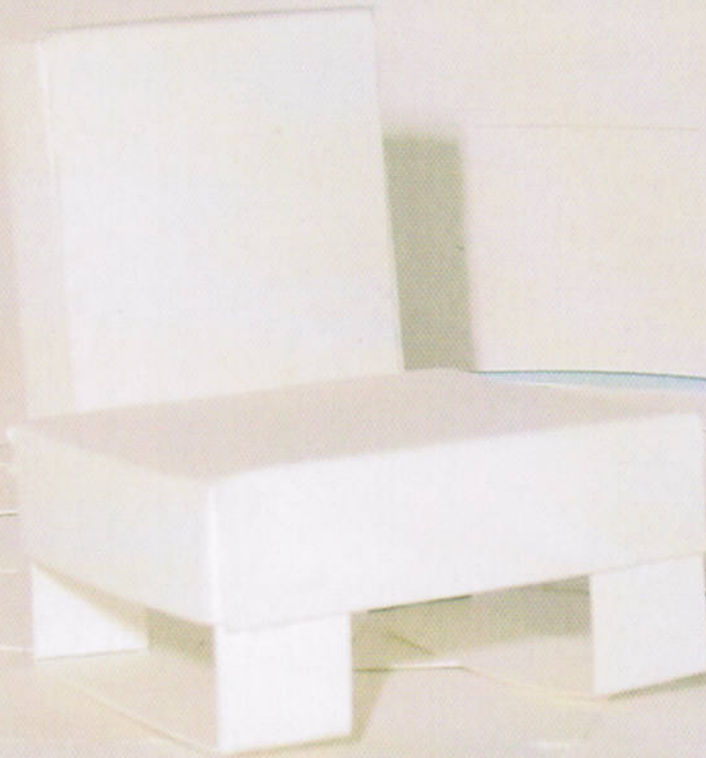


# contract



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Designers' Own Offices

**The Product Issue**

Industrial Designers

The Ones to Watch

Developing Environmental Awareness

2004 Source Guide

# Setting the Course

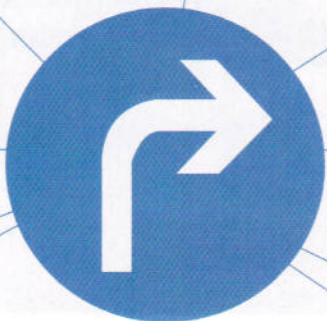
Armed with passion, commitment, ingenuity, and talent, these designers aim to make good design great

By Katie Weeks

What's the key to great design? Whether designing an ergonomic chair or a keyboard tray, it's the relentless pursuit of the new—new ideas, shapes, forms, and materials. The fight is a challenging one: There are tight budgets to surmount, curmudgeonly clients to convince, and molds to be broken. Luckily, there are designers out there who insist on pushing previous boundaries and raising the bar.

Of course, defining a great product isn't so much checking off a list of requirements—Is it green? Ergonomic? Attractive?—as it is a feeling deep down inside. When in the presence of truly innovative and creative objects or environments, you know it. "Design is a differentiator, regardless of price point, and if you do it right people will respond," notes Brian Graham, one of 10 designers profiled on the following pages.

From Niels Diffrient's Freedom Chair to Emanuela Frattini Magnusson's Spinneybeck Leather Tiles to Suzanne Tick's Imago surfacing for KnollTextiles, the work of these designers makes clients, colleagues, and average Joes not only notice great design, but appreciate it as well. For them, great design isn't an objective—it's a must. And for that, we recognize their dedication and willingness to make us all work a little harder. ■





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"I was always going to be an industrial designer," says David Allan Pesso. "It was in my DNA. Industrial design found me." No surprise then, that Pesso, managing principal of New Studio in Southern Florida, has already designed and licensed more than 130 products, including goods for AGI/KI, Epic Furniture Group, Herman Miller, Kimball Office Group, and Tuohy. "I constantly strive for clean reduced geometry, devoid of extraneous details and always with an emphasis on manufacturing economies," he says. In doing so, his style avoids a specific style label. "My goal is to remain a creative, strategic resource that consistently provides innovative, original, and value-added product content to my manufacturing partners," he says of the future.



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