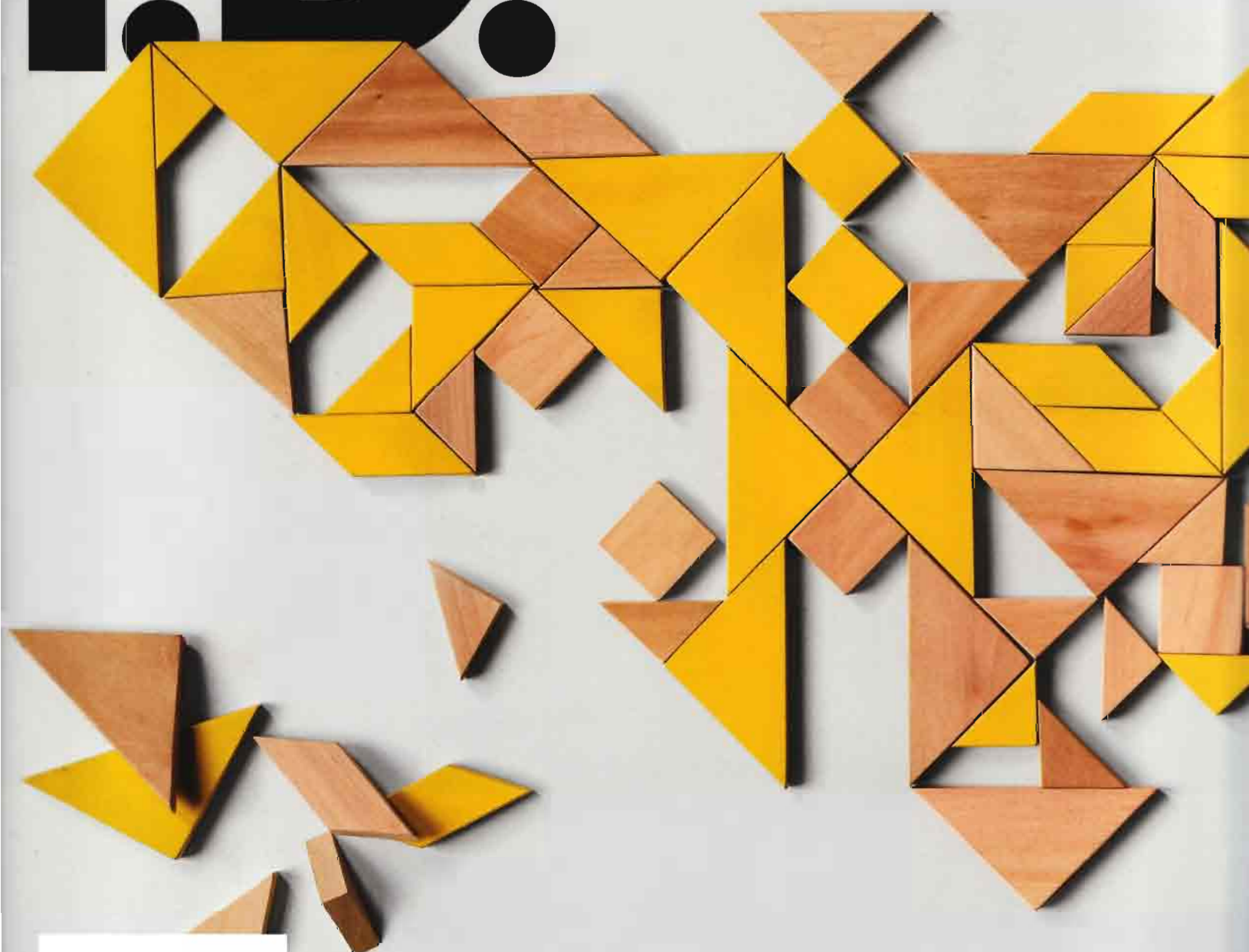


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# I.D.

## 54th ANNUAL DESIGN REVIEW



## Y Water

Designed by Yves Béhar of Fuseproject, Y Water is packaged in bottles that can interlock via biodegradable rubber "Y Knots" and are intended for adaptive reuse as a toy once the beverage has been consumed. "The whole idea is very compelling," Barratt said. "To get kids off soda and make it more attractive. The point-of-sale is just lovely." But as much as the jurors lauded the project's effort to think "outside the bottle," they were less enamored of what was inside. "There's evaporated cane juice," noted Brubach, "even though it is organic."

**Design** Fuseproject (San Francisco): Yves Béhar, president and creative director; Josh Morenstein, design director; Bret Recor, senior technical designer

**Client** Y Water

**Materials** PETG

**Software** Adobe Creative Suite, AliasStudio




## SAT-GO

San Francisco-based Fuseproject's SAT-GO portable satellite television is basically DirecTV in a suitcase. Encased in a rugged plastic shell, the unit flips open to reveal a 17-inch LCD screen, receiver, and satellite antenna. FEMA workers can toss it on the back of a truck during a disaster when power lines are down. "I like how it unfolds into a little workstation on the fly," Beirne said. Or tailgaters can use it to watch the game in the parking lot. "What's brilliant is that it bridges two ends of the spectrum—survival and entertainment," Chorpash noted. Beyond its versatility, Beirne also liked that it looked confident, "like it would do what it needed to do and do it well."

## Coke Refresh

The Coke Refresh recycling bin, yet another winning design by Fuseproject, is made from the very stuff it's designed to hold: recycled PET soda and water bottles. Forged from a single piece of sheet material and die-cut into an inner and outer shell, it requires less energy to make than most plastic recycling containers, which are molded using energy-intensive tools. And its simple components pack flat, for more efficient storage and shipping. Chorpash applauded Coke's attempt at environmental stewardship. "Some corporations are bigger than a lot of governments," he said. "They should be thinking about the entire lifecycle of their products, including the afterlife." Tannen thought the Coke-branded colors would help the bin stand out in high-traffic areas like Wal-Mart and Target, which is where Coca-Cola plans to distribute them. "The blue recycling can becomes background noise, so people don't notice it as much," he said. But the jury wondered whether the 3-foot-tall containers would be large enough to hold the nation's bottled beverage habit. "It looks like it would fill up quickly," Tannen said—not a trivial concern, considering that Americans consumed more than 40 billion bottles and cans last year alone.



 Honorable Mention



## NYC Condom

If sex were a burning building, the NYC Condom dispenser would be a fire hydrant: It can be found on nearly every block, it's easy to use, and it's visually iconic. That was the aggressive thinking behind the New York City Department of Health's 30-million free condom initiative, which kicked off last Valentine's Day. The city enlisted Yves Béhar of Fuseproject to design a condom wrapper and dispenser that would raise awareness of safer sex practices and help increase the number and availability of free condoms in the city. For the dispenser, Béhar delivered a hydroformed steel dish coated in a durable high-gloss finish. It looks a bit like a giant diaphragm, or, as Béhar describes it, the shape of a condom worn into a soft leather wallet. The condom itself is branded with the same MTA-like lettering that appears on the dispenser. "It has a strong identity," Beirne said. "It doesn't feel anonymous, like you're going to the DMV to get a condom." Chorpash initially wondered whether some miscreant could break into the dispenser and poke holes in the condoms. But Fuseproject swears the dispenser is tamper proof: It's securely sealed and mounted to a wall while a gravity-fed interface dispenses the condoms. Ultimately, the jurors were drawn to the do-good factor. "The Equipment category doesn't tackle a whole lot of social issues," Beirne said. "It's important that design can participate in making sure that people have access to protection when they need it." Chorpash agreed: "Giving away free condoms is a noble cause."



## NYC Helmet

Bike helmets are nothing but trouble. Fail to use the highest-tech model and you feel behind the times; wear it and you feel over-equipped. Chain it to your bike on the street, and surely one or both will be stolen. Forgo a helmet altogether and your biking days may be numbered.

Many people avoid helmet hassles by driving instead. To fix the bugaboo, and to get more citizens on bikes, the New York City Department of Health asked Yves Béhar of Fuseproject in San Francisco to design a helmet that would be fashionable, comfortable to wear, and handy to wash and share. Béhar responded with a new kind of helmet composed of core and cover. The core is a shell of EPS with nylon straps; the cover is a sort of oversized fabric hat that slips on and off. While the core construction stays the same, the covers can change shape, color, and features according to season and fashion, acquiring more or less padding, ear flaps, brims, and the like.

The jury agreed that this helmet would be more stylish and hygienic than the standard laminated foam protector. They also noted that a two-part helmet would allow its owner to remove the cover and inspect the core's structural integrity.

Chase was especially taken with the helmet's flexibility: "It's really the way all products should be designed," she said.

