

A large, irregularly shaped red wax seal is the central focus of the image. It has a textured, slightly cracked surface. Surrounding the seal are approximately 15 bees, some flying and some landing on the seal's edge. The bees are detailed, showing their wings and bodies. The background is plain white.

BEST CREATiFES 2012

International Designers
and
Companies in the iF ranking



BEST CREATIFES 2012

This is the first (2012) edition of BEST CREATIFES, a book that delivers on its title: it showcases the 'best creatives' from the world of international design, including designers, design studios and agencies and design-oriented companies and manufacturers. They are all included in the iF ranking, which is an essential precondition for being represented in this book with an individual portrait. Using descriptions, articles and images, BEST CREATIFES 2012 provides insights into design strategies and philosophies, describes creative processes and, in addition to creative personalities, introduces the ideas behind a well-designed product or a successful communication design. In short: it's a top class reference work – and not just for professionals. The portraits are complemented by an editorial section that discusses and explains new and emerging trends. A comprehensive address list rounds off this insightful guide to the very best in international design.

2012 erscheint BEST CREATIFES zum ersten Mal. Ein Buch, das hält, was der Name verspricht: Es porträtiert die „besten Kreativen“ aus der Welt des internationalen Designs. Dazu gehören Designer, Designstudios und -agenturen, aber auch designorientierte Unternehmen und Herstellerfirmen. Sie alle sind im aktuellen iF ranking vertreten – eine wesentliche Voraussetzung, um sich hier individuell zu präsentieren. In Text und Bild verrät BEST CREATIFES 2012 viel über Designstrategien und -philosophien, es gewährt Einblicke in Gestaltungsprozesse und stellt neben den kreativen Köpfen auch die Ideen vor, die hinter einem gut gestalteten Produkt oder einer gelungenen Kommunikation stehen.

Kurz: Ein hochkarätiges Nachschlagewerk nicht nur für Profis. Ergänzt werden die Porträts durch einen redaktionellen Teil, der jährlich neue Trends im Design aufzeigt und greifbar macht. Ein umfassendes Adressverzeichnis rundet das Buch ab.

**IF RANKING CREATIVE 2012
TOP 100 (AS OF 2 DECEMBER 2011)**

Position	Name	Typ	Country	Points	Awarded	Gold
14	Hilti	Inhouse design department	Liechtenstein	640	27	1
15	Volkswagen	Inhouse design department	Germany	560	8	4
16	Kolle Rebbe	Communication agency	Germany	520	16	2
17	Grohe	Inhouse design department	Germany	500	25	0
17	Sony Ericsson	Inhouse design department	Sweden	500	20	1
19	X-Technology Swiss	Design agency	Switzerland	480	19	1
20	BenQ	Inhouse design department	Taiwan	460	18	1
20	BMW	Inhouse design department	Germany	460	13	2
20	Dell	Inhouse design department	United States of America	460	18	1
20	f/p design	Design agency	Germany	460	8	3
20	Hewlett Packard	Inhouse design department	United States of America	460	18	1
25	BODUM	Inhouse design department	Switzerland	440	22	0
25	Haier Group	Inhouse design department	China	440	17	1
25	Strichpunkt	Communication agency	Germany	440	17	1
28	Brother	Inhouse design department	Japan	420	16	1
28	ippolito fleitz group	Communication agency	Germany	420	11	2
30	Festo	Inhouse design department	Germany	400	15	1
30	identis, design-gruppe joseph pölzelbauer	Communication agency	Germany	400	5	3
30	SANYO	Inhouse design department	Japan	400	15	1
30	Schmidhuber+Partner	Architecture office	Germany	400	10	2
30	Toshiba	Inhouse design department	Japan	400	20	0
35	Canon	Inhouse design department	Japan	380	19	0
35	denkwerk	Communication agency	Germany	380	14	1
35	Electrolux Belgium	Inhouse design department	Belgium	380	19	0
38	Loewe	Inhouse design department	Germany	360	3	3
38	Otto Bock HealthCare	Inhouse design department	Germany	360	8	2
40	PEGA D&E	Design agency	Taiwan	340	12	1

Position	Name	Typ	Country	Points	Awarded	Gold
40	Shimano	Inhouse design department	Japan	340	7	2
40	Woongjin Coway	Inhouse design department	South Korea	340	17	0
43	iriver	Inhouse design department	South Korea	320	6	2
43	STUDIOWERK DESIGN	Design agency	Germany	320	11	1
43	Vodafone	Inhouse design department	Germany	320	11	1



46	Emami Design	Design agency	Germany	300	5	2
46	kempertrautmann	Communication agency	Germany	300	5	2
46	Scholz & Friends	Communication agency	Germany	300	5	2
46	Seiko Epson	Inhouse design department	Japan	300	15	0
50	DELTA LIGHT	Inhouse design department	Belgium	280	14	0
50	designaffairs	Design agency	Germany	280	14	0
50	Designit	Communication agency	Denmark	280	14	0
50	EOOS Design	Design agency	Austria	280	9	1

Excerpt from the IF ranking creative 2012

(as of 2 December 2011, errors, omissions and alterations excepted).

You can find the current IF ranking at www.ifdesign.de

Auszugsweise Abbildung des IF ranking creative 2012. Stand: 2. Dezember 2011.

Irrtümer und nachträgliche Änderungen vorbehalten.

Den aktuellen Stand finden Sie unter www.ifdesign.de