Sponsorship proposal

Celebrating global excellence in the discipline of Interaction Design
awards.ixda.org | @ixdawards

Prepared for IxDA
Interaction Awards

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Interaction Awards
Welcome

The Interaction Awards organized by the Interaction Design Association (IxDA) celebrate global excellence in the discipline of Interaction Design.

Interaction Design yields technology to create interplay between individuals and objects. As the power to connect through technology transforms the world around us, the interaction designer becomes increasingly important, designing meaningful experiences that impact our work, play, and day-to-day lives, and shaping the ways in which we interact with products, services, companies, and cultures.

With more than 70,000 members and over 135 local groups around the world, the IxDA network actively focuses on interaction design issues for the practitioner, no matter their level of experience. The Interaction Design Association, a 501(c)6 not-for-profit and no-cost for membership organization, relies on its passionate members to help serve the needs of the international Interaction Design community.

This brochure provides an overview of the Interaction Awards, schedule and jury, and the sponsorship opportunities to available to organizations interested in supporting this program.
The annual Interaction Awards aim to celebrate global excellence in the discipline of Interaction Design. The Awards are celebrated in conjunction with the annual Interaction Conference held alternately in a North American or European city each year. The 2015 Interaction Awards opened in July 2015, and will be celebrated at the Interaction’15 Conference in San Francisco, California 9-11 February 2015.

With participation from all over the world, the Interaction Awards reflect the diversity of the global interaction design community and need for a common recognition platform and standards of excellence that represent the wide breadth and impact of interaction design. This new platform serves as a reference for the interaction design community and businesses alike to build upon in the coming years, and provides both professionals and students with tangible examples of the best work in field today.
The 2015 Interaction Awards will broaden the stage for excellence in interaction design with the introduction of the Interaction Design Yearbook - a showcase for all the good design work going on in interaction design around the world, not just the winning entries. All shortlisted entries will be showcased in the yearbook and will form part of a body of commentary, articles and discussion aimed at expanding our understanding of contemporary design practice and what 'good' looks like, right around the world.

The yearbook will be commented and curated by some of the leading thought leaders in our field. As a sponsor of the Interaction Awards you will have the opportunity to contribute to the conversation, creating meaningful discourse around global Interaction Design and User Experience.

As a sponsor of the Interaction Awards you will have the opportunity to contribute to, and participate in the discussion with the Global Interaction Design Community
The interaction Awards are know for their high quality video pieces following each awards cycle. The pieces are mainly filmed at the jury weekend retreat around November each year at a selected academic institution.

The pieces feature interviews with our esteemed jury discussing the winning work and the current state of interaction design. The videos have an evergreen presence on the IxDA platforms and are used actively by our 140+ local groups around the world.

As a sponsor you have the opportunity to join the jury weekend, listen in on the deliberations and take part in the socialization. We are also looking to do an interview featuring stakeholders from our sponsors.
The Interaction Awards Ceremony concludes the annual Interaction conference and gathers 700-800 practitioners from all over the world. The Interaction'15 Conference will take place in San Francisco, USA in February 2015.

Few points of note from the ceremony at Interaction'14 in Amsterdam:
- 888 IxD & UX professionals converged in Amsterdam
- Generously sponsored by Microsoft
- The ceremony was held in the courtyard of the Scheepwart Museum
- 28 countries were represented
- 80% came from outside of the Netherlands - 40% American and 40% International.

The ceremony recognizes approximately 25 winners, featured interactive demonstrations of the winning work, and guest appearances by lauded thought-leaders in the field, included representatives from the main sponsor of the Awards.
The Interaction Awards is a year-round initiative, aiming to engage with the international Interaction Design community through discourse on a local and global scale throughout the year.

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A Distinct Advantage

As a sponsor of the Interaction Awards, you are supporting the only international design awards dedicated to celebrating excellence in interaction design.

Interaction design has become a strategic component of businesses looking to build meaningful engagement and sustainable differentiation as part of their enterprise-level experience strategy.

A sponsor of the IxDA Awards will be front-and-center among an audience of tens of thousands of design professionals and students from all over the world. Lead sponsorship offers the reach of more than 70,000 global interaction design professionals in the IxDA network, hundreds of local groups and thousands of students engaged through our international educational partners and international coverage from our select media partners.

“Interaction Design is now pervasive enough to have become a part of every design discipline, so far from being dead, it's everywhere!”

- Bill Moggridge (1943-2012)

Benefits include:

· Association with a leading, strategic design discipline.
· Access to the best and brightest innovators in the field.
· Access to an expanded talent network through IxDA and our educational partners.
Interaction Awards

Main Sponsor

We are inviting the companies that make up the frontier of Interaction Design to join a 70,000+ community of practitioners and help the Interaction Awards to go above and beyond it’s mission. We are looking for organizations to support a year-round initative that will enable us to look beyond a single awards-season and enable us to create a truly global, truly democratic initative.

As a long-term supporter of the Interaction Awards we will tailor the sponsorship to your company’s requirements creating an exeptional experience for both your company and our vibrant community.

Some of the benefits of being a main sponsor for the Interaction Awards

- Exclusive brand association to the Interaction Awards and opportunity to present the winners at the Awards’ ceremony at the anual Interaction Conference.
- Exclusive opportunity to observe the jurying session at CIID, Copenhagen and preview the winning projects.
- Private dinner with the jury and committee in Italy.
- Invitation to contribute to and co-brand the thought-leadership documentaries http://www.vimeo.com/interactionawards
- Identity placement and feature-page on the Awards website.
- VIP table at the Awards’ Ceremony in Amsterdam (up to eight people).
- Two complementary tickets for the Interaction conference.
- Main part of the Sponsor section on the Interaction Awards website for promotional use.
- Opportunity to publish relevant content once a week to the Awards blog, http://awards.ixda.org/blog
- Visibility to 70,000+ interaction designers and over 140 local chapters around the world.
- Opportunity to meet and network with our prestigious Educational Partners.

For more information about the possibilities of being an Interaction Awards Sponsor, contact awards@ixda.org
Interaction Awards
Sponsorship Opportunities

For limited sponsorship, these are some of the opportunities we have for exposure at the interaction conference and seasonal awards. Below are the just some of the spaces and places we can provide exposure for our sponsor. How we use it will be co-created and tailored to fit you.

1. Jury Session, Documentaries, Best in Category Videos

   Exclusive opportunity to observe the jurying session at CIID, Denmark and preview the winning projects.

   Private dinner with the jury and committee in Italy.

   Invitation to contribute to and co-brand the thought-leadership documentaries http://www.vimeo.com/interactionawards

   Identity placement on the Awards website until June 2015 and evergreen identity placement on the 2015 Interaction Awards entity page.

   VIP table at the Awards' Ceremony in San Francisco (up to six people).

   Two complementary tickets for the Interaction15 conference.

   Representation in Sponsor section on the Interaction Awards website for promotional use.

   Visibility to 70,000+ interaction designers and over 140 local chapters around the world.

   Opportunity to meet and network with our prestigious Educational Partners.

2. Award Ceremony at Interaction15 San Francisco

   Interaction Awards ceremony will be the evening event of the conference on Wednesday, February 11, 2015, and will be attended by more than 700 people.

   Opening speech alongside the Awards' Chairs at the Ceremony.

   Prominent identity placement and press coverage at the Award Ceremony venue.

   VIP table at the Awards' Ceremony in San Francisco (up to eight people).

   Two complementary tickets for the Interaction15 conference.

   Representation in Sponsor section on the Interaction Awards website for promotional use.

   Visibility to 70,000+ interaction designers and over 140 local chapters around the world.

   Opportunity to meet and network with our prestigious Educational Partners.

3. Awards website & Interaction Awards Yearbook

   Identity placement on the Awards website until June 2015 and evergreen identity placement on the 2015 Interaction Awards entity page.

   Co-sponsor of the Interaction Awards Yearbook, presenting

   Two complementary tickets for the Interaction15 conference.

   Representation in Sponsor section on the Interaction Awards website for promotional use.

   Visibility to 70,000+ interaction designers and over 140 local chapters around the world.

   Opportunity to meet and network with our prestigious Educational Partners.

For more information about the possibilities of being an Interaction Awards Sponsor, contact awards@ixda.org
Interaction Awards

Previous Sponsors

Being a sponsor of the Interaction Awards means supporting the hub of the fastest growing design disciplines in the world. Companies associating with the IxDA and the Interaction Awards enjoy huge respect in the community, attracting positive attention among an active and vibrant community of professionals and practitioners.
Interaction Awards
A jury of thought leaders and peers

When selecting a jury, we are looking for strong and thoughtful leaders in and around the Interaction Design community, representing both industry and academia from all over the world. It is an elaborate process, leading to a selected group tasked with recognizing and celebrating examples of excellence in interaction design across domains, platforms, environments and cultures.

After submissions close and our 140 people strong peer-review team have narrowed down the body of work, our jury meets in November at an academic institution. For the 2015 Interaction Awards the jury is meeting at the Copenhagen Institute of Interaction Design.
Dr. Richard Buchanan
Weatherhead School of Management
Cleveland, USA

Richard Buchanan, PhD, is a professor of design, management, and information systems. Before joining the Weatherhead faculty in 2008, he served as head of the school of design and then as director of doctoral studies in design at Carnegie Mellon University. While at Carnegie Mellon, he inaugurated interaction design programs at the master’s and doctoral level.

Dr. Buchanan is well-known for extending the application of design into new areas of theory and practice, writing and teaching as well as practicing the concepts and methods of interaction design. He argues that interaction design does not stop at the flatland of the computer screen, but extends into the personal and social life of human beings and into the emerging area of service design, as well as into organizational and management design.

In keeping with this conviction, Buchanan has worked on the redesign of the Australian Taxation System, the restructuring of service products and information for the U.S. Postal Service, and other consulting activities. At Weatherhead, he has pursued research into “collective interactions,” focusing on problems of organizational change and the development of management education around the concept of Manage by Designing. His most recent projects involve strategy and service design, including patient experience, information services, and public sector design.

Buchanan is a widely published author and frequent speaker. His books include Discovering Design: Explorations in Design Studies, The Idea of Design, and Pluralism in Theory and Practice. He is coeditor of Design Issues, the international journal of design history, theory, and criticism; and has served for two terms as President of the Design Research Society, the international learned society of the design research community, with offices located in the U.K. In 2009, Buchanan received an honorary doctorate from the Faculté de l’aménagement (Environmental Design Faculty) at the University of Montréal.

Alumni

Genevieve Bell (2014)
Intel Fellow, Intel Corporation
Santa Clara, USA

Marc Rettig (2013)
Founder & Principal at Fit Associates
Pittsburgh, USA

Robert Fabricantl (2012)
Vice President at Frog Design
New York City, USA
Interaction Awards
2015 Jury Members

Anab Jain
Design Director at Tencent Company
Shenzhen, China

Prior to joining Tencent, Amy was a Senior User Experience Designer in Microsoft at Redmond, USA. She has participated in various communication and social networking projects including Lync, Windows Live Messenger and Spaces. Amy was also the first Interaction Designer hired at Yahoo! Hong Kong in 2003, helping to integrate User Experience Design in the development process for Hong Kong and was one of the UX advocates at the Asian offices. She received a Master’s Degree in Interaction Design from Carnegie Mellon University, USA. Amy has been guest lecturer/speaker at various university including Beijing University and Hong Kong Polytechnic University

Dr. Jeremy Yuille
Senior Lecturer at RMIT University
Melbourne, Australia

Dr. Jeremy Yuille is a designer, educator and exuberant learner. While he loves designed objects, he’s more interested in framing design as a practice that creates value and connects disciplines. His work spans strategic design for civic engagement & participatory democracy, digital presentation platforms, and baking creativity into education. Jeremy is a director emeritus of the IxDA, and Senior Lecturer with the Communication Design program and Design Futures Lab at RMIT University. He tweets @overlobe.

Dina Mehta
Co-Founder, Convo Research and Strategy
Mumbai, India

Dina is based in Mumbai, India. With a background in sociology and anthropology, she has twenty-five years specializing in qualitative research and ethnography. Working with multidisciplinary teams, her findings form the basis for innovative products and services for emerging consumer markets in the developing world. Her perspectives, blogging and participation in social media have earned her acclaim, and she is a TED Fellows. She has presented papers at Indian and global conferences on social media evolution, emerging qualitative and ethnographic research practices like participant co-creation and the future of insights.

Lavrans Løvlie
Founding partner of live|work
Oslo, Norway

Lavrans Løvlie literally co-wrote the book on Service Design (Rosenfeld Media). As a partner in live|work, Lavrans has been lead designer on service innovation projects across the private and public sector.

Lavrans has also served on the committee responsible for the new British Standard for Service Design. Lavrans has lectured and run seminars at the Interaction Design Institute lveya (Italy), Köln International School of Design (Germany), Oslo School of Architecture (Norway), University of Art and Design Helsinki (Finland), the Estonian Academy of Arts and Cranfield School of Management (UK)

Kim Lenox
Sr. Design Manager at Linkedin, IxDA Board
San Francisco, USA

Kim Lenox ships pioneering products with a lasting influence by applying two basic principles: Openness leads to invention; and we can be ambitious and pragmatic without being dogmatic.

Kim he’s developed products that have made their mark on interaction design, like WebOS re-imagined for tablets and phones at Palm/HP, as well as concepts that continue to shape consumer products at Samsung.

Kim is also a leader in the design community, serving on the IxDA Board of Directors, speaking internationally, and serving as a juror for the D&AD Awards. She holds a BFA in photography.

Allan Cooper
Founder of Cooper and Software Alchemist
San Francisco, USA

Alan has been a pioneer in the software world for more than 40 years and, in his role today as éminence grise in the user experience field, he continues to influence a new generation of web designers and entrepreneurs.

In 1992, Alan and his wife, Sue, co-founded the first interaction design consulting firm, Cooper. Within a few years Cooper had established the basic design methods that are used across the industry today. In particular, his invention, design personas, are almost universally used in the field. He shared his tools, knowledge, and experience in two best-selling books, still in print and widely referenced.
Interaction Awards

Alumni

2014
Jury Chair

Genevieve Bell
Intel Fellow, Intel Corporation
Santa Clara, USA

2013
Jury Chair

Marc Rettig
Founder & Principal at Fit Associates
Pittsburgh, USA

2012
Jury Chair

Robert Fabricant
Co-Founder & Principal, Design Impact Group (DIG) at Dalberg Global Development Advisors
New York City, USA

Jury

2014

Anab Jain
Founder and Co-Director at Superflux
London, UK & Ahmedabad, India

Matt Nish Lapidis
IxDA Board & Design Director at Normative
Toronto, Canada

Simona Maschi
Partner at CIID
Copenhagen, Denmark

Fiona Raby
Partner at Dunne & Raby
London, UK

Aaron Siegel
Head of Fabrica Interaction & Online Experience
Treviso, Italy

Xiangyang Xin
Professor, Dean, School of Design, Jiangnan University. Associate Director of IxD Group, IDKC
China

2013

Ben Pieratt
Freelance Product Designer at Pieratt
Ipswich, USA

Dan Hill
Executive Director of Futures at Future Cities Catapult
London, UK

Kate Hartman
Director at Social Body Lab
Toronto, Canada

Liz Danzico
Creative Director at NPR
New York City, USA

Steve Baty
Former IxDA president & Principal at Meld Studios
Sydney, Australia

Matías Duarte
VP Design, Android at Google
Mountain View, USA

2012

Helen Walters
Ideas Editor at TED
New York City, USA

Janna DeVylder
IxDA Board & Principal at Meld Studios
Sydney, Australia

Jonas Löwgren
Prof. of interaction design as Malmö University
Malmö, Sweden

Massimo Banzi
Co-founder of the Arduino project
Torino, Italy

Matt Jones
Interaction Design Director, Google Creative Lab
London, UK

Younghee Jung
Head Dreamer at Nokia
London, UK
Interaction Awards
Chairs, Committee, and Advisors

Janna DeVylder
IxDA Interaction Awards Chair
Principal at Meld Studios
Sydney, Australia

Janna DeVylder is the former President of IxDA and co-founder and Principal at Meld Studios, a design studio in Sydney, Australia. Janna guides organizations in making strategic and innovative product and process decisions using research and design. She has led multi-disciplinary design teams for SCAD and Arc Worldwide, and led large-scale interaction design and customer experience engagements for Orbitz, McDougall Littell and Giant Step.

Niklas Mortensen
IxDA Interaction Awards Chair
Deputy CEO, at Laboremus Oslo
Oslo, Norway

Niklas is deputy CEO at Laboremus Oslo, a web technology company catering for the creative industry. During the past decade, he has overseen and executed a range of projects; consulting with everything from small start-ups to large brand owners in everything from retail to finance. Niklas is also the co-founder of IxDA Oslo a 2000-strong community of IxD/UX professionals in Norway.

Committee

Joni Rustulka - Nominations Lead.
Experience Designer at Adobe
Anahi Bagu - Education Lead.
Interaction Designer at GE.
Rob Nero - Technical Lead.
Interaction Designer at Smart Design

Steve Baty
Director UX Events, former IxDA President
Sydney, Australia

Steve is a Principal of Meld Studios, a Sydney-based design studio. He has over 14 years of commercial experience working with major Australian and international brands on strategy and design.

Steve also sits on the Good Design Council of Australia and is the founder of UX Book Club and co-Chair Australia’s UX Australia, Experience Strategy, and Designing for Mobility conferences. Steve served as President of the Interaction Design Association (IxDA), and sat on the IxDA Board of Directors for five years.

Brenda Sanderson
Executive Director at IxDA
Montreal, Canada

Brenda Sanderson is IxDA’s Executive Director. An experienced association management professional, Brenda served as Icograda’s Managing Director for seven years prior to joining IxDA. She has worked in more than 25 countries — bridging cultures, language and timezones to use design for progressive change. Brenda spent more than 15 years working as a designer and creative director in the advertising, publishing and newspaper sectors.
IxDA believes that students are the future of design leadership. The Interaction Awards are committed to providing tangible design benchmarks for future generations to reference, and is proud to partner with educational institutions from all over the world to celebrate the impact of education on our field, and to recognize excellence in student work in interaction design. Below is a small selection of our educational partners.
The Interaction Awards are invested in creating conversation and demonstrating the value of interaction design. We are seeking relationships with international media partners to engage the greater design and business communities, spread awareness of our inaugural program, and move the dialog forward. We have teamed up with the Interaction Foundation to reach an even broader group of professionals and practitioners.
The Interaction conference is the annual conference of the Interaction Design Association (IxDA), a global network of over 70,000 members worldwide. The Interaction Awards culminate at the conference closing party, gathering approximately 800 people to celebrate exemplar work from around the world in a grand ceremony featuring introductions from our main sponsor and jury chair.

A few facts about the Interaction conference

- The Conference alternates between North America and Europe
- The conference invites and seeks inspiration from other areas of practice while acknowledging that Interaction Design is a discipline at the intersection of different expertise, in dialogue with Industrial Design, Ethnography, Experience Design, Visual Communication, etc.
- The host city always has a strong and vibrant IxD/UX community
- Approximately 900 professionals and practitioners converge at the Interaction Conference, representing about 30 countries.

The Interaction’15 conference will take place in San Francisco, USA in February 2015.
Interaction Awards
Interaction Design Association (IxDA)

We believe that the human condition is increasingly challenged by poor experiences. IxDA intends to improve the human condition by advancing the discipline of Interaction Design. To do this, we foster a community of people that choose to come together to support this intention. IxDA relies on individual initiative, contribution, sharing and self-organization as the primary means for us to achieve our goals.

IxDA is a novel kind of “un-organization” in that there is no cost for membership. IxDA relies on its passionate members to help serve the needs of the international Interaction Design community. With more than 70,000 members and over 135 local groups around the world, the IxDA network actively focuses on interaction design issues for the practitioner, no matter their level of experience. The Interaction Design Association, a 501(c)6 not-for-profit organization, is member-supported rather than membership-supported.

Education and Mentoring
IxDA has a strong connection to higher education; this initiative is intended to foster curricula discussion and design, and to bring a peer to peer learning opportunity to IxDA members through mentorship.

Outreach
In pursuit of our mission to improve the human condition through the advancement of the discipline of Interaction Design, and to foster a community of interest to further that goal, IxDA actively encourages and nurtures relationships with other associations, institutions and businesses.

Local Groups
IxDA has a vibrant network of Local Groups, supporting global yet regional community of interaction designers. This initiative supports the creation of Local Groups as well as the maintenance and ongoing care of these groups.

Internationalization of IxDA
IxDA is a global organization, with Local Groups all over the globe. Our new site supports translation and we welcome people who want to participate in expanding the reach of IxD.
Thanks!

Janna DeVylder  Niklas Mortensen
Chair         Chair

awards@ixda.org