

Wallpaper*

POWER
ZOO

It's back with a double helping of provocation and praise. We have plumped up this year's Power List to a meaty two-ton's worth of carefully measured rankings, an upscaled calibration of design achievement

As we strongly suspected, last year's Power 100 caused a considerable stir and provoked strong words. And, as last month's editor's letter made clear, even alarming threats of revenge and recrimination. So this year, unchastened, we thought we would do it all again, but double the dose. To mark our 200th issue, the power 100 has become 200. Or rather 100+100 (normal disservice will be resumed next year). And, in a self-congratulatory nod to our keen eye for talent and perhaps the propulsive effect we have had on nascent design careers, we have trawled the Wallpaper* archives, retraced our expert truffling and recovered the debut appearances of future Power Listers. (Look out for long-lost hair, unlined faces and eyes undimmed).

But to the science. This year we have restricted the core top 100 list strictly to product designers. And employing complex algorithms, 'big data' and the purest subjectivity, we have ranked them according to influence, market value, quality and quantity of output, reputational shift and that more mysterious sense of momentum, of rightness for right now. Those who have had a good year will find themselves risen up the ranks; others may get that sinking feeling. We have also added extra lists: of architects who turn their pencils to product design; of CEOs and other corporate chiefs who have matched vision and ambition with surefootedness; of graphic designers who snap our grid; of interior designers who create and compose the most seductive of spaces; and of designers yet to hit 40 but already making an impact. Or course our rankings are a provocation, but they are also a mapping of power and influence, of larger shifts and forces. Let the debate begin.

Power List



Score: 892
Date: Oct 2006
Ikea and Roman Bouroullec (W&A) in their Paris studio

06

Thomas Heatherwick
A product launch seen by 4.8 billion TV viewers, a first solo retrospective at the V&A, commissions everywhere; to say Heatherwick has had a good few years is an understatement. The British designer's King's Cross atelier is a global creative hub, responsible for everything from London buses to gin distilleries. Heatherwick is the quintessential contemporary creator, an architect, engineer and designer rolled into one, with an obsessive attention to detail and a delight in materials.

05

Bouroullec Brothers
Ronan and Erwan's stellar mid-career status was highlighted last year with the award of the 2014 London Design Medal. Subsequently, France's most influential industrial designers revealed the 'Gau' table collection, their first collaboration with Artek, and the 'Palissade' range of outdoor furniture for Hay, alongside strong new work for Vitra and Glas Italia. Next up is their first electronic product, the Serif TV for Samsung, which is intended to integrate the television completely into the sphere of domestic design.

08

Jasper Morrison
This year Morrison, whose career began in the 1970s, curated the prestigious '80+Molteni' exhibition in Milan and added a collection of mobile phones to his well-respected Panton collaboration, but he will always be the ultimate Super Normal guy, with a cool slant, transforming the everyday into desirable objects.

07

Yves Béhar
From health-tracking wristbands to app-controlled thermostats, Béhar is the designer for our perma-connected age. Last year, Chinese conglomerate BlueFocus Communication Group acquired a majority stake in his firm Fuseproject. His XO laptops for One Laptop Per Child are now distributed in 60 countries.



Okamoto, center, with the Okamoto team (W&A) in 2005

04

Nendo
Okamoto took Milan by storm in April with an audacious retrospective of his work over a single year, showcasing his impressive range and attention to detail in collaborations with companies ranging from Glas Italia and Moroso to Checcostore and Tod's. In fact, he designed more than 100 different products over the year, and routinely works on more than 400 designs at any one time. This year, Nendo ten years ago with five fellow architecture graduates, also received the crown for Maison & Objet's Designer of the Year, opened a Milan office, and shifted into large scale architectural projects for the first time, winning commissions for a shopping centre in Bangkok and a station and leisure complex in Kyoto.

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