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**S M A R T   D E S I G N**

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



# Hello.

Smart Design is honored to be the recipient of the Smithsonian's 2010 Cooper-Hewitt National Design Award for Product Design. Providing people with engaging, satisfying, rewarding, and fun experiences through the products we create is at the soul of our company.

Here's a little about us and our work.

*OXO Good Grips Silicone Textiles Line [2005]*



*improving daily life*



That's what Smart Design strives to achieve with each and every design challenge presented. Through purposeful innovation and design leadership, the company has delivered hundreds of products enabling enjoyable and satisfying consumer experiences time and again.

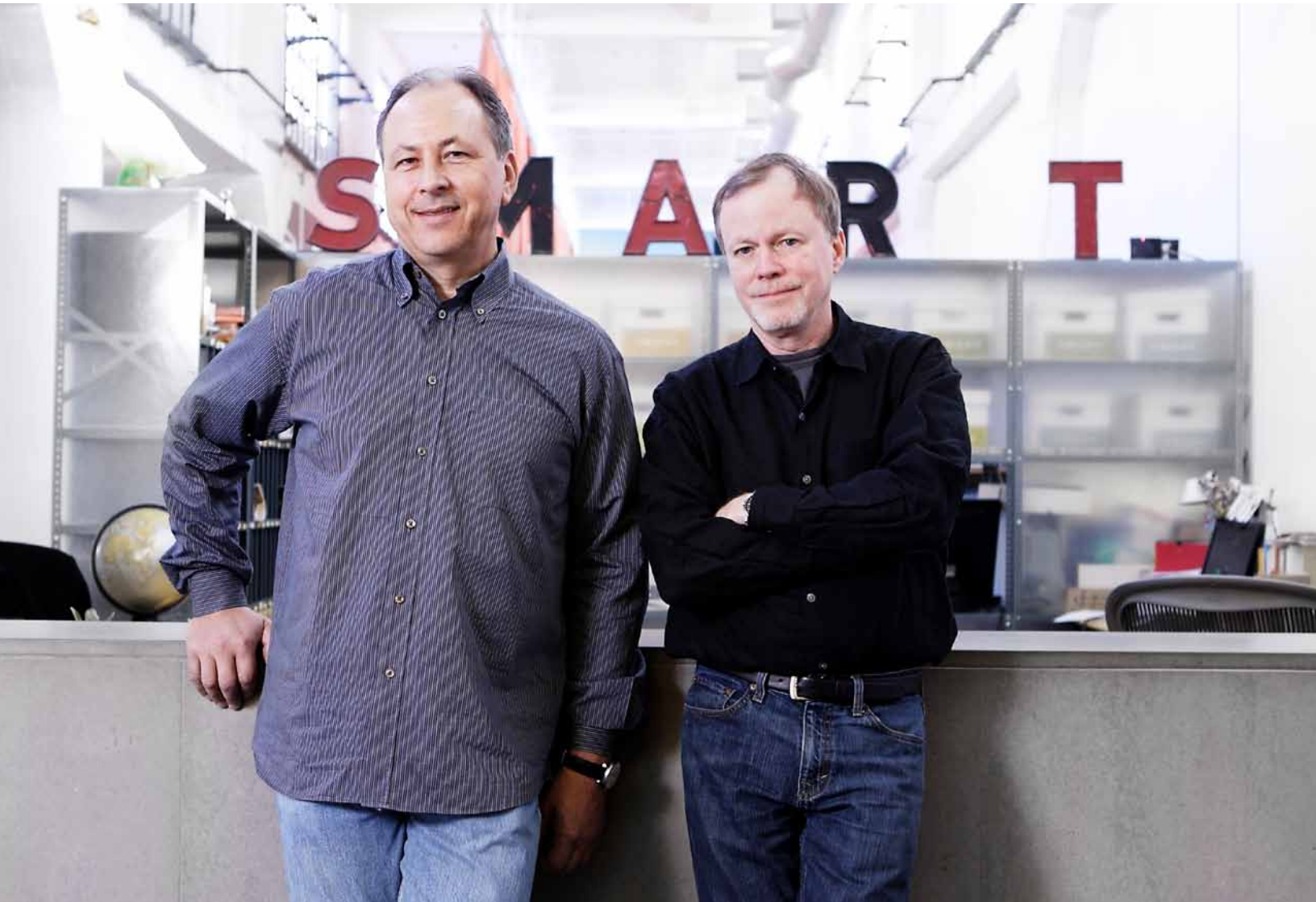
Over the years, Smart Design has developed iconic products that have withstood the test of time – most notably Corningware French White cookware, OXO Good Grips kitchen tools, REACH toothbrushes, and HP Photosmart printers.

Smart Design has a 30-year history of turning insight and innovation into successful consumer products, communications, and brands. Our multi-disciplinary approach brings together experts in product, graphic, and interaction design, business factors, engineering, and design research to ensure that its solutions connect with people. Smart Design's consistent results are delivered by its international staff of 130 – working in teams across offices in New York, San Francisco, and Barcelona.



*OXO Good Grips Indoor Pour & Store Watering Can [2005]*





*Tom Dair [left], Davin Stowell [right]*

## Davin Stowell, CEO

Davin Stowell is the founder and CEO of Smart Design, a multi-disciplinary design consultancy. Over the last 30 years, Davin has established Smart Design as one of the world's premier design firms focused on consumer products, services, and experiences. An expert in strategic consumer product design and planning, Davin has steered the design directions for a broad range of clients including: OXO International, Hewlett-Packard, Johnson & Johnson, Gillette, and World Kitchen.

The OXO Good Grips line he created in 1989 introduced the concept of Universal Design in everyday products and has received more than two dozen awards, including the IDSA/ BusinessWeek "Design of the Decade Gold Award," the American Society on Aging Gold, the first Arthritis Foundation Award, and it is included in the permanent collection of the Museum of Modern Art in New York. The OXO story is currently used as a design management case study in the MBA program at Harvard University.

Davin holds a bachelor's degree in Industrial Design from Syracuse University. He opened his own design office in 1978, which became Smart Design in 1980. Davin is an active member of the Industrial Designers Society of America, the recipient of numerous patents, and his work is featured in museum collections worldwide.

## Tom Dair, President

Tom Dair, co-founder and president, is responsible for managing Smart Design's San Francisco office, which was founded in 2001. As Practice Leader for Smart's Insights and Strategy discipline, he has pioneered methods that inform the design process through understanding user behavior and perceptions.

Working with companies such as Samsung, Johnson & Johnson, Starbucks, XM Satellite Radio, Cisco Systems, Clorox, and Kellogg's, he has helped to establish strategic initiatives leading to successful product introductions and profitable results for his clients. Tom has been granted 19 patents to date, won numerous awards, and his designs have been featured in various museum collections. On the topic of design, Tom has presented at a variety of professional and academic conferences and he has been featured on CNBC, and in articles for The Wall Street Journal, Fast Company, and the New York Times.

Tom graduated from Syracuse University with a bachelor's degree in Industrial Design. In addition to his work at Smart, he taught product design classes at Parsons School of Design in New York for ten years and today continues to guest lecture and work with students. He is an active member of the Industrial Design Society of America.



New York Taxi [2007]



## Smart Design for

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OXO Good Grips Angled Measuring Cup [2001]

# *universal appeal*

## OXO Good Grips Kitchen Tools

A strategic partner with OXO International since its inception in 1989, Smart Design developed the influential OXO Good Grips line, introducing the concept of Universal Design to mass retail and creating consumer demand for high-quality kitchen tools.

Beyond the basics of form and function, these products work for people of varying age and ability including the elderly and users with limited strength and dexterity. Since the initial introduction of 20 kitchen tools, Smart has now designed more than 1,000 products for OXO including the latest office tools for their Staples partnership and a line of children's products.

**[1989 – 2010]**



*OXO Good Grips Peeler [1989]*















*1,000  
products ...  
and counting*







OXO Tot Sprout Chair [2010]





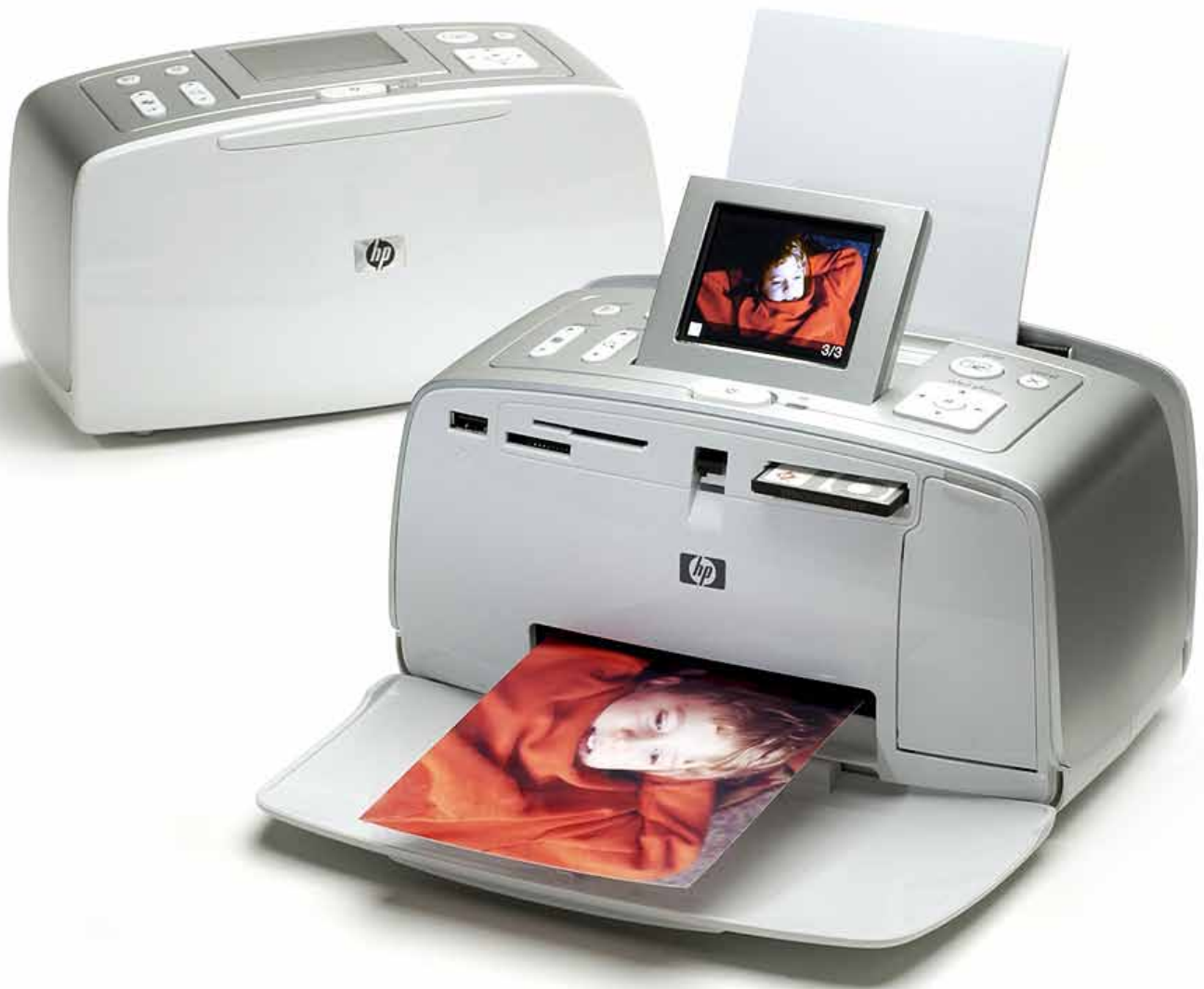
OXO Tot packaging [2010]

*comfort and ease  
from day one*



OXO Tot feeding line [2010]

Hewlett-Packard Photosmart 375 [2004]



*memories  
to go*





## HP Photosmart Printers

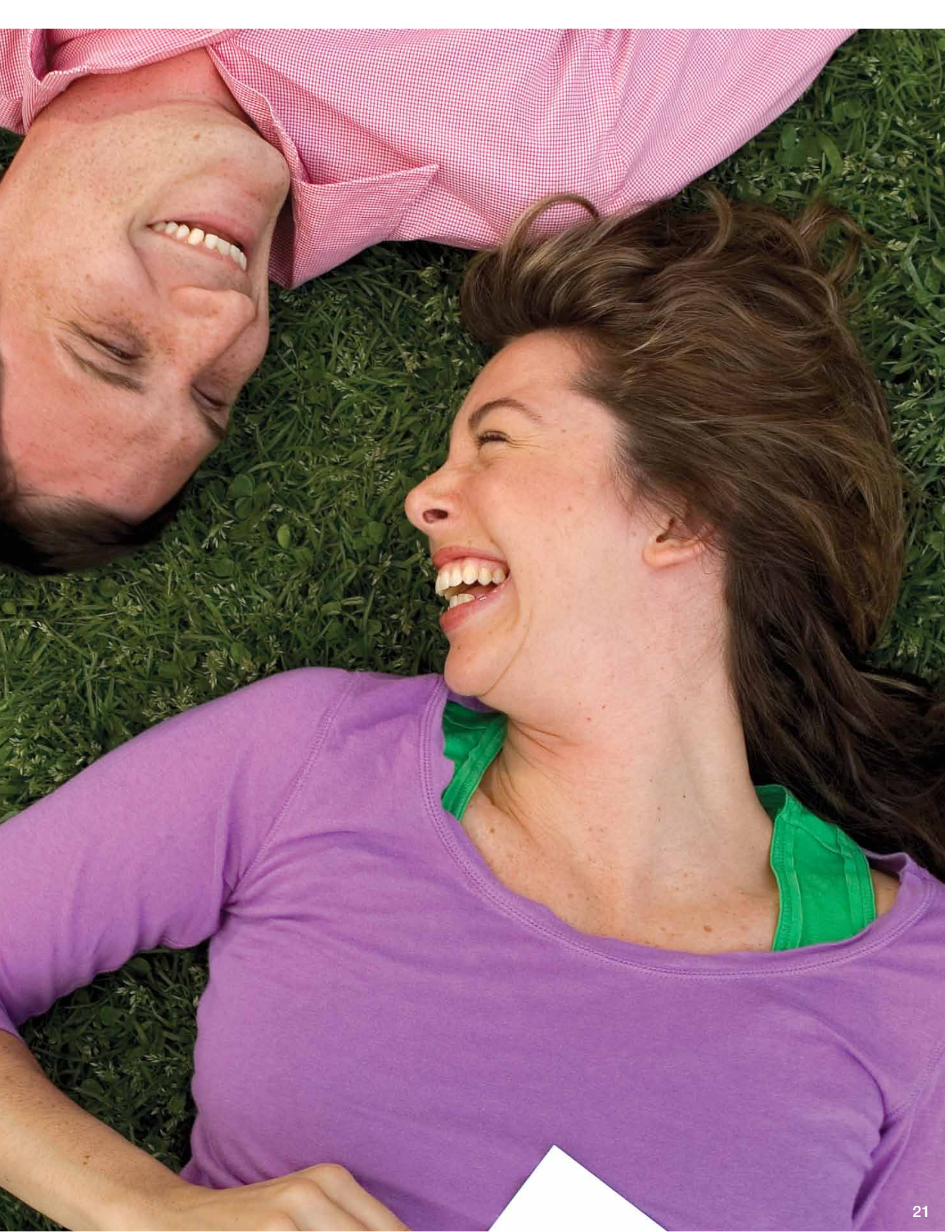
People really don't want to fiddle with a printer – they just want to share photos with their family and friends. That was the driving idea behind the design of the HP Photosmart printers. We wanted to enable people to get to their finished prints quickly, without frustration. The design team focused on creating a friendly appliance-like form and intuitive interface for easy set-up and operation. The resulting designs are the first truly portable photo printers on the market and have gone on to be some of HP's best-selling products. Over the years, Smart Design has created over 100 products for HP's digital imaging division which includes cameras, printers, and scanners.

**[2001 – 2006]**









## HP ScanJet 4670

Typical scanners are big boring boxes that take up valuable space on the desktop. The design team was challenged to re-think the typical scanner's configuration and usage. The resulting design is a vertical scanner that saves space and creates an engaging user experience. The clear window makes it easy to position documents and exposes the scanning process. The removable scanner frame can be used to scan oversize books, a picture hanging on a wall, or just about anything your imagination can dream up.

**[2003]**

*a window  
of opportunity*





11	12	13	14	15 * -payday-	16	17
18	19 * Martin Luther King Jr.*	20	21	22 CHINESE NEW YEAR! 	23	24
25	26	27	28	29	30 * -Friday	31



22	23	24	25	26	27	28
29	30	31				





## HP ScanJet Enterprise 9000 Sheet-feed Scanner

HP wanted a solution, not just another scanning product. They wanted to build on their solid reputation for creating robust business tools that can be operated by everyone. For businesses such as medical or law offices, paper handling was a real challenge, often requiring work-arounds or overly complex devices that didn't always meet the needs of the people operating them. A scanner is a communal business tool and should function as universally and simply as possible so that it can accommodate the widest number of users with varying degrees of tech-savvy.

The HP Scanjet Enterprise 9000 Sheet-feed Scanner is designed to make robust paper handling much easier for small and medium sized office professionals. With a first-of-its-kind, pivoting control panel, the equipment adjusts to the user's needs, rather than the opposite. This fast, highly reliable, A3 document capture device is easy to use, has a simple installation, and can be effortlessly integrated into existing document management systems. The HP Scanjet Enterprise 9000 Sheet-feed Scanner is sophisticated enough for IT management, yet simple enough for everyday use, and helps people increase productivity by digitally automating business processes, all at the touch of a button.

**[2009]**

*the office ...  
digitized*



*everyday elegance*

*Corningware French White [1979]*







## Corningware

Our first client, Corning, was looking for ways to make its cookware more functional and universally appealing to consumers. The multipurpose Grab-it allowed people to heat and eat from the same bowl – a perfect complement to the then emerging microwave oven.

The assignment for French White cookware was to eliminate Corningware's typical flowers and patterned decoration in an effort to save money in the manufacturing process. Designed over 27 years ago, and found in virtually every home in America, French White continues to be Corningware's best-selling product line.

**[1976 – 1982]**



*checkered  
past, bold  
new vision*

## New York Taxi

Hailing a taxi in New York is one of the quintessential experiences of the city, and in 2007 the taxi experience got a major improvement through a new contemporary, branded graphic design implemented by the NY Taxi & Limousine Commission.

In celebration of 100 years of the NY taxi cab, the TAXI 07 initiative was launched to completely rethink the design of the taxi – inside and out. Led by Smart Design, Antenna Design, and Birsell+Seck, the team thought about how to create a better rider and driver experience through physical features in the cars. After developing two concept cars, we worked on ways to inspire more credibility in the largest and safest taxi system in the world. We developed a graphic design system of icons, logos, a proprietary “taxi” font, and placements of key information – all with real users in mind. New York’s daily riders, visiting tourists, and non-English speakers alike benefit from the clear and straightforward graphics and the cohesive look makes the 13,000 medallion taxis feel part of a broader NY public transportation system.

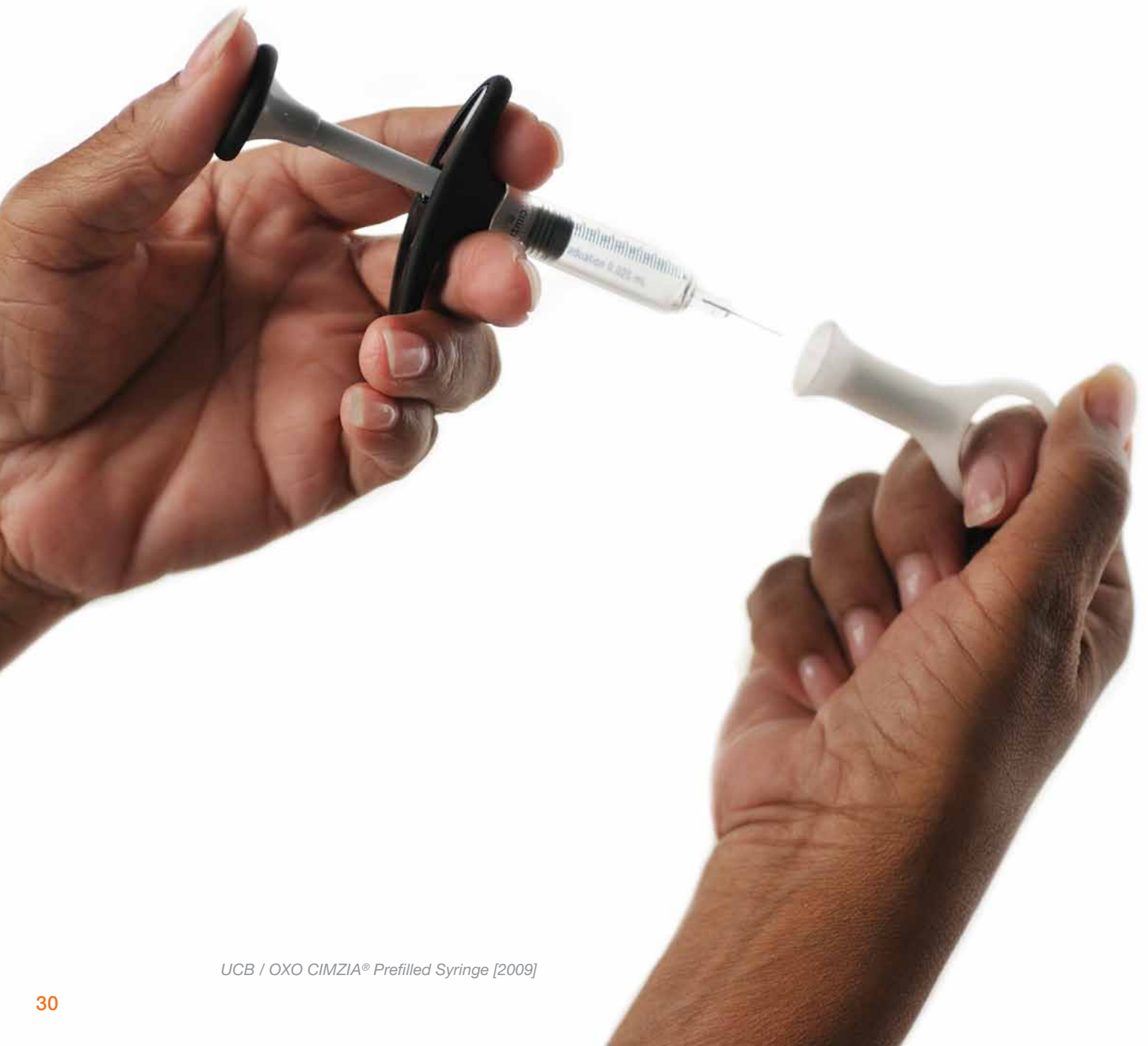
[2007]



New York Taxi typeface, logo, and livery design [2007]



*putting patients first*





## Cimzia Delivery System

Putting patients first. That's what UCB wanted to do when they joined forces with OXO to develop a new delivery device and packaging system for their new Rheumatoid Arthritis medication, Cimzia.

We led the team to develop the Cimzia Prefilled Syringe, the first syringe designed with and for Rheumatoid Arthritis patients. Self-injection can be tough if people's joints are painful and inflamed from RA. Cimzia's prefilled syringe overcomes the challenges faced by these patients, making it easy to use and accommodating a wide range of grip styles, strengths, and dexterity issues.

Cimzia's packaging makes the lives of RA patients easier by bucking traditional pharmaceutical packaging conventions. This friendly, easy-to-open package creates a book-like "staging area" rather than simply emptying contents onto a table. Its thoughtful and straightforward step-by-step process provides a positive, caring user experience and leads to greater compliance – the ultimate goal of any chronic disease treatment.

The new Cimzia platform puts patients in control, empowering them during the self-injection process and promoting a more independent lifestyle.

[2009]



UCB / OXO CIMZIA® Packaging [2009]



## Ford SmartGauge

Ford came to us to help design an innovative new instrument cluster for their hybrid vehicles. At the project's inception, the teams discussed how design can do more than just present information. It can influence driving behavior. SmartGauge has opened a dialogue between car and driver which allows them to respond to each other in ways that lead to better driving decisions and, importantly, saving gas. It represents a paradigm shift in auto design and a revolutionary new experience for drivers. SmartGauge was launched in Ford's 2010 Fusion Hybrid which was chosen as both Motor Trend's Car of the Year and the North American Car of the Year for 2010.

**[2008]**



*instrument of change*

*good habits  
within reach*







## Johnson & Johnson REACH Wondergrip

To create the first toothbrush designed specifically for a child, we studied the brushing behavior and abilities of more than 100 kids. Not only did the resulting Wondergrip design succeed in appealing to kids on an emotional level, but the ergonomic handle addressed their manual dexterity limitations by intuitively encouraging proper brushing technique. It was a revolutionary concept that continues to influence the design of children's products today. After 10 years as a top seller, REACH reintroduced the Wondergrip in 2009 to the delight of children everywhere.

[1993]

# *performance wear for demanding jobs*



## Endura Performance Apparel Scrubs by Cardinal Health

Most hospital staff, from surgeons to volunteer workers, will say they feel uncomfortable, cold, exposed, or just plain unprofessional dressed in their very un-designed “pajama-looking” scrubs.

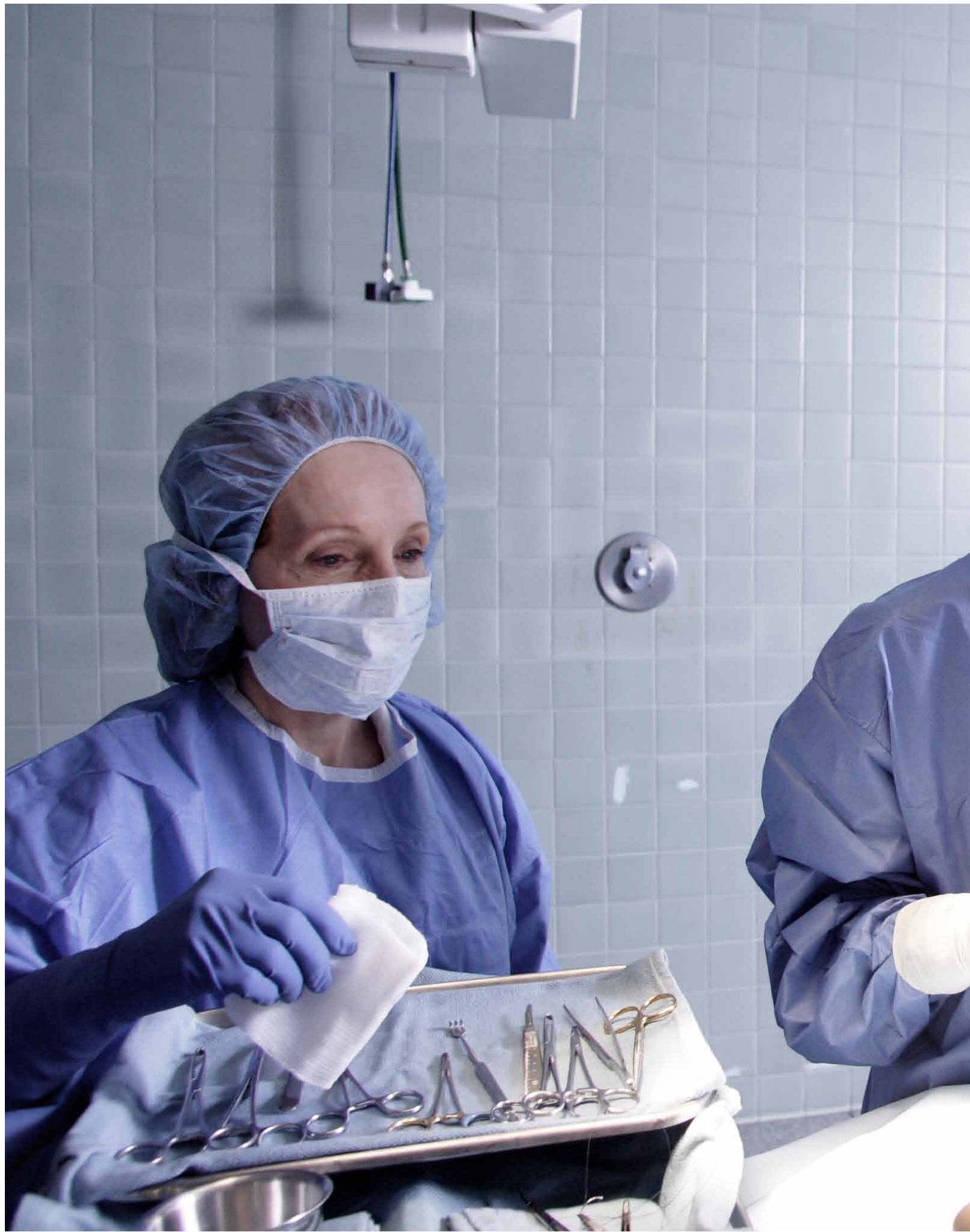
Cardinal Health wanted to uncover a high-impact but relatively low-cost opportunity that would result in much greater satisfaction amongst health professionals. The design team looked to sports clothing as an inspiration, and to basic human issues of hospital workers to innovate through design. We re-invented an item that had been around so long that everyone failed to think about how it could be improved.

A line of cost-effective high performance scrubs was created to keep doctors, nurses, and other hospital staff comfortable and working efficiently in their highly strenuous positions. Simple benefits such as angled pockets, stretchability, mesh areas for air flow, and quality construction make these scrubs a vast improvement on their predecessors. This approach is the key to healthcare innovation in the future.

**[2009]**











*toward a  
paper-free life*





## NeatDesk

Neat Company came to us to design scanning devices that would communicate and provide a clear benefit over competitive products. Our team first developed a friendly yet precise design language, to be used across the line, that would communicate the brand promise of an organized, simplified, paper-free life.

NeatDesk, the anchor of the product line we developed, is a high-speed scanning and organizing system that enables people to scan receipts, business cards, and documents all at once, resulting in a de-cluttered desk and, more importantly, transforming disparate information into an organized, useable format. Our effective integration of hardware and software, along with meticulous design engineering, helped turn a complex concept into an easy-to-use solution.

[2008]

*easy as one,  
two, three*



## Vicks Life Stages Thermometers

Conventional thermometers can be infuriating, especially for a concerned parent trying to get an accurate reading from a not so cooperative child. Understanding that this can be a stressful situation, the design team developed a strategy for a line of products geared to the child's age that would deliver accurate results with minimum fuss. Extensive research and anatomical modeling led to the creation of three innovative products, each one optimized for the "hot zones" where a child's temperature is taken.

The baby rectal thermometer puts parents at ease with a form that prevents over-inserting. The toddler underarm thermometer fits comfortably in place and kids can watch the numbers change in the process. And the children's oral thermometer has a flexible, tapered probe that tucks easily under the tongue.

**[2002 – 2005]**





## Client List

Acer  
Becton Dickinson  
Bell Canada  
Burton  
Cardinal Health  
Cisco  
Coca-Cola  
ESPN  
Ford  
Groupe SEB  
HP  
Intel  
Johnson & Johnson  
Kaleidescape  
Kellogg's  
Lexar Media  
McDonald's  
Microsoft  
Nike  
OXO International  
Samsung  
Shell  
simplehuman  
Samsung  
Starbucks  
Toshiba  
Toyota  
UCB  
World Kitchen  
XM Satellite Radio  
Yahoo!

## Awards

2010  
National Design Award winner  
Gold Medical Device Excellence Award  
3 x red dot awards: product design  
2 x iF Product Design Awards  
iF Communication Design Awards

2009  
National Design Award finalist  
5 x Industrial Design Excellence Awards, IDSA  
2 x red dot awards: product design  
red dot communication design award  
2 x iF Product Design Awards  
CES Innovation Award

2008  
3 x Industrial Design Excellence Awards, IDSA  
red dot award: product design  
3 x Spark Awards  
Universal Design Award 08

2007  
National Design Award finalist  
3 x Industrial Design Excellence Awards, IDSA  
2 x red dot awards: product design  
3 x iF Product Design Awards  
Spark Award

Through the years, Smart Design has garnered over 200 other awards and honors and our work has been included in the permanent collections of museums worldwide.

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