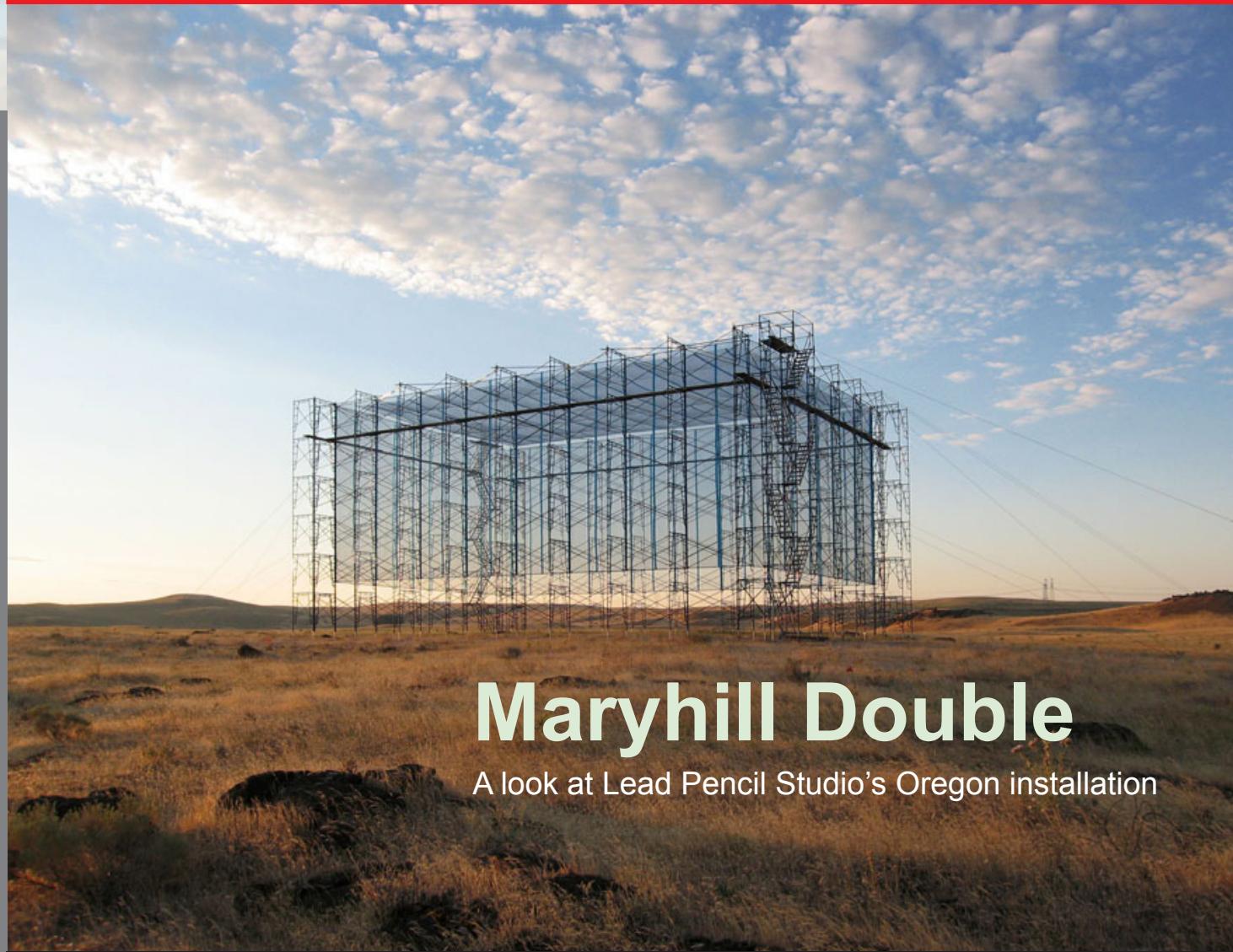




- Inside the Adidas Studio  
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- Tanner Messenger Bags  
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Modular Storage Containers for Disney Retail. Design by Bill Fritts  
photography courtesy of the designer

winter 2006

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on the cover: "Maryhill Double" by Annie Han and Daniel Mihalyo  
photograph by Lead Pencil Studio copyright 2006



# oregon chapter contact information

Ink is the official newsletter of the Oregon Chapter of the Industrial Designers Society of America.

We welcome submissions, including articles, letters, photographs, design news, related industry events, calendar items, and advertising.

<http://idsaor.org/>

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## message from the chapter



Dear Oregon Chapter,

As we enter the holiday season I thought I would reflect back on a fantastic year for the local Industrial Design community. Many new volunteers have stepped up to help revitalize the Oregon IDSA Chapter, not only with their skills and enthusiasm, but with significant investments of their spare time.

We've also had a large number of local companies open their doors for studio tours, most recently the very generous designers at Adidas. Others have stepped up to organize tours through unique Oregon treasures such as the Gordon House; the only Frank Lloyd Wright-designed home in the state. The Chapter expects to host many unique tours in 2007 and we hope you can join us as we explore sources of local design inspiration.

Finally, several Oregon companies have earned impressive recognition for their work in the recent 2006 BusinessWeek/IDEA competition. We present some of this work for you in this issue. Congratulations to HP, ZIBA Design, and Intel, for this achievement.

Happy Holidays from all of us at the Oregon Chapter!

Regards,

Janna Kimel IDSA  
Oregon Chapter Secretary



## calendar

Events of interest to the Design community.

See [www.idsaor.org](http://www.idsaor.org) for a complete listing

Microsoft/IDSA Next Generation PC Design Competition

Entries Accepted through 18 December 2006 11:59 pm EST

<http://www.startsomethingpc.com/>

HERMAN MILLER - Design Trend Presentation

**Wednesday, 06 December 2006 6-8pm**

HERMAN MILLER WORKPLACE in Portland, OR is proud to present an exclusive event @ OFFICE featuring a Bob Cox, HM Strategist and internationally-renowned design leader (x-Gensler) presenting an exclusive point of view for business and design leaders and students on BRANDING THE BUILT ENVIRONMENT, DESIGN and TRENDS, kicking off with a design mixer sponsored by New Deal Vodka. Limited to the first 75 who respond - a rare opportunity to get design insight and access to the creatives behind global design leaders, HERMAN MILLER.

2204 NE Alberta Street

Portland, Oregon

[shop@officelpdx.com](mailto:shop@officelpdx.com)

888 355 SHOP

Sneakin Out to DWR

**Thursday, 07 December 2006 6-8pm**

It has been four years since the opening of our Portland Studio and we would like to celebrate our success with you. This year we decided to spice up the festivities with some live music. Sneakin Out, will be playing some good tunes, and since they know how to have fun, this party is sure to be rockin. Come out and enjoy some entertainment as we celebrate together, and keep in mind that this is a good opportunity to get your orders in for the holidays. Have a glass of wine compliments of AtoZ Wineworks and sample handmade chocolates from DePaula Confections.

Design Within Reach

1200 N.W. Everett

Portland, Oregon

Phone: 503.220.0200

<http://www.dwr.com/studios/portland>

**12.6.2006 | 6:PM**

# ADVANCING CULTURE + BRANDS

Join OFFICE + WORKPLACE RESOURCE for a **HERMAN MILLER** design seminar + mixer with Bob Cox – Workplace Strategist + former Gensler Design Principal. Gain insight on design, trends, clients + the modern workspace, while networking with design professionals. Cocktails courtesy of NEW DEAL VODKA. This event is free + open to the public. Space is limited. RSVP to [event@officelpdx.com](mailto:event@officelpdx.com). The event location is OFFICE 2204 NE Alberta St Portland OR.

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# new and notable

## Local Industrial Design News



Fat Cat Ski and Snowboard Mount by Mike Kemery



### Fat Cat by Yakima Racks Earns Recognition

Yakima's Fat Cat ski and snowboard mount was published in the Mens Journal December '06 edition and listed as one of the featured "Gear of the Year" products. The Fat Cat was designed in-house by Sr. Industrial Designer Mike Kemery, IDSA.

Yakima Racks  
15025 SW Koll Parkway  
Beaverton, OR 97006  
971.249.7501  
[mike.kemery@yakima.com](mailto:mike.kemery@yakima.com)

### Local IDSA Members Participate on AeA Panel - Protecting the User Experience:

#### When Look & Feel Is the IP

Harry McVicker, IDSA (Vice Chair - Oregon Chapter), and Nick Oakley, IDSA (Intel Corp) participated with other local industry leaders at a recent AeA (American Electronics Association) Roundtable on Technology and IP. Much of the lively discussion focused on their real world experiences. Joe Makuch, Affiliate Member/IDSA, acted as moderator and led an interactive roundtable discussion about protecting innovation beyond technology. Makuch and the panel helped identify the elements for a successful convergence of the business and legal aspects of design.

[http://www.aeanet.org/Events/orme\\_IPTevent\\_OR100608.asp](http://www.aeanet.org/Events/orme_IPTevent_OR100608.asp)

### December Deadline for Microsoft/IDSA

#### Next Generation PC Design Competition

The Next-Gen PC Design Competition is designed to spotlight the developers of innovative PC industrial designs, as well as increase awareness among consumers and businesses about the importance of industrial design and the digital lifestyle in the development of PCs. Envision how form factor influences the digital lifestyle—from personal productivity at work or home, to entertainment, mobility and lifestyle. Each entrant submits their best hardware design-PC concept (software and UI design are not part of this competition) for judging. A total of five (5) prizes will be awarded -- Judge's Award, 1st, 2nd and 3rd place, Chairman's Award, and Public's Choice -- based on the design's innovativeness, aesthetics, user experience, and eco-responsibility. Submissions will be accepted through December 18, 2006, 11:59 pm EST.

<http://www.startsomethingpc.com/>

### Triad Product Wins Electronic House 2006

#### Product Of The Year Recognition

Triad's InCorner Silver Omni was designed to deliver quality full-range sound where placement or construction constraints mandate the speaker mount in a corner. Triad offers custom paint matching so the speaker virtually disappears, blending in with the wall color. Uses include distributed audio, surround channel applications, or any situation where freestanding or inwall speakers can't be used. The InCorner Silver Omni was designed in-house by industrial designer Dennis Veatch.

The product was also featured in the September/October 2006 issue of the Robb Report Home Entertainment magazine.

Veatch can be contacted at:

Triad Speakers, Inc.  
15835 NE Cameron Blvd  
Portland OR 97230  
503.517.2630



## new and notable

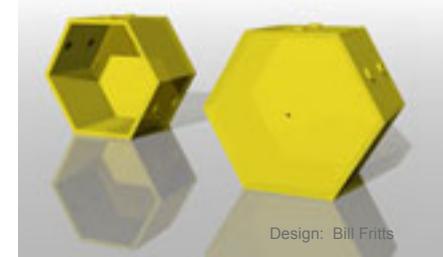
More Local Industrial Design News

Modular Storage Containers for Disney Retail  
Design by Bill Fritts

### Designer Bill Fritts Completes Design For Disney Retail

Local Design Patron and Owner of Intelligent Design, Bill Fritts recently completed a custom designed roto-molded storage unit for Disney retail worldwide. The Disney Roto-Molded Honeycomb storage units are stackable up to 25 feet high.

Contact Intelligent Design for more information:  
<http://www.idcollection.net>  
 503.228.8825



Design: Bill Fritts



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1200 N.W. Everett  
Portland, OR 97209  
Phone: 503.220.0200



## Thoughts on the chapter tour at the Adidas studio

Stefanie Danhope-Smith, Intel Corporation  
iamstefanie@gmail.com

If there's one thing I learned from touring the Adidas facility, it is that Adidas is a company that treasures their heritage. If there's one thing I learned from writing this article is that talking about honoring tradition is quite possibly the easiest way to sound like a complete cheese ball. Yet, Adidas manages to fold the past into everything they do without ever appearing campy. So how do they pull it off? If you ask me, I'd say that it's not a marketing strategy for Adidas; it is their culture. And everything they design is absolutely steeped in it.

The village, as I found out, is a redevelopment of the Bess Kaiser Medical Center. We met at the soccer field near the Yellow Building, so named for its façade—a patchwork windows against a background of yellow and grey panels. Our guides had prepared a presentation for us so we were lead upstairs to a projection room. After some casual introductions they began. Although they had a glossy collection of their latest and greatest products waiting for us, we first learned why increasing performance is paramount at Adidas. Instead of a mission statement, thrilling though they are, we were shown a photograph of founder Adi Dassler thoughtfully examining his revolutionary screw-in cleats.

After the presentation we were lead to the design studio. This is a big deal—toys, cars, and athletic shoe companies are notorious for being among the most secretive in the industry regarding their products. Material samples lined the walls. Shoes were everywhere.

Model making is quite different in shoe design. Instead of carving foam models, the designers play Dr. Frankenstein on the hundreds of shoes in the studio by cutting them, marking them up, and pinning various materials on them. And of course, there were the drawings; that unmistakable illustration style that footwear design will always be able to claim as its own. I went in expecting to hear the hissing of airbrushes; I was surprised to find an abundance of Wacom tablets. According to our guide, preserving this detailed yet soft style was the primary concern in choosing digital imaging software for the design team. Yes, even their drawing style respectfully nods to the past.

Adidas certainly has a rich history. So, the next time you feel like pronouncing the word like most Americans do—"ah-deed-uhs" think again. They have been named after Adi Dassler, the man who continues to be the standards of quality, innovation, and heritage for this company.



## Maryhill Double

photographs by Lead Pencil Studio copyright 2006

This summer, artists Annie Han and Daniel Mihalyo assembled a full-scale architectural double of the Maryhill Museum of Art made entirely out of scaffolding and construction netting. Maryhill Double, a Creative Capital funded project, was built on private ranch land one mile due South of its namesake and across the deep chasm of the Columbia River Gorge. The 6,000 square foot temporary monument resided in the stark Oregon grassland for three months. Viewers were able to transpose themselves mentally from the original museum enclosure to its double and back again in a contemplative exercise that focuses attention on the intangibles of contained space, scale perception, land use, authorship and institutional history.

**"We stop at the point where you would normally begin," says Daniel Mihalyo about his collaborative work with Annie Han.**

To make their art, the two architect-trained artists use rudimentary yet elegant construction materials—wire, filament, pipe, rebar—to build atmosphere rather than rooms.

They don't so much fill a space as draw our attention to the ways that space is normally taken for granted." – Barbara Pollack for Creative Capital

The project was constructed in reference to the remarkable life of Sam Hill who envisioned the establishment of a Quaker farming community at Maryhill on his 7,000 acres of private land. The building he first intended as a mansion became the Maryhill Museum posthumously in 1940 with the help of three remarkable women; Queen Marie of Romania, the legendary Parisian modern dancer Loie Fuller, and the San Francisco sugar fortune heiress, Alma Spreckels.

>>>

Article compiled by IDSA-Oregon Ink Staff from press releases

Maryhill Double on the bluff near Biggs Junction, Oregon



photograph by Lead Pencil Studio copyright 2006

Annie Han and Daniel Mihalyo are a Seattle-based collaborative team who explore the intangible conditions of architecture at full scale by employing light-weight construction materials.

They were selected as an Emerging Voice in 2006 by the Architecture League of New York, completed residencies at the Center for Land Use Interpretation and the Headlands Center for the Arts and have been awarded numerous grants.

More information is available at  
[www.leadpencilstudio.com](http://www.leadpencilstudio.com)



## Oregon Chapter Tours Gordon House

Article by IDSA-Oregon Ink Staff

Photos courtesy of Harry McVicker and Steve Prastka



On a recent September weekend, the Oregon Chapter spent some time touring the The Gordon House in Silverton. The event was a great opportunity to view Frank Lloyd Wright's only building in Oregon and the only one in the Pacific Northwest that is open to the public.

Intended to follow Wright's "Usonian" model, the home was designed in 1957 for Conrad and Evelyn Gordon for their farm on the south side of the Willamette River in Wilsonville. The house was completed in 1964, and the Gordons lived there for over thirty years.

In 2000, descendants of the Gordons sold the property and the new owners donated the property to the Frank Lloyd Wright Building Conservancy with a requirement that the house be moved off the property.

>>>





## Gordon House

continued

In 2001, The Oregon Garden graciously agreed to move the house in advance of a rapidly approaching deadline. The house was moved 24 miles south to Garden grounds where it was restored and dedicated as a public museum in March 2002.

Our tour guide led us through an extensive, yet entertaining journey throughout the home describing in great detail Wright's design intent as well as stories about the original owners, the amazing restoration, and future needs.

In order to help restore and preserve the house, a non-profit corporation, The Gordon House Conservancy was formed. If you would like to become a member please call or send your tax-deductible contribution to:

The Gordon House Conservancy  
PO Box 1207  
Silverton OR 97381-0056  
503.874.6006

Additional details:  
<http://www.thegordonhouse.org/>



IDSA Tour Participants Enjoying View From Master Bedroom Deck



Window Detail



## TANNER

**Local industrial designers launch Messenger Bag and Accessory company**

article by IDSA-Oregon Staff

Portland-based Industrial Designers, Sam Huff and Mark Perusich have joined forces and started TANNER, a company that designs and produces quality messenger bags to transport your daily necessities.

Designed and constructed to be functionally sound, utilitarian, and durable, each custom product is cut, sewn, and branded from a single hide of leather to ensure every bag is unique in its appearance. Like a pair of raw denim jeans, TANNER goods utilize full-grain hides hand-chosen for their ability to age beautifully and show characteristics well over time.

Available in assorted colors and textures, customers may select their preferences when ordering a custom TANNER bag. After an order has been processed, TANNER hand-selects leather swatches based on customer preferences and send options via high-res images.

>>>





## TANNER

**Continued**

Huff and Perusich have also designed a line of wallets to compliment the bag products. Much like their bags, the TANNER cardholder wallet was designed to maximize utility and function. The slim design allows to you to trim the excess and transport the essentials: money, credit cards, your license, and a few business cards. The wallets can either be ordered plain or with a 1-of-6 limited edition "Spaghetti Western" graphics. The graphic treatment makes an extremely unique statement.

Landscape bag dimensions: 11.5in. tall x 14in. wide x 3.25in. deep. Will fit most 15in. laptops comfortably. Retail price \$195.

Portrait bag dimensions: 13in. tall x 10in. wide x 3.25in. deep. Will fit letter sized documents and folders. Retail price \$195.

Plain cardholder wallet: 3in x 4in, flat. Retails price \$34 and \$44 (with printed graphics).

All custom bags require two to three weeks to produce from time of order. If you are interested in a locally designed and manufactured product, TANNER custom bag are available in Portland at Huff's HECKLEWOOD store, as well as several other boutique outlets.

[www.hecklewood.com](http://www.hecklewood.com)

## Oregon produces multiple BusinessWeek / IDEA winners

Article by IDSA-Oregon Ink Staff

The Industrial Design Excellence Awards (IDEA) are dedicated to fostering business and public understanding of the importance of industrial design excellence to the quality of life and the economy and showcase the best industrial design from across the US and around the world.

In partnership with BusinessWeek, IDSA presented the 2006 Awards IDEA2006 Awards & Party at the recent IDSA National Conference in Austin, Texas. Several Oregon designers earned recognition including Hewlett Packard, ZIBA Design, and Intel's Oregon based User-Centered Design group. ZIBA won multiple Gold awards, including work with Lenovo and Sirius.

See <http://www.idsa.org/galleries.htm> for a complete look at all the catagoies and winners.



**Home Cinema II**  
IDEA 2006 Bronze Winner  
Design Explorations Catagory



The Home Cinema II is a completely do-it-yourself home theater system. It eliminates the mess of wires and expense of professional installation though wireless video technology. The straightforward system is comprised of just two components: the Smart Shelf and a digital projector. The Smart Shelf houses the cinema screen, which is automatically raised when the projector is turned on. In addition to a built-in DVD player, the shelf also contains a connector panel for other AV input devices (cable, VCR, PC). When not in use, the shelf has plenty of room for decorative items and furnishings. The projector can be mounted on the ceiling or placed on a coffee table. The white ceramic finish of the projector and the natural-wood finish and metal trim details of the Smart Shelf complement any home décor.

Contact: Mark Solomon, IDSA  
Hewlett Packard  
[mark.solomon@hp.com](mailto:mark.solomon@hp.com)  
Credit: Hewlett Packard and Pix Interactive



## 2006 IDEA Winners continued



### At Home Neuromotor Test Device

This in-home diagnostic tool allows doctors to regularly assess the status of their patients with Parkinson's disease. The laptop-like device leads patients through a series of dexterity, tremor and voice tests. Patients also wear a watch-like accelerometer that collects bodily tremor data, which are easily downloaded by docking the watch to the device. After the data are relayed, doctors can adjust medications and other treatments without requiring patients to leave home. The device also provides researchers with objective scientific data about the progression of the disease versus traditional subjective reporting methods that rely on patient and doctor observation—hopefully speeding the development of new treatments and one day a cure.

Credit: Intel Corporation - User-Centered Design Group  
Client: Intel Corporation/Digital Health Group



**At Home Neuromotor Test Device**  
IDEA 2006 Silver Winner  
Medical & Scientific Products Category

## classifieds and employment

See [www.idsaor.org](http://www.idsaor.org) for a complete local listing

### Industrial Designer

High End Home Audio Manufacturing company in Portland has an opening to add an innovative, creative, SolidWorks proficient Product Designer to its Engineering team. Triad Speakers, Inc. designs, engineers, manufactures and produces 95% of their product line in their northeast Portland facility.

Position requires the candidate to design the aesthetics and engineer new fully manufacturable speaker designs. The right person will be able to develop new processes and manufacturing techniques as well as take full advantage of current production capabilities. Triad Product Designers are very hands on during the entire development process and manage the product development cycle from start to finish. The right candidate will be detail oriented and interested in becoming part of a great product development team.

Bachelors' Degree in Industrial Design or related field is required, as well as an understanding of CNC manufacturing processes. MasterCAM experience and the ability to run a CNC is helpful, but training is available. Knowledge of Lean Manufacturing preferred, but training is offered and is an ongoing element of our culture.

For immediate consideration please submit resume to  
[estreich@triadspeakers.com](mailto:estreich@triadspeakers.com)

### Industrial Design Faculty Positions

The Art Institute of Portland is currently seeking part-time faculty to teach in the Industrial Design program. Teaching topics include, but are not limited to product design, marker rendering, and Rhino3D. Bachelor's degree required, Master's degree preferred. Three years minimum experience in the industry.

Please direct all inquiries to Jamie Hurd [jhurd@aii.edu](mailto:jhurd@aii.edu).

### Industrial Designer, Senior - Product Development

A-dec, Inc. is seeking a Senior Industrial Designer to plan, schedule and lead industrial design projects for a leader in the dental equipment industry. The job will require the use of advanced industrial design techniques, theories and concepts.

The ideal candidate will have a BA in Industrial Design, or a related field, and five to eight years of up-to-date related design experience. Other requirements include:

Demonstrated experience providing industrial design solutions for products through creative design and by applying up-to-date design solutions, techniques, approaches, methods, and technology. Experience assuring the value of new industrial design solutions by creating sketches, computer models, realistic studio models, and prototypes; and facilitating the evaluation of prototypes by management, technical groups, manufacturing, marketing, and the customer. Demonstrated experience completing proper documentation and data files by creating and maintaining up-to-date project records.

With an extensive global network of authorized dealers and customers in more than 100 countries, A-dec is one of the largest dental equipment manufacturers in the world. A-dec designs, builds, and markets much of what you see in the dental operatory, including chairs, stools, delivery systems, dental lights, cabinetry, handpieces, and a full line of accessories. Visit our website at [www.a-dec.com](http://www.a-dec.com) for more information about our products and company.

We employ over 900 people in a campus-style setting and we offer an excellent compensation and benefits package that includes generous tuition reimbursement, and retirement.

Please visit our website at <http://www.a-dec.com/html/JoinUs/jobs.asp> to view our current openings and download a copy of our application.

Contact the IDSA Oregon Chapter (Steve Prastka - [steve.prastka@intel.com](mailto:steve.prastka@intel.com)) if you would like to place advertising.

GE

Plastics



## Stand out from the crowd!



Ted Brewer hit a high note when he turned to GE Plastics for a solution during the production of his new high tech Vivo2 violin.

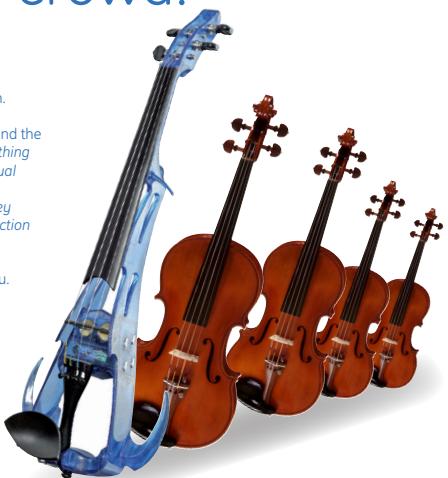
According to Brewer, GE Plastics provided both the material, visual effects and the expertise needed to perfect the Vivo2 design. "I tried other suppliers, but nothing came close to Lexan\* Visualfx\* resin. The exceptional quality, finish, and visual effects of our Vivo2 violins is unparalleled. GE provided amazing support - they pulled out all the stops to find the exact colour effects I had in mind. They shipped the material as fast as humanly possible so we could get into production as quickly as possible."

Call us today to discuss your business. We look forward to working with you.  
Tel: 0164 - 292911

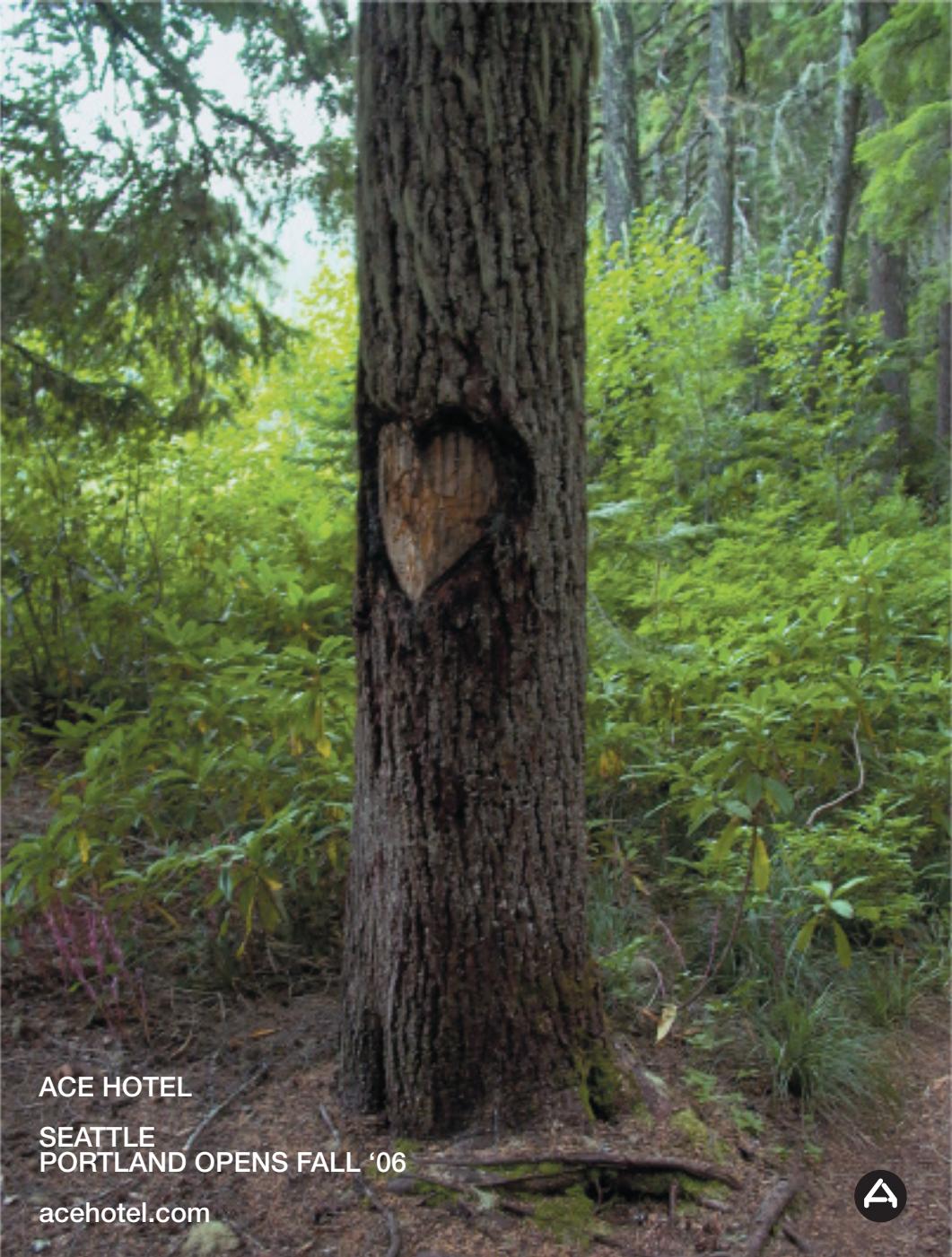
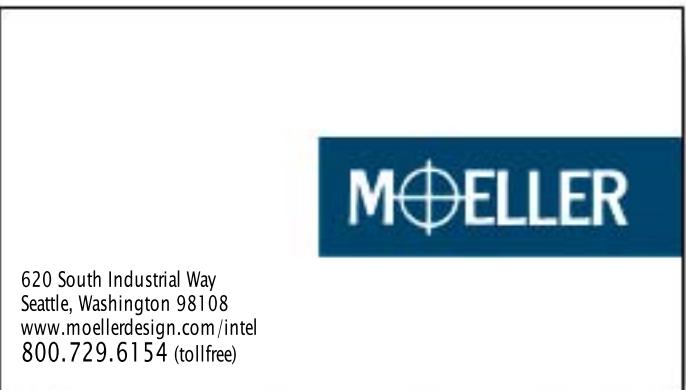
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