

We create **informed and inspired** design for people, and memorable brands for our clients.

Smart Design has been turning insight and innovation into successful consumer experiences for over 25 years. Our strategic approach integrates product and brand to ensure winning solutions.

Smart Design's consistent results are delivered by its multi-disciplinary, international staff working in teams across offices in New York, San Francisco and Barcelona.

### Product Development

Delivering innovative consumer products that delight customers, answer market demands, and solve critical manufacturing challenges.

### Interactive Experience

Designing engaging, intuitive experiences ranging from simple product operation to the use of complex systems, technology platforms, and media.

### Brand Communication

Creating indelible bonds with consumers by reinforcing critical brand attributes at every touch-point and developing strategies for brand growth.

Acer / Becton Dickinson / Bell Canada / Burton / Cisco / Clorox / Coca-Cola / Corning / ESPN / Ford / General Motors / Groupe SEB / Hewlett-Packard / Imation / Intel / Johnson & Johnson / Kellogg's / Lexar Media / LG Electronics / McDonald's / Microsoft / OXO International / Samsung / Shell / simplehuman / Starbucks / Timex / Toshiba / Toyota / Vicks / World Kitchen / XM Satellite Radio / Yahoo!

**New York**  
601 W 26th St, Suite 1820  
New York, NY 10001  
212 807 8150

**San Francisco**  
640 Bryant Street  
San Francisco, CA 94107  
415 255 7490

**Barcelona**  
Passatge Sert 10  
3rd floor, suite 6  
08003 Barcelona, Spain  
+34 935 846 615

## Awards

Through the years, Smart Design has garnered over 150 other awards and honors and our work has been included in the permanent collections of museums worldwide.

- 2008** 3 X IDEA/BusinessWeek Awards, IDSA  
red dot award: product design  
Universal Design Award
- 2007** National Design Awards finalist  
3 X IDEA/BusinessWeek Awards, IDSA  
2 X red dot awards: product design  
3 X iF Product Design Awards  
Silver Spark Award  
4 X Good Design Awards, Chicago Athenaeum
- 2006** CES Innovation Award  
6 X Good Design Awards, Chicago Athenaeum
- 2005** Medical Device Excellence Award  
2 X CES Innovation Awards  
3 X IDEA/BusinessWeek Awards, IDSA  
2 X Good Design Awards, Chicago Athenaeum
- 2004** Medical Design Excellence Award  
5 X IDEA/BusinessWeek Awards, IDSA  
7 X Good Design Awards, Chicago Athenaeum
- 2003** IDEA/BusinessWeek Award, IDSA  
10 X Good Design Awards, Chicago Athenaeum
- 2002** 7 x IDEA/BusinessWeek Awards, IDSA  
4 x Good Design Awards, Chicago Athenaeum
- 2001** 2 x IDEA/BusinessWeek Awards, IDSA  
2 x Good Design Awards, Chicago Athenaeum

