Banner & Witcoff congratulates clients, Microsoft, NIKE and Nokia, for their designs honored at the 2012 IDEA awards for design excellence

July 2, 2012

Of specific note, Nokia received gold medals for its Lumia 800 and Lumia 900 designs. Microsoft received a gold medal for its Arc Touch Mouse, a silver medal for its Xbox 360 Wireless Speed Wheel, and a bronze medal for its Touch Mouse. NIKE was awarded a gold medal for its NIKE+ FuelBand. NIKE's Method Core Drone and Method Concept C1 Putter were selected as Finalists.

The International Design Excellence Awards (IDEA) program, presented by The Industrial Designers Society of America, 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, 2012