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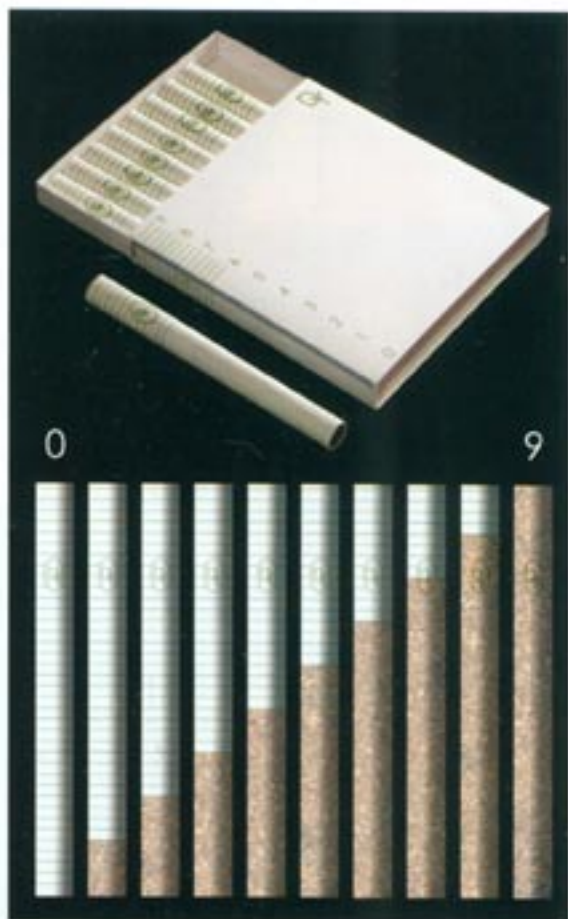
2003

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0Y CIGARETTES Decker + Yeadon's in-house architecture research division in Providence, R.I., created a nine-part cigarette series that controls how much tobacco a smoker inhales. A box of Zeros is all filter, while a Nine box is all tobacco. Probst valued this project as an aid to quit smoking, and Smith pointed out, "It addresses an issue for non-smokers who just want to filter air—it's both a satirical and feasible solution."



PHONELESS A mobile phone with a detachable caller identification bracelet. Phoneless was created by Fabricio DaCosta at IDEO in Palo Alto, Calif. Not just a fashion accessory, the bracelet notifies users of incoming calls, identifies the caller and, in that awkward moment of searching for the ringing phone at the bottom of a bag, it can even indicate to the caller that the recipient is in the process of retrieving the phone. "Many solutions are more complex than the problem they attempt to solve," Smith said. "This is an inventive, simple proposal."

