



THE ANNUAL INTERNATIONAL DESIGN AWARDS WINNERS ANNOUNCED

The IDA Juries have finalized this year's annual Design Awards winners selections

April 13 2015

LOS ANGELES, Mar 26 2015 Los Angeles, **The Switzer Group of The United States was awarded: Third Prize in Interior Design Competition for the IBM - Watson Headquarters Project.**

IDA honorary juries examined over 1000 entries submitted by architects and designers of interiors, fashion, products, and graphics from 52 countries throughout the world. After final decisions had been made, the jury rewarded the best professional and emerging designers for their achievements in terms of design, creativity, usability and innovation. Judging was a rigorous process, with winners receiving publication of their work in the International Design Awards Book of Designs. The coveted IDA Trophy will be awarded to all Designer of the Year title winners at the official biennial



International Design Awards Ceremony in Los Angeles.

This annual competition recognizes, honors and promotes legendary design visionaries and uncovers emerging talents in Architecture, Interior, Product, Graphic and Fashion Design on global level.

The members of the jury included **Alice Blackwood** Editor, Design Quarterly, **Kahi Lee** - Host, HGTV's

"Design on a Dime", Style Network's "My Celebrity Home", **Melissa Sterry** - Interdisciplinary Design Scientist, Founder, Societas, **Josh Rubin** - Editor-in-Chief, Founder, and Publisher, Cool Hunting, **Martin Venzky** - Stalling, Senior Advisor, CMU STeP, **Jeffrey Nemeroff** - Co-Founder, Creative Director, Entra Magazine, **Jordan Landes-Brenman** CEO, Haute House PR & Marketing, **Raj Nandan** - Managing Director, Indesign Group, **William Menking** - Founder, Editor-in-Chief, The Architects' Newspaper, **Nicole Lloyd** - Senior Art Buyer, Deutsch, Inc., **Rebecca Epstein Kong** - Co-founder, Artware Editions, Aaron Kenedi - Editor-in-Chief, Print, **Geraldine Grisey** - Editor, Punky B Fashion Diary.

PROJECT DESCRIPTION

The Switzer Group (TSG) was retained by IBM to provide full interior design services for IBM Watson's new 120,000 square foot global headquarters located at 51 Astor Place. Watson, the supercomputer we all remember on Jeopardy, is a cognitive technology that processes information more like a human than a computer. In February 2013, IBM announced that Watson software



system's first commercial application would be used to learn information, gather data, and generate hypotheses for more informed decision making within the healthcare industry. The Watson Headquarters occupies floors 4 thru 7, in the new 12-story glazed-glass building designed by Architect Fumihiko Maki. There are three main areas of focus: The Design Studio and The Client Experience Center (CEC). The Switzer Group created an environment for IBM, which promotes collaboration and interaction between creative staff. With IBM's "THINK" philosophy as the driving message, TSG designed a non-static, flexible space consisting of movable partitions, tables and marker boards; "THINK" nooks were strategically placed on all 4 floors in order to promote the flow of ideas and brainstorming sessions. The CEC is where Watson sits and clients can come to interact and learn about its capabilities. CEC is used by the marketing department as a sales tool and is comprised of a variety of space including a 360° immersion room, 2 conference rooms and two open bars. The CEC room is controlled by an Oblong System along with a 40' LED touch screen which allows presenters to control all lighting and media by a handheld device.