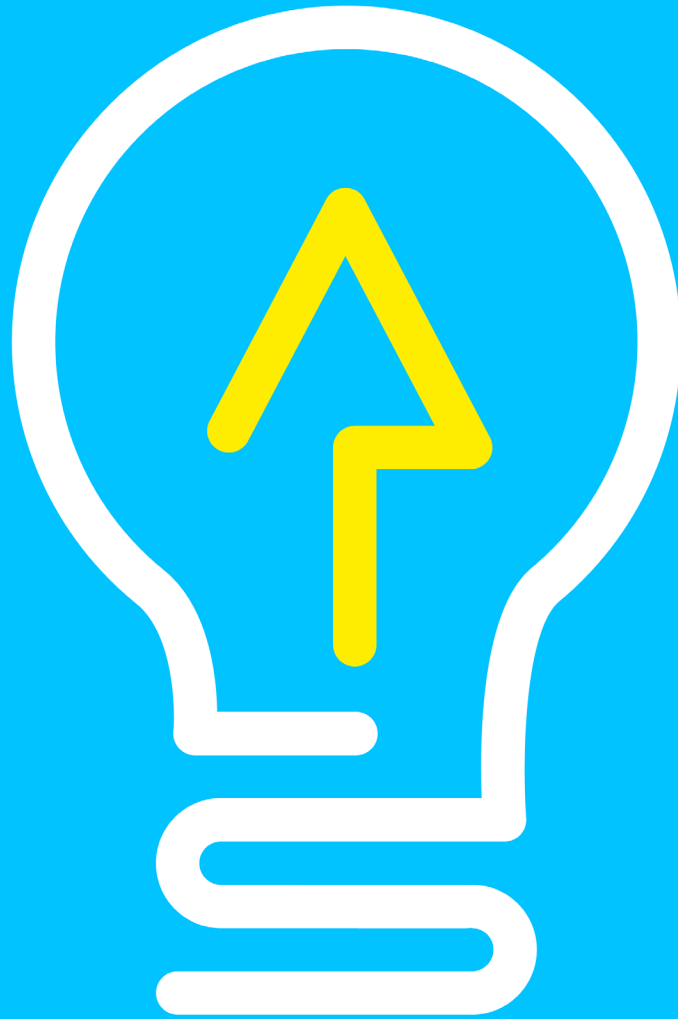


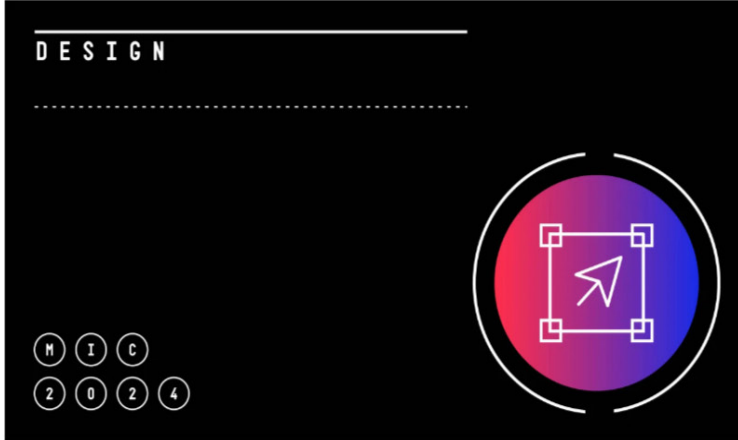
FAST COMPANY



Most Innovative Companies 2024

The most innovative design companies of 2024

Why Loop Earplugs, Gander, LoveFrom, and Breville are among Fast Company's Most Innovative Companies in design for 2024.



BY MARK WILSON



Every year in design is defined by both emerging and established trends. Our Most Innovative Companies for 2024 span across AI, entertainment, UX, branding, sustainability, and product.



We saw companies beginning to tame the power of generative AI through useful interface: **Kraftful** crunches countless customer reviews into practical product features. **Cadence** builds custom microprocessors through a conversation with software. **Krea** is dreaming up a post-Photoshop generative-AI synthesizer. And **Adobe** is proving that integrating new technology into older platforms is powerful: 90% of people who used its Firefly AI at launch were new to Adobe products.

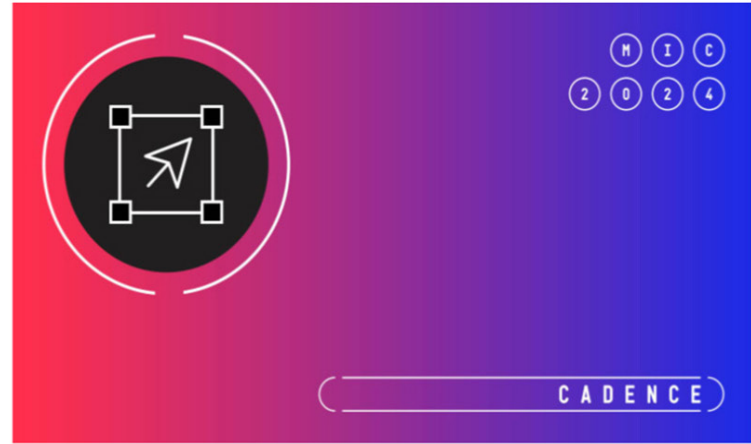


But gen AI is hardly the only sector that matters in this moment in design. **Plantd** is replacing one of the most used building materials, plywood sheeting, with its alternative made from fast-growing, carbon-sequestering grass. **Loop Earplugs** has ballooned into a \$100 million company by selling stylish ear protection—the sort of glitzy earplug you might wear to see NewJeans, a universally beloved K-pop group steeped in '90s nostalgia produced by Hybe's newest label, ADOR. (You may know **Hybe** as the Korean company behind BTS.)

Breville, best known for appliances, tailored its premium recipe database specifically for cooking with its products, while the Brooklyn design firm **Gander** has bucked bland food brands with its bright work on Graza olive oil and Yellowbird hot sauce. And at **LoveFrom**, Jony Ive's quiet design firm started to share work, giving us an early taste of its commitment to craft through new typeface, royal insignias, and one stunning turntable.

How do you design better, smart AI chips? Use AI, of course

For its clever use of natural language AI, Cadence is one of Fast Company's Most Innovative Companies in design for 2024.



BY MARK WILSON



Any job is easier when you have the right tool to achieve it.



Microprocessors, for example, are far more efficient when designed to match the particular software code they run (whether that code is processing images or running AI simulations)—they offer up to 1,000 times the performance on the same amount of energy.



In September 2023, **Cadence** created software dubbed ChipGPT—a winking play on ChatGPT—that has enabled auto manufacturers, consumer electronics companies, the pharmaceutical industry, and players in AI infrastructure to create custom silicon.

Befitting its name, ChipGPT is a natural language interface that lets senior-level engineers develop chips with AI assistance weeks to months faster than a team of humans could. Cadence is a key partner to Nvidia, and its clients include several of the largest chip manufacturers in the world: Broadcom, Samsung, Mediatek, and Renesas. The company's revenue grew 13.5% in the first nine months of 2023, to more than \$3 billion.

Explore the full 2024 list of Fast Company's **Most Innovative Companies**, 606 organizations that are reshaping industries and culture. We've selected the firms making the biggest impact across 58 categories, including **advertising**, **artificial intelligence**, **design**, **sustainability**, and more.

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