INNOVATION BY DESIGN
How to disrupt business as usual

The Power of PINTEREST

MICROSOFT Gets Radical

50 CREATIVE PIONEERS
from APPLE to STARBUCKS

56 BRILLIANT IDEAS
at NIKE, FACEBOOK, NASA & more

THE BEST IN:
Architecture
Fashion
Infographics
Interactive Transportation

BEN SILBERMANN
The Pinterest CEO has designed a social shopping revolution
THE 2012 INNOVATION AWARDS
Earlier this year, we put out a call to the design and business communities: What are the best design-driven innovations of the past year? More than 1,100 companies and organizations responded, offering 1,700 nominees in nine categories. An all-star group of 27 judges—from MoMA curator Paola Antonelli to Nicholas Felton of Facebook—worked with us to identify 56 finalists. Presented on the following pages, these standouts represent the creative explosion under way in our economy. (All of the finalists were introduced or came to market in the year ending June 1, 2012.) The winners will be unveiled on October 16 in New York. As you'll see as you read ahead, they are all worth cheering.
INNOVATION BY DESIGN

Spaces

Judges
David Adjaye Founder and Principal Architect, Adjaye Associates
Jake Barton Founder and Principal, Local Projects
Gisue Hariri Co-founder, Hariri & Hariri Architecture

HIGH LINE PHASE II
James Corner Field Operations, Didier Scotto, and Piet Oudolf
Phase I of New York's High Line, built on old elevated train tracks, inspired many cities to imagine new parks in surprising places. Phase II outshines the first in elegance and amenities, from playgrounds to thoughtful social spaces.

CITÉ DE L'OCÉAN ET DU SURF
Steven Holl Architects for the City of Biarritz
This museum in the French surfing capital feels like a piece of the landscape. The concave exterior is a hive of social spaces, including a porch, an ocean lookout, and a bowl for landlubbing stunts.

YUCCA CRATER
Bell-Nogues
After Bell-Nogues completed a massive art installation, it recycled the wooden mold into a 30-foot-tall temporary swimming pool in the California desert. Visitors accessed it using rock-climbing holds—burning Man meets pool party. "Architects have to have passion," says Hariri, "and this project has it."

PRINEVILLE DATA CENTER
Sheahan Partners for Facebook
This building is one massive airflow machine. By capturing outside air and cooling it with pressurized mist, no air-conditioning is required for the servers within. Hyperscale, it's 24% cheaper to maintain than the typical energy-gobbling data center. Also, it looks good. "The idea that infrastructure can be beautiful is a powerful statement," says Barton.

KUKJE GALLERY
Solid Objectives—Idenburg Liu (SD-IL)
Since this gallery sits in a historical Seoul, South Korea, neighborhood, SD-IL sought to soften its footprint. The unlikely, unexpectedly beautiful result: a chain-mail facade with more than 35,000 hand-beaten links, making the building look like a metallic ghost. "This is an extraordinarily creative solution using simple means," Adjaye says.