

ThinkPad Design **Spirit & Essence**

ThinkPad

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October 5, 2012

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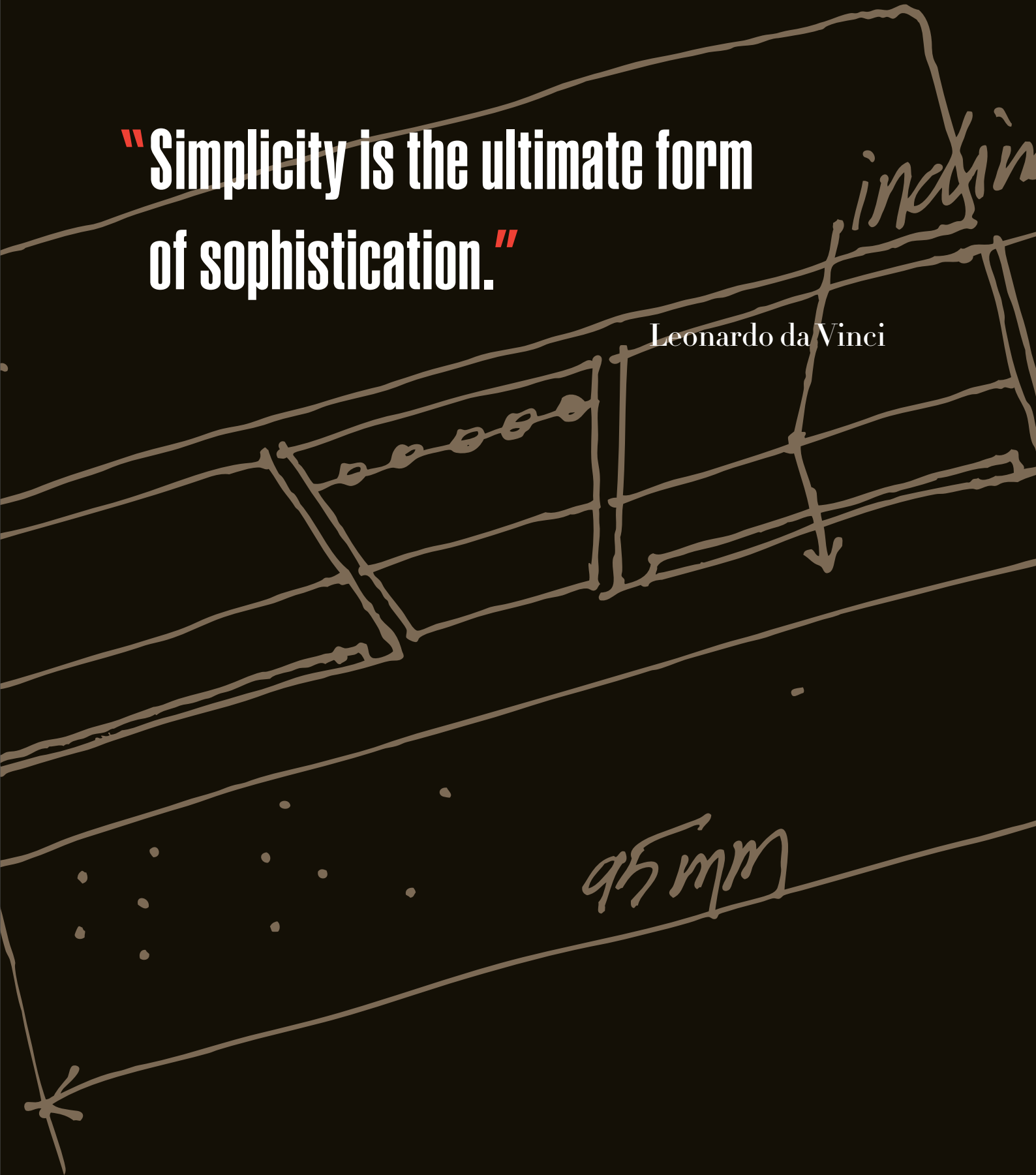
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**"Simplicity is the ultimate form
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Leonardo da Vinci



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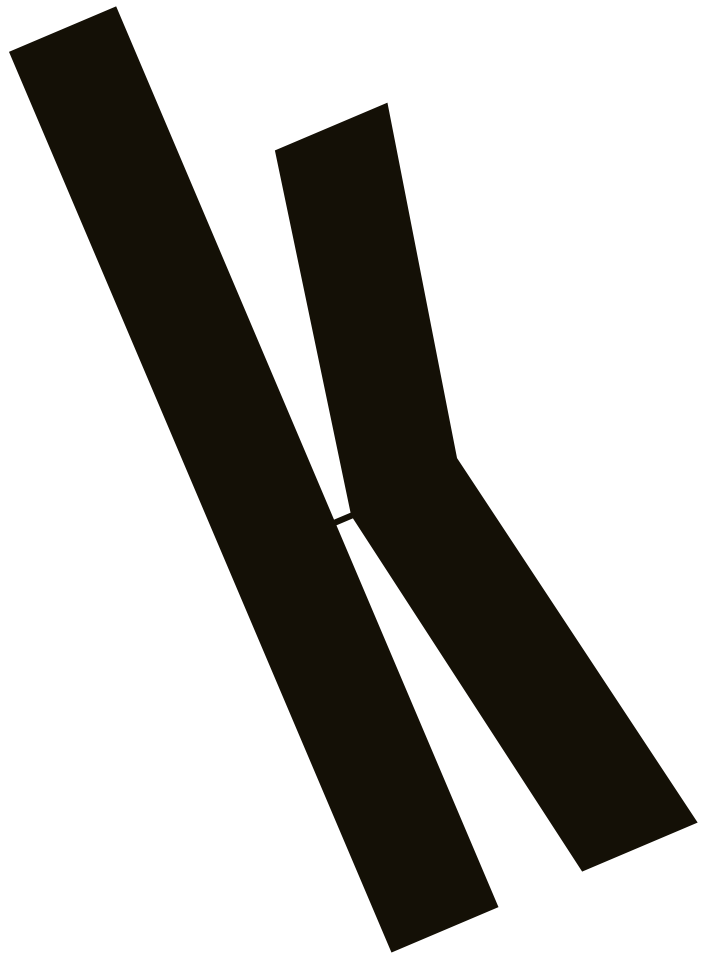
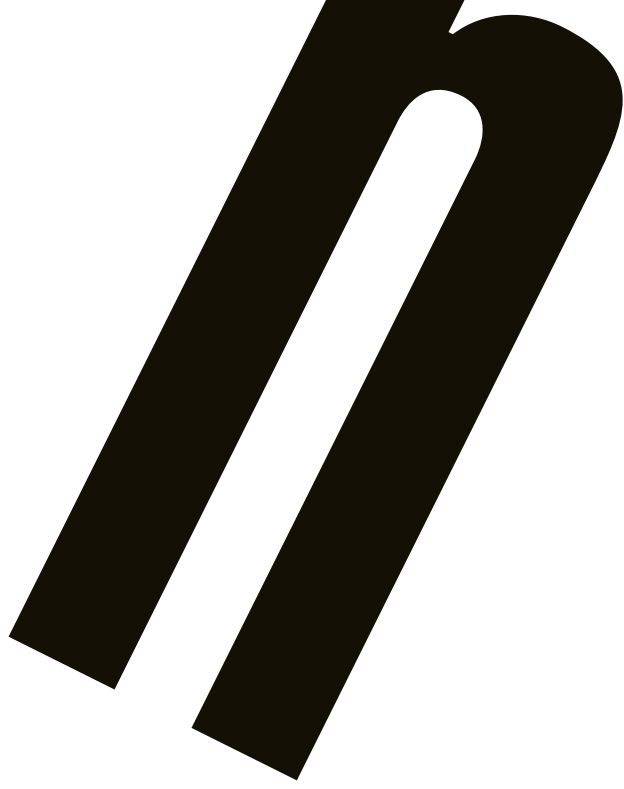
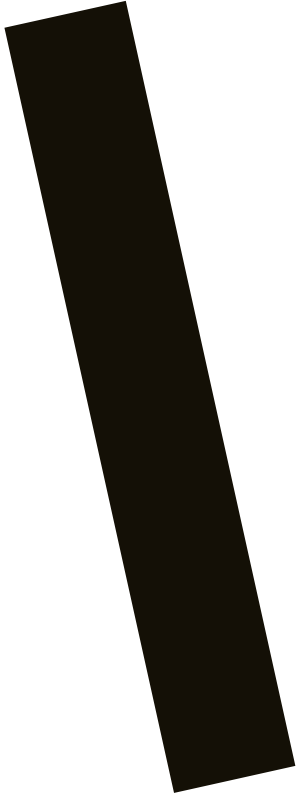
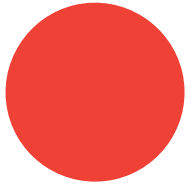
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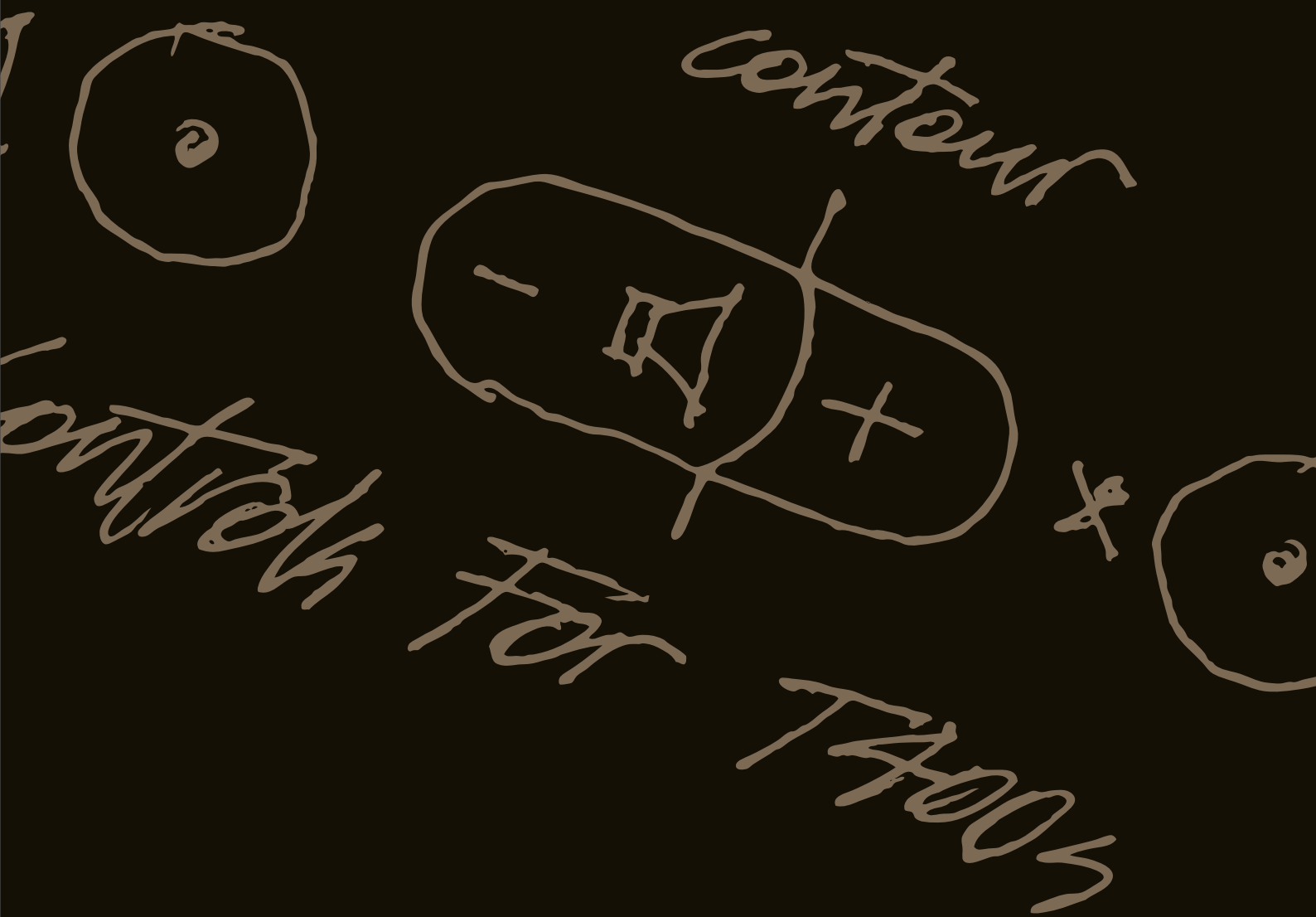





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"God is in the details."

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A rectangular silhouette is unmistakably ThinkPad. Even with the logo obscured, it telegraphs ThinkPad. It's also the most efficient way to package the internals of a laptop computer. Nearly every technology component contained within this form-fitting envelope is rectangular. Little space is wasted. The Bento box has served ThinkPad well.



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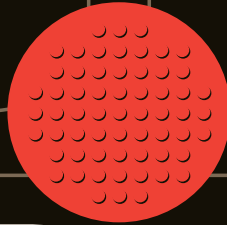
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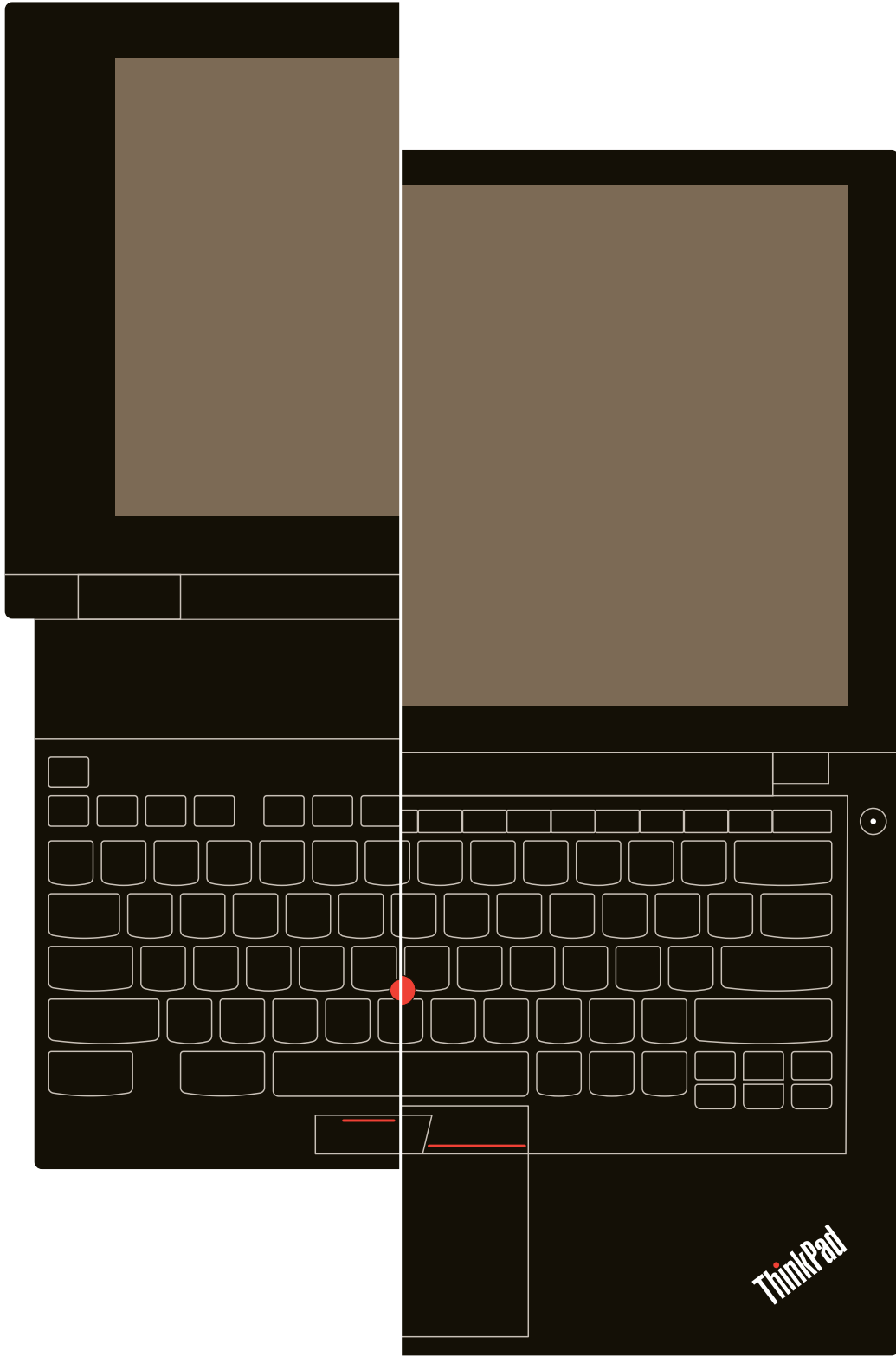


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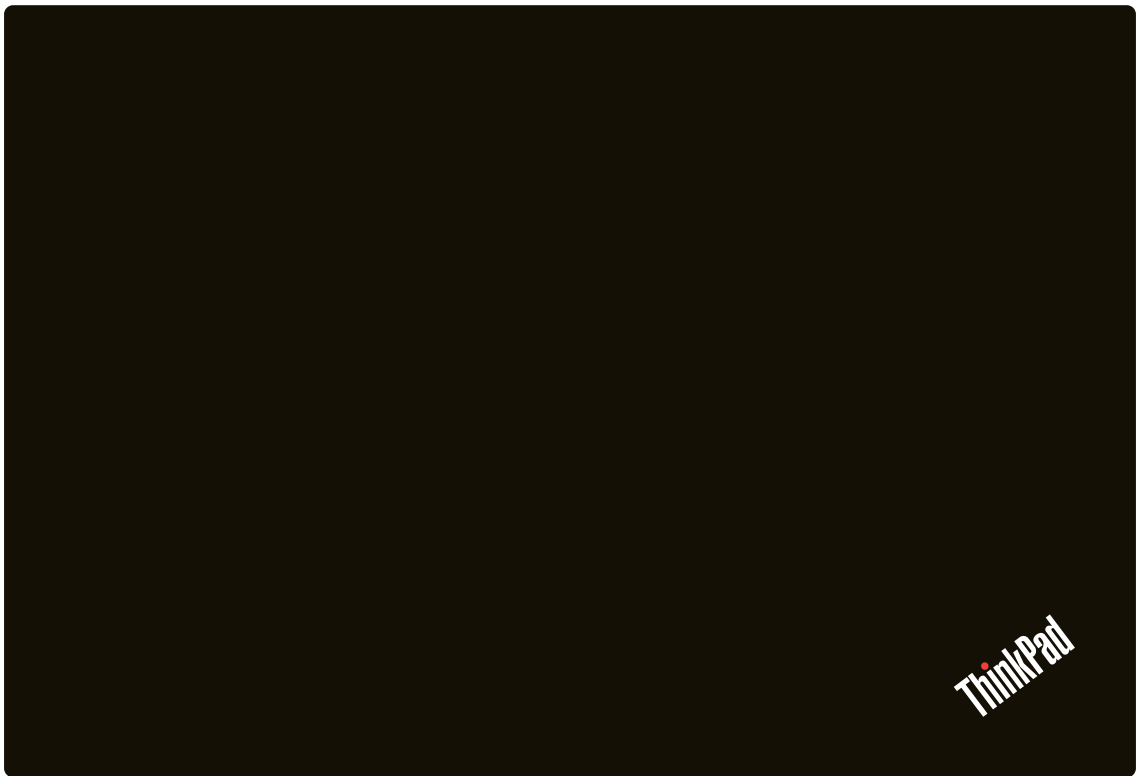
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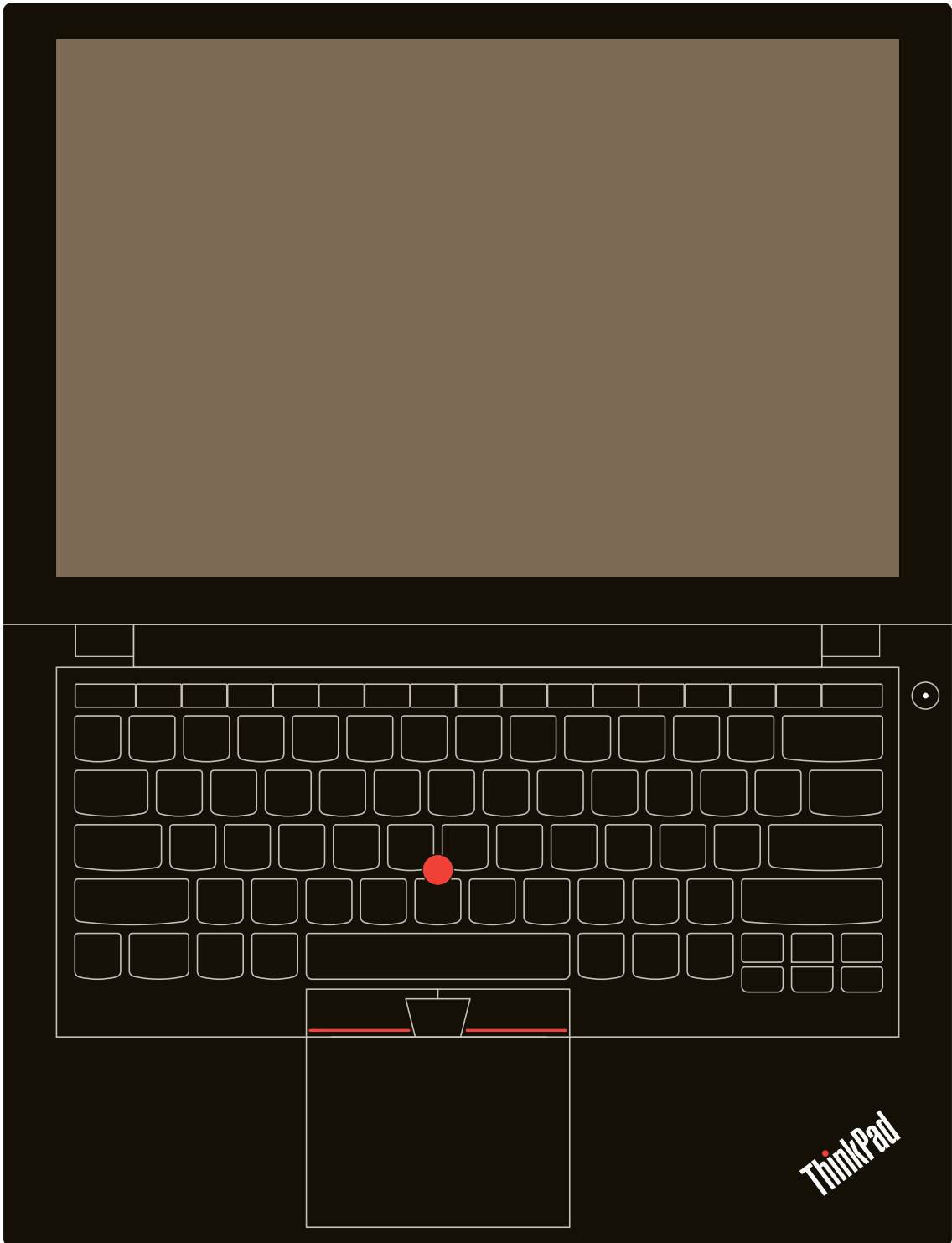


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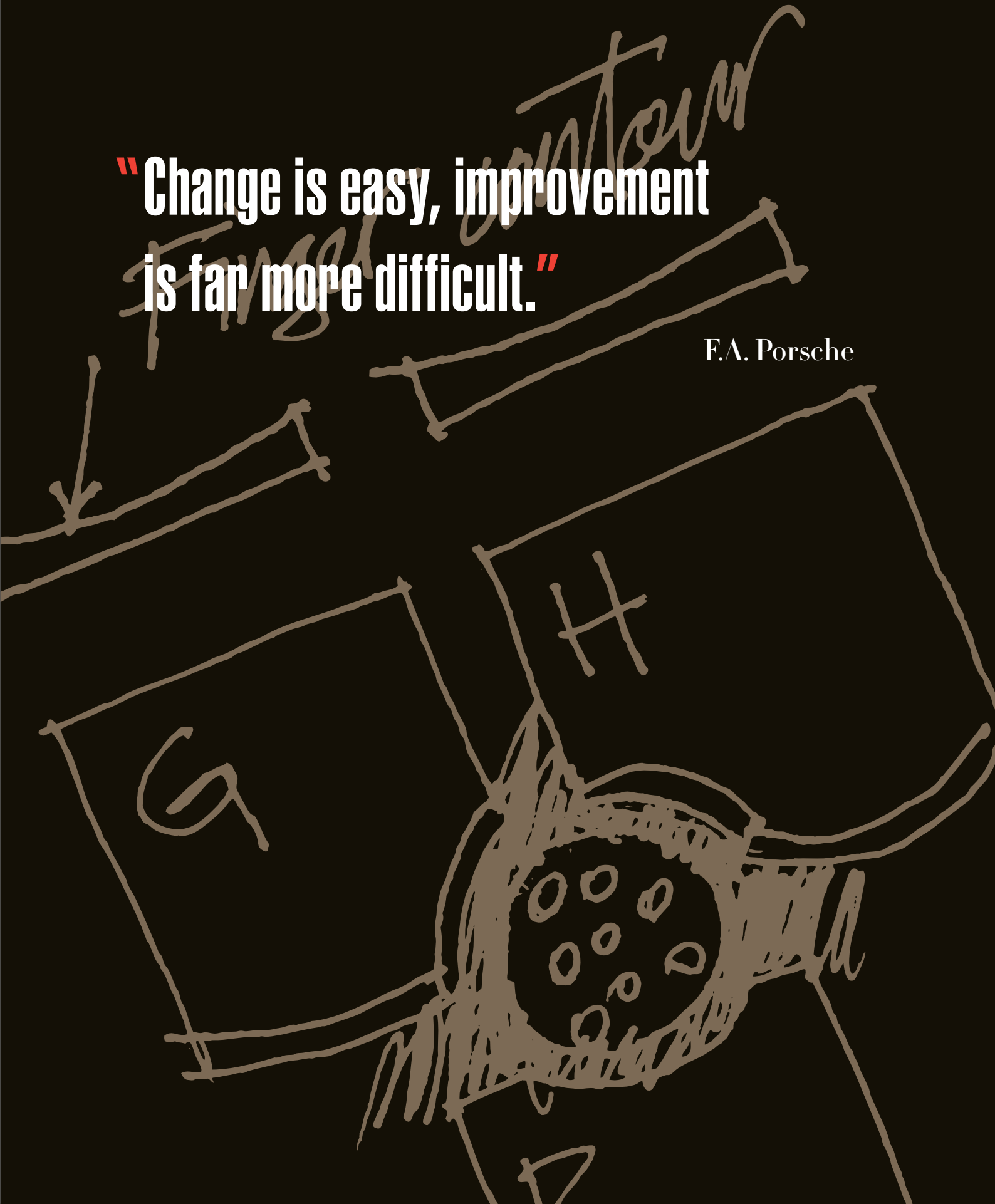


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David Hill is a Vice President of Design for Lenovo. He has led the design and user experience of the now iconic ThinkPad brand since 1995. He conceived the evolution design strategy, where the core DNA is passed along to each successive generation. David often compares this strategy to how Porsche manages the design of their forever classic 911.

This approach is nearly unheard of in a fast-paced high technology market where change dominates. Evolutionary design has created ThinkPad brand value and related design recognition at unprecedented levels within the industry. ThinkPad loyalists are cult-like in their affinity for this highly authentic design classic.

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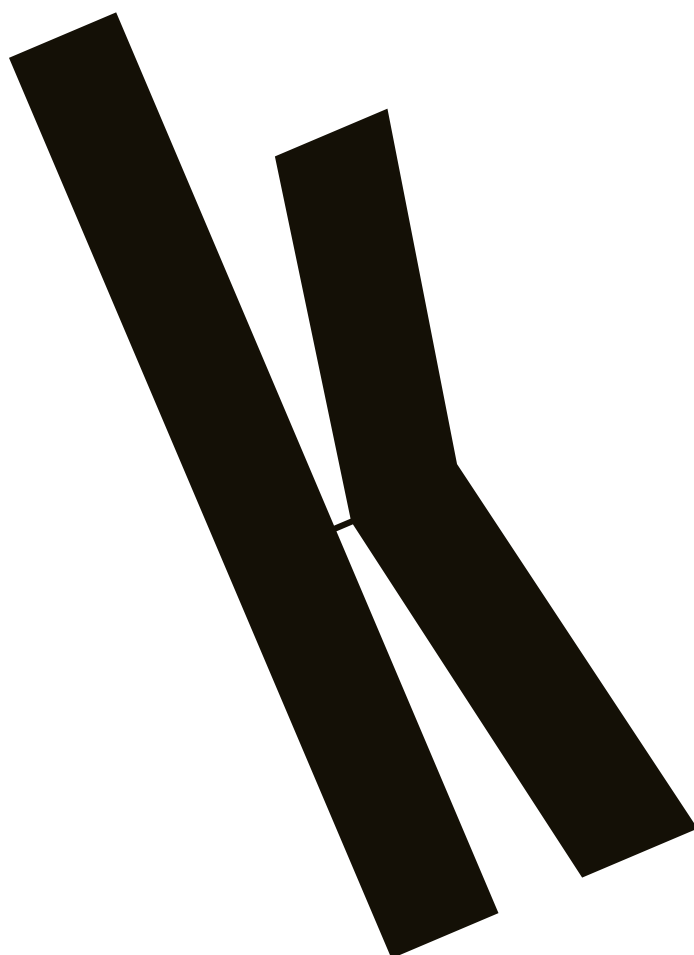
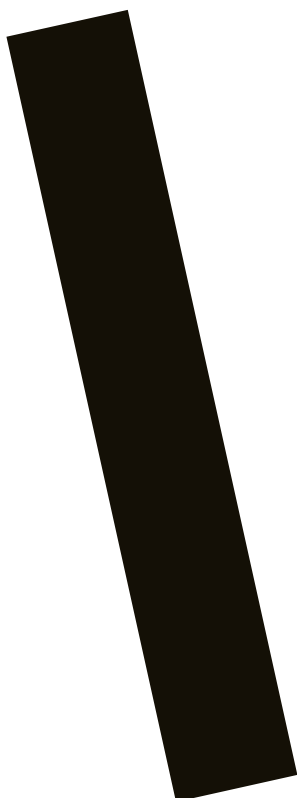
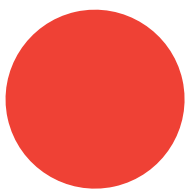
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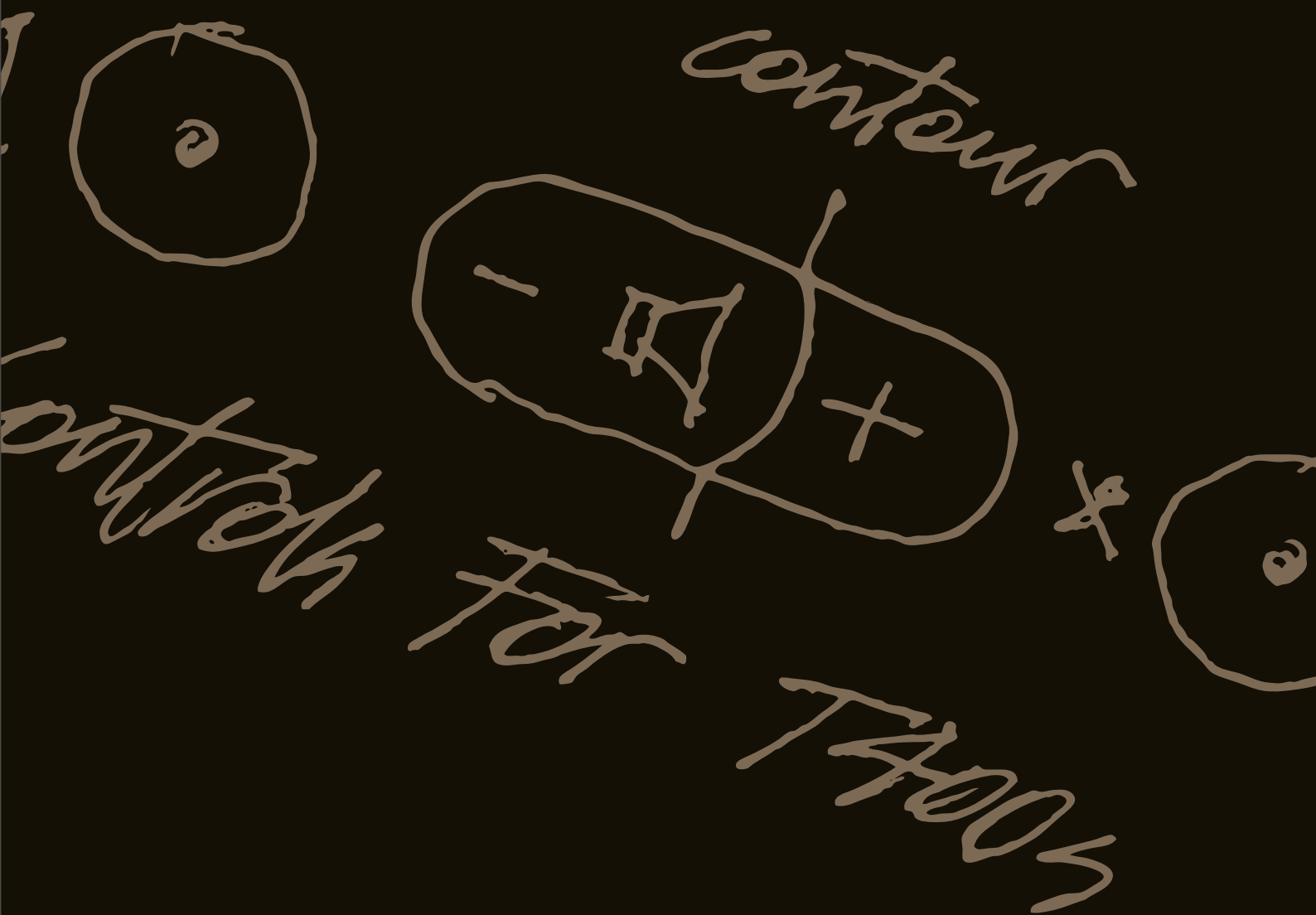





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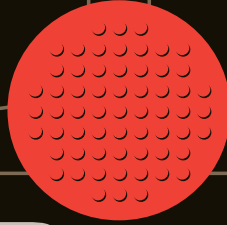
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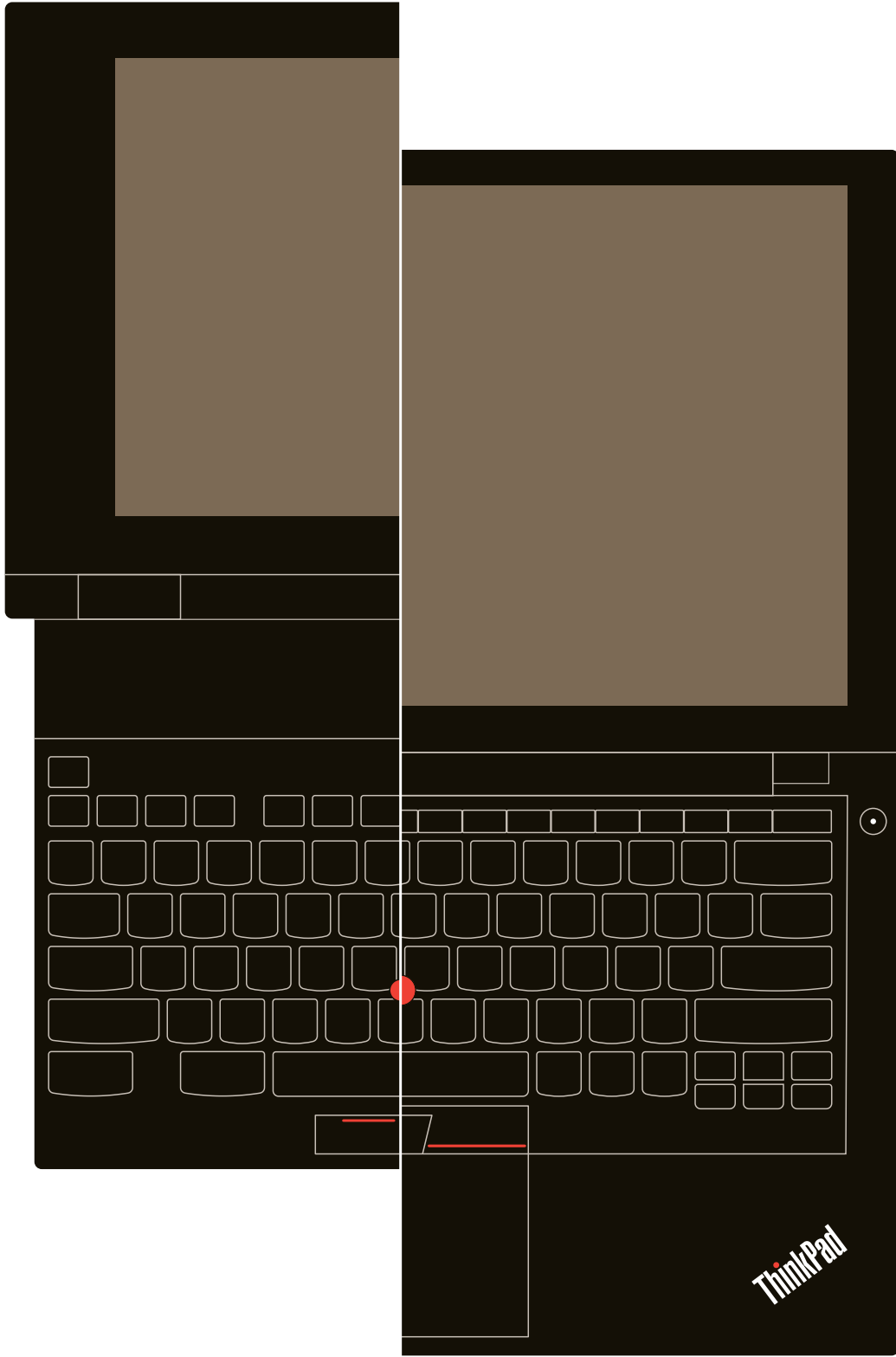


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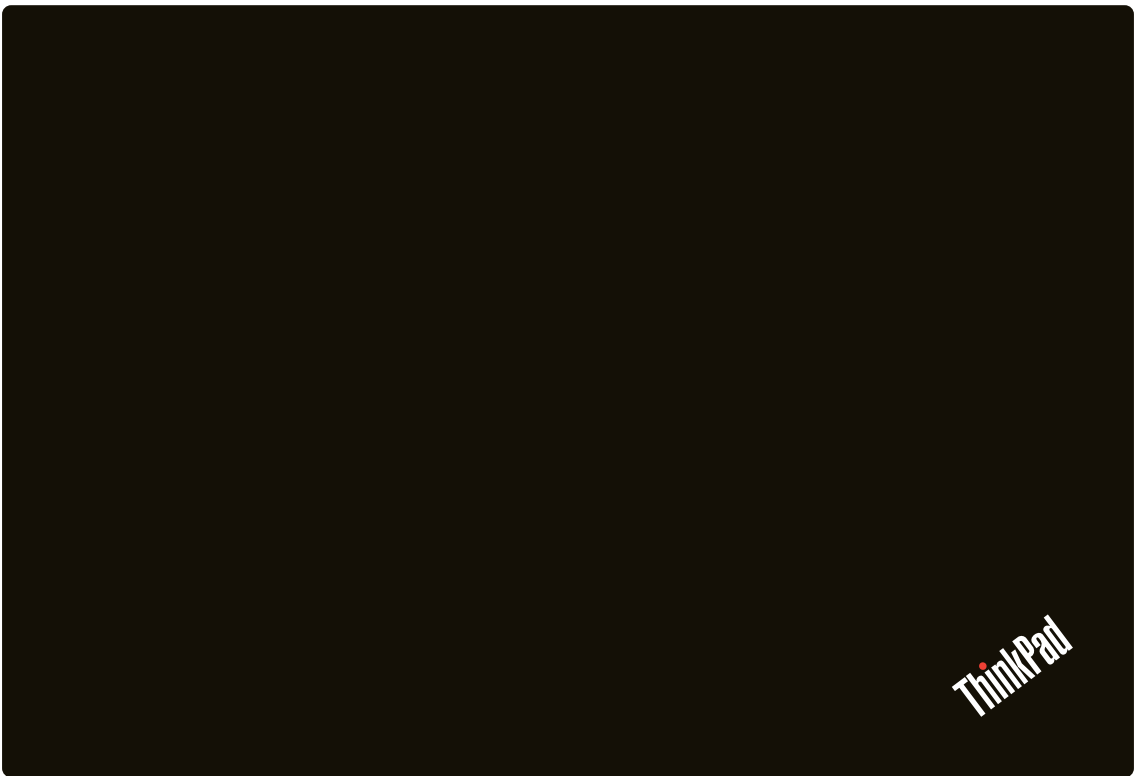
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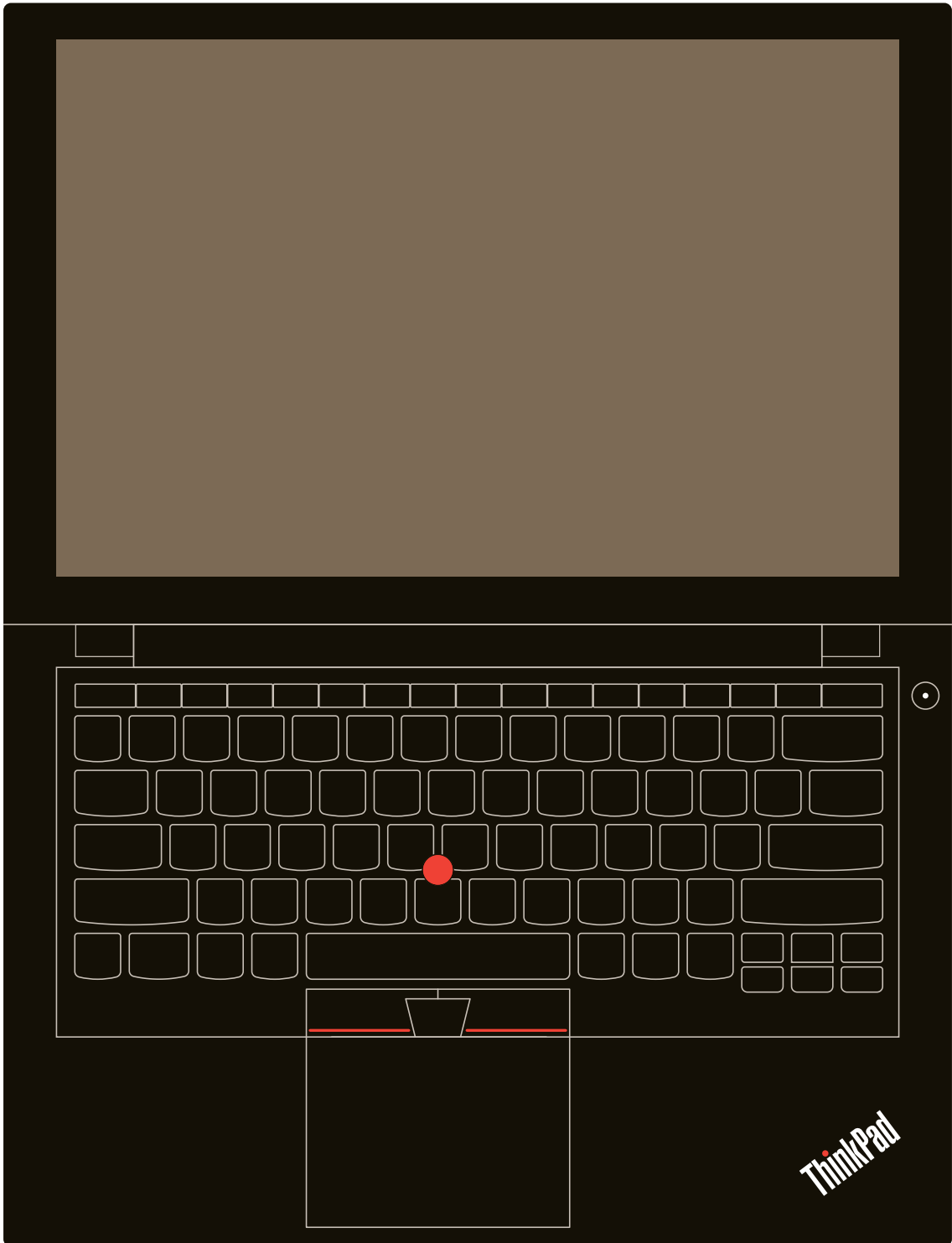


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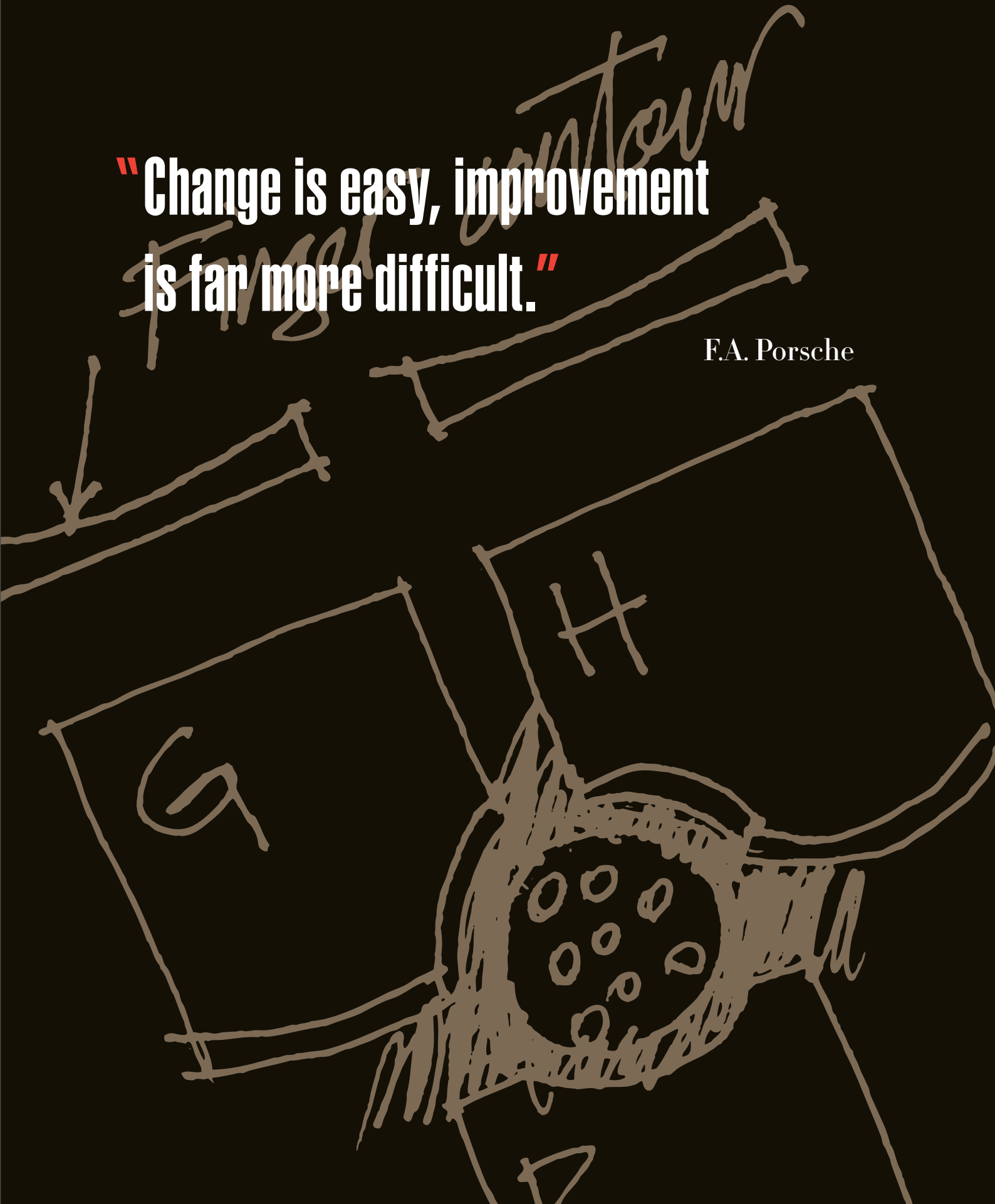


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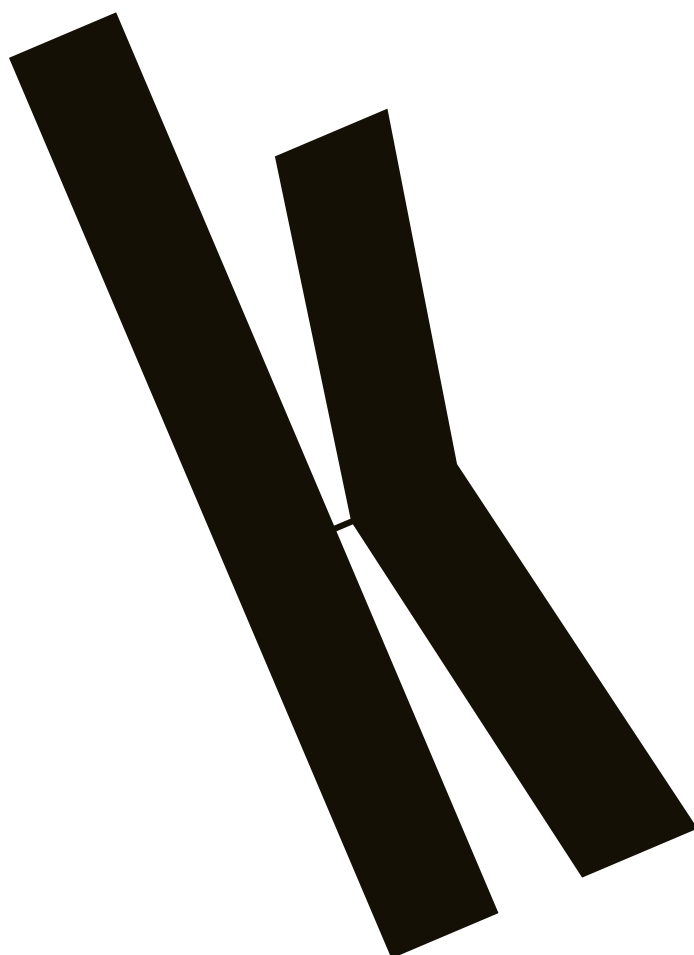
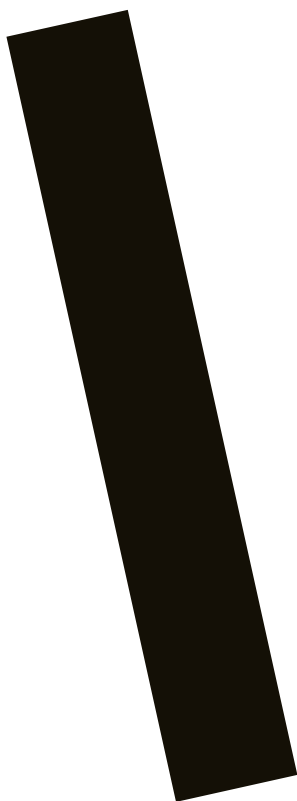
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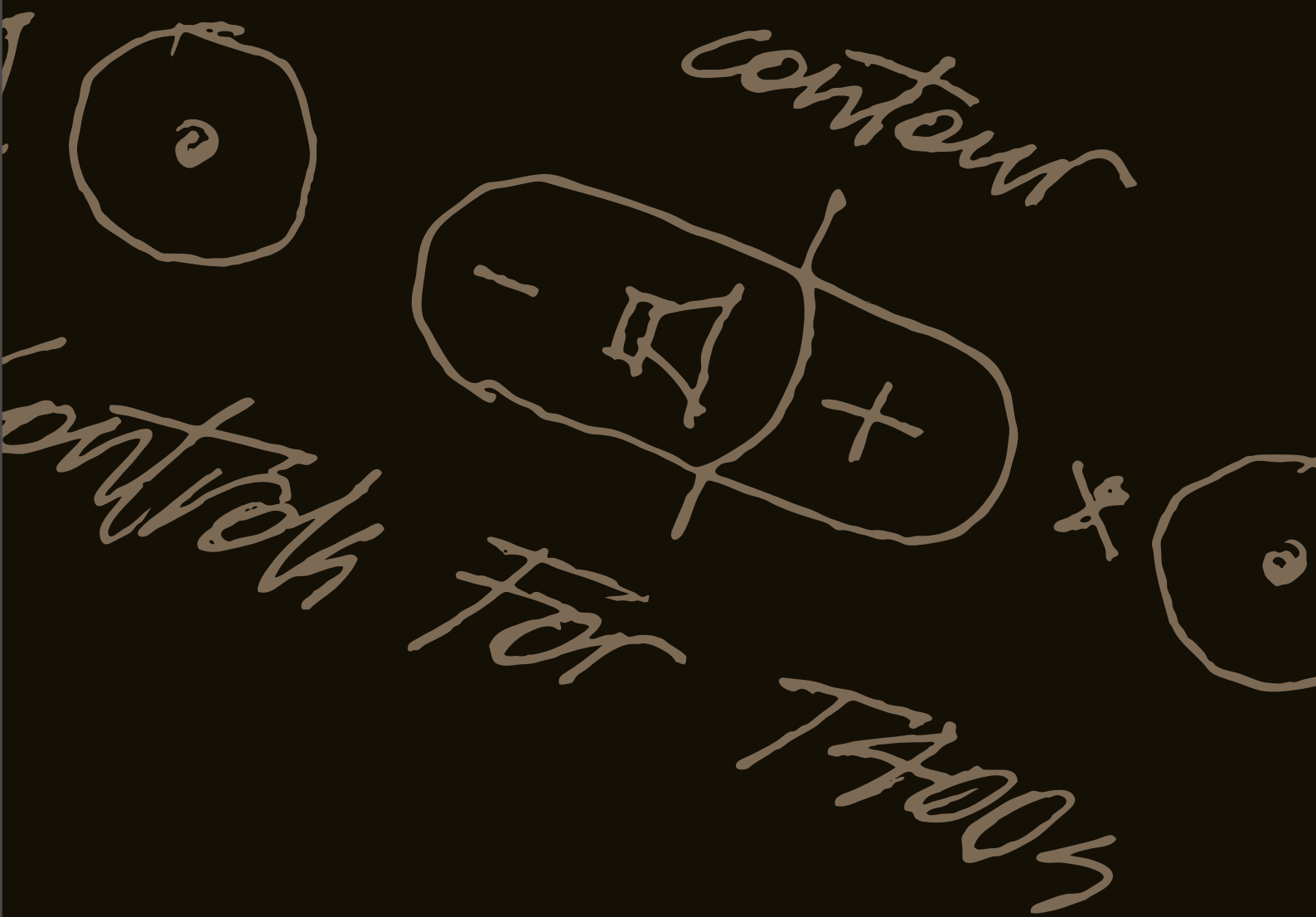





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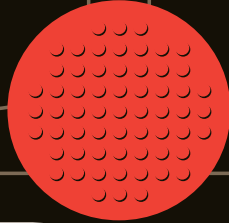
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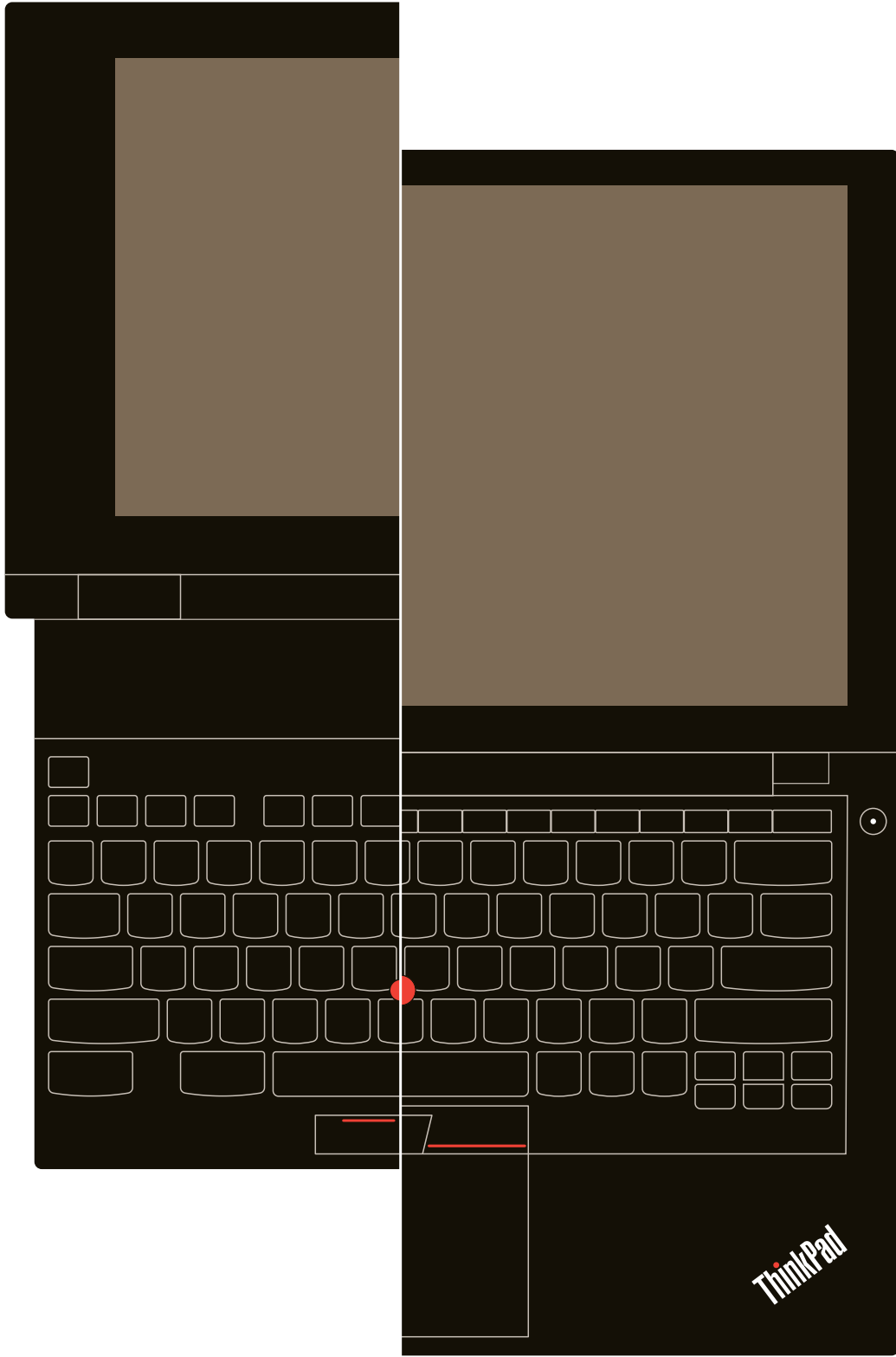


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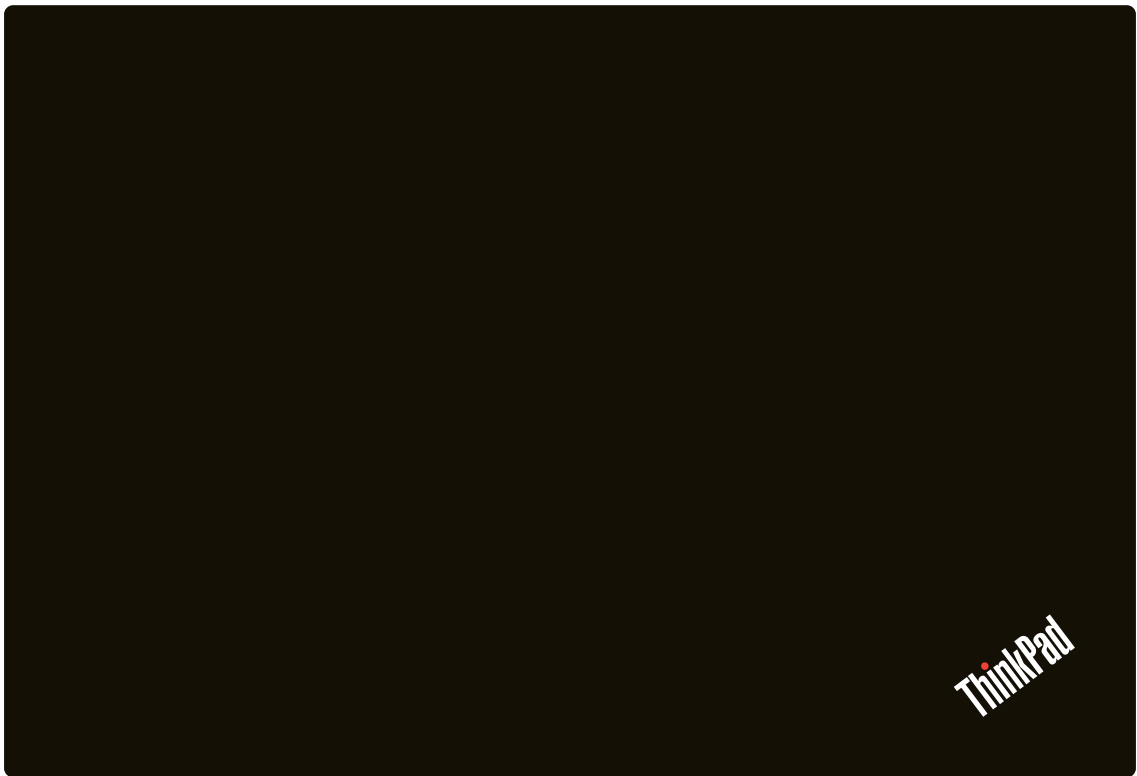
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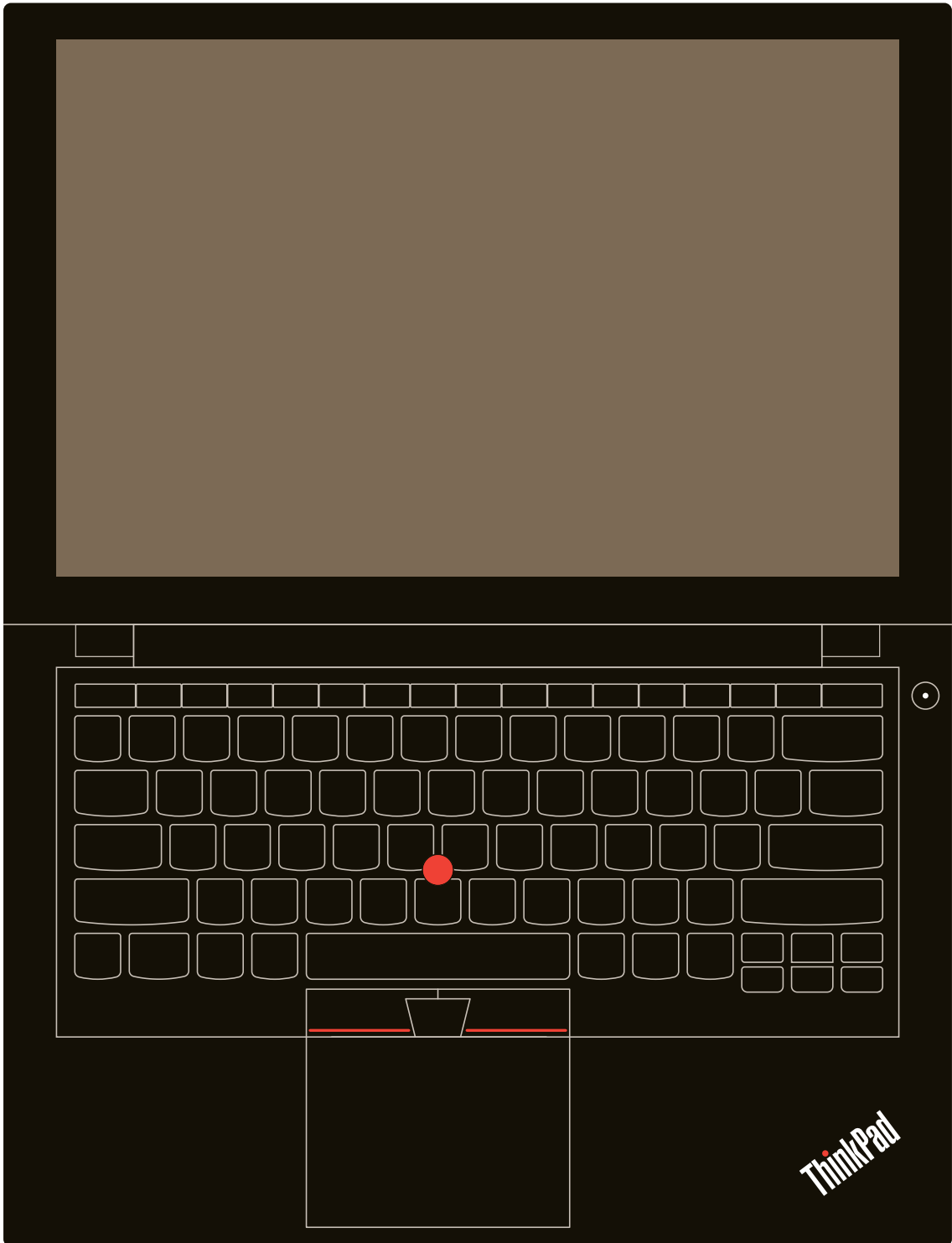


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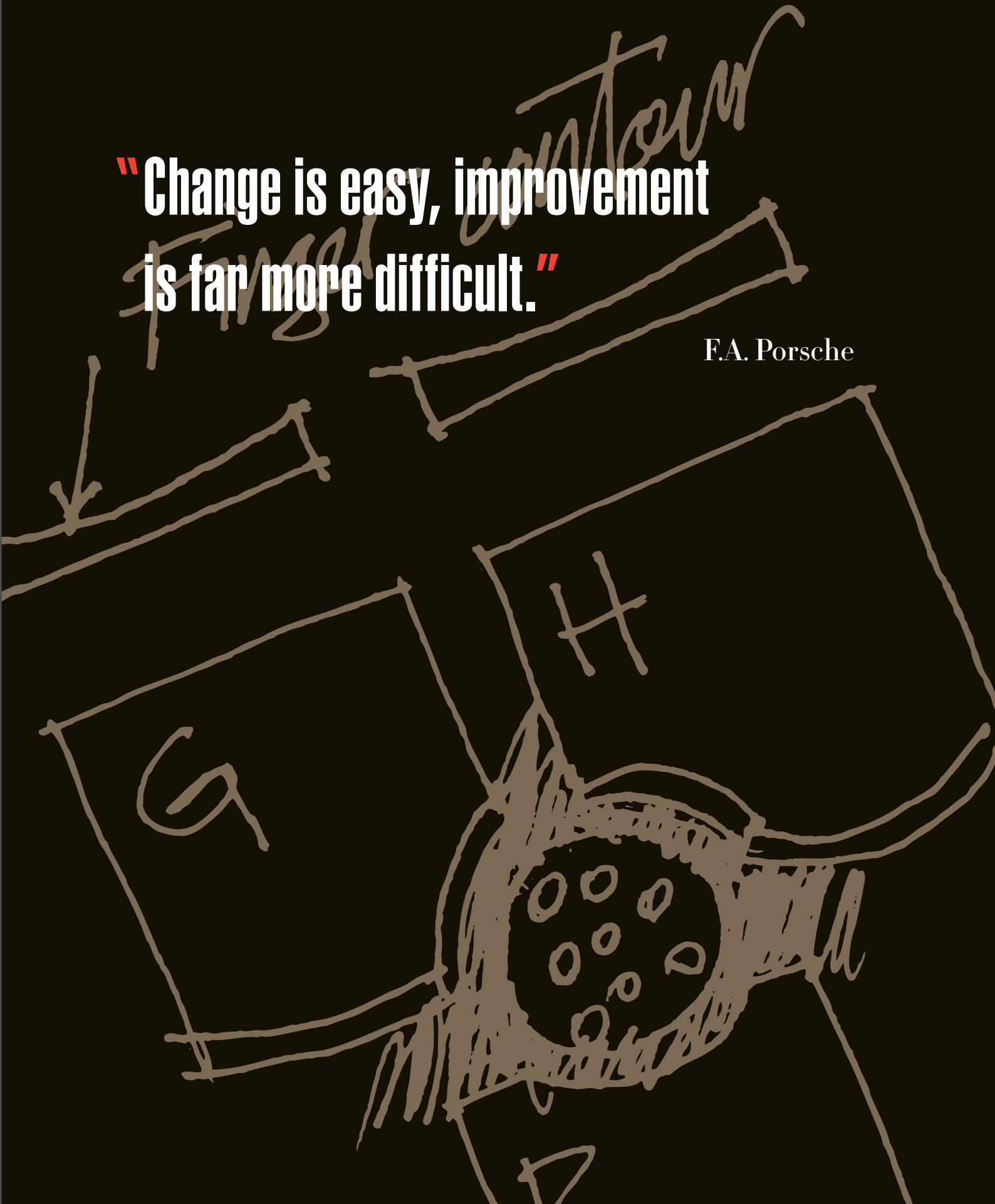


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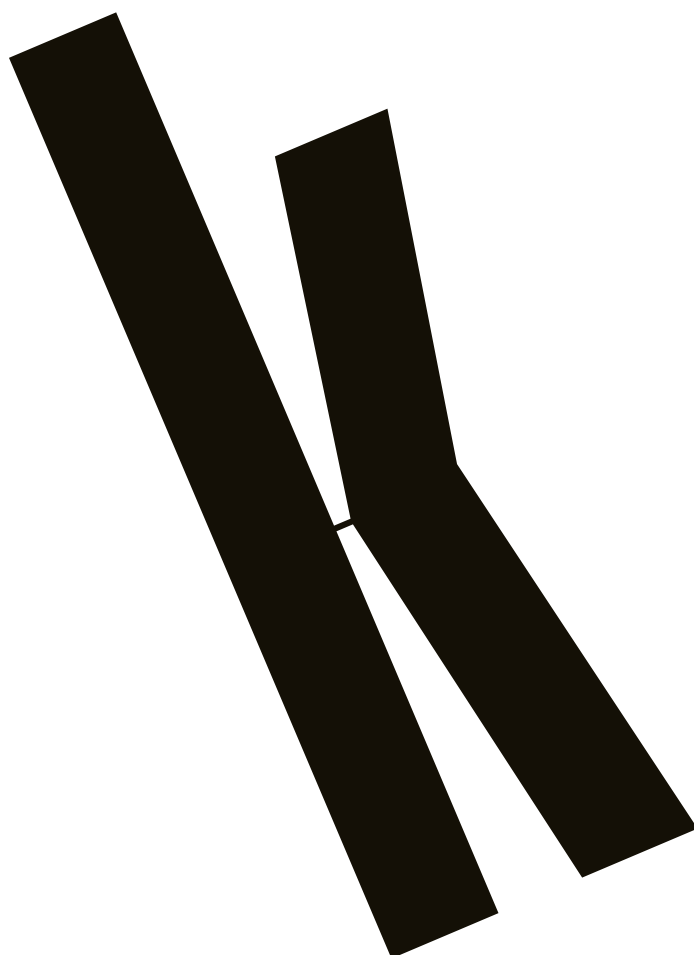
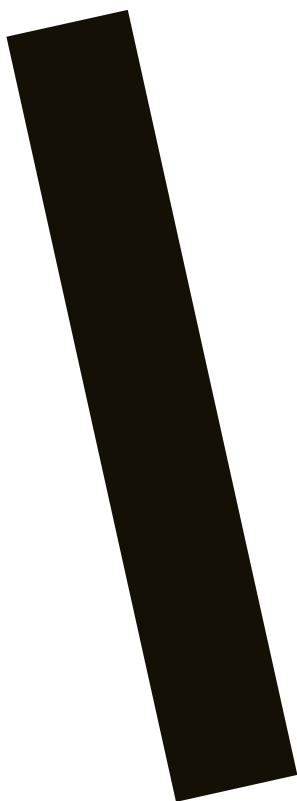
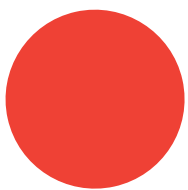


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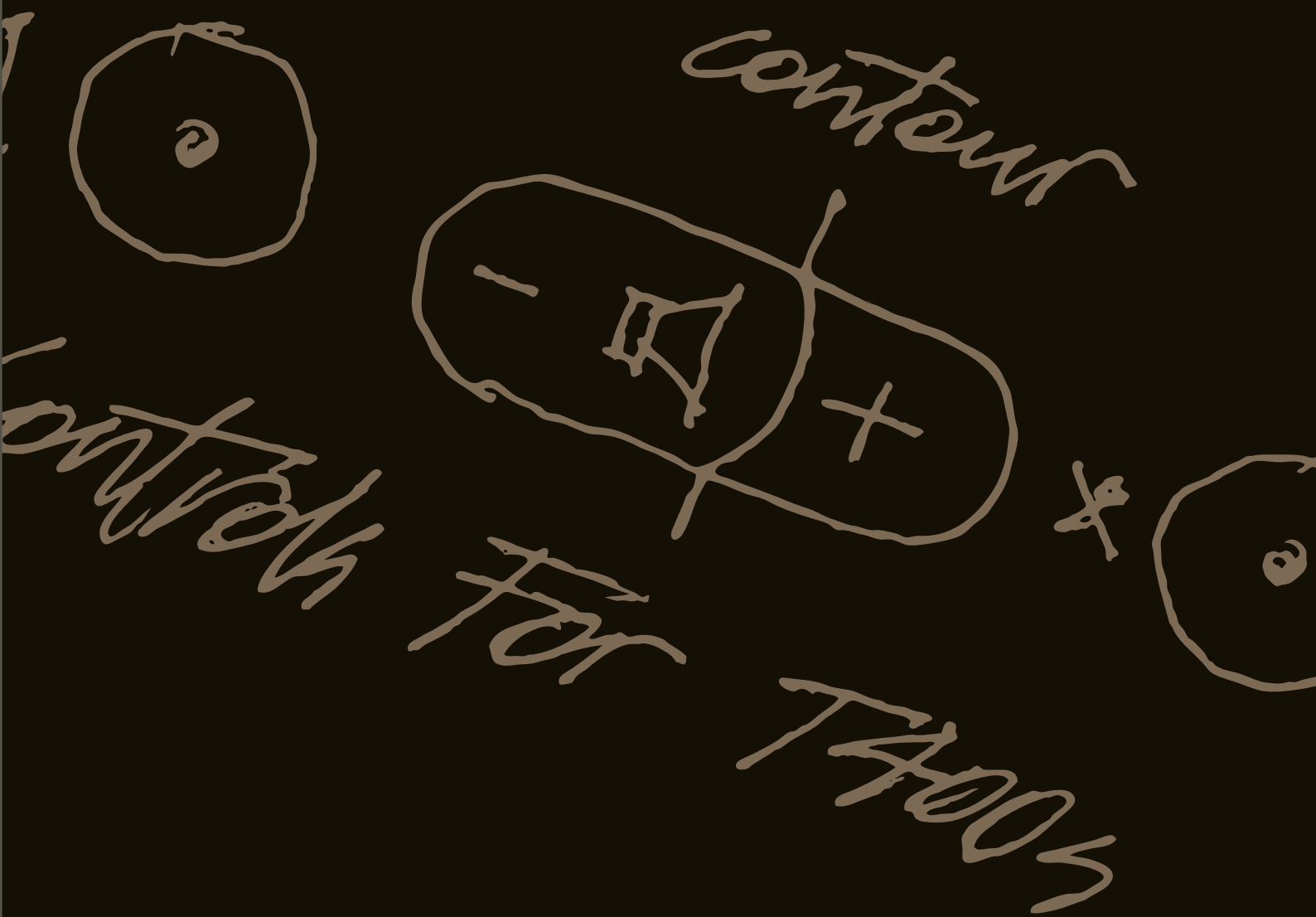





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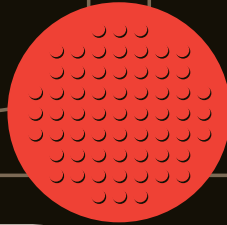
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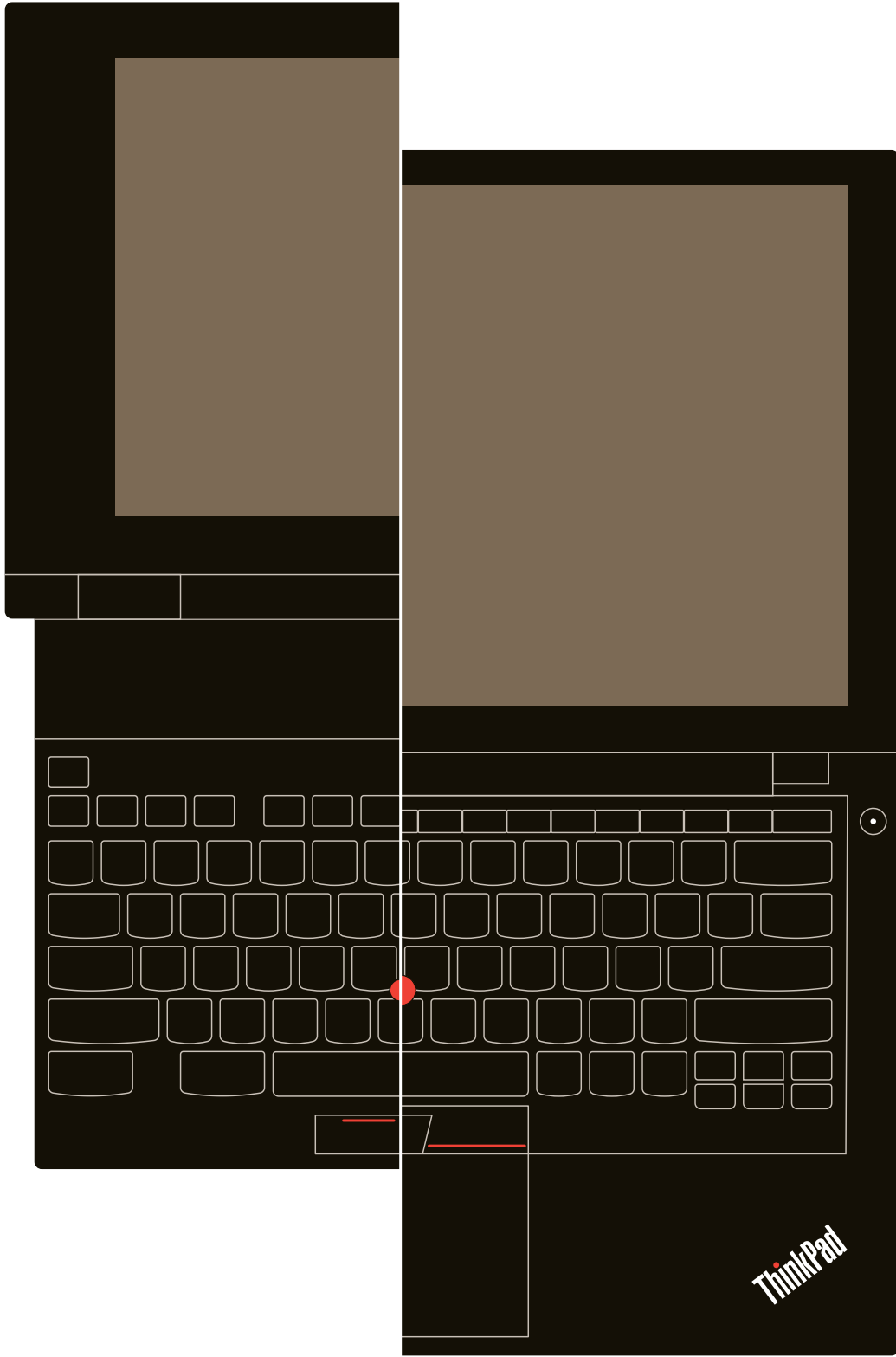


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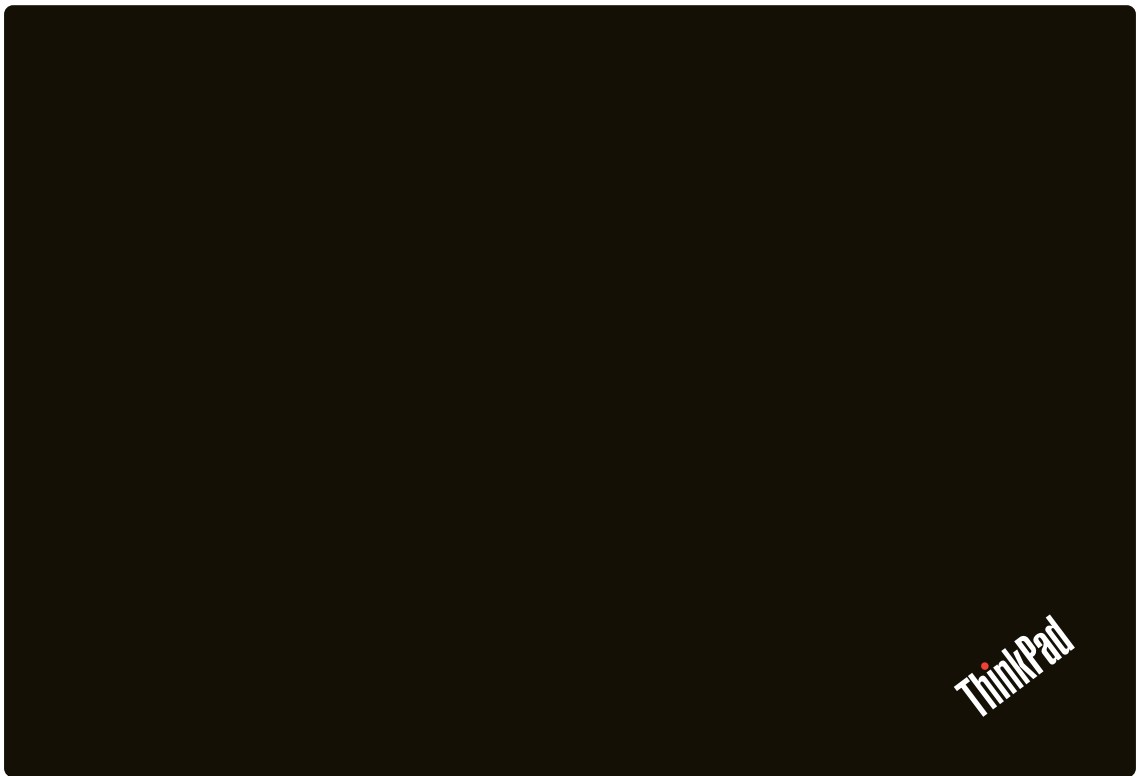
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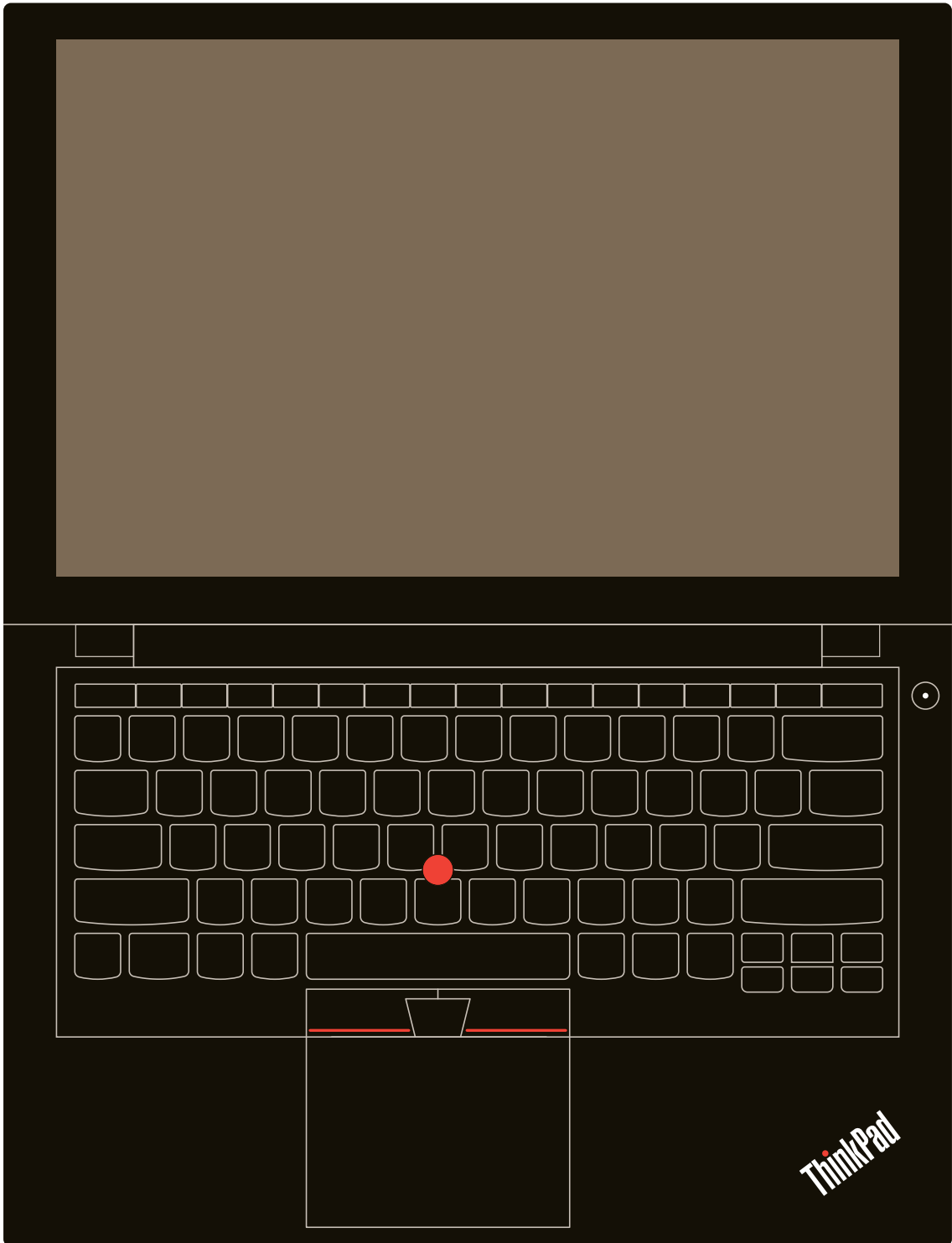


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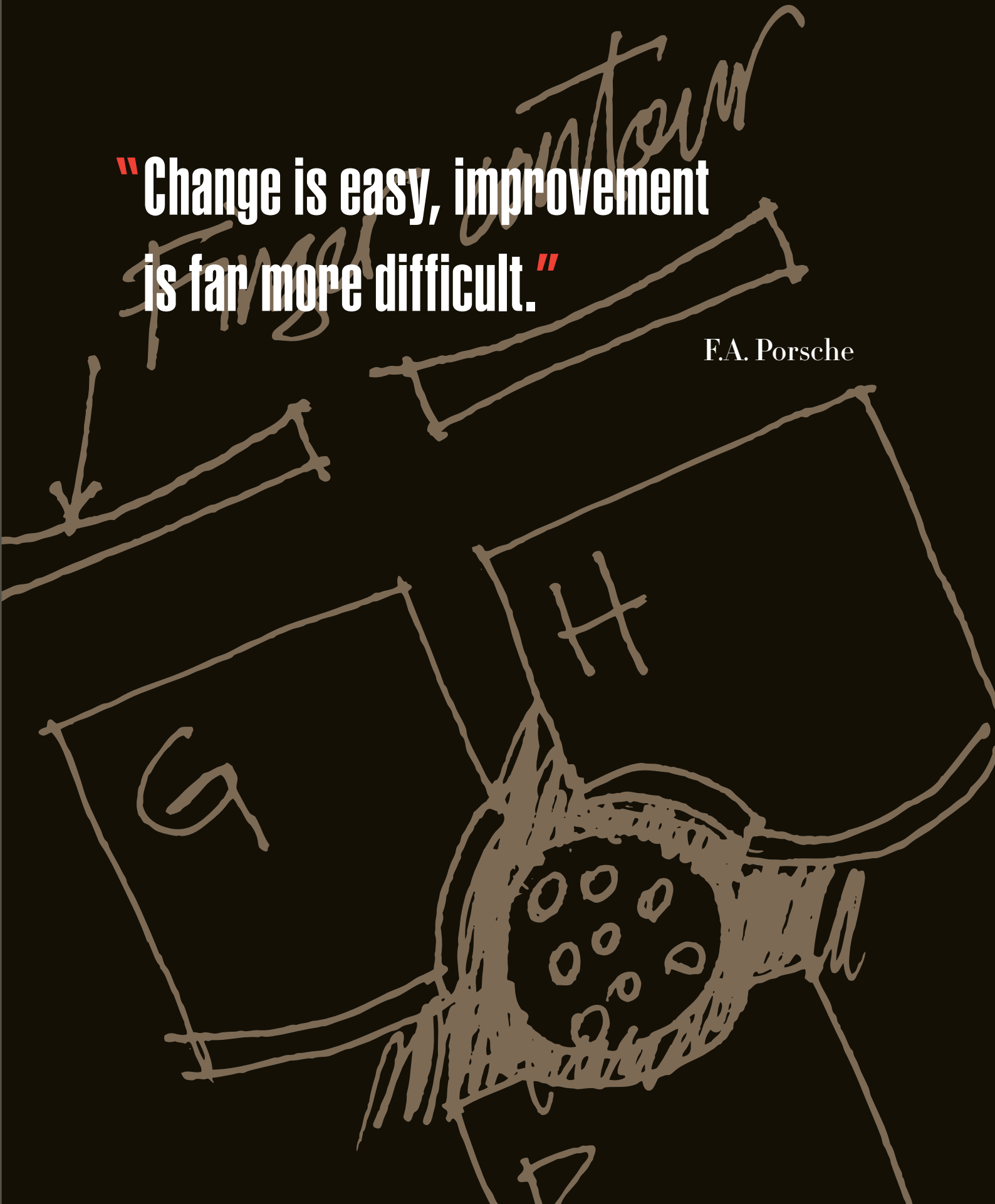


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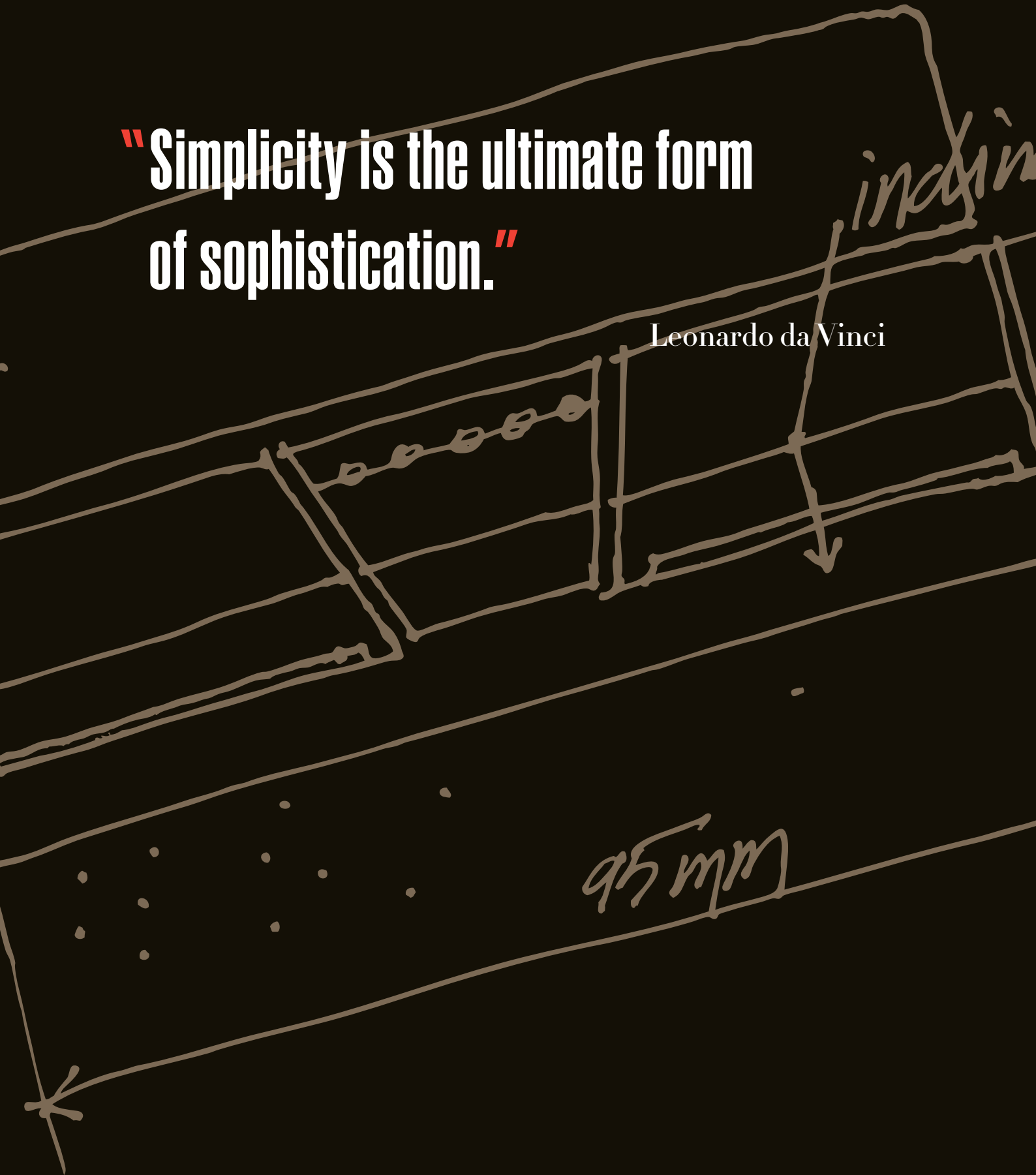
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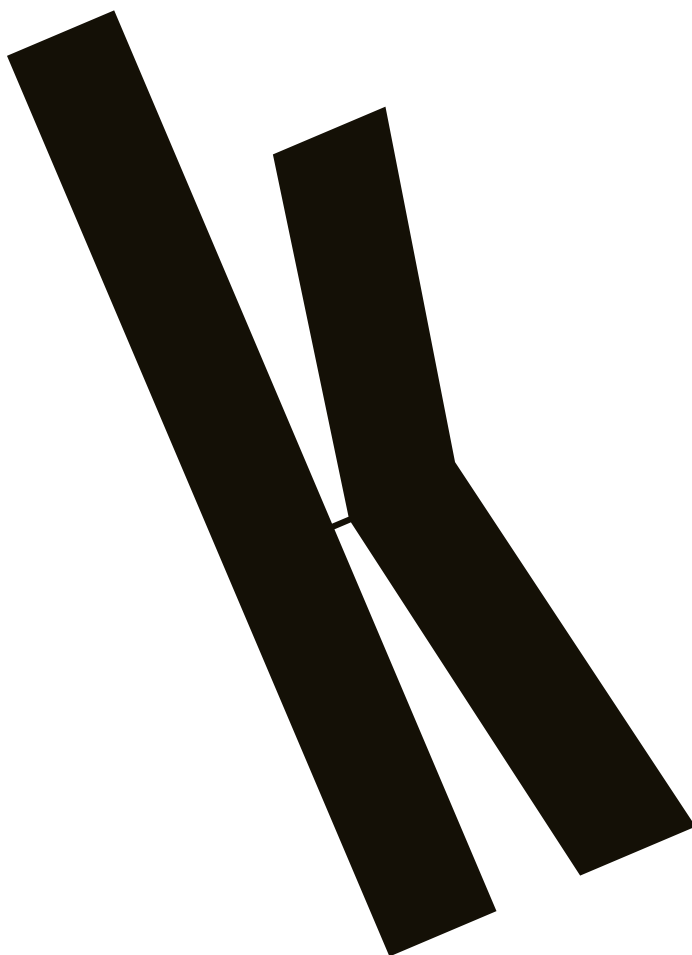
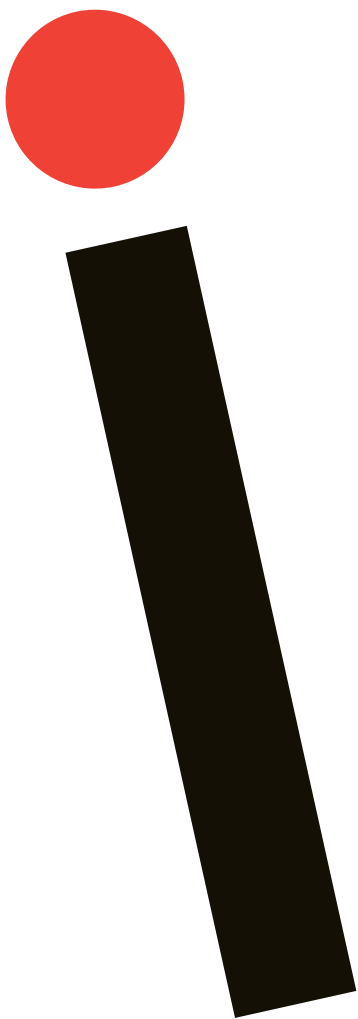
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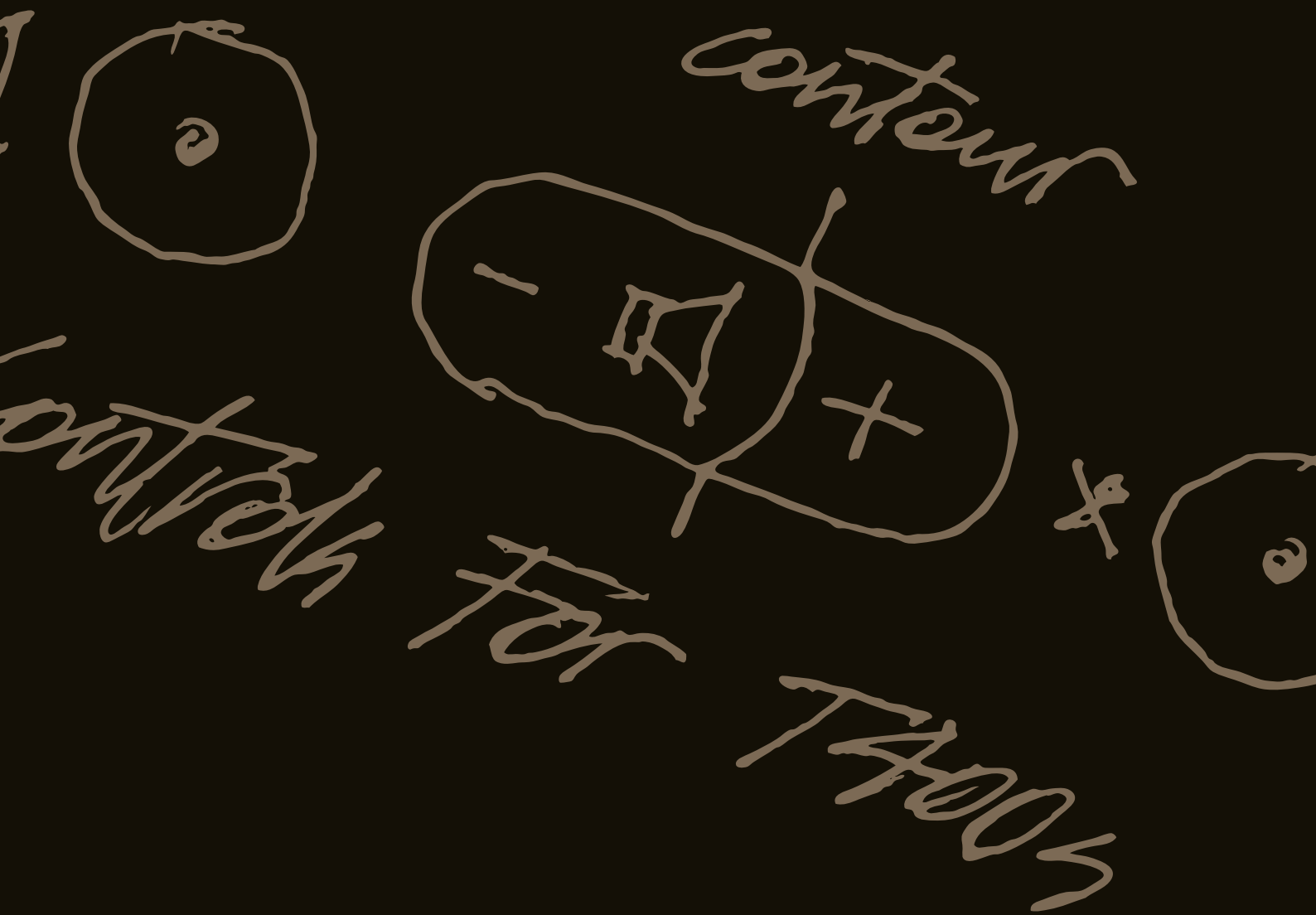





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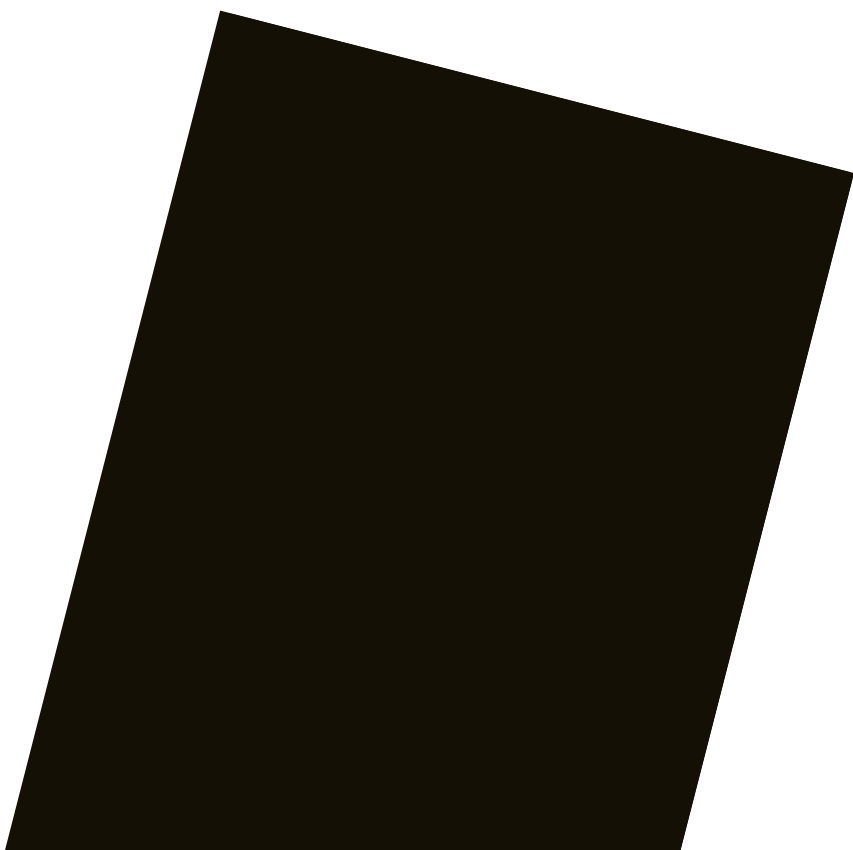
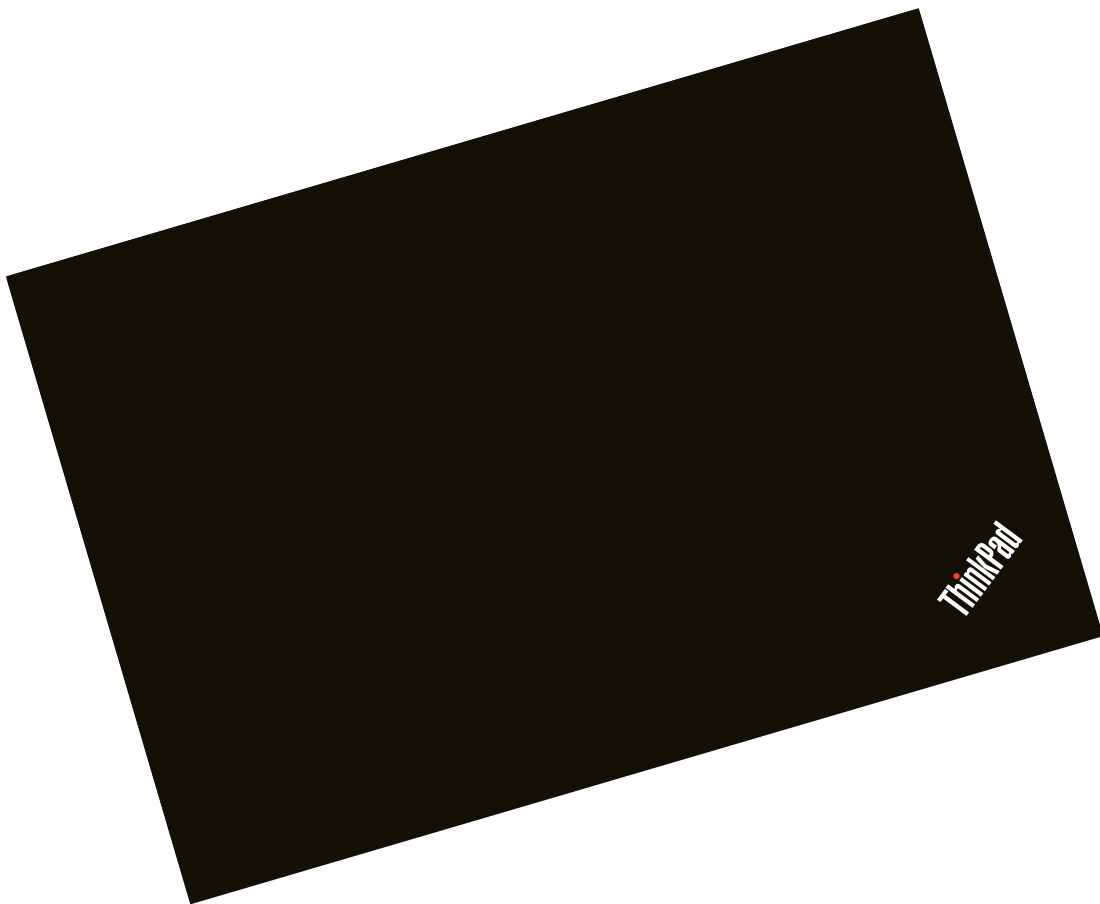




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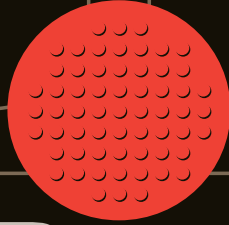
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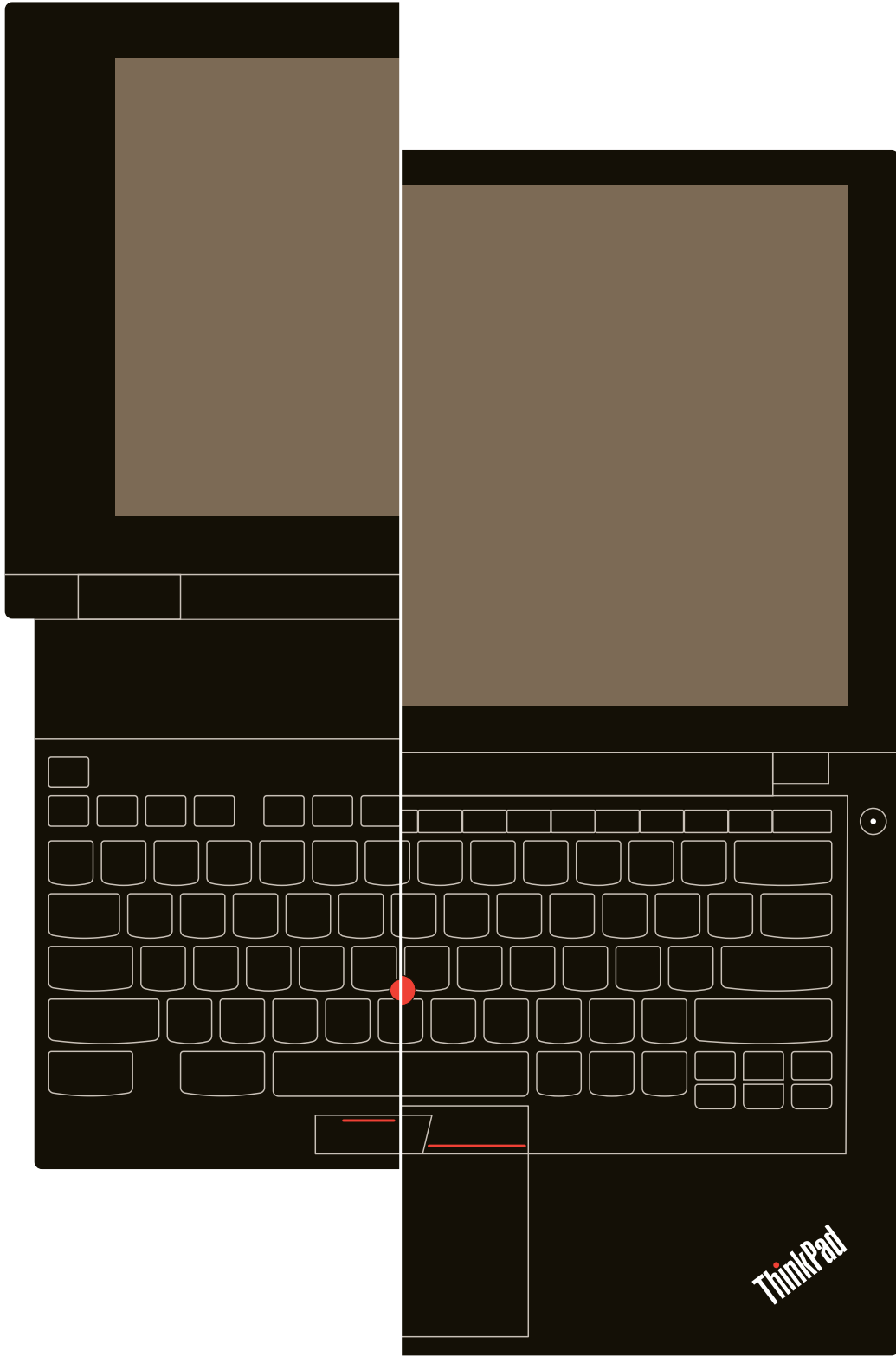


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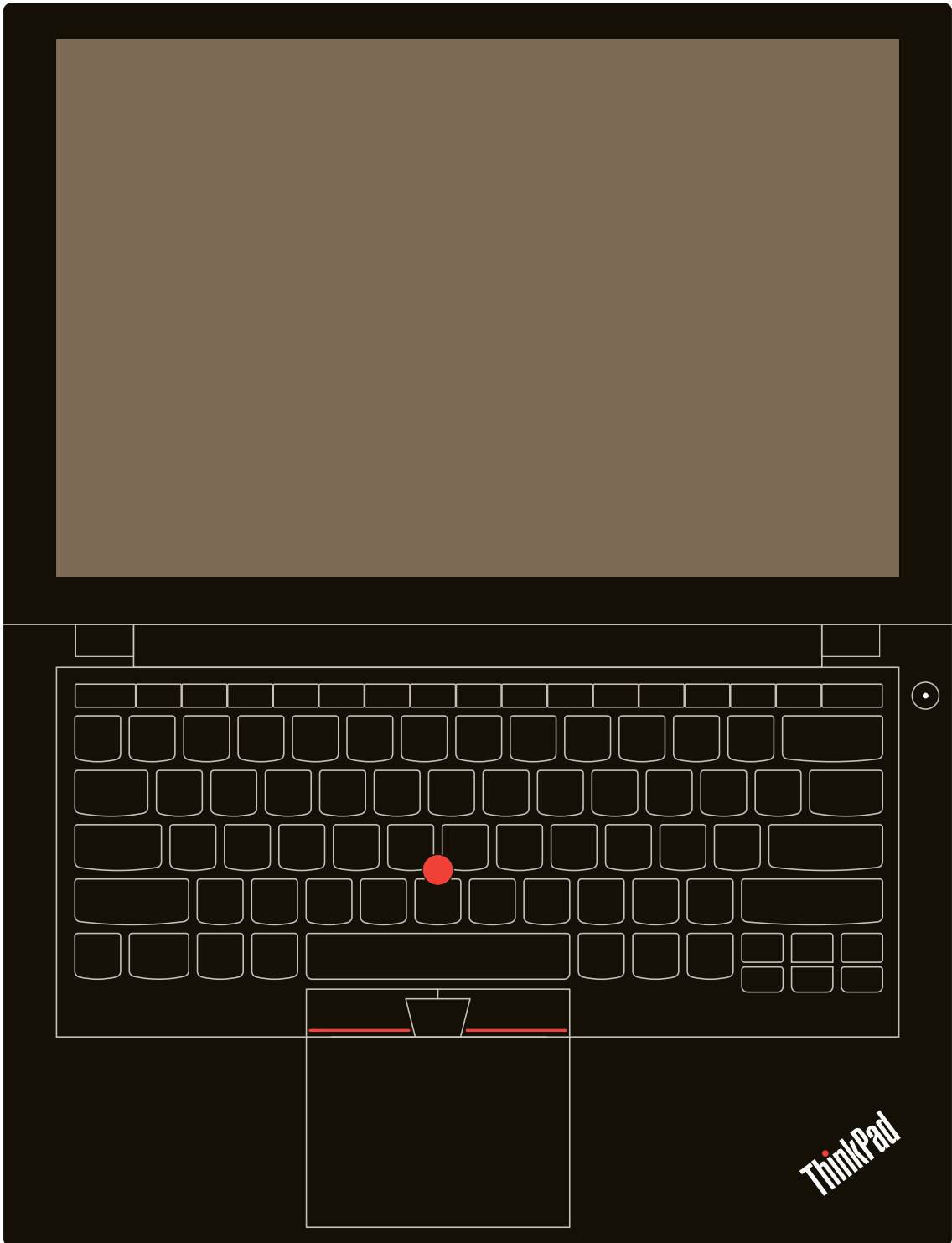


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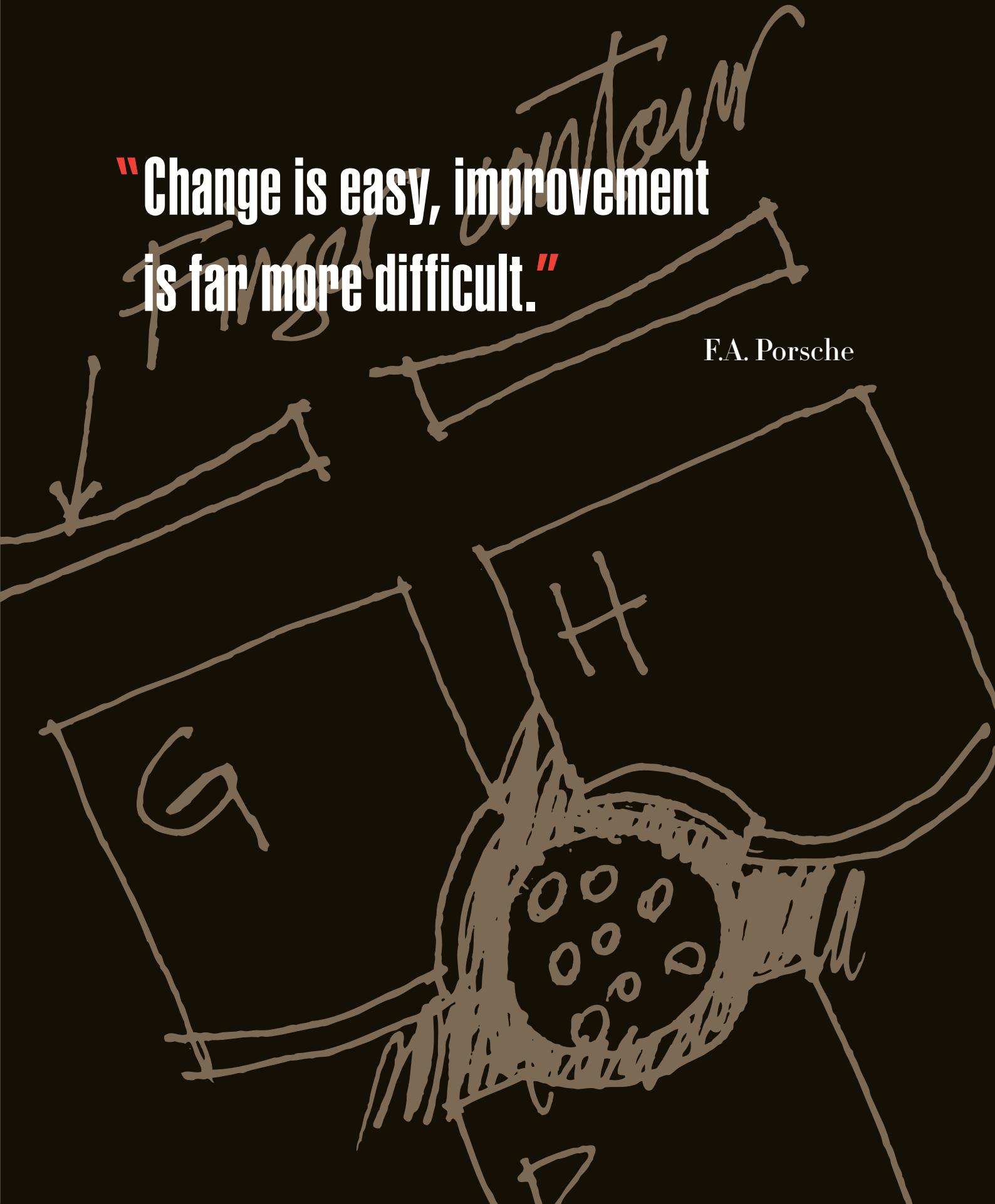


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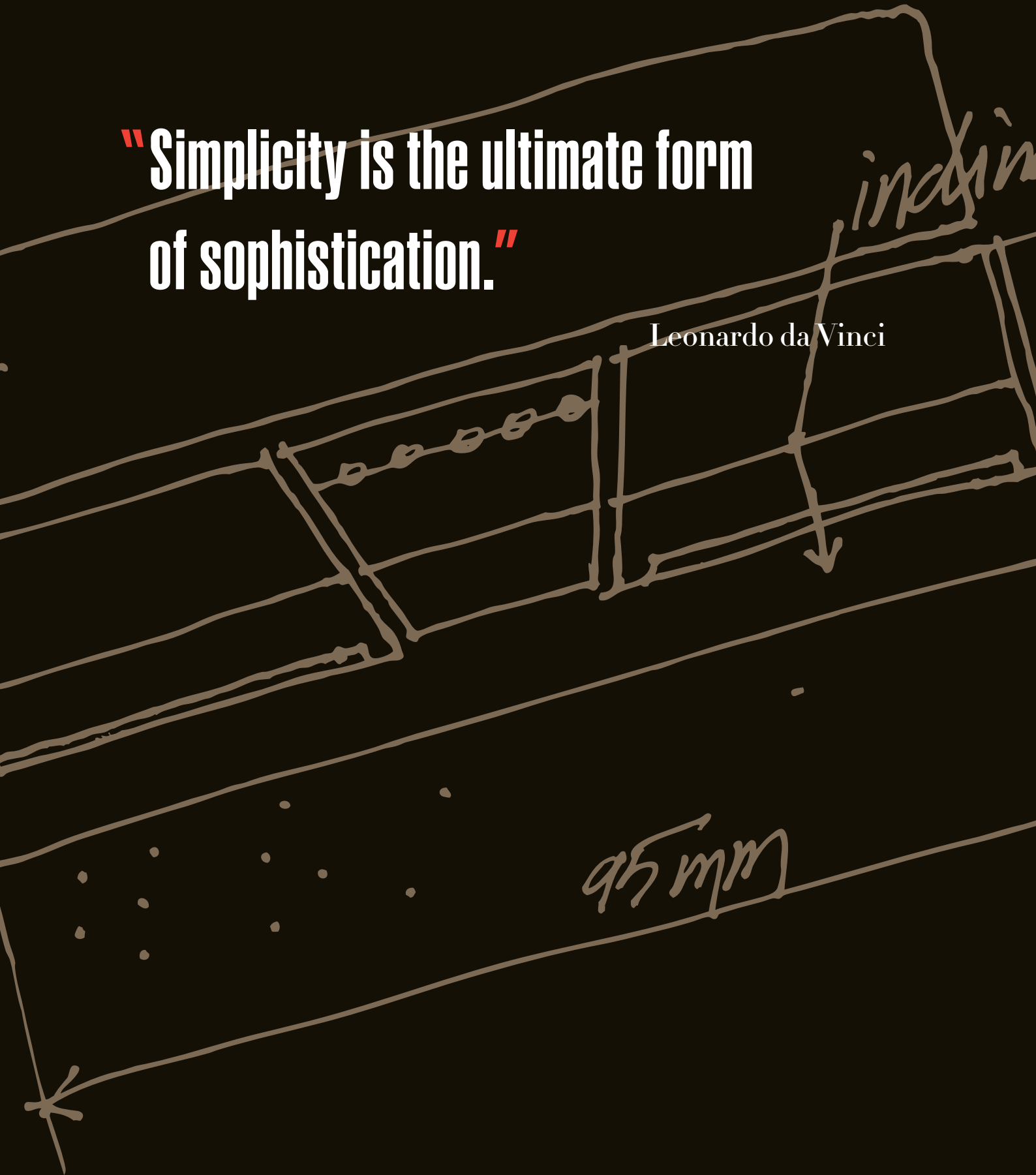
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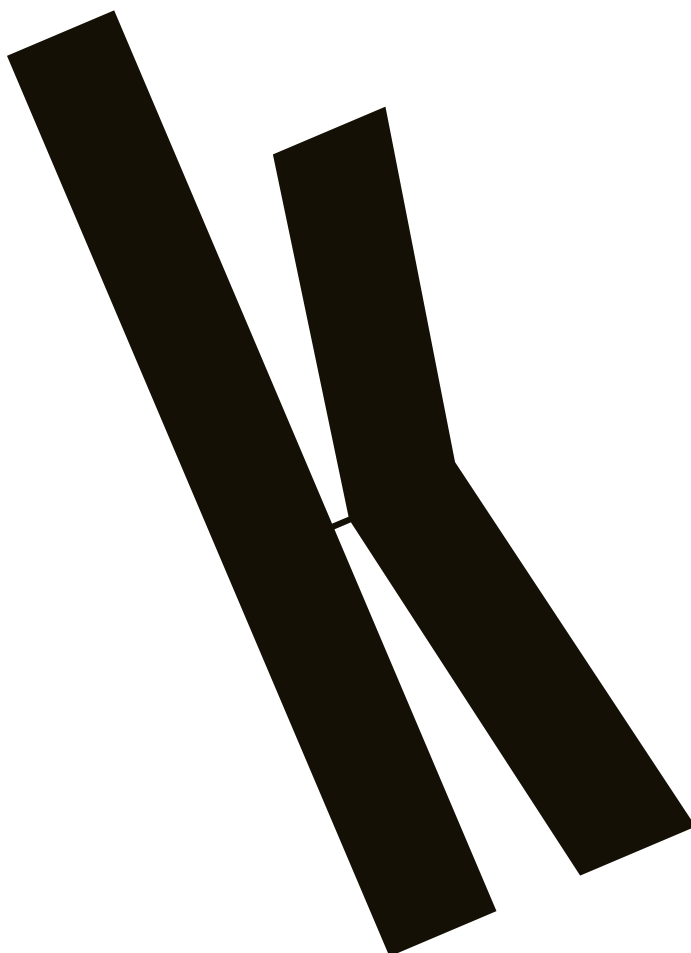
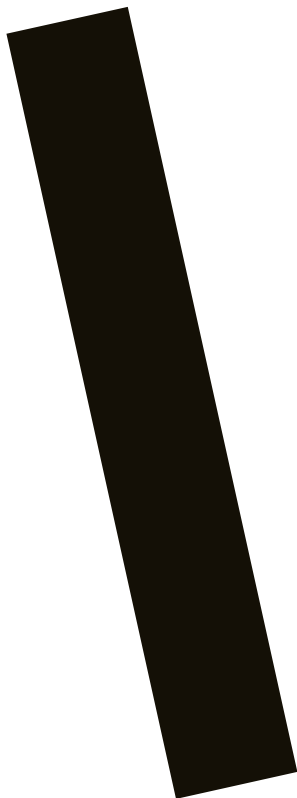
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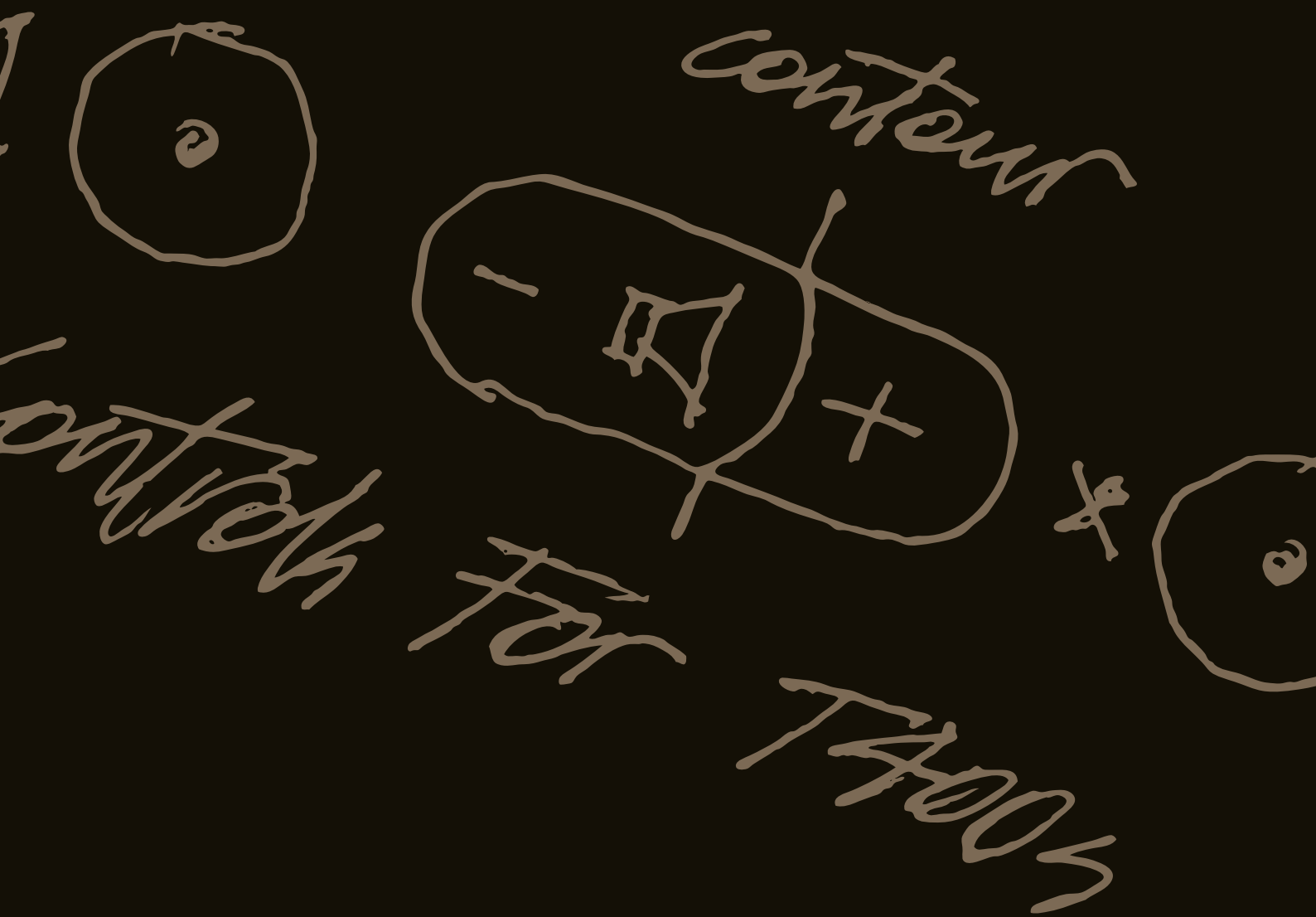
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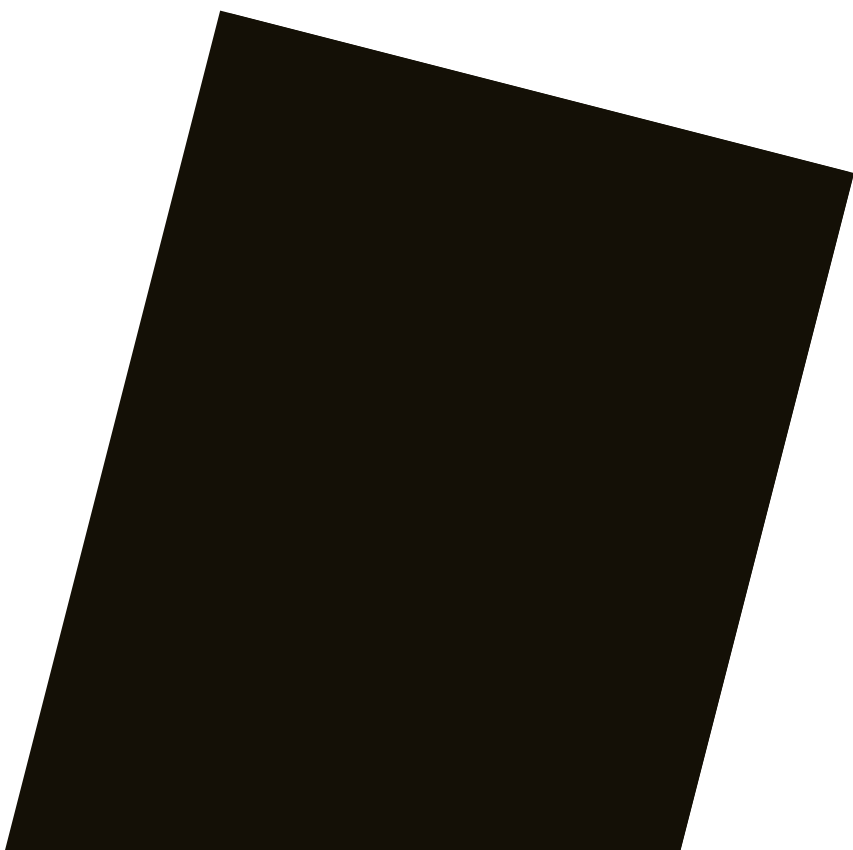
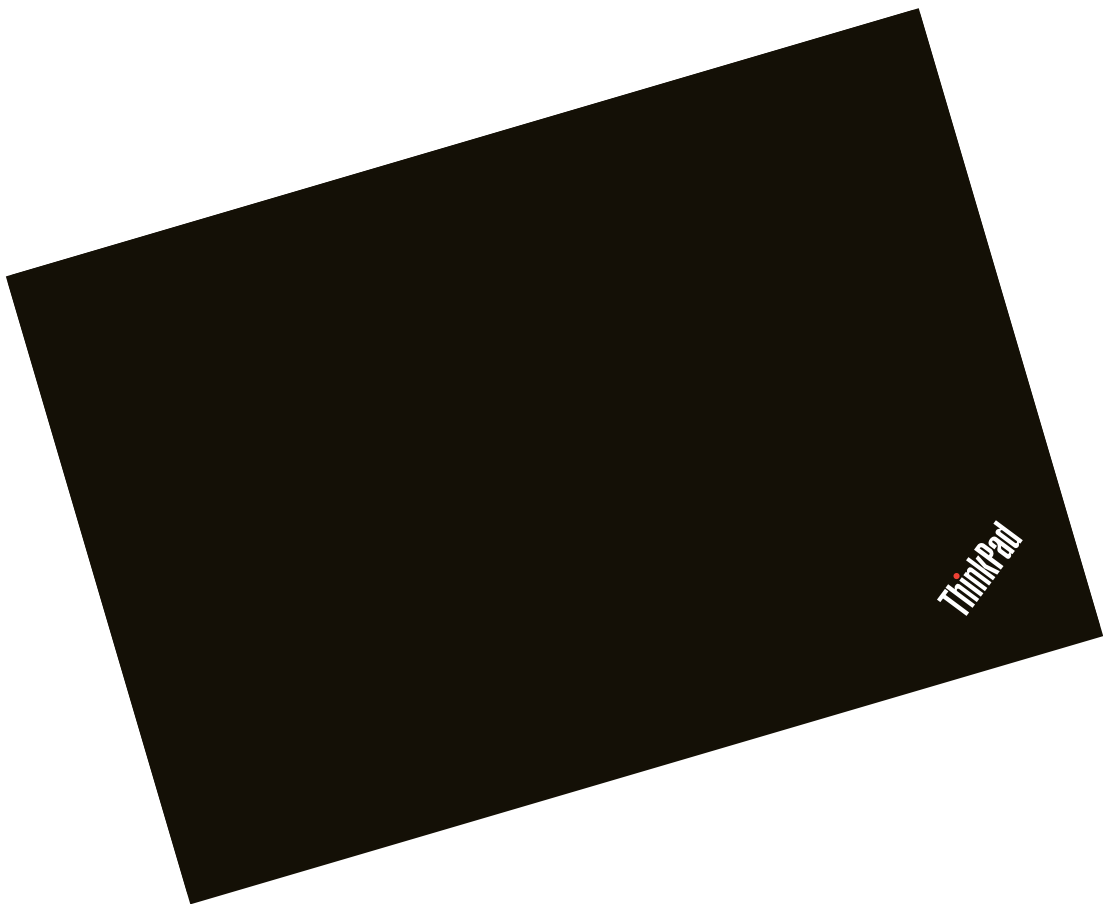




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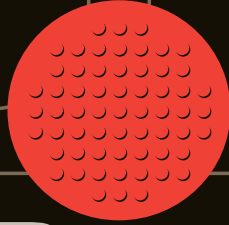
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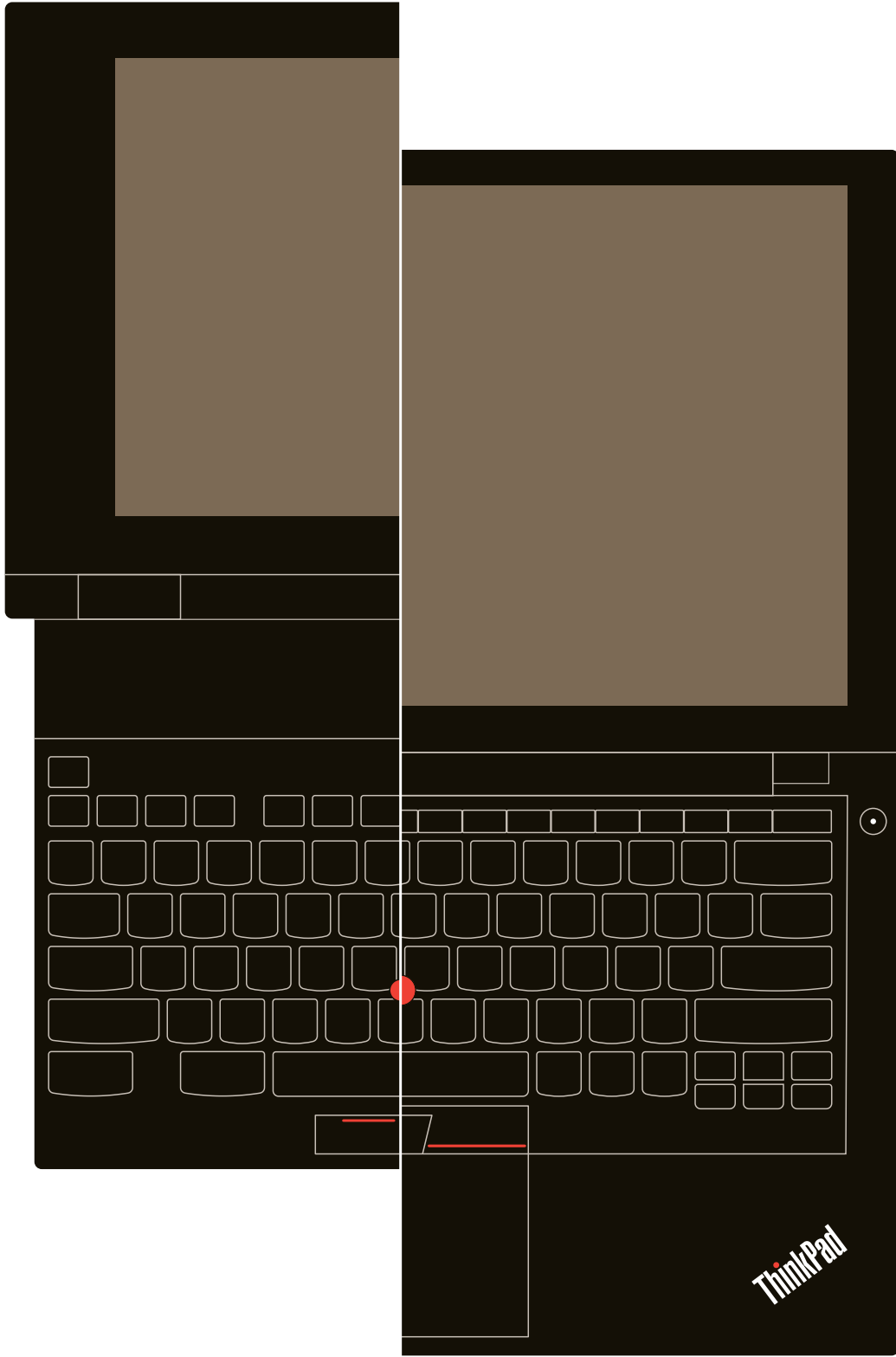


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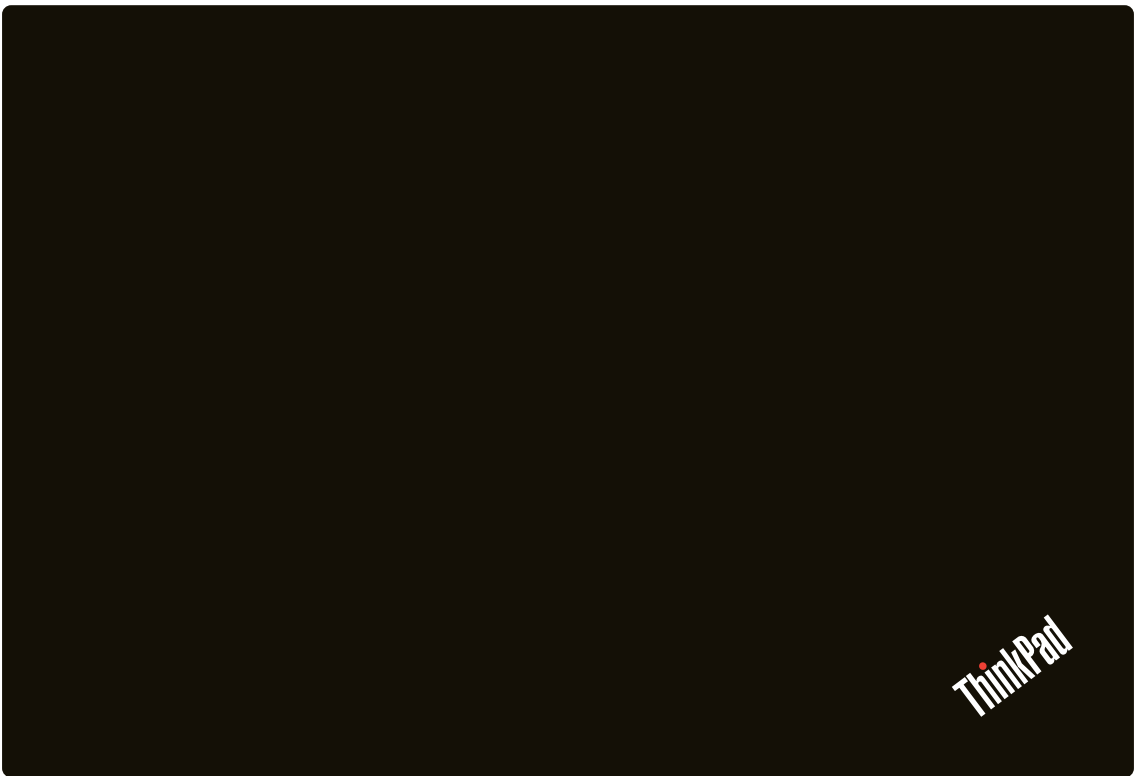
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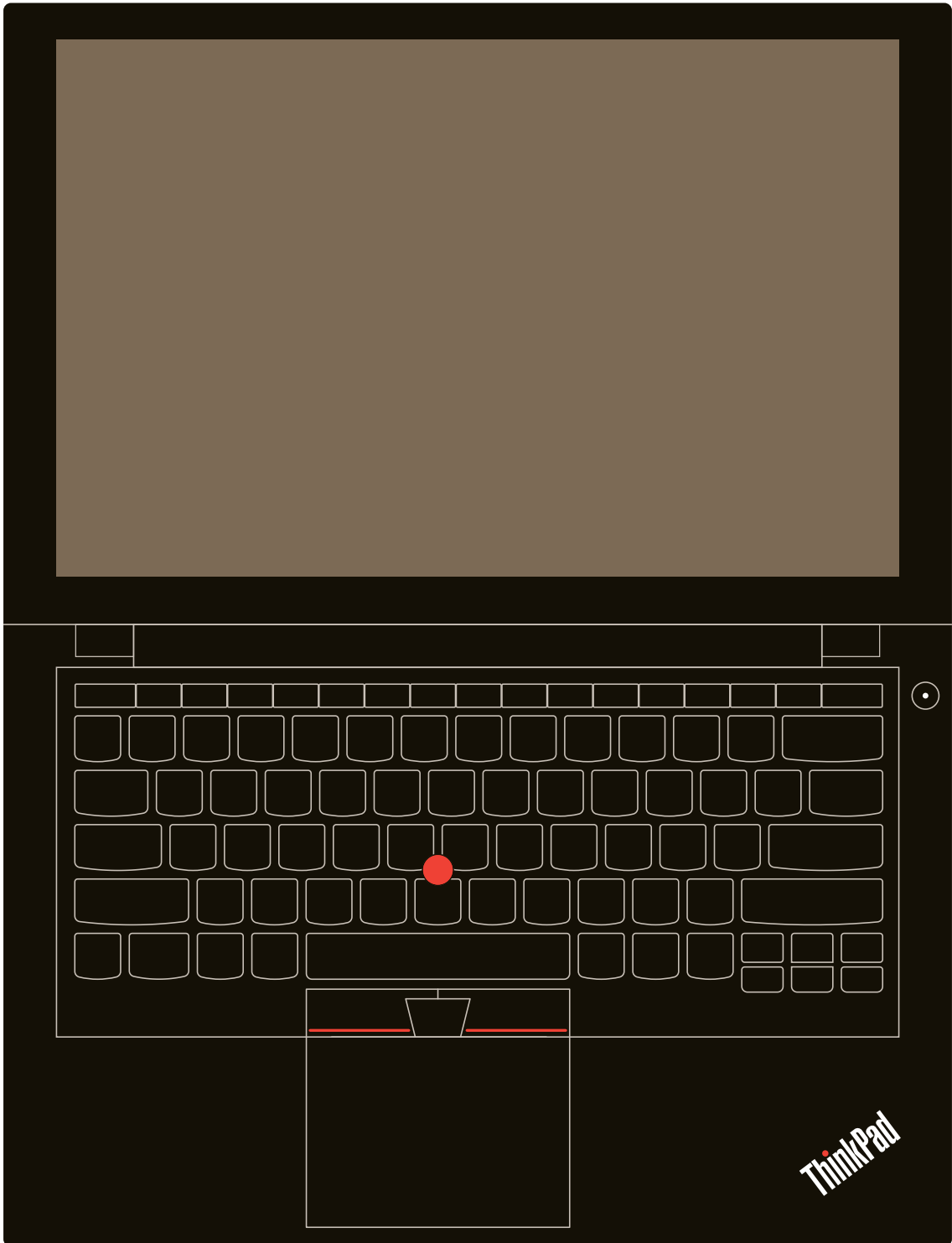


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