

# TEAGUE Wins Five IDEA Awards

The Associated Press

Acknowledging the company's outstanding product and transportation design capabilities, Seattle-based design consultancy, Teague, recently accepted five International Design Excellence Awards (IDEA) from the Industrial Designers Society of America (IDSA).

"IDEA is the most prestigious design award in the world," stated John Barratt, Teague president and CEO. "Winning is a testament to our work, and evidence of our commitment to build a future worthwhile."

Teague's award-winning designs include:

The IDEA program is the premier international competition honoring design excellence in products, ecodesign, interaction design, packaging, strategy, research and concepts. Winning entries receive coverage in hundreds of print and broadcast media networks around the world. IDSA has been honoring design excellence via the IDEA Awards since 1980. Entries are invited from designers, students and companies worldwide.

Each year the IDEA commissions an international expert jury to evaluate the submissions and award the best in design. "I had the pleasure of chairing this year's jury," said John Barratt. "Entries were very high this year, surprising given the economic decline; the turnout confirmed my belief that our industry is truly dedicated to affecting change."

About Teague: Founded in 1926 by industrial design icon, Walter Dorwin Teague, Seattle-based Teague is an award-winning design consultancy internationally recognized for over eight decades as a discerning team with a talent for creating evocative designs. Teague innovates with clients such as Microsoft, HP, The Boeing Company, LG, Rockwell Collins, T-Mobile, Panasonic, Samsung, Xbox and Nike. More information can be found online at [www.teague.com](http://www.teague.com) (<http://www.teague.com>) .

Editor Note: Additional information and high resolution, print-ready images of all award-winning designs are available on request.

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