



America's Greatest History Attraction

IDSA is excited to announce its partnership with The Henry Ford, in Dearborn, Michigan. This premiere history destination is home to one of the greatest industrial design collections in the world.

2010 Jury will Step Back In Time

The 2010 Jury is invited to The Henry Ford for the second round of the competition. The jurying will take place in the museum gallery in the main hall, which has featured such blockbuster exhibits as Bond. James Bond, Best of Friends: Buckminster Fuller and Isamu Noguchi, and Rock Stars' Cars and Guitars. Surrounded by renowned innovations of design legends, the IDEA jury will deliberate over this year's finalist designs.

The Henry Ford Promotes Industrial Design

All winning and finalist designs will become part of The Henry Ford's permanent collection.* For more information regarding The Henry Ford and its collections, visit www.thehenryford.org

**designs will be returned upon request as in previous years.*

IDEA Winners will Captivate and Inspire

For a two-week period following the conclusion of the jurying, IDEA finalist and winning designs will remain on exhibit at The Henry Ford. No winners will be identified; rather, the public visiting the museum during this two-week period will have the opportunity to cast their own vote. The **Public Vote** winner will be announced at the IDEA ceremony scheduled for AUG.07.2010 in Portland, OR.

Questions? Please email idea@idsa.org