“UNDO” PLAYS A PIVOTAL ROLE IN THE DESIGN PROCESS, CONSTANTLY REFINING IDEAS BY MAKING MISTAKES.

BA PRODUCT DESIGN DEGREE SHOW 2016
AT CENTRAL SAINT MARTINS
WWW.CSMPRODUCT16.COM
“IT’S NOT BECAUSE YOU’VE NEVER SEEN IT THAT IT DOESN’T EXIST. HAVE YOU EVER SEEN A RHINOCEROS?”

“TRYING TO UNDERSTAND YOUR PROJECT IS LIKE TRYING TO GRASP A WET BAR OF SOAP.”

“THE BEST PART OF THIS WHOLE PROJECT IS YOUR PRODUCT’S NAME.”
The Rodial makeup brush case is a sleek and functional design. Made from leather with incorporated zilver zip detailing, and a wraparound fastening with the iconic Rodial 'R'.

Each brush pouch can be detached for individual use, and is perfect when you want to carry one or two brushes for touche ups.

*Winner of the 2015 Rodial Art and Design Challenge*
A desk clamp for scooters. It is a simple to use, adaptable for tables of different thicknesses. It is suitable for the office tables and umbrella stands.

Micro-Stand has finishes of black, with an aluminium body frame for strength, alongside the product being light in weight. The outer edges are rounded for safety. The contact surface between scooter and hold are covered with rubber to provide extra grip. The scooter can be rotated to accommodate different tables.
'Authentic products' go beyond defining the legitimacy of a product's origins, and denote the relationship a consumer has with the object. 'KIT.' is a leather speaker kit, designed to be a gift. Involving the buyer in the experience of craft, stitching together the components. Given to a close friend or relative, it embodies physical effort, more than monetary value an off the shelf present provides. Placed on a side table the speaker would trigger a dialogue amongst people about their relationship with the objects they own.
A structured bag that opens the possibility of using your Microscooter as a tool for shopping. The ability to mount one or two bags keeps the weight of the shopping central, maintaining the stability of the scooter. The bag was designed around how many pints of milk it would hold, eight, with extra space provided by the roll top, a good indication of size and strength. It can be folded flat and stored in a small space ready for tomorrows trip!
WEDGE focuses on using loyalty schemes in order to encourage city workers in urban spaces to take responsibility for their lunchtime waste. With both TO-GO disposable, compressable packaging and TO-KEEP luxury sandwich box options to choose from, WEDGE lunches help users to take responsibility for their urban spaces.

ALEX CLEATOR
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Pod is a bluetooth activated device that learns the behaviours of you and other iD users that are connected to you in order to give personalised rewards. POD is designed to be flexible with your day moving from strap to phone by magnetic clip and rewards people for spending time with their friends whislt using the iD Mobile network.
This many-handed clock shows the time when an area is crowded, and shows no time if there is nobody. Noise moves the hands towards indicating time; the busier the area, the more accurate it becomes.

The Cone Clock is a commentary on the relationship between Time as an abstract dimension and Standard Time as a human system. It explores the interdependency between people and Standard Time, and what Time becomes without us.
Made for Hitch Mylius, hm640 is for corporate and semi-formal environments. It is great for not being too productive, with relaxing seats that isolate you from the outside.

hm640 is a response to researching privacy in public environments, as well as understanding Hitch Mylius and where the company can be taken next. With their adaptability for different spaces in mind, the seating is designed so that several can be combined into different closed spaces, making it ideal for groups of people.
Much like the Gin Palaces of the Victorian era, Sipsmith promotes quality, crafted, flavoursesome gin. In today's world where experiences are what we invest in I wanted to bring back enjoyment and awe with gin, through creating an experience with Sipsmiths packaging.

I created Prudence a bottle and presentation box which reflect the story of the gin palaces, the distillation method Sipsmith use. Along with the desires of the modern gin drinker—experience lead, and full of flavour.
iD is a new phone network from Carphone Warehouse. iD + Me is a self service kiosk that allows customers to setup their phone contract and print their SIM as part of their iD avatar card. A card which holds the account information so if the phone is lost or stolen, the account can still be easily accessed by the customer.

iD + Me also allows the customer to have a little more fun whilst creating their account, by being able to distort their photo and reflect their personality, making their avatar card unique to them.
As a critical concept, these stamps are limited annual stamp collection designed to increase post office’s revenue, by attracting younger generation to use the service and as a reflection of the national attentions given to drug legalisation throughout the years.

The water-based gum of this set of postage stamps contain 6 types of drugs, which could create minor effects simply by licking them. All drugs are carefully measured to fit within pharmeceutical restriction.
Tick is designed for a client project with Lexon.

Inspired by the ticking sound of a *metronome*, this alarm clock will begin to beat 5 minutes before the set time, each minute goes by leads to the acceleration of speed and volume, until it reaches the peak to be awakened.

Tick can be switched off simply by pushing the clock from one side to another with a flick of your finger.
Roll high is a tool kit that allows you to prepare three types of healthy snacks: fruit roll-ups, berry pastilles and dried fruit bites. Only 10% of urban consumers in London understand when a particular product is in season, this is allied to the lack of knowledge and interest in seasonal food cycles. I was questioning how can design rethink the concept of seasonality? I was also looking for ways how to simplify and make the making process more engaging and adaptable to urban lifestyle.
HM 006 is a workstation for your home office - allowing you to create your own private working area. Throughout the project I was looking at how people arrange their workspace and how they create professional environment when they work from home. The main idea came from looking at how people are having online business meetings and are trying to find the most proper looking background scene at home. The table and cushion can be easily moved around.

ANCE SPURINA
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Hand Pick is conceptual cutlery inspired by rarely discussed or observed, solitary behaviours. Starting point for my project was solitude. Its ultimate feature is the ability to lose social constraints. I learnt about people eating with their hands when alone, who urged a possibility of using their hands and keeping them clean at the same time. The outcome is a set of animal-like tools that are a cross between cutlery and hands. There are 4 pieces: a piercing tool for fruit pieces, a citrus peeler, pick-up tools and a scooping one.
Hm226 is a set of 3 desk dividers for co-working areas, which enables the user to store their belongings and provides some privacy. Different sizes offer three levels of privacy and help map your personal space. The smallest one is intended to be used among friends, the taller one enables eye contact and sporadic conversation whereas the third one shields the user completely. Each piece is shareable, contains 2 power sockets and has a set of 4 pockets that can store objects like wallets, keys, notebooks or pens.
This self driven project was based on the final year dissertation. The question: Can design with technology's aid, be successful in limiting distraction, to create a digital escape?

The personal topic chosen on digital distractions led to DISCONNECT, the smart object that knows when you need to take a break from your own smart devices, and in turn promote other activities for you to do. The objective is to not disregard technology but to work with it.
Beautifully designed, Micro Security+ answers both questions on Security and Safety simultaneously for Adult Urban Mobility. The design is fluid in form and compact, bringing simplicity and functionality together.

Micro Security+ has multiple functions that work smoothly together. These include: A front flash-light with a central logo button and security lock and cable.
Sharing presence through light, future furniture. In collaboration with BA Interaction Design Stage 3 Tatiana Ermolaeva, visualizing what the future of communication and furniture will be. The project focuses on expressing the literature meaning of 'periphery' and 'light in the space'.
Lighting for Micro scooter commuters.
A light heads to the ground to bright the commuters’ way back to home, at the same time, not hurting eyes of pedestrians walking from the opposite.
This anti device pen was conceived as a tool to replace obsessive phone habits with a more tactile activity. Through playful and contemplative actions the mind can wander into a daydream and open up parts of the brain linked to creativity. The pen allows you to directly express these creative thoughts through a physical medium.
BATTERY BOOSTER HEADPHONES

Headphones that can also boost the battery of your phone, using the acoustic energy produced from the speakers. By using highly sensitive piezoelectric film, the average decibel output from headphones can accumulate energy into a battery reservoir to be later used in a time of need. In addition to this, the headphones unique collapsible form provides convenient portability for travel.
YUÉ is a lighting set to help users build good sleeping habit, and keep their mobiles away while sleeping. Put separately in workspace and bedroom, the desk light dims in the way full moon change to crescent at set time to remind user to sleep. Which the bedside light with wireless charging will light up and remain on until user put their phones inside to charge and sleep.

YEUK LAM CHELSEA CHIU
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The cable extension & adapter set for a lightweight journey

+ 4 USB ports charger and twist world adapter with USB input ports
+ Combinable: Easy-packing
+ Retractable 2 metres USB cable
+ Pivoting Clip for keeping the product in place inside luggage
This is a redesigned chess and blocks game. Based on each pieces’ original story they were put into a geometric shape. This allows the pieces to smartly build a block when combined together. The concept of Chess Block is to let the packaging become a part of the actual product. Additionally, the material for manufacture consists of recycled wood, linen, making the Chess Block a sustainable design.
Personal space is defined as the region surrounding a person, which he psychologically regards as his own. People want to keep themselves at a safe distance from others when being in a public space. Hence, there are standing sets, designed for the purpose of a short stay in a public place. It serves as a boundary and implies that the space within the circle is private. According to each one's specific need, users can choose amongst them and enjoy to have a short rest or do some urgent work in this temporary private space.

CHENG CHEN
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The Mechalume Lamp is an aesthetic pulley system that allows a lampshade to be postitioned at different heights and angles, resulting in multiple light moods. Spherical control grips and lampshade move uniformly along a linear central column and taught cables, giving the Mechalume a confident yet intriguing presence. Aimed at restoring regard to analog mechanisms in an increasingly automated and digitised world, the lamp allows the user to directly interact with and understand it’s functional elements to appreciate their being.

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Dair is a multiuse furniture piece designed for contemporary workplace trends. Intellectual environments such as libraries and galleries are trending workplaces, yet current furniture in these settings does not allow much personal space.

Dair is a lightweight birch plywood form with upholstered inner seat and can be used as a standing desk, ground desk, stool or winged seat. The Dair is used in multiple ergonomic positions and it's lightweight form allows it to be moved to secluded working areas.

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Designed around the "point of reflection", the moment when one taps ones pockets and clothes before leaving their house to mentally remind themselves if they forgot anything, Snö substitutes this habit into a product which is more organized and controlled. With an LED screen integrated into the silicone buttons showing what main objects you use in your everyday on the product, the buttons and screen correlate to checklist off all you personal belongings so you don’t forget to bring something.
SKÅL

Designed for everyday bathroom scenarios, skål is a task and ambient light. Using two individual LED light sources skål is able to twist and turn in order assist with specific bathroom demands. Whether it’s warm dimmed down lighting for those early mornings, or sharper light for those personal moments in the mirror, skål is adaptable to its user.

EDVIN WESTER
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D.O.D lamp is designed for restaurants that wishes to reduce their customers’ behaviours. Customers will be enticed with rewarding deals. In exchange, they are required to put their phones away from the table to achieve the rewards. They will be given three chances and failing that results to a cancelled deal. This is to stimulate the customers’ wariness towards their habits and actions that could be seen as impolite to others.
A domestic stand solely for MicroScooter’s big wheeled scooter models. Users are able to store their scooters upright, reducing the ground space required for storage. Once the scooter is gripped onto the scooter’s folding block, the users will be able to shift the scooter and the stand together easily into a particular storage space.
Smell is a tool for storytelling due to its associative power and abstract link to memory and emotions. Aisthēsis is a product that was born through this notion. Aisthēsis is a jewellery kit that is designed for women to tag the important moments of their child starting from their birth, as a scent. It contains 5 different abstract smells that are not associated to any memory. So it allows women to tag special memories by releasing the abstract scent during that certain moment to recall them in the future. Its almost like taking a photograph. The brass tube makes it easier to carry the scented plaster around. It comes as a keychain, a necklace or a clip.
Fold brings privacy and flexibility to the workspace. The use of hard and soft materials allows it to fold and create various levels of privacy. The chair consists of 2 parts. The main part is the upholstered part that enables the user to reshape it by folding it depending on the activity and the level of privacy the user needs. One of the key elements of the chair is that any kind of leg can be attached to it. The aim is to encourage collaboration and keep the privacy not just in formal group spaces, but everywhere. Fold allows you to link the chairs together to create your private workspace depending on how many people are using it.

ELIF ERGUVAN
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Prim is a sustainable filter kettle, that helps the user to be precise when filling, to reduce energy wasted when boiling.

Research highlighted that when people choose appliances, how ‘eco’ something is, isn’t important. Most ‘eco’ products are styled very similarly, for example, green, cork or wood. The issue is, these products only appeal to a certain niche. By designing something alternate (with sustainability at its core) you are able to appeal to a new demographic. The kettle prevents overfilling using the top compartment, saving water and electricity.
Connect is a modular powerbank designed for flexibility.

Lexon's strategy is to offer something different; my aim was to design something that created attraction through functionality. From research it was clear that the issue came when someone needed to choose a power bank, potentially resulting in owning multiple chargers. How could this need for varying battery capacity be addressed? The design language was created by making functional changes to an initially basic shape. The modular design means the user can adjust the size and capacity to suit their day.
How can we use the limited amount of space more effectively to create more space? Perhaps we should modify our furniture in order to create an uncluttered, relaxing living environment. The Benchair could be a nice choice for small living when a chair for 1 person could become a bench for 2 people to share when it is needed, having an “extra chair” without taking more of your home space. It is a simple way of “stretching” your home.
Micro-timetabler is a compact timing device will keep telling the arriving time of public transport. It collateral use with smart phone application that can find timing information of available public transport that user can take on their journey, user could select the transport route that they want to be see on the timer and the selected route information will be show on the timer through Bluetooth connection..
FLAWS

Errors and imperfections that occur in craft are often considered as what characterises each item as individual. Whereas in mass-manufacturing processes these errors are viewed as inadequate results.

Flaws is a series of vases inspired by the unpredictability of errors that occur during mass-manufacturing processes. They are made to challenge the common misconception of how standardised products are more desirable, and attempt to solve the issue of our consumers general dissatisfaction.

FRANK LIN
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Turtle is a project in collaboration with lifestyle brand Lexon. We were given a simple brief, which is to improve “Everyday Life”.

To me, this means being connected to one another wherever we go. Therefore I set out to design a travel companion that accommodates all types of travelling. By having a charger, a light and a cable organiser in one compact product creates a versatile design. The issue of inconvenient transportation has also been resolved through the designs versatile band, which could be used as a cable organiser as well as a hook for your belt loops and bags.
The engineers trolley is a work aid that improves the lives of those working in a mass manufacture factory. It houses an algorithm based problem identification software and order processing system that makes communication between the factory floor and head office more efficient.

The trolley houses tools and equipment that can be used to fix mechanical breakdowns in factory lines.
The Micro Ruckstrap is a premium strap designed for the everyday scooter commuter.

The strap can split into two and be used as a rucksack style carrying system as well as the traditional across the body strap.

The Ruckstrap also has a hidden pouch that carries a waterproof bag, this is used to protect clothing from damage whilst carrying the scooter.
Tree light is designed to overcome obsoletion, through evolving with the user's changing needs and demands in their home.

Tree light tackles the trend problems in lighting. It grows, adapts and changes in sync with its owner. With users' lives changing as they move, have families and change the layouts of their home, tree does not become obsolete.
This project was completed in collaboration with Lexon, a lifestyle brand that describes themselves as humble but joyful. The brief was to design a gift to make everyday life a little more exciting and surprising. Giving a book is a personal gift, and the addition of an accessory to accompany this creates a perfect present.

Booklight is designed to fit the standard book size, it can be used as a bookmark, as a strap to stop your pages getting bent when travelling and also as a book light.
Convivium is a service design that works through an app; it allows you to rent specific cooking tools to experiment different traditional culture’s cuisines, providing also the ingredients and recipes to create tasty meals.
Convivium is a sustainable sharing service based on collaborative consumption. It aims to steer young generations towards different cooking techniques, emotionally engaging, educating and transmitting knowledge as well as values and manners of sociability, which are directly related to diverse cultural heritages, rituals and ceremonies of conviviality.

GHITA PEDOL
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The name Lancetta refers to the movement of an handclock, as this lamp follows a 355 ° rotation. Lancetta's peculiarity resides in the combination of ambiance and task lighting. The main body emits a soft and warm glow, obtained by a play of light reflection on a metallic golden profile. Directional light is provided by two spotlights placed at the top and bottom of the lamp; by rotating the lamp the user is able to direct the light where needed the most.
Unexpectedly beautiful, ever changing mould and bacteria cultures develop under the glass of Moho table curating narratives that are, in a sense, an extension of the self.

Bordering the critical and the functional, Moho questions and redefines emotional attachment to objects, consumption and beauty itself.
Bathrooms are increasingly becoming more than just utilitarian spaces, but lighting is usually limited to a few sources of general light that lacks adaptability.

Oculus is a versatile bathroom light that adapts to different needs or situations just by a simple twist, letting the user adjust the amount of light desired.
We spend a fair amount of time waiting in our lives - for turns at hospitals, tables at restaurants, and even your delayed flights at airports.

“the waiting ticket” improves your experience of waiting by not having to actually wait anymore. By updating users when their turn will come in real time, users can now spend their time efficiently before their turn arrives.

Light and non distracting, the ticket can also be flexed into wristbands, tags, and bookmarks.

HANAKO ZHANG
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A self sustaining public installation powered by sound energy harvested from people's conversations. For the future of our ageing population, it has never been more important to know who lives in our community and understand each others needs. By encouraging people to talk to one another, technology has the potential to be a catalyst for social interaction.
SAVOUR, designed and inspired by the hypothesis that communal cooking and eating improves social skills, cognitive ability, and maximises the time spent with friends and family.

SAVOUR is an induction cooker inviting users to participate in every aspect of the preparation and cooking of a meal together. Its minimalism is not only suited for the contemporary dining room. SAVOUR’s simplicity allows for easy set up and use. By being in the centre of the table, SAVOUR puts togetherness at the centre of meal.

IMOGEN SPRY
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Trio: a wall fitted bathroom light providing illumination for upper, middle and lower lighting giving the user maximum control over soft and strong light.

Inspired by the changing needs within the bathroom, Trio conceptualises and develops bathroom lighting by creating different arrangements of lighting solutions. Trio allows the user to design their own preferred style of lighting for any situation, be it relaxing in the bath, or rushing to be ready for work.
The Freedomblocks engage on the issue of urbanisation leading to the shrinking of property in cities and suburban areas.

Using neodymium magnets alone each box can be manipulated and connected to others creating storage options to cater for individual needs in a wide market. The projects ambition was to enable dwellers to easily customise a unit to fit their needs and the space they have around them.
Microscooters are a premium product. Microsafe is designed to tackle the scooters vulnerability when left unattended and also change the lack of options for securing these on the market.

A retractable steel cable is wound inside a two part titanium shell, and fixed together with a single security screw. The design allows a user to quickly disable the scooter at anytime, to itself or an object without the use of external cables or locks. Why would you need anything else?
A set of tableware/accessories made from waste electric cables from your home. These are created using a brand new making process with industrial making techniques like heat pressing and vacuum forming to upcycle waste electric cables into useful home products. Along with this comes an online collection service/company that you can donate your unused or damaged electric cables to, and you will receive a discount code in return that you can later on use to purchase these upcycled products.
Sway is an adjustable, multi-purpose bathroom wall lighting. It is design to be used by the mirror for daily tasks like brushing your teeth, shaving or doing your makeup. The light can be adjusted to your needs by rotating the light panel itself or the entire structure.

Apart from being used as a task light, it also doubles as a mood light simply by turning the light panel around to reflect off the wall. Which creates a warm and ambient light effect for those long days where you just want to relax and take a nice bath.
This fast paced betting card game is about collecting a full set by trading with all other players. Once you collect a full set you win the round and collect your winnings, however some cards are replaced with a recession or war card making it impossible for one to collect the full set. It has been designed to get young people aged 18-25 interested in politics and our government.
The wake alarm is an alarm which has been designed to let you have the most effective sleep and wake you up efficiently. The overhang of the design only lets you the time at specific angles, reducing the anxiety developing clock watching which so many people suffer from. The alarm then slowly lights up once its near the time to wake up which will wake your eyes up and then will sound an alarm when you have to wake. The large silicone button at the top is just staring at you to be pressed and for the right reasons, This turns off the alarm as well as the light, but once the alarm is off you can turn the light back on if you want to.
Convenience and limited time to exercise and prepare meals, shape many people's lifestyles today. Instead of struggling with poor nutrition, why not change it by growing your own vegetables?

LÖV encourage users to grow their own vegetable but also can be used as an umbrella stand. It holds the umbrella vertically for saving space. With build-in grow light source and drops from the umbrella, it allows user to grow their vegetable in convenient, affordable way.
Modular blocks with individual function allow user to customise their own unique tech accessories.

Giving customers a more individual experience of their product could lead to a growing consumption in this consumer-centric environment. Stech provides the experience of customer creating their own elements as well as enhances iD brand value - personalisation.
FOLD is a foldable football shoe that is flexible and protective. Developed for the youth of developing countries, the shoe is kept affordable as the manufacturing is low-cost. The shoe is formed from a 2D fabric template that overlaps and secures with Velcro. Attached to its rubber sole is Stretch Spacer Fabric from Baltex, which is highly stretchable, sturdy and breathable. FOLD has potential for development for modified designs suited for other sporting activities for all ages.

JEFF LUI
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MicroShield is an accessory that protects the rider's hands from wind. Made of GORE-TEX, it is windproof and waterproof, suitable for keeping the rider's fingers warm and sheltered from rain. Easily attached and detached, it is perfect for commuters who use the scooter regularly. It also features a reflective strip that allows the rider to be more visible to oncoming motorists and keeps the rider safe on the road. Unlike gloves, MicroShield can be used with minimal obstructions to the hand while remaining breathable.
Geometric frame
+ Black cuboid box
+ Spindle handle
+ Romantic pink
= ‘Geometric’ makeup brushes case

YING JI
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Human and nature are inseparable, urban people live under big pressure, I hope they could feel the scent of nature in bath. More² uses wooden buttons and glass cover, which present the combination of natural elements and modern design, and soft warm light can relieve people's pressure in daily life.

Buttons shaped like slightly protruding flowers. Every piece of "petals" controls a part of light, thus can meet user's different requirements. and through the superposition of lamplight, the brightness of the light is made fully adjustable.

YING JI
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In the 21st century, we have so many products that always cause distraction, confusion and frustration. Three O'clock helps us to emphasise on just one moment. Unlike a conventional clock, the only hand keeps still and the face rotates around as time passed. User needs to roll the whole clock body to see the correct time at that moment. When you release the clock, it will roll back to the beginning position which is Three O'clock. Past has gone. Future does not come. What we have is always now.
Travel Set contains a collection of five non-stitched companions - a pen pouch, a passport cover, a key holder, a coin pouch and a card holder. It uses nothing but heat pressing PVC and a simple rubber band to keep your pocket gear together. The humble but practical rubber band keeps all of your important stuff contained in each neat and minimal package. Plus they come in five great colours which help people to recognize what do they have in an easier and more obvious way. When they put into a set, the rectangle shape allows five different companions become one unit as a lovely gift. Nothing more, nothing less.

JIABAO ZHANG
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A new way to experience Chinese traditional woodcarving with our redesigned tools set and augmented reality app.

The designer went to the original place (Dali, China) of Jianchuan woodcarving for investigation, then transfer the traditional way to the brand new design. By using augmented reality app on a smartphone, beginners can follow the colour lines and graphics on the screen to carve. Also, the redesigned tools help user spend less strength on carving.
The Pad' io as an example shows the possibility that iPad can be used in an elderly friendly way.

A tablet like iPad supposed to be convenient tools for elderly, but most elderly doesn't see that. They see iPad as a product designed for young people. With Pad' io, elderly can experience BBC radio app like a real old version radio
Everyone knows the role of unpaid interns: they help with simpler tasks, so their bosses have more time to work on difficult tasks.

Design firms have extremely short turn around periods, so this project seeks to automate the role of an unpaid design intern. Through using a generative algorithm is is able to automatically carry out simpler tasks such as design visualisation, and mass ideation. The controller works as a medium through which to interact with this algorithm.
Co-working spaces have to function as offices during the day, and event spaces in the evening. Therefore the furniture in these spaces have to function in both circumstances.

During the day the upholstered panels are draped over the frames in order to form a partition to create and divide the spaces, in the evening the panels can then be hung up on the wall in order provide sound absorption, and improve the acoustics of the space.
My project is helping people to achieve peace of mind and inner calm by pay attention to their rhythm of heartbeat. When you feel the mind is filled with noise and clutter, then stop what you’re doing and listen to the heartbeat by simply put on “Pulse”; this change the stressful environment and help you become relaxed and peace. Unlike other meditative devices, “Pulse” is very compact, portable and low-tech device which is convenient to use in daily meditation practice. The gentle and smooth design enhance unity and harmony meditation environment which helps you to be more at ease and relaxed.
Flip is designed for Hitch Mylius which has two large, reversible, folding privacy screen with two disassemble legs made from a powder coated tubular stainless steel. Each leg assembles with smooth and sturdy round steel base.

It is a modular and foldable privacy screen that is quick and easy to open out and quick fold away for storage, transportation and assemble. This design provides an space for both individual and groups to have personal privacy in flexible co-working space.
This interactive book concept communicates information through different graphic examples of printed electronics, each of which forms a page of the book, with the technology embedded into the pages. A haptic interaction on each page allows the user to learn through doing. The book’s pages embrace the flexible nature of the technology, and its beauty is emphasised through clear and organised presentation. The book was designed as part of a client project, working with Cambride LAE to create a package for them to send out to potential technology investors.
This organiser was designed for Lexon, and was based on the insight that people like to display their possessions neatly. This versatile system is both a whiteboard and a magnetic organiser, allowing users to arrange and rearrange objects effortlessly. The product comes with a set of magnetic pegs which snap to an invisible grid system of magnets inside the board. Excess pegs can be stored underneath the shelf. (shown in black and white, and available in other colours).
Biscream is a product for Lotus Biscoff that consists of different flavoured chocolate-covered Biscoff biscuits with a side of Lotus Speculoos Ice-cream in one packaging. Yum.

The biscuits acts as ‘flavoured spoons’ that scoop the ice cream perfectly. To build anticipation while waiting for the ice cream to be of the perfect consistency for scooping, the lid of the ice cream container will turn from red to clear to unveil the ice cream inside.

With each bite taken, it's a whole new sensation.
Micro Sense is an app that features a map which generates the best scooting route for scooterers to get to work or anywhere else with ease and comfort. It is connected to a navigating device (mounted on scooter) via bluetooth.

Another main feature of the app is to create an exclusive world only for scooterers and get the latest worldly updates on Micro Scooter. You can connect with other scooter buddies, discover new places with them and even organise a ‘scoot-together’!
The scale contains a series of lighting, which moves around the center arrow to show the diet process and the classification of the users’ body. It can connect to app so that they can also see their result and structure their weight by analyzing what they have eaten during the day. This is a totally new experience, unlike a conventional scale that can only show the weight.
The conventional camera, phone camera and social media applications nowadays require users to stay in front of the screen in order to capture a good photo. Users therefore often miss out on the scenery and action happening in front of them. They forget that they should enjoy the experience rather than taking it for the sake of a beautiful picture. ID camera works perfectly as a travel camera, as it helps capturing a moment while allowing users to enjoy it fully.
TOMO is designed to simplify socialising through internet based communications, it leaves you with only the essentials to get in contact with others by getting rid of unnecessary clutter. TOMO has physical components and buttons, therefore using less touch screen interaction, saving both time and effort. The components are physical objects necessary for contacting others, making the process of connecting much simpler.

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Using a Micro Scooter can result in a quicker and more exciting commute, however it can be difficult to manoeuvre on busy transport. The Micro Stand temporarily stores the scooter vertically, thus taking up less space on transport and allows the user to relax. The stand is located underneath the scooter and has a simple lock mechanism which uses the weight of the scooter to hold the legs of the stand in place when unfolded.

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R Brush Case perfectly carries six brushes from the Rodial brush collection, protecting each individual with lids. When a user only wants to carry certain brushes when travelling, the brushes with its lids can attach with each other through the magnetic parts. In this way, each brushes placed inside a bag or pouch is kept protected and together. The simple, unique and pure design of these brush lids matches Rodial’s clean and scientific brand image.
We occasionally encounter certain circumstances that require extra storage spaces while riding a scooter. MicroBag can function as a bag when it is unfolded and fixed onto the scooter handle bar using the bag handle. When the bag is folded and fastened to the handle, only the reflective graphic will be shown within its condensed form which can be used as a visible reflector at night.
Pocket mug is a reusable collapsible coffee mug and it work as a personal coffee journal as well. Collapsible part is made of BPA free silicone that can be reduced the size of product and rise the portability. Also, RFID chip is inserted inside, sync with smartphone and they are able to record information. Also, user can track the information and once user top-up the money through the smartphone, user can simply pay coffee with Pocket mug.
This is a 2 in 1 product that combines the lock and the flashlight for adult Micro users. It is designed to be simple to use and designed to be easily mounted and released to scooter. This product can be locked in several different ways depends on user's situations. Therefore, user will be using it as security lock, when they need to park their scooter and it will be using as light while riding on scooter.
SØVN is a therapeutic light, that is designed to make the viewer relax before falling a sleep.

I wanted the opportunity to use the psychological benefits of nature inspired design as well as the idea that human beings maintain an intuitive connection to the natural world from which we come from.

By surrounding yourself with artificial organisms like this, you unconsciously become attentive to your breathing, and slowly you will mirror the breathing tempo; which in the end will calm you down.

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Pen House is a pencil case and a desktop organizer designed for Lexon. It can transform any surface into a workspace, allowing the user to easily organise and display their stationery with style.

Pen House opens up to reveal various compartments designed to fit a wide range of objects. This versatile design includes a seamless magnetic closure and a soft touch finish, available in a sultry range of colors.
Nowadays, there is a need of mutual evolution between the consumer and the consumed; especially concerning low cost furniture, in order to reduce waste and overconsumption. Increasing empathy with low cost furniture is a current issue. FYR aims to respond to this new essential need by involving and evolving with its user. FYR is a flat pack chair that can easily be assembled and disassembled, making it easy to carry around, with possibilities to change the sitting part at the user’s will suiting his taste and budget over time. An emotional bond between the user and FYR can be created, leading to a long life for the product.
hm19 is a shapable screen that enables its users to create instantly an uncluttered and efficient working atmosphere around them. Its design make the experience enjoyable for both users of the screen and people around in the working area: It is not obstructing the eye level view of people walking around, its bright color keeps the space light and its easily shapable structure adapts to any kind of situation. hm19 can be a private booth as well as combined to others hm19 to create a bigger private space when working in group. hm19 lives in perfect harmony with its users. Shape the screen to shape your privacy.
1+1 enables sharing space, without giving up one's personal space. Consisting of two identical elements, both adjustable in height and dimmable, 1+1 can be used as a room divider. It gives a possibility of conducting different activities in one room without disturbing one another. Both of the units also work separately and can be placed around the living room. When put together, the included ambient light on top can be switched on for shared activities.

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With Micro Hydrate, it is possible to not only enjoy Micro products on the road, but anywhere you want. It can enhance your free time, be used while working or for your sports activities. The reusable bottle is protected by a silicone cover and the closure system can be used one-handed so that it is suitable for any situation and perfect for a little hydration on the scooter.
The No Chair is open for interpretation.
Design goes beyond the intentions of its designer, opening up to new interpretations through unexpected interactions with the user. This project intends to question the possible outcomes of designers consciously acknowledging the future subversions of their creations. It aims to enable the user to be a part of the continuing design process. I’m sure this is not the only path to try and reach an Open Object. It is one of the ways.
Micro Boombox is an attachable speaker offering a fun and safe way for scooter users to enjoy music. A light hearted look into the issue of coexistence on pavements, Micro Boombox is inspired by the young spirited scooter users, and the guy that travels by the Canal with his boombox on his bicycle. Easy strapping to scooter, intuitive silicone buttons, and the extra bell function makes the speaker unique for an undisturbed scooter ride.
Housewife can use Action Speaks to present their negative emotion through their body language (Hit- upset, shake- irritable, draw a circle- boring, touch- depressed). Husband can receive the information from an app, and use the app to select how to comfort their wife. It can be playing a music or film, booking a dinner or buy a gift. When they selected, the responding signal light of the device will light. Housewives will feel the love and comfort of their husbands, and relieve their negative emotion.
Different occasions have different light conditions. Multi-colour bathroom makeup task light has three modes for different occasions. Users can use the dimmer to change depends on the occasions they go. It helps users to choose the most suitable makeup style as well as the hue, and check the effect of makeup before going to the place. It will give users a better looking.
Cast iron, black, and mechanical, toast.

is the complete opposite to your common toaster. E-waste is an ever increasing issue, can this be tackled by creating value out of wear and tear?

I took influences from brands such as Le Creuset to determine materials and finishes. Monolithic and heavy, toast. is a robust yet versatile tool that wears over time, and becomes a mainstay of the kitchen, rather than an expendable and uncared for forgotten object.

OLIVER BAILEY
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Micro-scooter came to us with the ambition of attracting more adults to take up scooter-riding by creating an attachment that improves a daily routine. Blink tackles two issues. Carrying the scooter is uncomfortable for the hand, and a conflict is created on the pavement between riders and pedestrians who can’t see how fast they are travelling.

The combination of a comfortable transparent handle and an ambient light resolves both these issues in a succinct and stylish format.

OLIVER BAILEY

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A new opening mechanism for cartons that shows how long the product has been open for, helping to minimise food waste.
Pop-up public phone charging furniture, selling fresh juice, that tours towns and cities in the UK marketing iD mobile to previously inaccessible demographics. Aiming at disruption, the product is designed to change people's opinions about MNO's positively.
By combining bio-resin with the waste material from Buddhist prayer beads production, using the advantages of both, a kind of sustainable and malleable material with natural beauty has been created. Based on using this material, a rocking stool—BodhiSeat, is designed to allow the user not only can feel the closeness from its natural appearance, but also can helps to correct their sitting posture while encouraging sustainable lifestyle with its special rocking feature.

QIAN HAN
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MindSit is a smart seat designed to engineer posture & mental health problems out of the aging office worker's life. The built-in sensors and inflating system assist user to sit more comfortably and to monitor their postures with its companion app. By adding the adjustable footrest, it can also guide the user to learn and to practice the crossed-leg meditation on ordinary chairs, in order to help them to relieve pain, reduce stress and restore their well-being gradually.
Storage for wheelchair users has been an issue that hasn't been explored emotionally. I have designed a bag for the lap called "The Lappack." A bag full of colour and a logo for the brand name for wheelchair users. The bag is easily accessible with carefully placed easy to move zips and easy access compartments. It can fit inside your everyday items including a laptop.
The Bathroom Lamps; Designed for Marset. A light that can allow you to function in the brightness and a light that can relax you in the darkness. Designed to emit 300 lumens whilst in their charging wall dock, powered through magnetic induction; once removed the light dims to 50% of it’s light and can be placed around the bathroom to enhance one's place of sanctuary.
Memory Treasure is a personalized solid-state drive. With a high level of customization, you will be invited to co-author the creating process of your devices. You may match your Memory with a wide selection of marbles and engravings of initials, dates or personalized messages that will adorn the aesthetics of your device.

The device will operate with an app and device system where data transfers may be synced from a number of other smart devices via a secured Wi-Fi network.

SARAWADEE RUAISA WANGBUN
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Micro Lock strap makes locking and carrying scooter an easy task. It is designed to unlock the urban mobility for scooters. It is the first securing system with a tie down strap and a built in combination lock that is designed to enhance the mobilization and safety of a scooter’s commute. It is ideal for a fast and easy lock to be used in a medium risk area. The product can be neatly stored in the scooter while the user is commuting.
Can design help raise awareness of air pollution and help improve the users’ health and well-being? Purity is a small portable air purifier, which is designed for personal use. It has a rechargeable battery which allows the user to bring the purifier wherever needed. Purity can be connected via mobile app. The app lets the user to control the purifier and check live feedback of the air quality at home.
Phase is a bathroom light designed exclusively for Marset, a lighting company based in Barcelona.

The light design features a mirror which comes in two colours – bronze and silver. Behind the mirror there is a led panel which can be rotated 360 degrees, which allows the user to adjust the amount of light without the use of a dimmer. The light can be used as a task light or as a mood light in the bathroom.
The packaging bag only comes with the skin of the stuffed toy. Cut up the packaging and some old clothing that kids do not wear anymore. Then, stuff them into the toy's skin to give it a life.

By using 100% wool fabric by Camira, the toy is more sustainable and the material itself makes the toy feel very soft.

This making process of the stuffed toy can help create a better parent and child relationship. So parents! Make a toy and your kids can play with it!
Microstand is a small and compact scooter stand that allows easy portability.

Through my research, I found that the stand does not require a lot of weight to hold the scooter. Instead, it only needs a triangular structure for standing support but mainly relying on the weight of the scooter.

This Microstand comes with 3 different colours and is made out of aluminium alloy, making the product light yet stronger. Therefore, get one for yourself, urban scooterers!
Lunch Station is a lunch booking system designed for university students. It provides students sufficient choices for their lunch and an opportunity to arrange their limited lunch break time better. Lunch Station is a sustainable system including 3 elements: a booking application, a pick up station and takeaway packages. Lunch Station connects takeaway restaurants with university students smoothly. Therefore, this sustainable system will improve the existing takeaway experience and university life for students.

SHANG WU
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Personal Internet Station is a beautiful technology providing device designed for university students who rent flats in the UK. It consists of two parts. The portable wifi can make sure all personal devices staying online all the time. The hub has three touch buttons, data button, home button and top-up button and a screen. With Personal Internet Station, users can connect all their personal devices with only one iD sim card, and enjoy brand new mobile experience.
COPPER BAG

Copper bag was inspired by the global trend of shopping centres becoming standardised.

The chosen material, copper, references the one-penny coin. Shopping bags and coins are often overlooked but are both integral parts of the shopping experience.

By designing an object that is not necessarily the most practical solution; Copper Bag celebrates the beauty of the growing global market and highlights the issues of gentrification it brings.

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iD Track is an account-checking device that allows customers to keep track of their allowance usage.

The simple led and touch screen displays inform bill payers of the amount of calls, texts and data remaining on their monthly plan; and allows them to purchase add-ons easily.

In situations where the bill payer and phone user are not the same person; for example a parent and child, it may be inconvenient to rely on the phone to check it’s remaining allowance.

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Foudio is a directional speaker that allows for a tailored personal audio experience amidst a public space. Public spaces can be thought of as an aggregate of private spaces. Foudio transmits sound only in the space it is pointed towards. This allows users to listen to what they want without affecting others around them. Unlike using earphones, Foudio lets a group of people have a shared audio experience.
This project aims to facilitate a clearer distinction between work and rest for a more comfortable living experience. Students put notes and reminders on the wall or board above their desks. This helps to create the mood for working but it can be harder to wind down and rest with everything on display. Swift, a magnetic noticeboard, facilitates a switch between working and resting moods by hiding notes with a simple flip.
Enlightening your day by picking up brushes from 'The Bloom'!

The magnetic pleats held down the cover fabrics, once release the fold, the brushes' heads will reveal and surrounded by beautiful fashionable print of satin. Brushes can then be easily picked up after the hexagon is pulled down completely. With the simple retractable mechanism, ‘The Bloom' can be blooming wherever you go.
‘LocalTell’ connects the nation with local memories and stories.

Any individuals with stories on history, culture, traditions and lifestyle, can use ‘Story Slice’ from their local library to capture and record those valuable moments. Selected stories will be made available online for wider communities to access and discover locals’ perspectives.

Whilst we are motivating stories sharing, we are also hoping to help individuals to built their self-confidence as a valuable localist to the modern society.

SHIHYA HUANG
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In 2014, the UK Craft Council revealed that crafts contributed £3.4 billion to the economy but the Government proposes to remove hand-made crafts from its classification of the UK creative industries. Through product design promoting hand-making skills which could contribute to government’s understanding of their importance. Making hand crafted items in cottage industry more valued by using a low cost material with a high value outcome which maintains tradition in its making and use.
hm68r ‘Hide and Seek’ has been inspired by ‘Daisuke Motogi’ Lost in sofa design. The soft dividing lines in between the upholstered blocks of the hm68r ‘Hide and Seek’, gives an individual a way to make their own private space within the public space. Matched perfectly with number of Hitch Mylius seating and table ranges: hm66, hm68. Upholstery of cmhr foams on the base of sapphire textured leather can be covered virtually in limitless choice of fabrics and leathers.
The issue of Environmentally induced migrants is problematic, with estimates suggesting as many as 200 million people will be affected by 2050. At present, environmental migrants are not protected by international laws, to the same degree that those who migrate due to war or political oppression are. This project stipulates as to some of the realities environmental migrant might face, if the international community granted them access to asylum status; effectively moving the issue of environmental migration out of the boarders in question and into the hands of the collective international community.
With UK homes having the least amount of square footage in Europe, it is no wonder storage is the most in demand furniture typology. This multipurpose piece of furniture, depending on the user’s requirements, oscillates between storage, seating and table. Situated in what is already a private environment (the home), this unit will further aid in the defining of private space through either displaying private items, sitting on the unit as well as aiding table based tasks.
A representative piece, a precursor of a nearing future that will see the fragile relationship between the digital and analog bridged and become harmonious. I aim to evoke people to consider their physical presence, like their online existence, their personal data and projected self. Through 384 individual moving mirror pieces and user based stimulus, this dynamic mirror can portray a range of emotions and play with it’s audience for a serendipitous and congenial conversation with oneself and technology.
Personal space can be a rare luxury for the city dweller when using public transport. This project aims to combat stress and this infringement of personal space by creating a refuge in London's underground and overground stations. Following the process of explicit design and creating parameters based of anthropometric data, this design promotes healthy posture and establishes a personal haven, a much needed break from the hustle 'n' bustle that comes with traversing a major city like London.
Power Aid is a lamp that requires plastic bottles to become the container for its power source; a bottle of water and two tablespoon of salt.

This lamp relies on a renewable energy from galvanic cell, which consists of electrolyte solution made from salty water and two electrodes to generate energy into its rechargeable battery. By changing the water solution daily and charging it for 12 hours during the day, it can produce 8 hours of non-stop lighting at night.
MicroStand was designed for a live project with Micro Scooter. They wanted to tackle urban mobility through designing a new accessory, in which enhances the experience of their scooters to encourage more adults to take up scooting.

The stand is devised to easily recline down with a kick through a spring-load mechanism. Designed to be easily installed and discreetly blend with the scooter’s aesthetics, this in-built accessory is made out of aluminium and weighs no more than 15g; adding subtle changes to the scooter.
This project was an investigation into the design process. I encouraged every design decision to be influenced by cynicism.

This led to the creation of “Pangloss”, a new synthetic material that emulates the poetry of growth in plastic.

Layering liquid resin in alternating colours created a grain, and created a story for the growth of this new material and so increased the value.
Barcelona-based lighting company, Marset requested a new bathroom light.

Flip Light creates multiple qualities of light to reflect the multifunctionality of the modern bathroom.

Through a new, but familiar switching gesture the anxiety of interacting with an electrical object with wet hands is alleviated.
Combination of brush case and brush pot. It changes the state by changing structure. Just need fold down the upside, squeezing it and curl up it. Then you got a brush pot. The brush case can standing by itself. You can use it at home and also in travel.
In the market, there are 80% laptop backpack is designed for men or unisex. And also the survey result shows 76% women use unisex laptop backpack. And more than half of women use backpack only for work.

This is a laptop backpack could be separate. It consists of two parts: a laptop bag and a front bag. Women can choose bring all or one part of it according to different situation.
BOXBOT is a sustainable building blocks toy. It means “BOX plus ROBOT is BOXBOT”. The packaging is a part of toy, so the packaging can follow the toy to keep for a long time. The centre of each block is hollow, which makes all the blocks can be nexted together. It uses bioplastic to manufacture which is less energy, high degradation. The children can create different robot figures as their preference.
SHARK MAN is a crazy, conceptual, experimental furniture design. It combines some fashion elements that can allow people to wear and use. It is sustainable for library users who want to create a private space and avoid being disturbed by other people.
Belly is a chair suitable for children aged 3 to 8 years old. Not only does the Belly fulfil children’s need to sit, it also functions as a small table that allows them to play and create. To meet the needs of small spaces, the seat of Belly actually conceals a secret storage space.

Belly takes the shape of an animal. It is an indispensable piece of furniture within a child’s growth environment, and also the playmate that accompanies a child’s growth.
Utopia is a stationery set based on LEXON’s philosophy “design in life”, this series consists of a pen cup, scissors, bookend, tape dispenser and a ruler. Utopia redesigns existing products and aims to create better use out of ordinary products, offering more fun with minimal changes. The Utopia stationary set is constructed from stainless steel, using laser cutting and press braking, with a powder coating applied during post-production. The metallic finish and simple manufacture of this stationary set embodies that which Utopia aims to expound: Making a better life.
This is a handmade pottery teaset, the square shape is good for carry in your trip. The simple shape and cork round are comfortable when people hold it, and people could choose their favorite color. Clear color could make people feel peaceful and it will also bring them a better tea experience.
The design of the cocoon screen is gives people a private space when they working in public environment, and also give people a personal area to avoid the others. The simple and comfortable space makes people more enjoy their work.
This strange restaurant aims to raise awareness and create opportunities of informal conversation about death with family or friends. The restaurant is picked as a medium to build this conversation due to food’s fundamental place in our lives as a communicational magnet. The restaurant serves a 6 course meal to relate to our life timeline; “BIRTH”, “CHILDHOOD”, “TEENAGE”, “ADULTHOOD”, “RETIREMENT” and “DEATH”. This project is not focusing on only designing a product, but also making this conceptual restaurant a symbolic service to organize a conversation around death.

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A 2 in 1 product to make scooter more visible and easy to carry.

Micr-O Light resolves 2 different issues of Micro scooter; scooter sharing pavement with pedestrians and carrying the scooter in narrow spaces such as the tube station, bus, up the stairs and so on. Micr-O light has 2 functions which are light mounted on handle bar and mud guard holder for easy carrying and pulling the scooter when it is folded.
Solving more problems by simply pressing buttons is not only make our life more convenient. A better design can be considered to offer users a clearer and more direct using experience instead of remember the contents of each buttons.

The design is inspired by abacus, a traditional calculating tool. I borrow the using logic and basic form of abacus that with pushing the light bead to touch another, it will be lightened automatically. In this case, one more beads equals brighter. Different levels of shade support different needs.
To define private space, I designed this bendable upholstered board. By easily change the form of it, the board fulfill the three basic needs in library: laptop desk, storage unit and area partition. Related to my observation, these are the three main things about private space in library. Different with traditional public furniture, it is light-weighted, portable and multifunctional. More than 10 way of use can offer a practical function and a fresh experience. Students may create a private space by creating a personal way to use it.
This is a foldable make-up brush case, designed for fashion make-up brand Rodial. Based on rich user experience research. The make-up brush case allows users to fold it in three different shapes. To storage and use the make-up brush, according to their habits.
The digital lunchbox is a device, designed for senior citizens to help them manage their proper daily nutrition intake in an easier way. With the easy operate interface; data record; analysis these functions respectively. The shape of the device is also design for senior citizens to hold it easier.
This pen can allow users to use it in low-light environments. Three led bulbs which at the bottom of the pen can provide adequate lighting. The refill can be hidden inside the barrel. The pen body is full of sculptural which can stand on the desk. It can not only be used, but also be a decorations for your desktop.
This sofa will be used in library. It is committed to solving the problem that users will encounter when they are using a laptop in the public area. People always turn their laptop an angle to prevent others from peeping computer screen.

Curved backrest and inclined base will provide sufficient comfort to users. Fixed tables will simplify the user experience in the greatest degree.

The SOFA can meet all your needs, whether it is working or eating.

CHEN LIANG
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ORNELLA was born between the collaboration of Marset (Barcelona lighting company) and Central Saint Martins. The brief was simple: design a bathroom light.

ORNELLA is a simple combination between two bathroom features. The fusion of a towel rack and a movable floor lamp create a versatile product which suits the dynamic and broad range of activities that take place in the bathroom. The touch sensor at the top of the diffuser create a sophisticated user experience as well as a modern interaction to lighting product.
In a society where the attachment to technology is developing at a fast and exponential rate, this conceptual project aims at rediscovering the use of personal phones. VOCE is a new typology of personal phone device where the aim of the object is to restrain the user from an obsessive use. VOCE has only 4 module therefore only certain phone activities can be achieved on a that specific day. The navigation is through voice control a touchless and unobtrusive experience. The packaging is a new approach to reusability where the casing and its content become an integral part of the experience. In fact: the packaging stores the device, its modules and 4 additional ones as well as charging the device wirelessly.
FERM 'U'

Ferm 'u' is a electrotheraphy product to soothe the breast pain caused by swelling of the milk glands in women's breast from increase of female hormone levels during pregnancy. Electrical pulse is sent around the breast area to ease the aching and decrease clotting in the milk glands. Ferm 'u' is designed to provide pain relief in natural ways, no drugs, no lotion, no gel involved, and no side effects.

JULIE (HEE JIN) CHOI
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iD Dual is a dual sim applicator module designed for iD Mobile from Carphone Warehouse. iD Dual allow user to switch between two different numbers from any type of mobile providers without physical change of sim cards. Applicator is designed to fit most phone models from the demographics of people in Europe except dual-sim phones.
Visually impaired people experience many difficulties when using the public transportation. Although, there are TFL staffs who can help the blind people, there are limitations, especially when using the London underground services as it is usually packed with many people.

This project was designed to help those blind people to use the tube more conveniently but with minimal assistance from the others.

JUNGMIN KWON
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This project is a client project with iD mobile company. The project is to design a brand image that is user friendly and accessible. The mobile services do not have a specific physical form of a shape. Hence, I thought about how mobile service could be provided in a materialistic way that might give the special experience to the customer.

By adding a short, but impactful phrase ‘I share’ to the company’s slogan will allow the customers to access and use the services in a more friendly-manner.

JUNGMIN KWON

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TRACE brings the stories of elderly closer to younger people and makes them aware of the older generation’s value.

The service encourages elderly people to leave narrative traces of their individual lives around the public spaces they share with younger people. Pausing for a moment and tracing these stories gives the younger generation a new perspective on the things and people passed by unnoticed every day.
‘Sunset’ is a self adaptable object to be used how it best suits the user. It is a light that can be placed anywhere on the mirror frame. To have more than one is also an option. The light has two sides one more opaque than the other which allows task activities or ambient light depending on the situation.