com/albuquerque/stories/2007/11/05/daily23.html>.
- **Speaking of Toilets:** Do public restrooms hold the key to developing

the universal formula for clean and effective service design? This blogger seems to think so: <http://www.getfreshminds.com/2007/11/think-about-the.html>.

- **Is There Life After a Cracked iPhone?:** While this designer tried to answer that question, a Michigan company thought it could fill a need for the iPhone repairs that Apple couldn't—or wouldn't—handle. The start-up repair service got a little more than it bargained for. <http://blog.wired.com/business/2007/11/melted-ipods-po.html>.
- **What's Happening in Your Chapter This Week?:**
 - **Nov. 12:** November Import: Astro's Brett Lovelady, IDSA (Chicago Chapter)
 - **Nov. 14:** IDSA Steering Committee Meeting (Oregon Chapter)
 - **Nov. 17:** Human-Centered Design Workshop Co-Hosted by HFES (NYC Chapter)

For more info, visit the Chapter Events Page at http://www.idsa.org/chap_events.htm. To include your upcoming event, please email it to designBytes@idsa.org.

- **POLL:** Visit the buzz at <http://www.idsa.org/buzz.htm> and answer today's question: "Is your sketch hand strong?"

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The Industrial Designers Society of America (IDSA) is committed to advancing the profession of industrial design through education, information, community and advocacy.