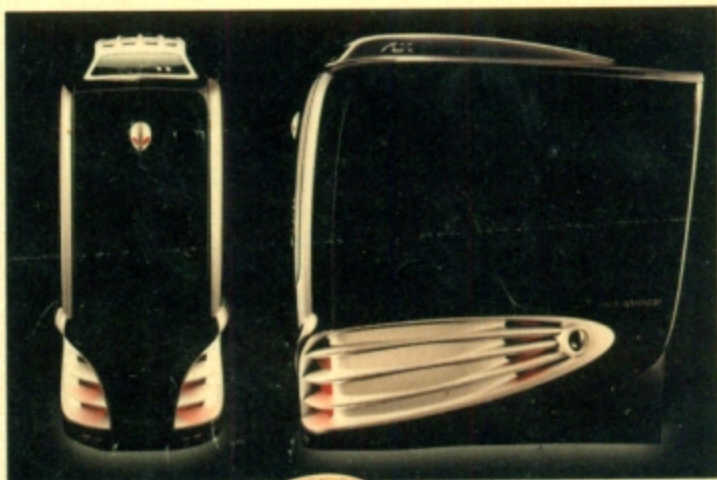


SILVER

» Alienware ALX Desktop Computer

Designers: Kyle Swen, Nathaniel Cervantes, Adam Barry, ASTRO Studios; Frank Azor, Alienware Corp.

The ALX desktop PC targets gamers. It's liquid-cooled to dissipate heat. The futuristic, bold "alien" design projects a sense of technological innovation for gamer culture. \$5,000.



Products with Personality

CONSUMER GOODS The award winners in 2005 reflected a backlash against mass-produced, overly complex, slick products. The winners were simple, elegant, and often beautiful. "There was a sense of personality revealed through their authenticity and craft," said juror Chee Pearlman. "They brought out an emotional response."

GOLD

» Purist Hatbox Toilet

Designer: William Gordon, Kohler Co.

The Hatbox recasts the whole concept of the toilet. An electric pump does away with the tank, making for a modern, minimalist device that can be installed anywhere in the bathroom. The lid closes slowly and quietly. The seat is at a comfortable chair-level height. A new paradigm for an old product. \$2,890 and up.



BRONZE

» Solemates

Designer: Satish Gokhale, Design Directions

Made in India, this pair of inexpensive, disposable sandals is crafted from recycled paper. Only 50¢ per pair.

GOLD

» CafeSolo Coffeemaker

Designers: Claus Jensen, Henrik Holbaek, Tools Design

The elegant CafeSolo coffeemaker by Eva Denmark makes a virtue of simplicity. Just pour boiling water directly over ground beans and stir. No filters or machinery. A funnel keeps the grinds out of the cup, and a zippered jacket keeps the brew warm. \$75.00.

