Banner & Witcoff congratulates 2014 International Design Excellence Award winners and finalists Microsoft, NIKE, Nokia and Shure

July 2, 2014

The Industrial Designers Society of America recently announced that firm design clients Microsoft Inc., NIKE Inc., Nokia and Shure Inc., were among the winners and finalists of its 2014 International Design Excellence Awards.

NIKE and Nokia earned gold medals for their innovative product designs. NIKE was recognized for its Making of Making Powered by NIKE MSI (Materials Sustainability Index), an app that ranks materials based on their environmental impact in chemistry, energy, water and waste. Nokia was recognized for the Nokia 2520, a tablet that features a bold polycarbonate unibody design with a battery that can charge up to 80 percent in an hour.

Other recognized designs include the NIKE Free Hyperfeel; the Nokia Lumia 1320 Windows Phone 8; the Microsoft Xbox One Chat Headset; and the Shure SE846 sound isolating earphones.

The International Design Excellence Awards is the premier international competition honoring design excellence in products, sustainability, interaction design, packaging, strategy, research and concepts.

Banner & Witcoff would like to extend our congratulations to our clients for their continued excellence in design and innovation.

Please click here for more information on these awards.

Posted: July 2, 2014