

THE NEW **NEW** RULES OF BUSINESS

FAST COMPANY

COVER 1 OF 4
25TH
ANNIVERSARY
ISSUE

RULE — No. 3

Define

your

purpose

LEADERSHIP ADVICE
YOU NEED NOW

- 1 — BRING DEMOCRACY TO WORK
- 2 — INVEST IN COMMUNITY
- 4 — BE AUTHENTIC
- 5 — CURIOSITY IS CURRENCY
- 6 — CHANGE IS CONSTANT

PLUS

- ▶ ONE FACEBOOK, UNDER ZUCKERBERG
- ▶ THE BEST DESIGNS OF THE YEAR
- ▶ MAC AND CHEESE SAVES THE WORLD

\$7.99 US OCTOBER/NOVEMBER 2020
\$7.99 CANADA FASTCOMPANY.COM

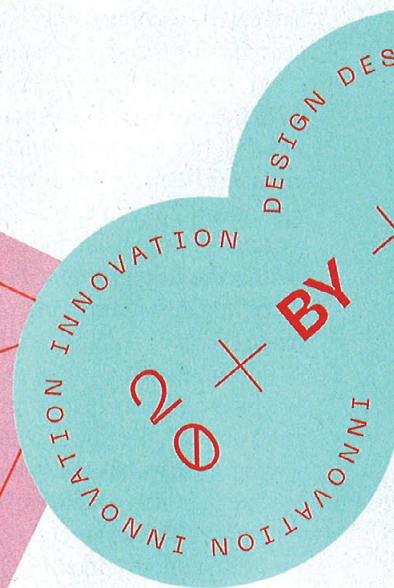
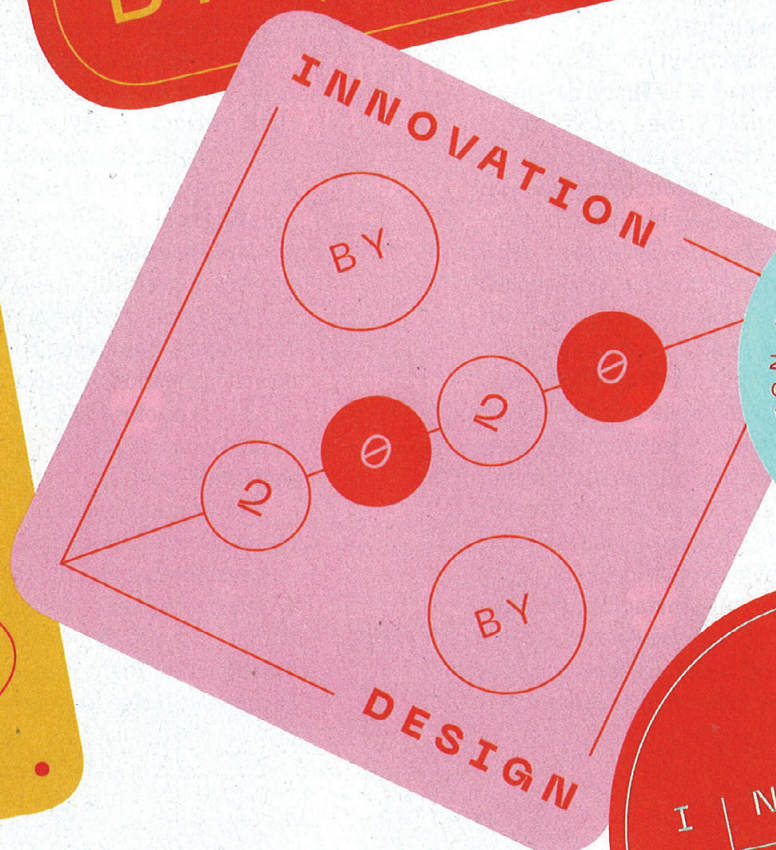
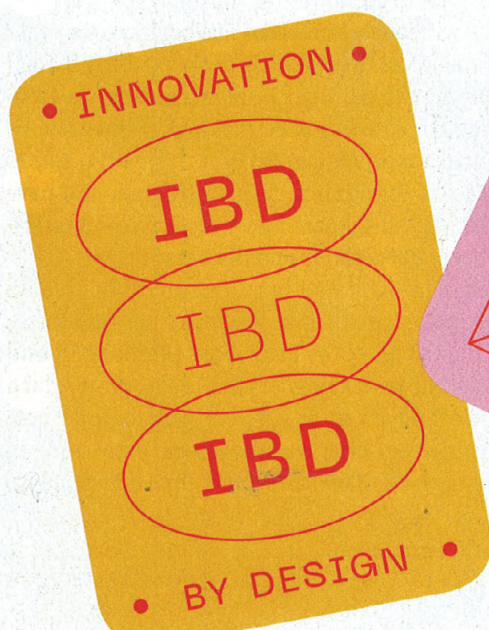
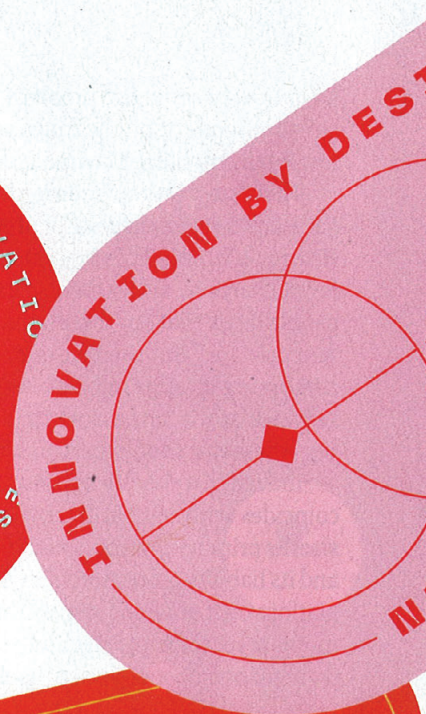


2020

INNOVATION BY DESIGN

► OCTOBER/
NOVEMBER 2020

This year's Innovation by Design Awards offer more than 500 reasons to feel hopeful during dark days of unprecedented challenge. While no silver bullet will solve all of our most urgent problems—from the global pandemic to outrageous income inequality, from our rapidly escalating climate crisis to systemic racism—the IBD honorees reveal inspiring visions of a better future.



Limerick Colostrum Collection System
Limerick

MyCareLink Heart Mobile App
Medtronic

Nella NuSpec
Ceek Women's Health

Nike PPE Face Shields
Nike

Peter 2.0
Fjord, Design and Innovation from Accenture Interactive

STAAT Mod critical care units
HGA

Telehealth Toolbox
Frog Design



Home

Behr Simple Pour
Behr Paint Company

Box Factory
HB+A Architects

Coway Icon Air Purifier
Fuseproject

Dyson Lightcycle Morph
Dyson

Five Two
Food52

GE Appliances Microwave Kitchen Hub
GE Appliances

Hachi Infinite
Beijing Puppy Robotics

Primary Objects
Henrybuilt

Skip Hop Sit-to-Step High Chair
Minimal

Span Smart Panel
Span.io

Stokke Clikk High Chair
Astro Studios

The Urban Village Project
Space10



Hospitality

On & On Collection
Barber Osgerby

Saving multigen family restaurant during a pandemic
Canlis Restaurant

Sawmill Market
Islay Studio

Sonder Historical Hotel Transformations
Sonder



Learning

Capital One's Money Teen Checking Account
Capital One

Lupa
Jiveworld

Mailchimp Academy
Beyond

The Princeton Prosody Archive
Center for Digital Humanities, Princeton University

Quantum Kate AR
Manyone

Things That Talk
Fabrique

Transformation of the Design School at Anant National University
Sasaki

Vote by Design: Presidential Edition
Stanford d.school



Mobility

Chapter helmet
Thousand

The Cruise Origin
Cruise

Gita, the following robot
Gita

Harman Ignite: In-Vehicle Experience
Harman International

Lucid Air
Lucid

Pal for Nio
Layr

Refraction AI
Refraction AI

Segway S-Pod
Segway-Ninebot

Tranzito, LA curbside mobility hubs
Tranzito

Unu Scooter
Unu

Vision-S Prototype
Sony Corporation



Packaging

The Allbirds Dasher compostable shoebox
Enlisted Design

Godavari Diamonds
Osborne Shiwan

Hilo Life
PepsiCo Design & Innovation

Made From Stone
Okeanos

The Serif Eco-Packaging
Samsung Electronics America

Shipping Boxes
Cat Person



Products

Analogue Pocket
Analogue

Athena Club
Branch Creative

August Wi-Fi Smart Lock
August Home

Clip
Clip

Converse Renew
Converse

Designtex Celliant upholstery
Designtex

Doro Eliza
McKinsey Design and Doro

Galaxy Z Flip
Samsung Electronics America

Google Pixelbook Go
Google

Leica M10-P "Ghost Edition" for Hodinkee
Hodinkee

Lenovo ThinkPad X1 Fold
Lenovo

Linksys Wellness Pods
Belkin International

Magic Leap 1
Magic Leap

Max Table by Max Lamb for Hem
Hem Design Studio

Oxo Brew Compact Cold Brew Coffee Maker
Oxo

Philips Hue Smart Button
Signify

Roland GPX-F1 Facet Grand Piano
Roland Corporation

Scotch Flex & Seal Shipping Roll
3M

Vive Cosmos Series
HTC Corporation



Retail Environments

3 Phase Marketing Shopify Rescue Package
3 Phase Marketing

Adidas Originals Superstar 50th Anniversary AR Experience
Code and Theory

Burrow House
Burrow

Cadillac Live Showroom
General Motors

The Current by WS Development
WS Development



KFC Drive-Thru
Frch Nelson

Levi's Haus Miami
Anthemic Agency

Small Mall by Mailchimp
Mailchimp

Studs Studio
Studs



Social Good

Antimicrobial Mobile Testing Unit
M-Rad Architecture

ATLAS community-based telehealth for local veterans
Philips Experience Design

Collecteurs: The Collective Museum of Private Collections
Collecteurs

GM produces surgical masks to support frontline healthcare professionals
General Motors

HP is 3D printing critical medical supplies to battle COVID-19
HP



LaAnchoria 3D Printed N95 Alternative Mask
Municipality of Anchorage i-team

Lockdown Solutions Design: From Decontamination Tents to Handwashing Stations
SaniTents

Lumi Nova: Tales of Courage
BFB Labs

LyftUp
Lyft

MakeContact
Yash Bhutadia, Harvard University

Memorial Japanese Healing Garden at Oregon State Penitentiary
Kuris

M.M.LaFleur's Ready to Run Campaign
M.M.LaFleur

Moxie
Embodied

Nike Victory Swim
Nike

Plastic-Free PPE
A Plastic Planet

Project #ShowUs
Dove

ProxyAddress
ProxyAddress

Safe Hands Kenya
Dalberg Group

Simple
Obvious and Resolve to Save Lives

Zoom enables global K-12 education during pandemic
Zoom Video Communications



Spaces and Places

Aesthetic Nuance: Tykeson Hall
Office 52 Architecture

Canada's Earth Tower
Perkins and Will

The Catalyst Building
Kattera

The Chipotlane: Reinventing the Drive-Thru
Chipotle Mexican Grill

Cooper Street Garden Apartments
Of Possible

The David H. Koch Center for Cancer Care at Memorial Sloan Kettering Cancer Center
Perkins Eastman Architects, Ennead Architects, Icrave

Edge
Related Companies, Oxford Properties Group, KPF, Rockwell Group and the Lab at Rockwell Group

Hangzhou Olympic Sports Center
NBBJ

Howard Gilman Foundation
WXY Architecture + Urban Design

Hutong Bubble 218
MAD Architects

Nemus Futurum
Great Apes / HIQ, MKTG Finland

Performative Millwork at the Coca-Cola Stage at Alliance Theatre
Trahan Architects

Providence Pedestrian Bridge
Inform

Richard J. Daley College: Manufacturing, Technology and Engineering Center
JGMA

STAAT Mod critical care units
HGA

The Standard, London
Standard Hotels

Temporary Hospital Solution: Enhanced Temporary Patient Rooms
Czarnowski

Yale University Tsai Center for Innovative Thinking
Weiss/Manfredi Architects



Sports and Recreation

3D Printed Golf Putter
HP and Cobra Golf

GameOn's NBA Conversational AI Application
GameOn Technology

Gatorade
Work & Co

Nike House of Innovation
Nike

The Overwatch League's Collaboration With Jeff Staple
Activision Blizzard Esports and Activision Blizzard Consumer Products Group

Refurbishing Traz Powell Stadium
Nike

Roux Helmet Design
Pininfarina

SAP Patterns of Play
Women's Tennis Association

Suunto 7 smartwatch design language
Reaktor

XIX ("Nineteen") women's line
Ogio

Yeti V Series
Yeti



Students

ActiTouch: Robust Touch Detection for On-Skin AR/VR Interfaces
Yang Zhang, Carnegie Mellon University

HelioZZZ: Smart Matter Opacity-Tunable Sleep Mask
Jack Forman, MIT Media Lab, Tangible Media Group

I'mnot
Peggy Li, ArtCenter College of Design

Kico—Hearing agency for hard-of-hearing people
Hiroki Sato, Copenhagen Institute of Interaction Design

Lemo
Suranga Nanayakkara, Augmented Human Lab, University of Auckland

Shape-shifting hygroresponsive facade
Mingyue Nan, Zhenfang Chen, and Liwei Liu, University of Virginia

Something for the weekend
Summer Chen, Royal College of Art

Stille
Peijing Teh, Copenhagen Institute of Interaction Design

OFFICE 52 Architecture

Aesthetic Nuance: Tykeson Hall design by OFFICE 52 Architecture is a Fast Company 2020 Innovation by Design Awards Honoree in the Spaces and Places category.

Portland, OR., November 30, 2020: Aesthetic Nuance: Tykeson Hall joins 567 projects, products, and services from Spotify, Google, Disney+, and others.

The awards, which can be found in the October/November 2020 issue of Fast Company, recognize people and companies solving problems through design. One of the most sought-after design awards in the industry, Innovation by Design is the only competition to honor creative work at the intersection of design, business, and innovation.

“We need innovative design more than ever, and the 2020 honorees have brought creativity, inventiveness, and humanity to address some of the world’s most pressing problems,” said Stephanie Mehta, editor-in-chief of Fast Company.

Honorees for the 2020 awards were selected in the following categories: Apps and Games; Cities; Data Design; Experimental; Fashion and Beauty; Finance; General Excellence; Graphic Design; Health; Home; Hospitality; Learning; Mobility; Packaging; Products; Retail Environments; Social Good; Spaces and Places; Sports and Recreation; Students; Sustainability; User Experience; Wellness; Workplace; Best Design Asia-Pacific; Best Design Europe, Best Design Middle East, and Best Design Africa; Best Design Latin America; and Best Design North America.

The judges include renowned designers from a variety of disciplines, business leaders from some of the most innovative companies in the world, and Fast Company’s own writers and editors. Entries are judged on the key ingredients of innovation: functionality, originality, beauty, sustainability, user insight, cultural impact, and business impact.

For more information about the project, go: [**HERE**](#)

About Fast Company

Headquartered in New York City, Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business.

Tykeson Hall Project Credits

Client: University of Oregon, Design Architect: OFFICE 52 Architecture, General Contractor: Fortis Construction Inc., Architect of Record: Rowell Brokaw, Interior design and programming: RMA Studio, Sustainability consultant: Brightworks Sustainability, Environmental | energy consultant: Glumac, MEP: Systems West Engineers, Civil: KPFF Consulting Engineers, Structural: Hohback Lewin, Inc., Landscape: PLACE Studio.

The design solution is based on science, technology and the art of geometry with an economy of means. By transforming a kit-of-parts engineered façade system for a structure to be unique yet contextually harmonious, affordable yet highly sustainable, and more easily constructed with a unit that is a measure of the hand, we combined innovation with simplicity.



**FAST COMPANY'S
INNOVATION
BY DESIGN
AWARDS
2020 HONOREE**