

**PRODUCT
DESIGN
SUSSEX**



FOREWORD

Welcome to this celebration of the dedication, creativity and hard work of our graduating students.

Product design is an exciting and important discipline that focuses on shaping technology into useful products for the needs of real people. To be successful, designers need skills in technical competence, creativity, financial skills, sustainability/circular economy design, management techniques, maths and engineering. They must also have an understanding of aesthetics, manufacturing, ergonomics, human needs and behaviour.

This year a diverse range of research has been undertaken that has crossed the boundaries of many disciplines and resulted in some innovative and feasible solutions. Ideas range from sustainable furniture designed for the circular economy to toy design for children with autism, and from a training device for dogs to a money management App.

You will see from their work that our BSc Product Design degree course produces well-rounded designers that have key skills in design, such as inspirational thinking, technological reasoning, empathy, integrity, and a deep understanding of the design process along with the ability to apply qualities such as intuition. Our 2016 Product Design degree show therefore provides you with an unrivaled opportunity to see not only the talent of our students but also, the work of tomorrow's leading designers'.

On behalf of the product design team I would like to congratulate our graduating students and wish them every success in their future careers and welcome them into our family of distinguished alumni.

Diane Simpson-Little MA (rca), FRSA,
Course Leader, BSc (Hons) Product
Design

CHATURA FERNANDO

I spent the first two years of my degree focusing on refining my design techniques and three dimensional prototyping skills. This led me to concentrate on UX design and gave me the opportunity to work alongside a team of extremely skilled designers within IBM. During my thirteen month placement I worked on a range of industry leading products, with a particular focus on healthcare. Prior to my degree I developed my skills as a designer at the University of the Arts, London.

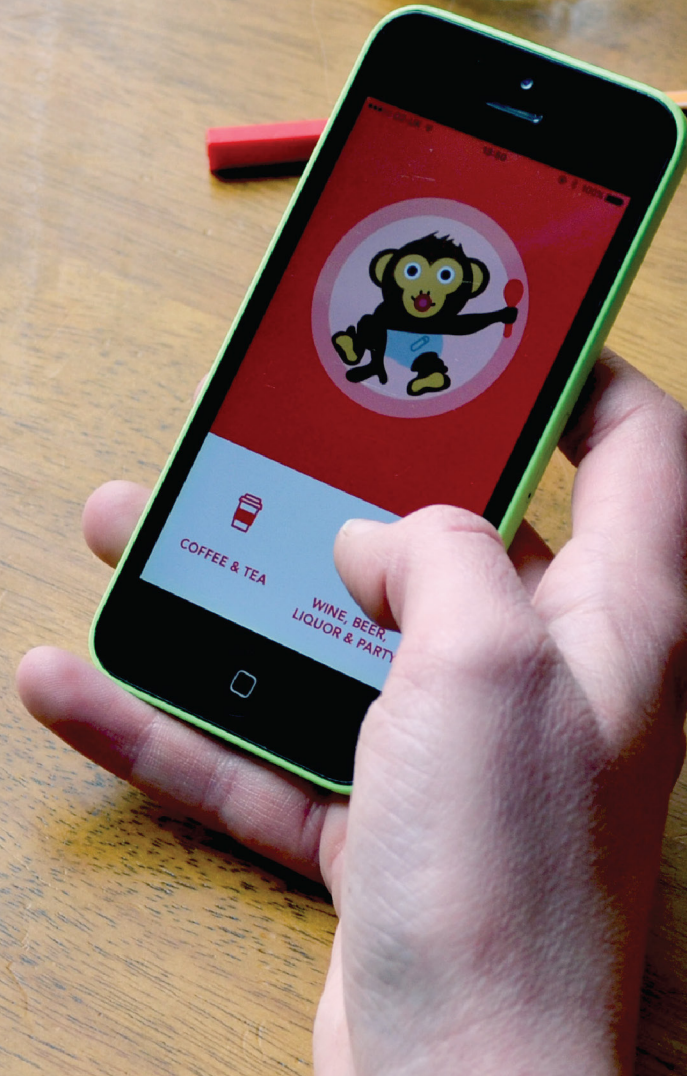
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MONKEY SAVER

Monkey Saver is a money management tool which focuses on spending aftercare. We understand budgeting can be hard, and even when we manage it, the cost of living can surprise us and force us to over spend. We know that this happens and we want to help you get back on track.

By asking a few simple question Monkey Saver can learn about your spending habits. This information is securely collated with your spending history to create bespoke money management solutions to me your needs. This way when you have an expensive week. We can help you make the necessary adjustments to your budget to get you back on track.



MEGAN WALKER

My interest in design stems from a childhood of hands-on creativity. I like to design products with a sustainable aspect, seeking to reduce environmental impact through justified selection of materials and processes.

When I graduate I'd like to further explore my interest in design for the circular economy and its inclusion in business..

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THREAD BEAR FABRICS

The inspiration for this project was personal experience of owning excess toys and a desire to ensure a sustainable future. From a young age I started my toy collection which leaves me now at 22 years old with bags of unwanted and outgrown soft toys. The aim of this project is to provide an alternative to landfill for the disposal of unwanted or damaged soft toys. Although thousands of preloved toys are donated each year to worthwhile causes, a percentage will still make their way to landfill. The solution is the creation of a woven fabric which makes use of every component of a soft toy. Each fabric is unique to the original toy and maintains its history while giving the toy a new purpose and chance to create new memories.





LAURIE KAY-GOULD

FURNITURE FOR THE CIRCULAR ECONOMY

My project 'furniture for the circular economy' will focus on various different techniques and methods to ensure materials will not be wasted and will be used in such a way so as to create something new and exciting. I will be designing and building a table using materials that have had a previous life, such as plastic milk bottles and pallets, and also some raw materials such as tree trunks in their natural state. Through using tree trunks in their natural state and not having them processed into something else, such as planks, it removes all of the potential pollution that would come with the process, in turn contributing to what I am trying to achieve by creating furniture with a circular economy based philosophy, that being 0 waste and no harm to the environment.

As a child I was always interested in how things worked, I was constantly taking things apart to see what was inside, to try and understand how they worked. This was the beginning of my fascination with building and fixing things, all throughout school my favourite subjects were anything hands on and creative, from using the sewing machines in textiles, all the way to using the dark room in sixth form during my photography course.

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ROMINA MOISSIS

Living in Brighton for the past four years, I fell in love with its internationality and creativity and it taught me how to be independent. After graduating, I wish to volunteer in developing communities, building houses. The most satisfying experience I had from this degree was getting my cover published by Viva Brighton in March 2016.

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THREE IN A BAG

“three in a bag” provides students with three types of office furniture – a printer desk, a bookshelf and two on-desk containers – in three basic shapes – rectangular, triangle and hexagon - all fitted together in a convenient bag for transportation.

The product is made out of a low cost, sturdy material, and is designed for ease of assembly, considering student needs and spaces. The basic interlocking principle that is used allows the product to be assembled and functional with no extra fixings.

It's black and white colour scheme was chosen to fit different interiors and to easily identify the orientation of the different pieces.



KENIA LOZANO PEREZ

I was born in Mallorca, Spain in 1995. I am currently in my final year at the University of Sussex, where I will graduate in July 2016 and obtain a Bachelor of Science in Product Design. Studying abroad has helped me gain an international perspective of design and allowed me to become a decisive, extrovert, and open-minded person.

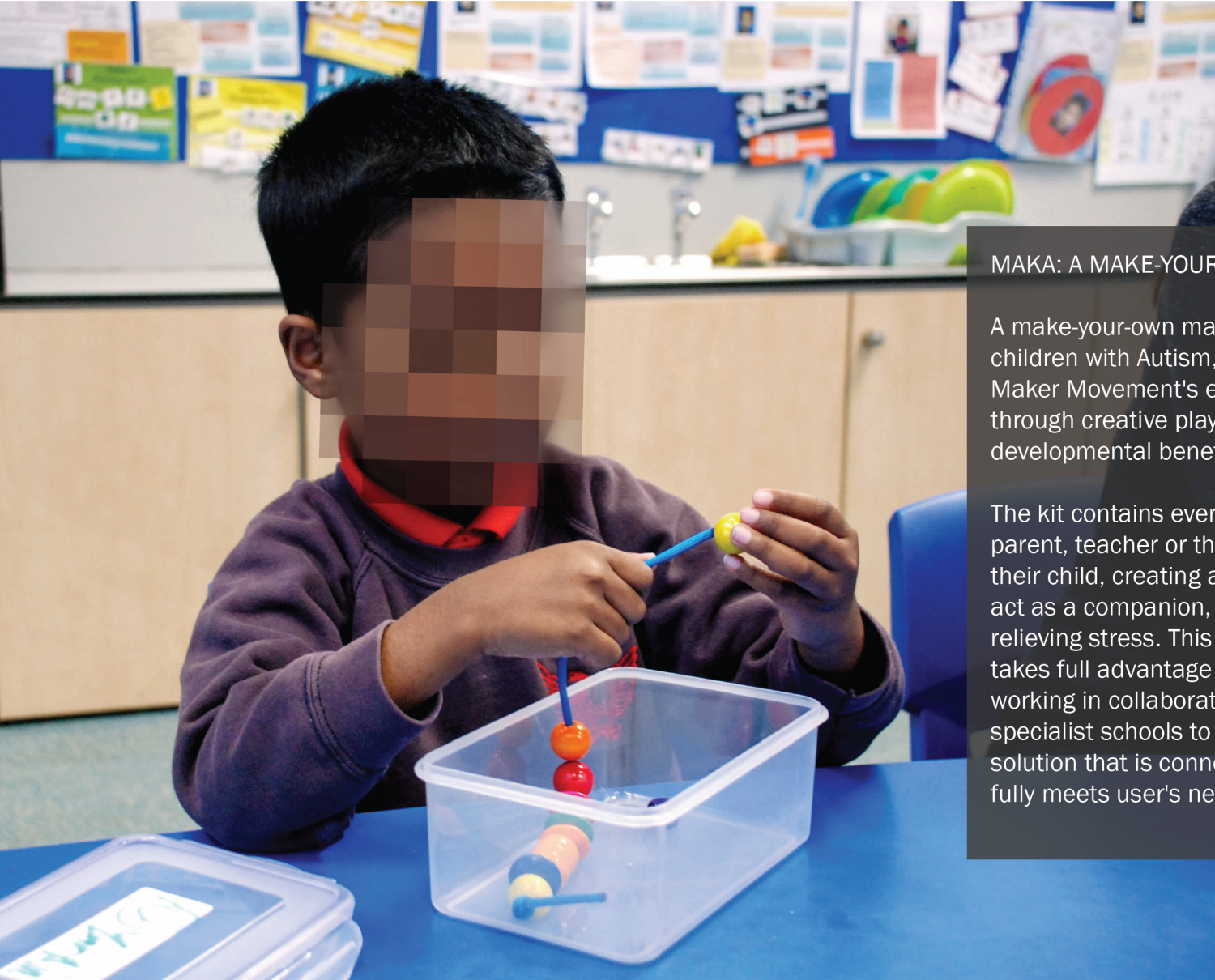
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WABI - LEFTOVERS HAVE NEVER BEEN SO FUN

Nearly 2 billion tonnes of food produced in the world each year goes to waste. Garbage trucks take our waste to landfills, where it is buried under layers of soil. But just because you can't see your waste anymore doesn't mean that it disappears.

WABI addresses this problem by involving and teaching children about the importance of food waste and how we can minimise it with fun recipes and activities using food leftovers that will help the world be more sustainable. WABI will not just benefit the little ones in the house, but also will benefit the entire family by helping parents achieve entertaining ways to educate their children, encourage good habits and teach them about the environment, recycling, resource stock, growing and cooking.





TOBY WHELAN

MAKA: A MAKE-YOUR-OWN TOY FOR AUTISM

A make-your-own magnetic fidget toy for children with Autism, incorporating the Maker Movement's ethos of empowerment through creative play with the significant developmental benefits of fidgeting.

The kit contains everything needed for a parent, teacher or therapist to connect with their child, creating a toy that will go on to act as a companion, aiding concentration or relieving stress. This research-based project takes full advantage of co-design processes, working in collaboration with parents and specialist schools to reach a practical solution that is connected with reality and fully meets user's needs.

Raised in South London, I grew up surrounded by the vibrancy and diversity of the cultural city. A creative hub of design and architecture, London inspired me to pursue a career in design. It was here that I spent time working with children with special needs, leading to the chosen direction of my final project. Brighton's colourful energy then drew me to the coast, where I discovered the importance of design for the circular economy and how, through our design process, we can make a positive impact on the planet.

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HENRY SPENCER

TRAIN9 - CANINE TRAINER

Train9 is an innovative solution for dog owners that have difficulty with training. Using positive reinforcement you can persuade your dog to stop behaving badly, rewarding them for desirable behaviour helping to maintain the relationship you have with them. The remote control treat dispenser allows you to redirect your dog's attention away from certain problematic scenarios. Stop your dog from barking at visitors, attacking your vacuum cleaner or begging for attention by rewarding them for being obedient. The ability to be able to train your dog from a distance opens up a new world to smart training – have hours of fun with you dog, it's not just a trainer, it's a toy that everybody can get involved with and have fun teaching their dog new tricks.

Henry Spencer is a product design student at the University of Sussex. A hands on creative with an interest in engineering, graphics and photography. He is excited to test the skills and knowledge gained over the past 3 years and further his understanding of the industry. With an eye for detail, he loves the excitement that product design provides.

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DAVID JOHNSON

David grew up in the New Forest, surrounded by nature and was encouraged to be really hands on in his spare time. As a result of this, he truly appreciates the time and effort that goes into great quality products. In his third year he worked for a furniture company and built upon his existing knowledge of Computer Aided Design. He has a real passion for simplistic design and shows his craftsmanship through raw materials.

mintfurniture.com
twitter.com/Mint_Furniture
instagram.com/mint_furniture

SUSTAINABLE OFFICE DESK

Made from many layers of sustainable bamboo and finished with natural oil, the eDESK's sleek appearance fits in with most office environments. The key concept of this innovative form is simplicity. Its unique interlocking design allows for easy assembly and disassembly without the need for any tools as there are no fiddly fixtures and fittings. The effortless height adjustment system helps workers amend their posture and improve their health. The eDESK is suitable for all prospective users; abled, disabled, young and old.

SUSTAINABLE ADJUSTABLE SIMPLE



CONOR SHIMIZU

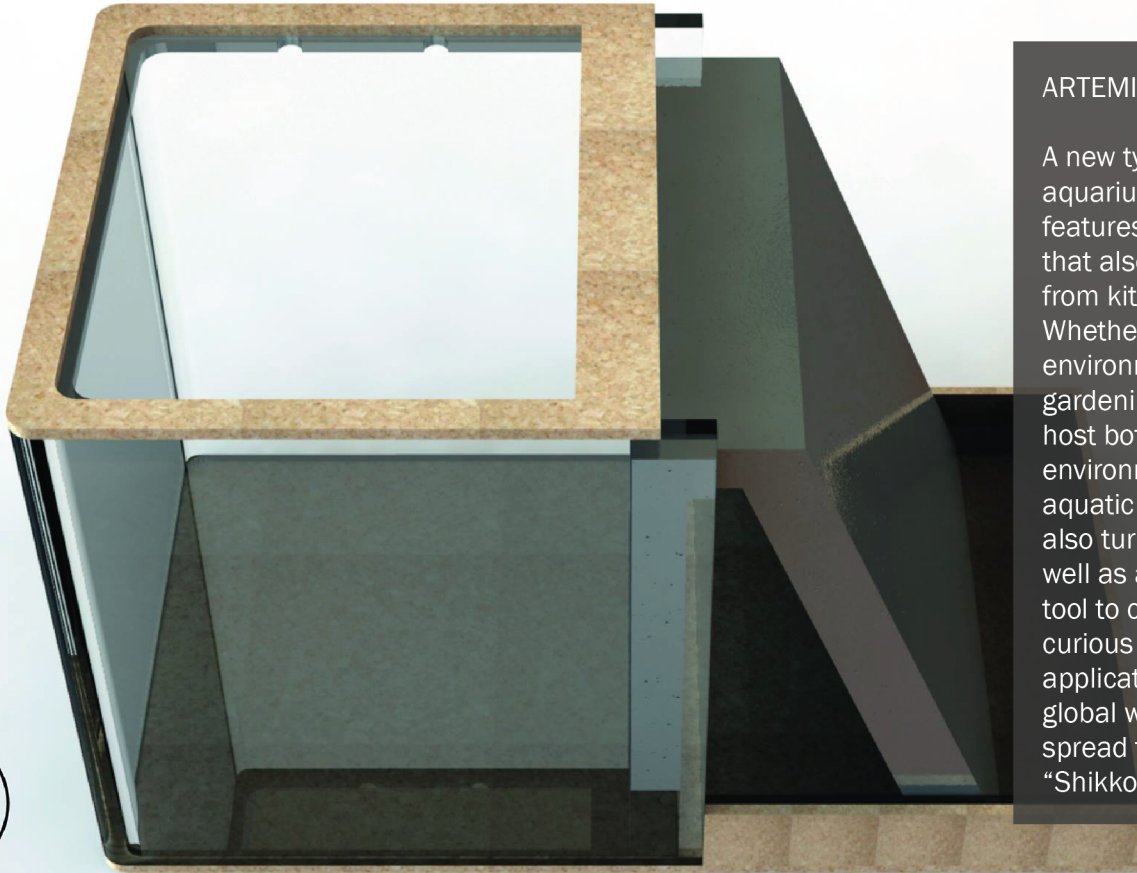
ARTEMIS - A HARMONIOUS ECOSYSTEM

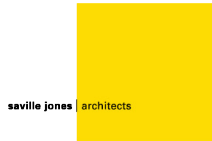
A new type of vivarium, Artemis features an aquarium tank, and an open-terrarium that features a cutting edge technology from Japan that also allow users to grow variety of plants from kitchen herbs to even Sphagnum Moss. Whether you are looking to maintain an environment for aquatic life or just enjoy indoor gardening, Artemis is the perfect platform to host both natural, aquatic and open-terrarium environments. The two different scenes of both aquatic and land life that Artemis sustains can also turn into a great house or office décor as well as a great visual and hands-on educational tool to cover environmental topics for young and curious minds of all ages. With its future application of the technology to help reduce the global warming impact, Artemis is a way to spread the knowledge and inspiration of the “Shikkou-Nuri” technology.

Conor Shimizu Moore is a Product Design student, where his design career started in Architecture, he studied the practical and human behavioral aspects of design. As his field of design shifted to products, he studied the product development process, and the engineering, visual, design led research methods involved in the process. By using design as a medium to generate effective solutions to a problem, Conor looks forward to pushing positive innovation.

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very own studio



THANK YOU

We would like to take this opportunity to express our warm gratitude to all our supporters.

Thank you to all our sponsors. Each and every one of you has helped in making this show the great success it is. It wouldn't be quite the same without your help.

A big thank you to all the lecturers and staff at the University of Sussex that have supported us over the past four years. Both academically and personally, you have helped us develop through the years.

Finally, we would like to thank our amazing tutors Diane, Claire and Pollie. Your hard work and patience has helped mould us into the designers we once aspired to be. Without you we wouldn't be where we are today.



FIRST BASE

On behalf of the class of 2016 we would like take a moment to thank First Base, our headline sponsor, for all the support they have offered.

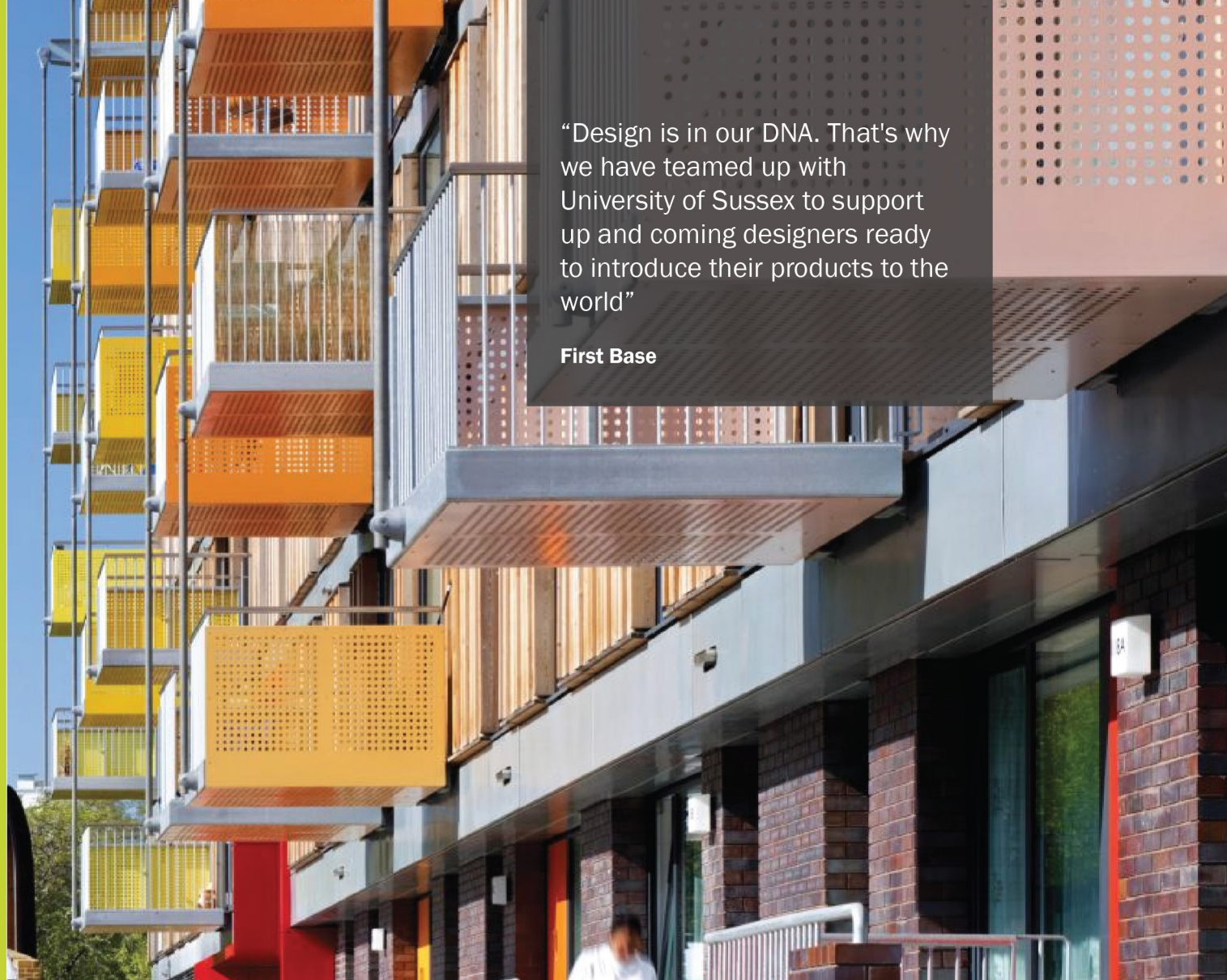
Thanks to your generosity we have been able to focus our efforts on developing our final concepts. We are truly grateful for your kind support - this design show wouldn't be what it is without your help.

We look forward to seeing you at New Designers later this year.



"Design is in our DNA. That's why we have teamed up with University of Sussex to support up and coming designers ready to introduce their products to the world"

First Base





“Product design is an exciting and important discipline that focuses on shaping technology into useful products for the needs of real people.”

Diane Simpson-Little MA (rca), FRSA
Course Leader, BSc (Hons) product design



FIRST BASE

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