



International Design Excellence Awards

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The International Design Excellence Awards (IDEA) is a program co-sponsored by [BusinessWeek](#) and [Industrial Designers Society of America \(IDSA\)](#), and "is dedicated to fostering business and public understanding of the importance of industrial design [excellence](#) to the quality of life and economy"^[1]. The program was established in [1980](#)^[1]. The IDEA winners are honored at annual ceremonies (such as the Icsid/IDSA CONNECTING'07 World Design Congress in San Francisco, CA). The name was changed from Industrial Design Excellence Awards to International Design Excellence Awards in 2007.

The judging criteria are the following:

- Innovation: how is the design new and unique?
- Aesthetics: how does the appearance enhance the product?
- User: how does the design solution benefit the user?
- Earth: how is the project ecologically responsible?
- Business: How did the design improve the client's business?
- Design Research: What validation is given that the design solved the problem?

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