**The 50 most awarded DESIGN ideas of 2016**

1.Life is Electric Panasonic Japan Dentsu Tokyo 59

2. Printed by Somerset Somerset Graphics Leo Burnett Toronto 39

3= Kamoi Kakoshi MT Expo Kamoi Kakoshi iamadesign Tokyo 26

3= Delqa Microsoft US Listen New York 26

3= Falter Inferno Falter Newspaper Jung von Matt Hamburg 26

6= Behind the Leather PETAThailand Ogilvy & Mather Bangkok 25

6= 20/80 20/80 Landor Paris 25

8= Narita International Terminal Narita Airport PARTY Tokyo 21

8= Artquarium Papawin Corp Thailand Ogilvy & Mather Bangkok 21

8= Nameless Paint Kokuyo Japan Dentsu Tokyo 21

10. World Table Tennis Championships

TV Tokyo Corporation Dentsu Tokyo 20

11= Actual Reality Jaguar NZ Y&R Auckland 19

11= Kobe’s Rule Book ESPN Brazil Africa Sao Paulo 19

11= Touchable Ink Samsung Thailand JWT Bangkok 19

14= Ageing Wine Bottles Weingut Knipser Kolle Rbbe Hamburg 18

14= The Field Trip to Mars Lockheed Martin McCann New York 18

14= Channel 4 rebrand Channel 4 UK 4creative London 18

14= The shape of imagination LEGO Ogilvy & Mather Singapore 18

14= Simple Value Argos The Partners London 18

19. Magic Words – The Book HP Brazil Almap BBDO Sao Paulo 17

20= Originals McDonald’s France TBWA Paris 16

20= Infinite Possibilities Getty Images Brazil AlmapBBDO Sao Paulo 16

20= Dylan Studio A revisited Legacy Recordings Havas Worldwide New York 16

20= Simplified Stories Alzheimerliga DDB Brussels 16

20= Edible Six-Pack Ring Saltwater Breweryt US We Believers New York 16

20= Typevoice The Webby Awards OgilvyOne New York 16

20= The Impossible Game SNCF France TBWA Paris 16