

ARCHITECTURAL DIGEST

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THE GREAT DESIGN ISSUE

Though its expressions are as varied as snowflakes, the essence of great design never changes. We've identified it—from cars to carpets to Cartier.

Brilliant design often inspires the awestruck to echo Mies van der Rohe's famous pronouncement that "God is in the details." Indeed, the only way to distinguish one item from another in the same category is through details—whether they're big, like the iconic Art Déco fenestration capping the Chrysler Building, or small, like the curve of the handle on a favorite coffee mug. They may represent an answer to a thorny practical problem or merely a designer's private response to his or her muse. But in every case, innovative details are at the foundation of great design. This month in *Architectural Digest* we celebrate the eternal spirit of innovation that guides the world's greatest designers in their work. In addition to architecture and interior design, our purview includes the realms of automotive and electronic design, housewares, textiles, jewelry and more. As we asked today's design leaders to name some of their favorite concepts, we discovered how fluid inspiration can be. It doesn't respect the lines between various disciplines. And on those whom it touches, it makes only three small demands: Take it, improve upon it and pass it on.

*"The details are not the details.
The details make the product."*

—Charles Eames
FURNITURE DESIGNER



The Standard

"The Los Angeles hotel is extremely representative of new trends. Bold colors allow you a lot of liberty from certain design laws about what you can and cannot mix," says interior designer Roger de Cabrol.