

BUSINESS 2.0

THE 11 COOLEST NEW PRODUCTS ON THE PLANET

The winners of our annual design contest are indeed **great-looking**—but they look even better on their creators' **bottom line**. PAGE 67

THE IN-HOME WINERY

Sold out its first 2 production runs



THE PERSONAL POWER PLANT

Designed to capture urban air currents



THE ULTRA-EFFICIENT JET

Giving rise to a brand-new industry



◆ **PLUS** ◆
The Hugh Hefner
of nerds and his
\$200 million-a-year
“hookup” empire
PAGE 84

APRIL 2007 \$3.99 U.S./\$4.99 CANADA/£3.50



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**BUSINESS 2.0
AND FROG DESIGN
PRESENT THE**

2007

BOTTOM LINE

DESIGN

AWARDS

BEAUTY IS MORE THAN SKIN-DEEP. THE WINNERS OF OUR ANNUAL DESIGN COMPETITION ARE ALSO VERSATILE, ELEGANT, ECO-FRIENDLY, AND—MOST IMPORTANT—SUCCESSFUL. BY BOB PARKS

Great design is about more than just creating pretty objects. When done right, design increases the value of a product by attracting attention, increasing sales, and nurturing long-term customer loyalty. Those are the kinds of criteria our panel of judges used to evaluate the nominees for our third annual Bottom Line Design Awards—a collaboration between *Business 2.0* and strategic-creative consultancy Frog Design. As we considered 75 submissions, a few recurring themes emerged. Many of the winning products satisfy a desire for customization. They

emphasize elegant sophistication over bare-bones simplicity. And they have been designed to make use of recyclable materials while reducing consumption of fossil fuels. But these elements alone weren't enough to impress our judges. Each of our prize winners also made a clear contribution to the success of the company that produced it—and, in one case, is even giving rise to an entirely new industry (see "Air Taxis on the Runway," page 76). Easy on the eyes. Good for the income statement. That's the kind of design that appealed to us when selecting the 11 winners that appear on the pages that follow.

STORY CONTINUES INSIDE THE GATEFOLD ▶



ARCHITECTURE

PREFAB HOMES GO DELUXE

What if ordering a new house was no more complex than ordering a stack of books from Amazon.com? That's the basic idea behind a new line of prefabricated housing from LivingHomes of Santa Monica. Designed by renowned California architect Ray Kappe and aimed at a high-end, environmentally conscious clientele, the RK1 model has hit the market at \$775,000 (not including land and extras). Buyers can choose from a number of custom features and options: Maple cabinetry or walnut? Cork tile

flooring or hardwood? When an order is placed, the house is built in a factory, trucked to the homesite, and assembled in just one day. The 3,100-square-foot RK1 is a far cry from the trailer-park stereotypes of prefab living. Sleek, modern, and eco-friendly, it comes with high-efficiency LED lighting, solar panels, and an optional environmental monitoring system to keep energy use in check. Countertops, tiles, structural steel, and insulation are made from recycled materials. "It's a slick design, but the price needs to accommodate a wider audience," says judge Carol Wilder. The company does sell a scaled-down \$553,800 version called the RK2, and LivingHomes CEO Steve Glenn predicts that, over time, the cost of his prefabs will become more competitive with that of traditional homes. Says Glenn, "Our approach will ultimately allow us to build them better, quicker, and cheaper."



PRODUCT RK1
MANUFACTURER LivingHomes
DESIGNER Ray Kappe

BOTTOM LINE One show home has been installed; six are contracted to go up during the next year.

POSTREL
 or of the book
 ance of Style.



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