

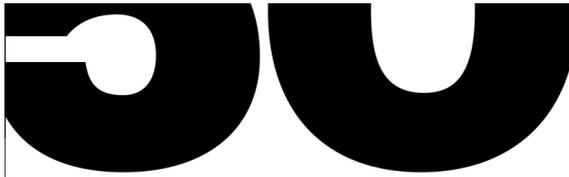


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Fifty Under Fifty: Innovators of the 21st Century

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FIFTY UNDER FIFTY
INNOVATORS OF THE 21ST CENTURY

BY BEVERLY RUSSELL, EVA MADDOX & FAROOQ AMEEN

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- Provides a fresh perspective and contemporary analysis of the design industries and the impact of these honourees' contributions, accompanied by rich photography and detailed illustrations
- Features design innovations that have become the visual models for idea advancement worldwide

The architects, designers, artists and others represented in *Fifty Under Fifty* are innovators of our time. After a world-wide search of 50 top architecture and design firms by the editors, lead author Beverly Russell along with Eva Maddox and Farooq Ameen help bring together a unique body of work; all partners in these firms will be 50 years old or under at the time of publication, and represent a forward-thinking generation of creative people, aware of global issues that urgently need solutions through imaginative design. A distinguished five-person jury presided over the final selection: Stanley Tigerman, founding partner, Tiger McCurry, Chicago; Ralph Johnson, design principal, Perkins+Will, Chicago; Jeanne Gang, founder Gang Studio, Chicago; Marion Weiss, founding partner, Weiss Manfredi, New York; and Qingyun Ma, Dean of Architecture, University of Southern California, and founder MADAs.p.a.m., Shanghai and Beijing. The innovators featured here share with us their desires for exponential learning; designs are illuminated with full-color photography and detailed illustrations, helping to showcase the innovators' individual curiosities, imaginations, and talents. This material shows how they bridge disciplines, respect cultural norms, respond to human needs regardless of costs, and how they adopt team transparency in their passion to create and solve problems with a clear mission. This highly anticipated book showcases honorees located across many different countries, including Bangladesh, Belgium, Brazil, China, Germany, India, Ireland, Japan, Mexico, The Netherlands, Norway, Spain, Sri Lanka, Sweden, Thailand, Turkey, and the United States. Significantly, a quarter of these innovators are women, representing the elevated leadership of women in architecture and design.

A British-American author, educator and editor, Beverly Russell has written and edited 12 books, including *Architecture & Design, 1970-1990*, *Women of Design*, *Forty Under Forty*, *Six*, and *Design Does Matter*. An internationally respected magazine editor and frequent lecturer, recipient of numerous honours including a Neal Award for creative publishing, and two Doctor of Fine Arts degrees, she has toured Australia, China, India, South and Central America, Dubai, Europe, as well as the United States and Canada, to report on architecture and design. Eva Maddox is Design Principal of the global design firm, Perkins+Will, and founder of P+W Branded Environments, a research-based design approach that identifies and integrates a client's DNA into tangible brand expressions, experiences and environments. In 2011 Eva received the design industry's Contact LEGEND Award, and in 2004 the International Women's Forum honoured her with their "Women Who Make A Difference" award. She was elected into the Interior Design Hall of Fame in 1992. Eva is co-founder of ARCHEWORKS, a socially oriented design laboratory and multi-disciplinary school. Farooq Ameen is the Founding Principal at City Design Studio, an architecture and urban design practice dedicated to repositioning communities. Ameen has held academic appointments at the Southern California Institute of Architecture (Los Angeles / Lugano), Woodbury University and Calpoly Pomona and has lectured widely, including at the Bauhaus Dessau, Columbia, Harvard and UCLA. Publications include *The South Asian Paradigm*, *City Form and Culture* by the ACSA and *DeCoding Dhaka* by the South Asia Institute at Harvard. He received a Master of Architecture from the University of California Los Angeles.