



Can anything ever be perfect? Nature's ability to harmonize beauty with structure and function with purpose is a benchmark that humans may only look on with envy. And yet industrial designers aspire to such perfection. The ambition to fuse visually pleasing forms with good, sound engineering and functionality, to unite natural materials with smart performance, makes perfect sense in

an industrial context. Not only is it a worthwhile objective, it is within reach.

Articles in the next issue of *ABB Review* will expand on this subject by showing how industrial design is already playing an important role in product development. ABB's products of the future aim not just to *be* smart, but also to *look* smart.

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