

# HOW

*the* INTERNATIONAL DESIGN ANNUAL

EXPLORING HOW PLACE PLAYS A ROLE IN CREATIVITY



COMMANDING  
THE  
FANTASY  
AND  
FUN AT  
DESIGN  
ARMY

VOLUME 31 / ISSUE NO.1 / SPRING 2016

DEDICATED TO EXPLORING THE WORLD OF DESIGN

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# Masthead

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# Creative

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## CREATIVE TEAM

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*Jessica Deseo is a creative who likes to do it all.*

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**JOVAN TODOROVIC** | PHOTOGRAPHER | [JOVAN.TV](http://JOVAN.TV)  
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*The Yellow Loft is a boutique print and packaging graphic design studio in Downtown Los Angeles.*

**BLOW** | [BLOW.HK](http://BLOW.HK)  
*Blow is a Hong Kong-based design studio founded by Ken Lo in 2010. Specialized in branding, identities, packaging, environmental graphics, print, publications and website design, Blow provides clients with mind-blowing design in a simple and bold approach that helps the brand to stand out in the crowd.*

**MICHAEL E. MALLETTTE** | [MICHAELMALLETTTECREATIVE.COM](http://MICHAELMALLETTTECREATIVE.COM)  
*Michael E. Mallette is a Brooklyn-based photographer, where he shoots both film and film-inspired digital images with a careful attention to light and detail. He is drawn to enigmatic and emotive settings, captured in a reportage-leaning style. On a regular basis, he can be found looking at things at strange angles and smiling.*

**EIKE KÖNIG** | FOUNDER & CREATIVE DIRECTOR | [HORT.ORG.UK](http://HORT.ORG.UK)  
*Eike König is founder and creative director of [HORT](http://HORT) Berlin, and a professor at [Koenigsklasse](http://Koenigsklasse), [HfG](http://HfG) Offenbach, University of Arts.*

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**JULIE WOLFSON** | WRITER  
*Julie Wolfson is a freelance writer living in Los Angeles covering travel, life-style, art, pop culture, and cuisine. Most days you will find her out and about in California or around the world tracking down stories about talented innovators doing amazing things ... or walking her rescue mutt Gulliver.*

**ELLEN SHAPIRO** | WRITER | [VISUALLANGUAGE.NET](http://VISUALLANGUAGE.NET)  
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**NADJA SAYEJ** | WRITER | [NADJASAYEJ.COM](http://NADJASAYEJ.COM)  
*Nadja Sayej is a Berlin-based journalist covering art, design, and culture for [The New York Times](http://TheNewYorkTimes), [The Guardian](http://TheGuardian) and [The Economist](http://TheEconomist), among others. Interviewing Eike König for this issue was easy (his studio is in the neighborhood).*

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The new HOW magazine is focused on documenting and exploring the world of design by presenting the industry in an honest, authentic way from the leaders and dreamers who collectively push it forward.



Whether you work for a design firm, in-house design department or yourself, you'll get all the critical details you need for professional success. From advice on marketing yourself to techniques for generating innovative ideas and demands, each issue brings you a practical mix of noteworthy projects, real-world advice from designers, profiles of professionals in design, and essential business information.

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## *Credits*

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*Theresa Christine is a travel blogger, freelance writer, and an editor for The Dieline. Her work has been featured by the Burning Man Organization, LunaLuna Magazine, and more. She currently lives in Los Angeles with her bowtie-wearing cat.*

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**HOW**

**2016**

**INTER  
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WORDS BY GRANT WENZLAU • DESIGN BY THE YELLOW LOFT

**33 COUNTRIES**

**15 YEARS OF DESIGN**

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**MARINA WILLER OF PENTAGRAM**



**SEBASTIAN PADILLA OF ANAGRAMA**



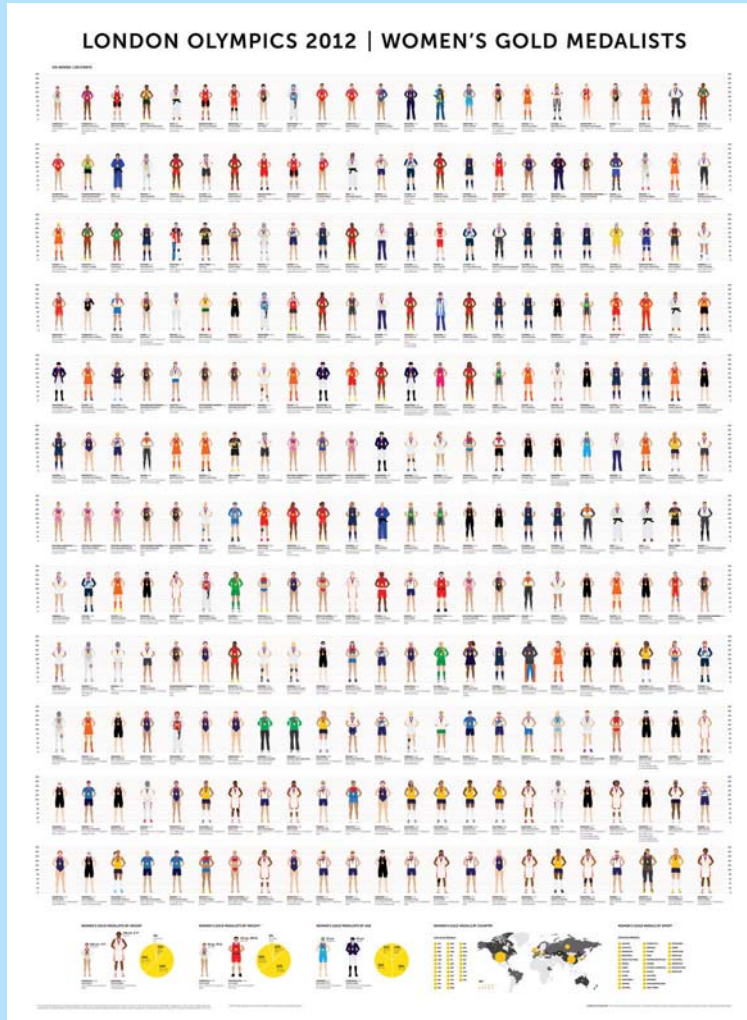
**DANA ARNETT OF VSA PARTNERS**

In this year's International Design Awards, we received entries from all around the world—from Lithuania to Nigeria to Qatar to Taiwan, the competition collected submissions from 33 countries. As the International Design Awards gets older (it has now been running for more than 15 years), it is attracting better submissions than ever, and remains an opportunity for established and up-and-coming designers to showcase their work to an international audience of peers.

This year, the competition was judged by Marina Willer of Pentagram, Sebastian Padilla of Anagrama, and Dana Arnett of VSA Partners. Definite themes emerged: *old is new*—or more specifically, contemporary interpretations of vintage aesthetics are alive and well. The best designs in the competition showcase historical awareness while looking forward. The main trend was a fusion of old and new, past, present, and future. While not simply recreating aesthetics of yesteryear, these designs reimagine antique arts like handlettering, foiling, and tactile interaction in new ways. They draw on the best of the past and present by innovating, whether by reimagining print media by combining it with digital interactive experiences, or by combining letterpress and laser-cutting. These designs are holistic, drawing on the history of their trade while pointing toward the future. These are the best designs from the 2016 International Design Awards.

# BEST OF SHOW

## Women's Gold Medalists



**“In our information-rich world, it’s rare and refreshing to see simple graphic design come to life in such a powerful way. Not only does this work demonstrate how design can transform information, the execution also charms the viewer with its simplicity and beauty. With these great design principles in play, it’s no wonder it works so masterfully across multiple mediums.” – DANA ARNETT**



Women's Gold Medalists is an infographic project illustrating all 276 women who won gold medals at the London Olympics. While watching the London Olympics, designer Wendy Fox was fascinated by the vast variety in body size and shape amongst the elite female athletes. This led to the big idea: Wouldn't it be interesting to line them all up? Women's Gold Medalists became an exploration of how to do just that.

After digging into the research, Fox found that the Olympic website had data on each athlete including their name, country, height, weight, and age. She aggregated the data on the 276 women who won gold medals in London. With this data, she began working on creating interesting and imaginative ways to present it. She featured each Olympian dressed in their athletic garb, wearing their medal, and standing in a line in order of height. The stunningly simple, elegant, and colorful graphics are engaging for their visual appeal as well as the facts they illustrate.

Dana Arnett, one of the judges of the competition, wrote of the project, "In our information-rich world, it's rare and refreshing to see simple graphic design come to life in such a powerful way. Not only does this work demonstrate how design can transform information, the execution also charms the viewer with its simplicity and beauty. With these great design principles in play, it's no wonder it works so masterfully across multiple mediums."

The project is a beautiful design, beautifully executed and extended to exist in unique ways, both digitally on a website with animated graphics and in a print poster series. The posters are available for purchase, allowing anyone to own the art and message created by Fox.

When asked if she will design a corresponding graphic series for male athletes, her answer is no. "An internet search for 'female athletes' and the top hits are for lists of the 'hottest' and 'sexiest' woman in sport. Women, despite their gold medal athleticism, are still objectified,



sexualized, and defined by how attractive they are, not by their athletic prowess."

Fox goes on to say, "In this light, this project became about empowering girls and women to contemplate the true connection between ability and body type in sport. By presenting the data in a picturesque yet statistical way, I hope to inspire girls and women to see sporting opportunities where they may not have seen them previously."

This project is a celebration of female athletes, and that no one body type is more capable or better than another when it comes to competing at the most prestigious levels.



Creative Team: Wendy Fox (illustrator, art director, copywriter, designer), Matthew Stanton (photographer)

Melbourne, Victoria, Australia



# MERITS

EDITORIAL • EDITORIAL • EDITORIAL • EDITORIAL • EDITORIAL



## CH2M Rebrand

Creative Team: FutureBrand  
 Mark Thwaites, Scott Williams, Ju Hyun Lee, Grace Chou,  
 Patrick Attenasio, William Bloor, Sarah Dunleavy,  
 Stuart Eggleston, Stephen Barber, Patricia Deneroff,  
 Camilla Crane, Ana Gannod, Eamon Hickey  
 Client: CH2M HILL  
 Location: New York, NY



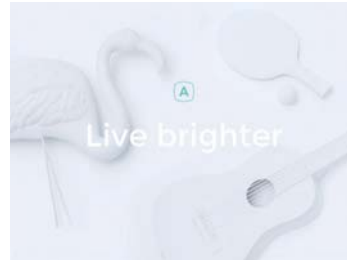
## Chocolate Frog Cafe

Creative Team: Whiskey Design  
 Matt Wegerer, Lauren Bowles, Drunk Copywriter,  
 Roberto Camacho, Austin Walsh  
 Client: Chocolate Frog Cafe  
 Location: Kansas City, MO



## City of Covington

Creative Team: Landor  
 Dale Doyle, Joe Napier, Jeff Maurer, Natalie Brown, Kris Linkugel,  
 Evangeline Bauerle, Zack Mueller, Eric Hintz, Chris Vogel  
 Client: City of Covington  
 Location: Cincinnati, OH



## Clinique l'Avenir

Creative Team: Phoenix the creative studio  
 Louis Paquet, Christopher Nicola, Jo Gorsky, Cédric Audet  
 Client: Clinique l'Avenir  
 Location: Montreal, QC, Canada



## Continental Office Identity

Creative Team: Ologie  
 Neil Wengerd, Mike Greenler, Danielle Deley, Josh Montgomery  
 Client: Continental Office  
 Location: Columbus, OH

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