

# Advertising Age

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## People & Players



**NEW YORK** Saatchi & Saatchi presents its third Innovation in Communication Award to recognize and promote ideas that could improve communication around the world. (From l.)

**Scott Gilbert**, New York managing partner, Saatchi; **Bob Isherwood**, worldwide creative director, Saatchi; **Jenny Irvine Halliday**, wife of this year's award winner, **Dr. Dave Irvine-Halliday**; **Kevin Roberts**, worldwide CEO, Saatchi.

# CREATIVITY

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## SAATCHI'S INNOVATIVE PRIZE PARTY



Continuing its efforts to honor breakthrough ideas in communication, Saatchi & Saatchi recognized 11 international inventors at its third Innovation in Communication Awards earlier this month in New York. Among the ideas celebrated at the biannual event: a camera/computer system from a Portuguese inventor that works to create artificial vision for the blind; from Scotland, a system for forecasting earthquakes; the Fan Wing, an advance in aviation; an Australian-originated, hands-free environmental control system, operated by the user's brain waves; the Kinkajou Projector, from the U.S., to advance education in disadvantaged areas; an intelligent phone charger; the Smartslab, an innovation in image projection (pictured); as well as advances in restoring movement to spinal injury patients and solar power for battery-operated devices. The

winner of the \$100,000 grand prize was Hugh Jones of Canada, who started the Light Up the World Foundation to bring cheap light to the electric power-less in the developing world.

Judges for this year's awards included: artist/musician David Byrne; thinker Dr. Edward de Bono; Applied Minds chairman Danny Hillis; communications expert Dr. Kenji Kitatani; computer/art guru John Maeda, former astronaut Dr. Story Musgrave; and director Julie Taymor. (7)

» [www.saatchi.com/innovation](http://www.saatchi.com/innovation)