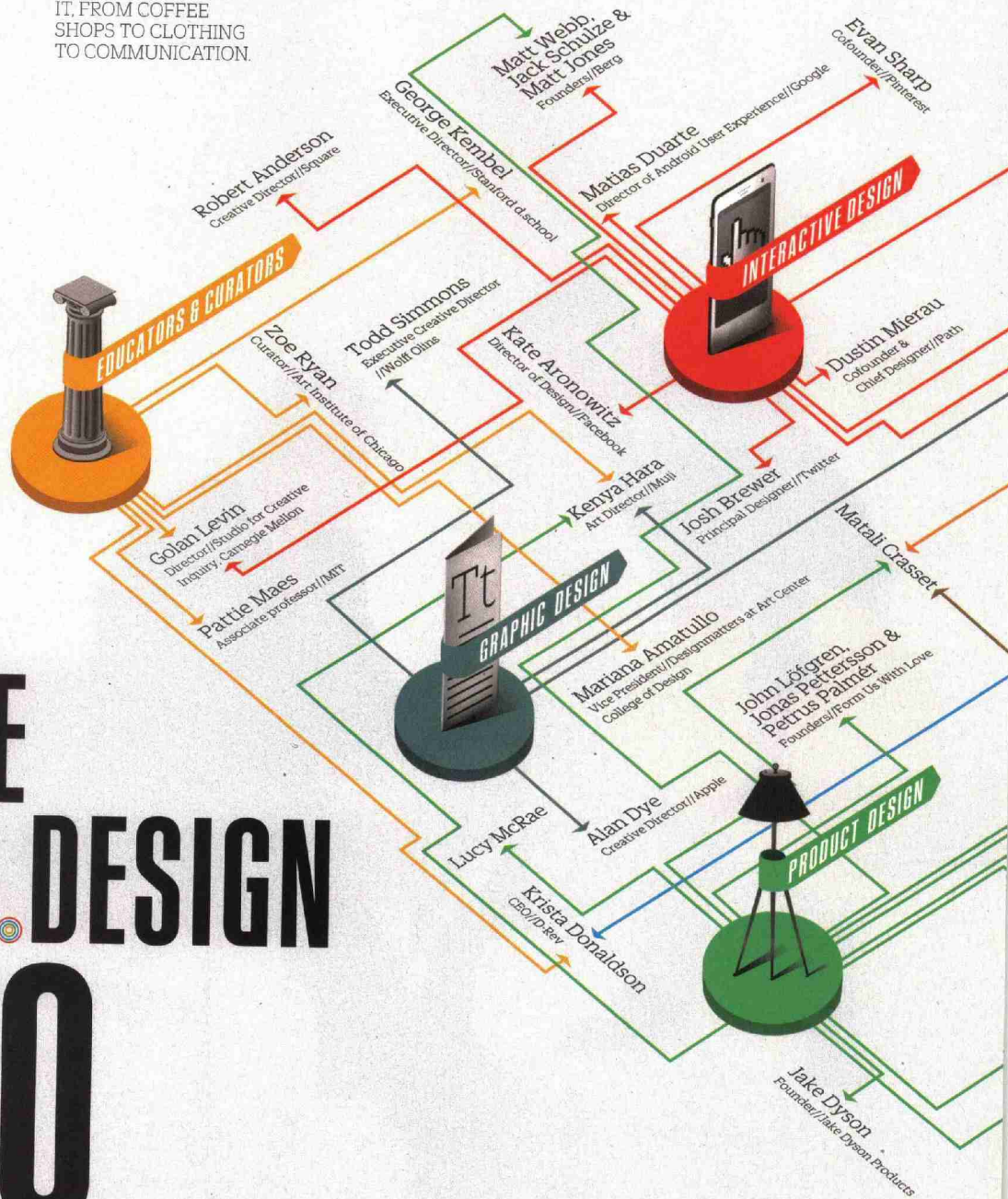


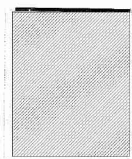
THE DESIGN ISSUE

WHAT WILL THE FUTURE LOOK LIKE? THESE DESIGNERS, EDUCATORS, AND EXECs ARE DEFINING IT, FROM COFFEE SHOPS TO CLOTHING TO COMMUNICATION.

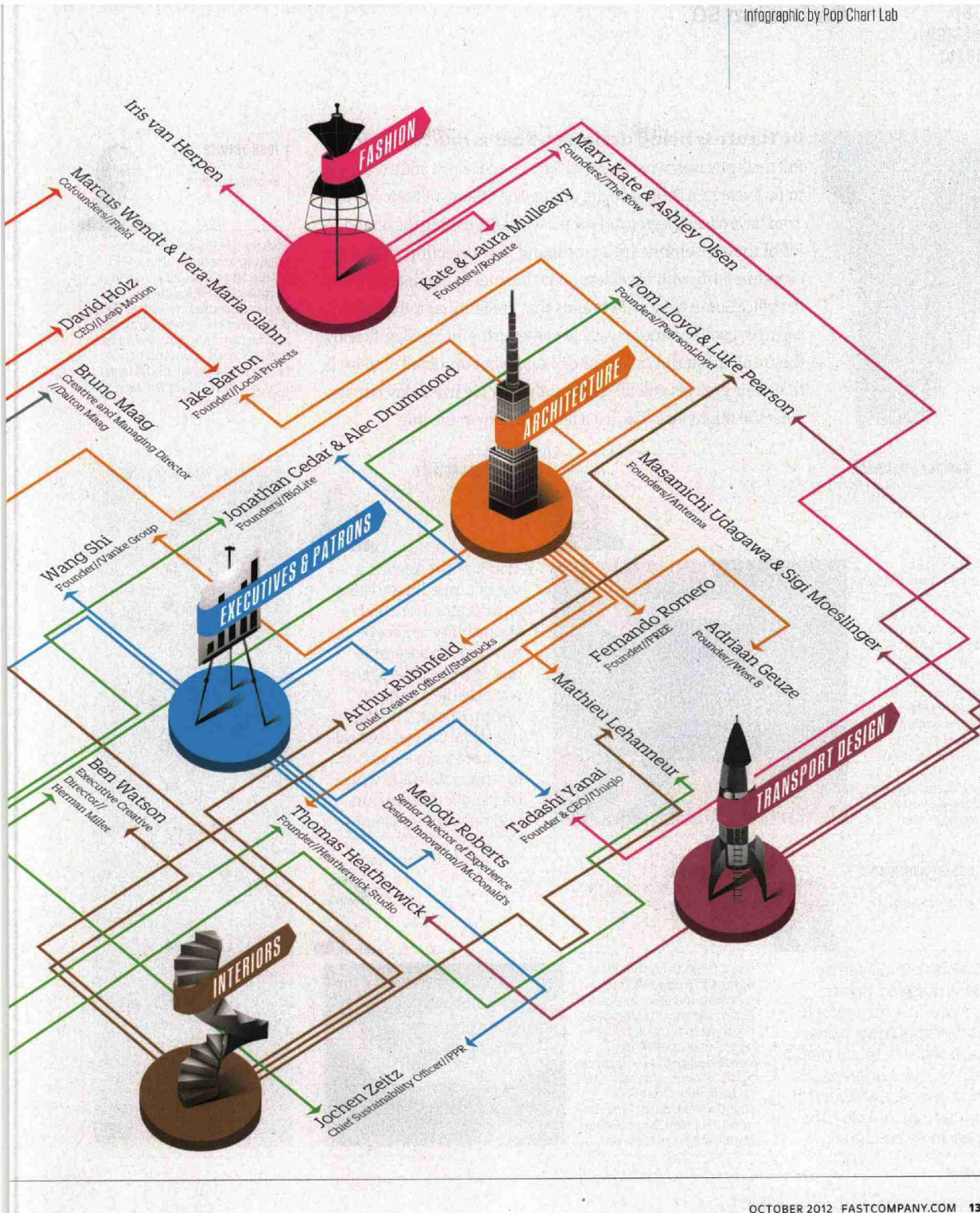
Selected by the editors of Fastcodesign.com



THE CO. DESIGN 50



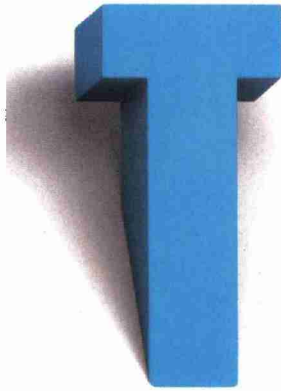
Infographic by Pop Chart Lab



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**THE
DESIGN
ISSUE**

Co.Design 50



he future is being designed. That is one funny idea.

But that's precisely what the 50 designers, educators, and executives in this year's Co.Design 50 are doing. The editors of Fastcodesign.com have chosen a group of people who are pushing the boundaries of their discipline into promising new directions. They are experimenting with new ideas about business, sustainability, and usability. Some work with brands that are familiar today; others, we expect, will become household names in the future. Significantly, they're all masterful collaborators. And what unites all of them is that their projects will affect not only how we live today but also what life might look like just a few years down the line.

JOSH BREWER
 Principal designer, Twitter
 ● Interactive design



Twitter has been serious about creating a design culture, and within the company, Brewer is a designated role model because he has skills that the entire Valley is chasing. He knows technology and he can code, but he also has design chops down to a type-face's tiniest detail. In the next 10 years, his skill set will become the new standard.

MARIANA AMATULLO
 Cofounder and vice president, Designmatters at Art Center College of Design
 ● Educators and curators



Many design schools put students on save-the-world projects from the safety of their own desks. But Amatullo values fieldwork, leading her flock on trips to Latin America. As a result, they're among the best at creating realistic solutions for the developing world, such as this foot-powered washer (see page 118).



KATE ARONOWITZ
 Director of design, Facebook
 ● Interactive design



Think of Aronowitz, a vet of LinkedIn and eBay, as a curator. Her chief responsibility at Facebook has been to assemble one of the planet's most remarkable teams of design talent. The big question: Can all that talent transform Facebook for the mobile age while keeping it vibrant, fun, and relevant to users?

ROBERT ANDERSON
 Creative director, Square
 ● Interactive design

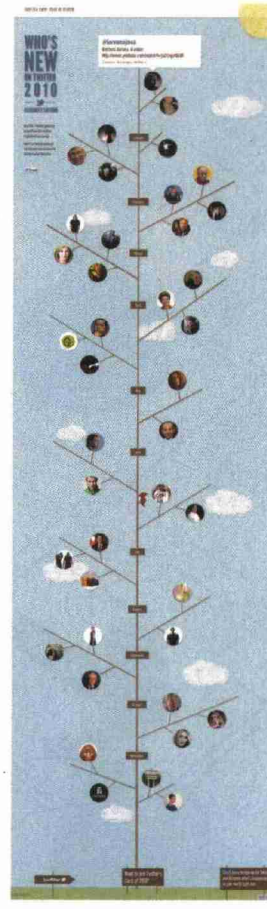


CEO Jack Dorsey may be synonymous with Square. But if it succeeds as the smartphone era's cash register, much praise will be due Anderson, 23, who has created everything from its logo to its pleasingly simple UI.

JAKE BARTON
 Founder and principal, Local Projects
 ● Interactive design
 ● Architecture



Local Projects has made its name by fusing high-tech software and elegant display design. At the 9/11 memorial, the most moving detail came courtesy of Local Projects, which designed an algorithm to place victims' names near those of associates and friends. Next: digital-media design for the Cooper-Hewitt, National Design Museum.



JONATHAN CEDAR AND ALEC DRUMMOND

Founders, BioLite
 ● Executives and patrons
 ● Product design



Cedar and Drummond are pioneering a fresh business model that seeks to benefit industrialized and developing countries at once. Their company, BioLite, markets an ingenious camp stove (see page 105) whose U.S. sales subsidize a low-cost version sold in Africa and elsewhere. With \$1.8 million in seed capital, the model is one that NGOs are eagerly watching.



MATALI CRASSET

● Product design
 ● Architecture
 ● Interiors



Crasset's designs are as offbeat as her mop-top hairdo. After five years of working with Philippe Starck, she established a practice creating "scenarios for living": quirky spaces and objects, such as this woodland escape, that evolve with the user's needs—and our modern lives.



KRISTA DONALDSON

CEO, D-Rev
 Lecturer, Stanford d.school
 ● Educators and curators
 ● Executives and patrons



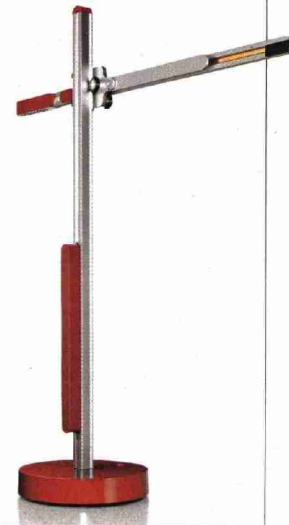
Students from Stanford's design and engineering schools are turning out innovations for the developing world ranging from low-cost prosthetic legs to infant incubators. Donaldson, an engineer and an Ideo alumna, leads D-Rev, the not-for-profit created to commercialize those inventions.

JAKE DYSON

Founder, Jake Dyson Products
 ● Product design



Who's going to be the next James Dyson? Maybe his son, Jake, who inherited his father's keen eye for translating tidbits of tech know-how across product. For example, his latest lamp keeps LEDs from getting too hot with a liquid-cooling system borrowed from laptops. Now he's trying to reinvent the mundane and fundamental. One concept: a sunscreen applicator that easily reaches your entire back.



ALAN DYE

Creative director, Apple
 ● Graphic design



Jonathan Ive has become synonymous with Apple's design, but in truth, much of the company's singular gloss comes from the team led by Alan Dye, who helps oversee branding. A celebrated graphic designer, he worked at Kate Spade and Ogilvy & Mather before landing in the Cupertino Borg ship.

MATIAS DUARTE

Director of Android user experience, Google
 ● Interactive design



Early Android was plagued with design problems, including hard-to-read menus and navigational dead ends. Since taking over design for the now-ubiquitous mobile OS two years ago, Duarte, who led UI development for the superb but doomed Palm Pre, has steadily made Android more beautiful and user-friendly.

ADRIAAN GEUZE

Founder, West 8
 ● Architecture



Rotterdam, Netherlands-based West 8, one of the world's most daring landscape-design firms, arrives stateside with a revamp of New York's Governors Island. The 40-acre park showcases its approach: whimsical, dramatic, and rooted in rigorous studies of how people use public space.



LUCA FRECHINI (CRASSET); MICHAEL O'NEAL (DYE); ©WEST 8 URBAN DESIGN & LANDSCAPE ARCHITECTURE (GEUZE)

THE DESIGN ISSUE

Co.Design 50

KENYA HARA
 Art director, Muji
 ● Graphic design
 ● Product design
 ● Educators and curators



Hara advocates the "super-normal"—that is, ordinary objects made extraordinary by fastidiously careful design decisions. He is a guiding spirit of the Japanese lifestyle retailer Muji's inspiringly spare design ethos. And his numerous books have made him an influencer in the league of Dieter Rams.

DAVID HOLZ
 CEO, Leap Motion
 ● Interactive design



Holz's startup will soon release a potentially paradigmatic gestural interface that can detect movements as fine as 1/100th of a millimeter. Forget Kinect-style waving of arms and legs; Holz wants you to control your TV and computer with the twitch of a finger.



MATHIEU LEHANNUR
 ● Architecture
 ● Interiors
 ● Product design



Part aesthete, part madcap scientist, the Paris-based designer's wide-ranging innovations include a futuristic marble church interior; a mysterious screen that turns weather forecasts into a digital painting; and a green-roofed, vaguely treelike Wi-Fi kiosk.

THOMAS HEATHERWICK
 Founder, Heatherwick Studio
 ● Product design
 ● Architecture
 ● Transport design



A Leonardo da Vinci of contemporary design, Heatherwick blends technical wizardry with flights of conceptual fancy. Among his London studio's creations: a boat shaped like a Möbius strip, the British capital's new double-decker buses, a bridge that rolls up like a pill bug, and the multipetaled cauldron that lit up the opening ceremony of the 2012 Olympics.

GOLAN LEVIN
 Director, Studio for Creative Inquiry at Carnegie Mellon
 ● Educators and curators
 ● Interactive design



If Carnegie Mellon is to technology what Hogwarts is to magic, then Levin is its Dumbledore. He leads the Pittsburgh university's Studio for Creative Inquiry, where students work at the intersection of technology and culture, building robots that can raise babies as well as 3-D cameras that Hollywood can only dream about.



GEORGE KEMBEL
 Executive director, Stanford d.school
 ● Educators and curators



Stanford's d.school, which embraces Ideo's design-thinking ethos, baffled many educators in its first years. But since then, Kembel has grown the curriculum from a few workshops into classes that reach thousands of students each year. *The Wall Street Journal* has called the d.school the next B-school.

TOM LLOYD AND LUKE PEARSON
 Founders, PearsonLloyd
 ● Transport design
 ● Interiors ● Product design



Premium-class seats are a strapped airline's best friend and profit center, and Lloyd and Pearson deploy cutting-edge ergonomics and enticing comforts to justify the sky-high prices. Their work includes Lufthansa's new business class, whose seats are oriented in V-shapes that maximize legroom and personal space.



HEATHERWICK: HEATHERWICK; HOLZ: LEAP MOTION; LEHANNUR: LEHANNUR; LEVIN: LEVIN; KEMBEL: KEMBEL; LLOYD AND PEARSON: PEARSONLLOYD

JOHN LÖFGREN, JONAS PETTERSSON, AND PETRUS PALMER

Founders, Form Us With Love
 ● Product design

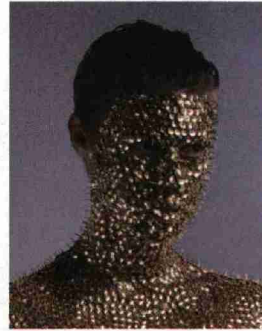


The straightforward approach of this Swedish trio embraces both raw materiality and a DIY playfulness. Case in point: the Bento chair, whose four parts arrive flat-packed for easy assembly, no tools or screws required.



LUCY MCRAE

● Product design



Australian-born, Amsterdam-based artist and self-described "body architect" McRae is obsessed with using technology to transform human flesh. She has created touch-augmented electronic tattoos and artificial skin out of plumbers' tubes. Now she is teaming with biologist Sheref Mansy to make "Swallowable Parfum"—a pill to turn the user's sweat into a unique (and pleasant) scent.

KATE AND LAURA MULLEAVY

Founders, Rodarte
 ● Fashion



The Mulleavy sisters have taken their look and fashion cred well beyond the runway, designing costumes for *Black Swan* and knitwear for Olympic athletes. Most recently, they've become costumers for the stage, creating works for the New York City Ballet and the L.A. Philharmonic's production of *Don Giovanni*.



BRUNO MAAG

Creative and managing director, Dalton Maag
 ● Graphic design



Maag led the design of a new universal typeface for Nokia that works across a mind-melting array of devices and languages. Nokia Pure looks as good in Cyrillic as it does in Tamil—and saved Nokia from the massive headaches that can result when you try to design for hundreds of cultures at once.

DUSTIN MIERAU

Cofounder and chief designer, Path
 ● Interactive design



Path is designed to be an intimate, homey social network, almost an antidote for those with Facebook fatigue. It works. Mierau has set a high-water mark for app design, based on simple user insights. For instance, layered menus may be common, but few people use them; so Path is centered on a single screen.

PATTIE MAES

Associate professor, MIT Director, MIT Media Lab Fluid Interfaces Group
 ● Educators and curators



Maes, a legendary teacher, helped invent the idea of socially curated content discovery. Today, as the head of the MIT Media Lab's Fluid Interfaces Group, she's inspiring a new generation to invent more novel, seamless computer interfaces.



MARY-KATE AND ASHLEY OLSEN

Founders, The Row
 ● Fashion



They made a fortune in children's clothes. Then they pivoted to high fashion, winning over skeptics with beautiful, unapologetically commercial designs for The Row. Displaying heaps of what's usually missing from celeb-driven labels—talent—the Olsens earned the Council of Fashion Designers of America's 2012 prize for best womenswear designers.

PAUL BARBERA (MCRAE), AUTUMN DE WILDE (MULLEAVYS), DON GIOVANNI, JAMIE MCCARTHY (GETTY IMAGES) (OLSEN)

**THE
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MELODY ROBERTS

Senior director, experience design innovation, McDonald's
 ● Executives and patrons



Roberts, who studied human-centered product design in grad school, doesn't design pixels or spaces, but rather services. At McDonald's, the Ideo and Smart Design veteran is working to give patrons what they want, fast—with a side of warm fuzzies.

FERNANDO ROMERO

Founder, FREE
 ● Architecture



As part of Rem Koolhaas's team, Romero helped create some of the Dutch architect's signature works. Now on his own, Romero brings an avant-garde touch to his remarkable range of work. His best building to date is the Museo Soumaya, in Mexico City, an art museum covered in 16,000 mirrored-steel tiles that was commissioned by his father-in-law, Carlos Slim.

ZOE RYAN

Curator of architecture and design, Art Institute of Chicago
 ● Educators and curators



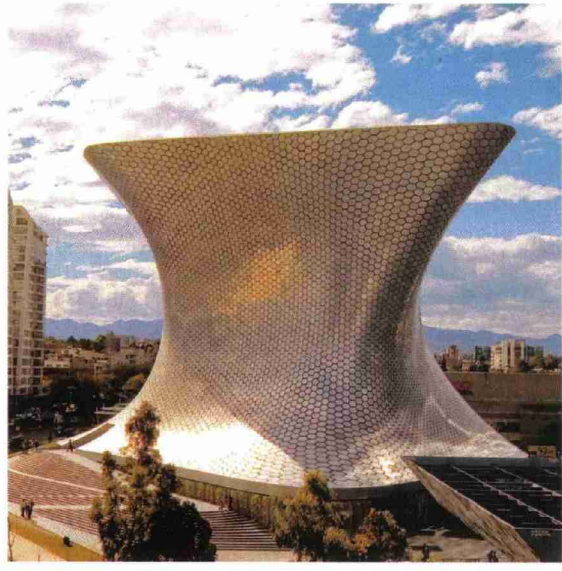
Ryan, a veteran curator whose postings include MoMA and the V&A in London, heads the Art Institute of Chicago's effort to build its first contemporary-design collection. In December, she'll mount her largest show yet, examining how product design, architecture, and graphic design are all bleeding together.

ARTHUR RUBINFELD

Chief creative officer, Starbucks
 ● Executives and patrons
 ● Architecture ● Interiors



Rubinfeld, an architect, has led efforts to bring Starbucks's new vision—more sustainable, locally sourced, less cookie-cutter—into stores. Among his experiments: drive-through shops made of shipping containers and cafés created by cutting-edge local talent, like Kengo Kuma, who designed a Starbucks in Dazaifu, Japan, above.



TODD SIMMONS

Executive creative director, Wolff Olins
 ● Graphic design



Branding is everywhere, which is one reason it's so hard to break through and grab consumers' eyes. Few creative directors have been as effective as Simmons at convincing clients to sign off on bold solutions. Wolff Olins's work for the London Olympics was divisive—the firm itself describes the London 2012 logo as "unexpectedly dissonant"—but unquestionably attention getting. Simmons and his team have also done notable work for a host of companies, including PricewaterhouseCoopers, Google, and Current TV, whose animated logo references a waving protest flag.

EVAN SHARP

Cofounder, Pinterest
 ● Interactive design



If he were 20 years older, Sharp, who studied architecture at Columbia, might have spent his career designing glitzy retail towers. Instead, he helped found Pinterest (see page 90), and his emphasis on the details of a seamless user interface has made the site an addictive atlas of consumer lust—and a glitzy retail tower of another kind.

MASAMICHI UDAGAWA AND SIGI MOESLINGER

Founders, Antenna
 ● Transport design



The mass-transit powerhouse Antenna was behind New York's redesigned subway cars and kiosks. Now, the team is revamping Washington, D.C.'s Metro system based on rider feedback. The elegant cars will have intuitively placed handholds and dynamic LCD route maps.



KYLE LAMBE (RYAN, ART STRIEBER, SHARP)

IRIS VAN HERPEN

● Fashion



The Dutch fashion designer and former Alexander McQueen intern uses 3-D printing and rapid-prototyping technology to nudge high fashion into the realm of sculpture. Lady Gaga is a fan. So is Björk. Last year, van Herpen became a member of the Chambre Syndicale de la Haute Couture, the guardian of Parisian high fashion



BEN WATSON

Executive creative director, Herman Miller
 ● Product design
 ● Interiors



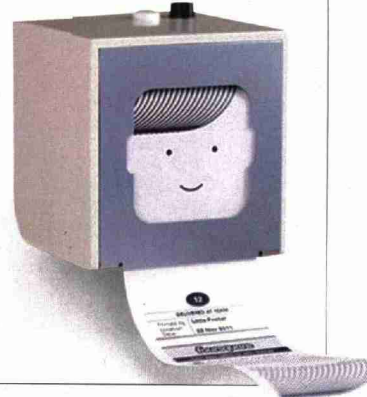
Herman Miller has done a steady trade in office cubicles, but it's now busy bringing in young talent to rethink how offices should work. The fruits of that labor are starting to appear, thanks to Watson, the company's creative chief and former CEO of haute Italian furniture house Moroso.

MATT WEBB, JACK SCHULZE, AND MATT JONES

Founders, Berg
 ● Interactive design
 ● Product design



Berg recently released the Little Printer, a simple gadget that turns web feeds into a custom, printed-on-demand newspaper. It's an indication of the firm's real ambition: to create a new generation of smart, networked gadgets that enable real-world sociability.



TADASHI YANAI

Founder and CEO, Uniqlo
 ● Executives and patrons
 ● Fashion



The father of Japan's Fast Retailing, which owns Uniqlo, bucked conventional wisdom on middle-market retail strategy, heavily staffing his stores and investing in big-budget displays. Sales have exploded, Uniqlo is expanding rapidly, and it's becoming a design ambassador in the way Gap once was.

JOCHEN ZEITZ

Chief Sustainability Officer, PPR
 ● Executives and patrons
 ● Product design



Zeitz heads PPR's sport and lifestyle group (Tretorn, Puma). More important, he's the luxury behemoth's chief sustainability officer. PPR's emphasis on social and environmental responsibility could have ripple effects across the luxury sector—not to mention PPR's own brands, which include Gucci, YSL, and Stella McCartney.

WANG SHI

Founder, Vanke Group
 ● Executives and patrons
 ● Architecture



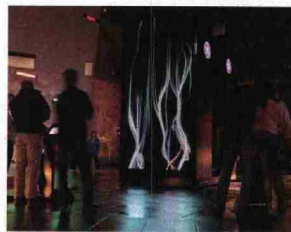
In 1982, Wang, a lowly bureaucrat, moved to Shenzhen. There, he built Vanke, now China's largest real-estate firm. He has also become a top patron of progressive architecture, hiring stars such as Steven Holl and Urbanus, and a rare champion of merging modern building with historic Chinese forms.

MARCUS WENDT AND VERA-MARIA GLAHN

Cofounders, Field
 ● Interactive design



Field's work ranges from massive, immersive interactive installations to striking data-art experiments. They'll soon release one of their most ambitious projects to date: a film inspired by the legendary movie *Koyaanisqatsi* that presents a series of digital landscapes and stories, which transform every time they're watched.



TIMO ARNALL (WEBER), KOICHI KAMOSHIDA (MOROSO), VIA GETTY IMAGES (YANAI)