



BIG WIDE WORLD



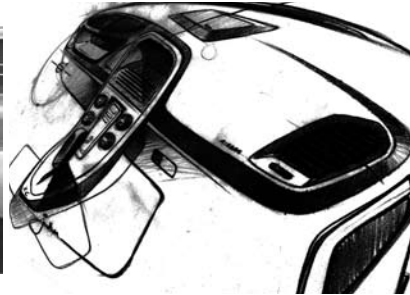
AN EXHIBITION OF
PRODUCT DESIGN



Volvo XC60

Jonathan Disley

graduated 1995,
now Program Chief Designer Interiors, Volvo Cars



Jonathan says...

“Sheffield was a huge part of my knowledge base that I still use today. It gave me the professional background of understanding design, team-work, in-depth knowledge and above all a fantastic spring board in which to launch myself into the world of design. Without the knowledge and support from the lecturers and other students, I doubt that the journey would have been possible”.

What he does now...

Ideation, inspiration and sketches through to digital and full size clay models, bringing the product through to fruition, tooling and class A surfacing. Working with a team of designers engineers, clay modellers and digital surfacing engineers.

www.volvocars.com/uk

Mamas & Papas Baby Cradles

Kathryn Johnston &
Matt Roberts

both graduated 2006,
now Designers for Mamas & Papas

Kathryn says...

“My degree helped me to realise that design was the career I wanted. I gained an understanding of principles and practices of design and had the opportunity to do work experience with a local design consultancy which really helped to develop my skills and confidence.”

Matt says...

“Through the Product Design course I developed the basic principles of the design process and was tutored by specialised lecturers. Sheffield Hallam has some of the best workshop facilities in the country run by experienced staff. I was able to play to my strengths to explore my design ideas.”

What they do now...

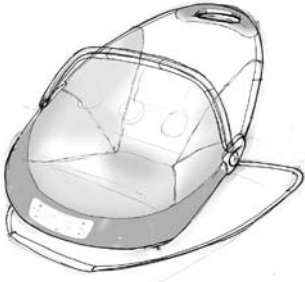
Kathryn is the multimedia expert within the department and has put into practice knowledge gained from her degree, using Flash and video editing software to communicate design concepts. Matt is the Workshop Manager and has helped to develop internal prototyping facilities so that the company can test out ideas functionally or aesthetically in 3D.



‘Nest’

rock & bounce cradle

A unique, 2 in 1 cradle that offers the choice of rocking or bouncing. Plush fabric and a wooden base make this a contemporary piece of furniture that sits perfectly within the home.



‘Apollo’

bouncing activity cradle

Large spacious oval shaped seat featuring musical function with ‘music book’ insert.



What their Design Manager says about them...

“Kathryn and Matt joined a talented team of designers and developers at Mamas and Papas after they exhibited their student work at New Designers.

They have now worked for Mamas and Papas for three years and have both been promoted. Both are successfully delivering exciting product solutions which meet the commercial and high quality expectations of the company. They have grown in confidence and regularly pitch ideas to our Board of Directors and stakeholders with passion and enthusiasm”.

Louise Oatley (Design Manager, Mamas & Papas)

www.mamasandpapas.com

'Mach' Caffettiera Serafino Zani

Sam Ribet for Isao Hosoe Design



graduated in 1986
now CEO, Product Matrix Ltd
Hong Kong, China



Sam says...

"I got a good foundation in the practice of design in my degree at Sheffield".

What he does now...

Sam is responsible for the strategy planning and business development of Product Matrix. He manages existing and develops new accounts, liaising with customers for contract negotiation, pricing, scheduling etc.

Sam is also a visiting lecturer in design at the Hong Kong Polytechnic University

www.productmatrix.com.hk
www.isaohosoe.com
www.serafinozani.it



Dyson DC27 Cyclone

Eleanor Thomas

graduated 2004
now Design Engineer
at Dyson Ltd

Eleanor says...

“What initially drew me to the Industrial Design Innovation course was the fact that it was about making things work as well as making them look pretty. The amazing workshop facilities were also pretty alluring! In the end the course gave me the freedom to work on my own ideas and take projects in the direction I wanted them to go. That freedom allowed a lot of creativity and space to learn, backed up by support and guidance from the tutors. A good grounding to start designing things in the real world”.

What she does now...

Eleanor runs the Floorcare Reliability Team, a team who pick up issues with products after they have gone into production and implement changes to resolve them. They also work with the product development teams to avoid the recurrence of past problems and pre-empt any new ones.

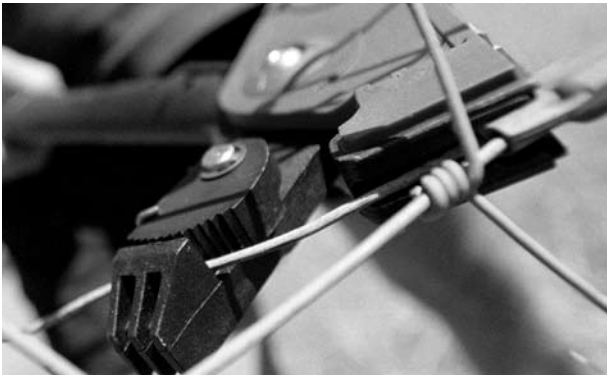
Credit should also go to...

The Separation Systems Team (Dyson's cyclone experts).
The engineers in Dyson Malaysia — especially Theam Woei Lin.
And James Dyson who re-designed some parts along the way.

www.dyson.co.uk

Images courtesy of Dyson Ltd.





Gripple Tensioning Tool

Anthony Jones

graduated 1996, now Principal Industrial Designer,
Design Futures, Sheffield Hallam University

Anthony says...

“During my degree course I built upon existing experience and developed new skills that formed a solid foundation for the development of my career as an industrial designer. The freedom to explore my own ideas in a creative environment without being overburdened by commercial constraints, and developing an understanding of materials and machining processes by using the extensive workshop facilities were key opportunities that the course allowed”.

What he does now...

He is a chartered industrial designer with extensive experience of new product development across a wide range of industries including consumer goods, industrial and medical sectors. He develops products from concept design through to pre-production prototypes and manufacturing data release.

About the product...

A lighter weight and ergonomically improved tensioning tool designed for the award winning Gripple Ltd, major player in the fencing market. The use of injection moulding and engineering polymers has resulted in a lighter yet stronger product with many user benefits.

www.gripple.com

www3.shu.ac.uk/c3ri/DesignFutures.cfm



Inov-8 Race pro 22 pack

with H2Orizontal hydration system

Tim Fish

graduated in 1997, now Director of Timfishdesign Ltd.

Tim says...

"It seems so long ago... but I gained a lot of experience in the design and development of softgoods and sewn products. My major project, a buoyancy aid for people with disabilities, taught me a lot about testing and design development from a user-led perspective... something I still use in my day to day job".

What he does now...

Tim runs a successful design consultancy for the outdoor and sports industry. They research, design and develop equipment, soft-goods and clothing, taking products from initial concept right through to signed off manufacturable items. This involves working with international clients and sourcing/manufacturing partners throughout the world.

www.timfishdesign.co.uk

www.inov-8.com



Pedestrian Promenade West Town Cairo

Hannah Parker

graduated 2004

now Architectural Model Maker for Allies and Morrison

Hannah says...

“What made the course stand out was the atmosphere and buzz generated by such a wide ranging creative community, the most comprehensively equipped and staffed workshops I had the pleasure to work in and, on a more personal day to day level, tutor support”.

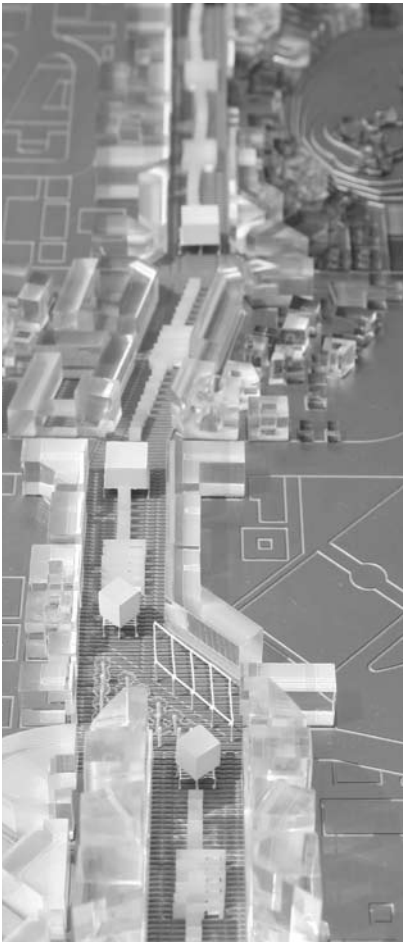
What she does now...

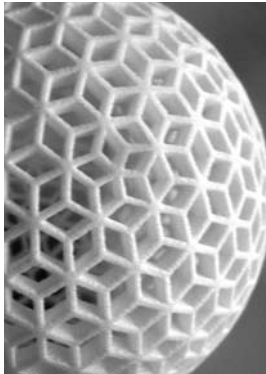
Her work involves the translation of architectural plans into physical 3D models across a wide variety of scales, each tailored to suit its particular purpose. This can be anything from a simple, small scale block model of an extensive site to a 1:1 working model to aid an architect to resolve a window sill detail. Her work includes developments across the UK including the Olympic Village and the redevelopment of London's Kings Cross area.

About this model...

This project, based in Cairo, was a collaboration between Allies and Morrison and a landscape garden company. The model depicts the proposed promenade designed to provide shade and encourage people to brave the heat of the day.

www.alliesandmorrison.co.uk





Rapid Prototyping Samples

Graham Broughton

graduated 2003
now General Manager of the Product Workshop

Dave O'Leary

graduated 2003
now Production Manager of the Product Workshop

Graham says...

"The University introduced me to creative thinking, problem solving and project management. It was great to be part of a group of like minded people wanting to develop new ideas. At school the direction was very much focused on maths, English and sciences, but University offered an opportunity to tap into like minded people and develop my skills".

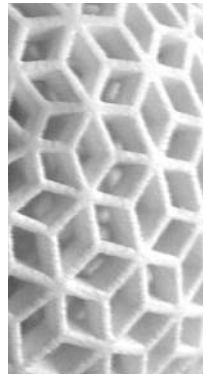
Dave says...

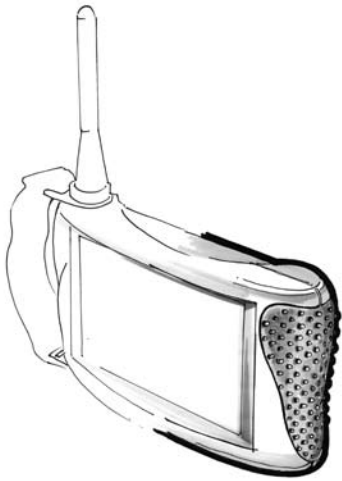
"Before I started my degree course I had been a mechanic for 18 years and found it hard to change career due to my age. I decided that if I was to change my career I would have to get a good qualification in something which interested me. My degree opened up employment opportunities that would not have been available to me before. It allowed me to change my career and increase my salary. I made some great friends and contacts which have proved to be invaluable".

What they do now...

Graham runs all aspects of the company from design, sales, marketing, customer facing, costing projects and company accounts. Dave ensures that all prototypes are produced on time and to the customer's specification. He deals with customer's enquiries, quotes and advice on potential problems.

www.theproductworkshop.co.uk





Marell handheld monitor

Heath Reed

graduated 1999, now Principal Industrial Designer, Design Futures, Sheffield Hallam University

Heath says...

“Looking back at my design degree I remember how satisfying it was to draw together so many of the skills and interests I had into one subject area. It gave me the opportunity to hone and focus my ideas and ways of thinking about apparently diverse subject matter. As a mature student, I found ‘kindred’ spirits in fellow students and teaching staff”.

What he does now...

It is a hands-on job — from problem solving and product mock-ups, to client and supplier liaison and account management. Heath uses his proficiency in computer aided design and imaging software combined with traditional skills of model making, prototyping and sketch work communication. He contributes towards many of the ‘future’ biased projects both in commercial consultancy and the Art and Design Research Centre.

About the product...

The Marell handheld monitor is a robust, portable monitor that film directors can use on large film sets. This product enables them to get right up close with the actors and review footage more quickly and responsively. The design had to be something directors wanted to hang on to, and had to accommodate a heavy battery pack that potentially placed strain on the users' wrist.

www3.shu.ac.uk/c3ri/DesignFutures.cfm

www.marell.co.uk



Fellowes Laptop Workstation

Verity Warner

graduated 2000
now Industrial Designer for AME Design, Dinnington



Verity says...

"The main quality I got from my degree was my thought process. The skills I use on a day to day basis — Photoshop, Illustrator, Solidworks — even my style of sketching were developed on the job. However the way I approach a project, evolve ideas and the ability to think creatively to answer briefs was developed on my degree. I also left Sheffield Hallam with a love of the design process, a desire to continue to work in design and ultimately some confidence in my abilities as a designer. I still smile at the fact that being a designer means I get paid to draw for a living".

What she does now...

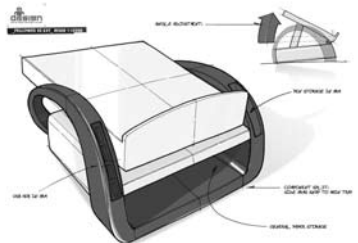
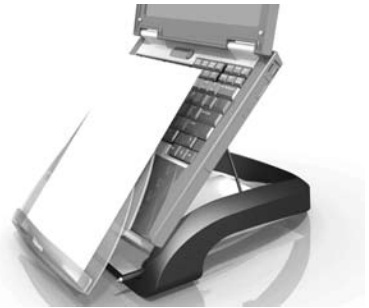
Verity works for the design consultancy AME Design who work for a large variety of clients. Most of the time she is involved in the front end of the project, creating the concepts and developing the ideas. Being part of a team means that every project has multiple designers involved throughout the duration of the project.

About the product...

Developed for Fellowes, the Laptop Workstation was an extension to the Smart Suites range, also previously designed by AME. Verity worked on the project alongside Design Manager Tim Stern and Technical Designer Ben Wilkinson.

www.ame-design.co.uk

www.fellowes.com





Mira 'Vie' Electric Shower

Chris Billingham

graduated 1996, now Project Manager for Kohler Mira Ltd

Chris says...

"I went to Sheffield very green: straight out of 'A' levels. I got a lot of worthwhile experiences in many fields of design in the first year, followed by more focussed progress and development through my second and third years. I learnt a lot very quickly and was given the support and encouragement to expand my thought process to help me give a much more rounded view on problem solving. The staff and the facilities were great, as I remember them, and I got a lot out of my time there".

What he does now...

He now works as a Project Manager of cross functional teams in New Product Development. He co-ordinates projects, working with various disciplines to realise technological and aesthetic change, based on time, cost and quality targets. He is also involved in shaping ongoing strategies within the electric showers category as well as managing budgets. He says "It's a lot more interesting than it sounds!"



www.mirashowers.co.uk



Tap'd NY

bottled water branding and labelling

Lisa Tse

graduated 2001, now CEO of Lisa Tse Ltd.

Lisa says...

"I learnt a tremendous amount during my course and developed a diverse range of skills because I was provided an opportunity to learn them. This included working extensively with computer applications and 3D animation which, at the time, was rare. The course team were warm and supportive and an integral part of my creative development as a designer. I truly enjoyed my time at Sheffield Hallam and found the course provided me with a creative platform to explore my creativity and pursue new challenges with confidence".

What she does now...

Lisa spends most of her time with her creative agency, Lisa Tse Ltd, which she describes as "a creative think tank, harnessing pure design with thoughtful intelligent details. With a focus on fresh perspectives and forward thinking we can create, refresh and sustain businesses to realise their full potential".

About this exhibit...

Tap'd NY is filtered and bottled New York City tap water, sold locally as an alternative to hyped-up H₂O from the other side of the planet. "We've been able to combine our original vision with Lisa Tse's creative design talent to bring our brand to life, inspiring us and designing a real winner."

Craig Zucker, CEO Tap'd NY

www.lisatse.com

www.tapdny.com



O2 Cocoon phone charger

Tim Hubbard

graduated 2004

now Head of Design at 93ft (formerly DesignersHub)

Ben Lyon

graduated 2005

now Design Consultant for 93ft (formerly DesignersHub)



Tim says...

"Prior to university my experience was very much built on a strong engineering background. The course was able to give me a greater understanding of form and styling plus leads into the design and business worlds".

Ben says...

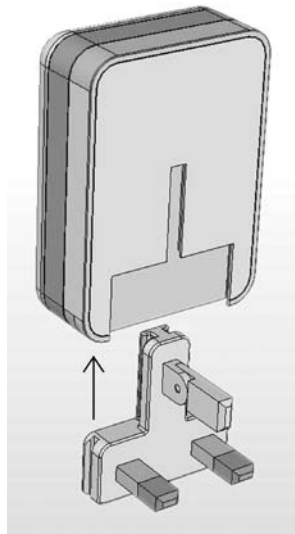
"I came away from University, not only with a solid grounding in product design, but also with a strong understanding of design as a whole. It was an invaluable experience".

What they do now...

Tim runs the design office in Kelham Island, Sheffield and oversees all work coming in and out of the office. As Head of Design he is responsible for bringing exciting new projects in to the team and provides the catalyst for the initial design process. Ben mainly works on commercial interior design projects, taking them from initial survey, through concept, then all the way to completion. He uses software such as SketchUp, Illustrator and AutoCAD — tools that enable him to communicate with clarity and realism.

About this exhibit...

O2 wanted a mobile phone that could be posted through a letterbox rather than delivered by courier. DesignersHub were asked to design the accompanying plug, which had to be no more than 33mm deep, the depth of a typical letterbox.



Undercover Laptop Envelope Postcard Aeroplane

Mat Lyon

graduated 2005
now a Designer for Luckies of London



Mat says...

"University helped me experiment and flex some design muscle whilst giving me a clear direction for my passion. I gained a great work ethic which I have maintained throughout my career".

What he does now...

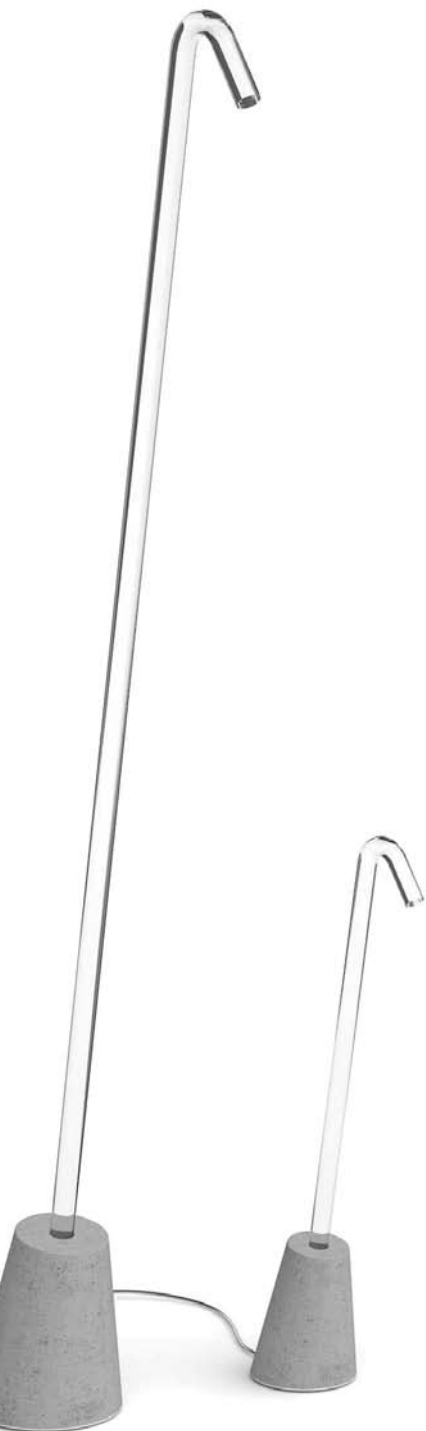
Mat runs a small design department where he conceptualises product ideas, develops them, sources and manages manufacturing, to produce a shelf-ready product in around 4 months.

About these exhibits...

Undercover allows you to carry a laptop disguised inside an 'ordinary' envelope. It is waterproof and tear-proof and can be written on, but has a padded, luxury lining and an adjustable fixing system which ensures that laptops of any size are held snugly inside.

The Postcard Aeroplane is a balsa wood postcard that can be written on and posted as normal. The pieces pop out to form your very own loop-the-loop, flying glider.





Pole Light

for Established & Sons

Paul Cockledge

graduated 1999

now an independent designer at Paul Cockledge Studio



About Paul...

Born 1978 in London, Paul escaped to take Industrial Design at Sheffield Hallam University. He returned to London for his MA in Product Design at the Royal College of Art, under Ron Arad. He now lectures and has exhibited around the world, successfully establishing himself as one of Britain's leading young designers. He is the face of the studio and in charge of its creative direction. He is a member of the 100% Design Advisory Panel.

About the light...

'Pole' is an elegant table and floor light that challenges the common perception that light travels in a straight line. It provides ambient light as well as a dimmable, focussed, directional beam.

Paul says

"I wanted to create the illusion of bending light on an everyday scale. In order to achieve this I needed to send rays of light on a journey of internal reflection."

www.paulcockledgestudio.com

www.establishedandsons.com/

PizzaKobra

Design Ron Arad & iGuzzini

Marcus Hirst

graduated 2000

now Designer for Ron Arad



Marcus says...

"University gave me the opportunity to acquire and develop the range of skills designers need from research and concept development to sketching, model-making, workshop skills and knowledge of production processes. All were successfully combined within a progressive tutelage atmosphere that nurtured the inquisitiveness designers need".

What he does now...

Marcus is a Designer in Ron Arad's design studio in London. He deals with new projects, liaising with clients and with Ron Arad, developing designs from concept to production. Most work nowadays is computer-based, but Marcus likes to work by developing models, maquettes and prototypes. He uses physical testing to develop the design which gives him a good grounding for developing computer models.

www.ronarad.com

www.iguzzini.com

Images courtesy of iGuzzini UK.

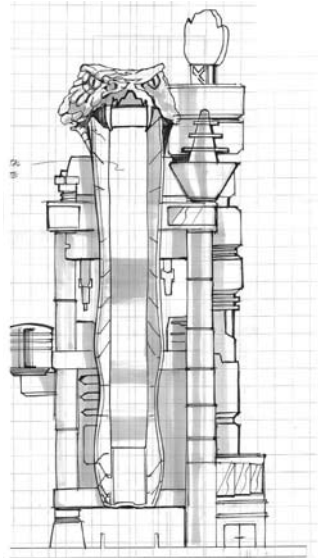
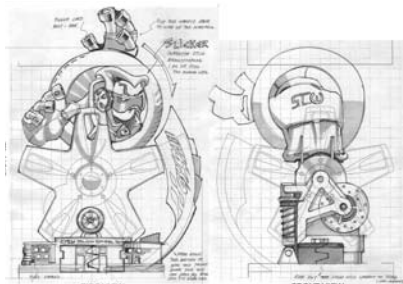


Micro Machines Power Racing Magnetic Playset

Sally Jacobs

graduated 1996

now owner of Bean, a design consultancy specialising in
Toys, Games and Infant Products



Sally says...

“At Sheffield I got a good rounded knowledge of all areas of product design including model making, costing and development process”.

What she does now...

Sally brainstorms ideas and invents new products, including ‘licensed property’ lines such as ‘In the Night Garden’ and also totally new product ranges.

She researches into market and consumer trends, manages projects and works with model makers and factories to put design ideas into production.

www.hasbro.com/en_GB

www.beantoy.co.uk

Batman Fighting Figurines Marvel Hero Water Squirters

Chris Moon

graduated 1993

now Creative Director, Product for The Marketing Store



Chris says...

"I really enjoyed the flexibility the course in Sheffield allowed. I was able to design with materials like wood, plastics and metal, which taught me a lot about the properties and restrictions each material had. It gave me a first hand grounding in many of the manufacturing techniques that I use in my professional life today. The range of products I was encouraged to design was extensive. I could design and make one off pieces of furniture and lighting, but also conceptual theme park rides. I had a lot of fun and felt there was an excellent balance between creativity and manufacturing reality".

What he does now...

Chris is responsible for the design and manufacture of toys for The Marketing Store. Clients range from small toy companies like Wicked Vision to large corporations such as McDonald's. They create the concept; design and present the products; engineer them so that they can be manufactured to tight price points, challenging volumes and difficult timescales.

About these products...

This range of toys was designed by Chris Moon, Creative Director and Bryn Barklam, Senior Product Designer.

www.themarketingstore.co.uk

www.themarketingstore.com





'Victor' Piggy Bank

Cécile Placier

graduated 2002

now a Freelance Product Designer and
Design Consultant in France

Cécile says...

"At Sheffield Hallam I learned to keep the creativity alive as in the real world of retail it is often left on the side just to reach target prices and lead times. I know now that people buy what they are offered and that it is possible to combine attractive and new products, keeping the economical constraints in terms of sales".

What she does now...

She now creates trend packages for retailers (mainly in Europe and US) and for factories (mainly in China and India). These are mainly home décor products and furniture, as well as baby products.



About the exhibit...

This cute piggy bank is called Victor. Victor says that credit should also go to the factory in China that produces him and to all people working in factories, as they are the ones dealing with the everyday constraints and are often unfairly blamed for delays and quality problems.

cecileplacier.com

Tactile Maps for visually impaired people

Patricia Dieng

Design Researcher, Sheffield Hallam University



Patricia says...

“Sheffield Hallam University has a huge workshop with a lot of machines, materials and digital tools. This allows students to communicate, visualise and analyse ideas, by creating nice prototypes. It eases the design process. It was interesting to discover how prototyping is an important part of the concept development. Designing a product for and with blind people was, and is, a great experience. I have learned how important it is to have feedback from end users during the process to maximise satisfaction”.

What she does now...

Patricia is a design researcher. Her project, which is being developed and tested with the Blind Institute in Sheffield (SRSB), aims to understand how blind and partially sighted people interact with public indoor spaces. She is looking to create an affordable product that allows visually impaired people to navigate and find their way in and around public spaces.



Credits...

Prof. Paul Chamberlain

Mathew Love

Zychem Ltd

project director

software developer

industrial partner

www.zychem-ltd.co.uk

Jenx Supine Stander

Dean Osborn

graduated 2005
now Design Office Team Leader for Jenx Ltd

Tom Roberts

graduated 2006
now Senior Product Designer for Jenx Ltd

Martin Baker

graduated 2006
now Product Designer for Jenx Ltd



Dean says...

"During my degree I developed a broad range of skills from using computer aided design to producing high quality working prototypes. In my opinion these are the most useful part of the development process. The skills have been well utilised and further embellished in my current job role. The process of communicating ideas and concepts to others, from tutorials to presentation boards, was also an invaluable part of the course".

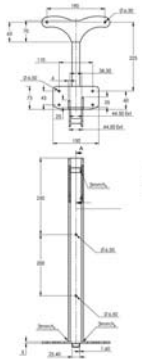
Tom says...

"At Sheffield Hallam I learned a broad range of design skills vital for my current work. These range from computer aided design, which is an important tool in the development of all of our products, to producing working prototypes and test rigs to prove principles and develop design ideas".

Martin says...

"Some specific skills learnt at Hallam have been very useful to me. These include being introduced to computer aided design and Photoshop. The skills developed in model making have been equally beneficial when making prototypes".





What they do now...

Dean manages the progress and training of a team of three designers. He is involved with producing project priorities for the team and also in the development of new and existing products from initial concept through to production. This might involve anything from the implementation of new in-house manufacturing processes (for example, high frequency welding or polyurethane foam moulding) through to designing injection moulded components and metal fabrications. He is also involved in the production and maintenance of assembly instructions for Jenx's wide range of products.

Tom is involved in all aspects of designing products from concept generation through to product testing and production. For example, he may need to develop new manufacturing methods such as polyurethane moulding, sourcing new suppliers of components and ensuring that everything needed to manufacture the products is in place.

Martin's day to day work includes designing new products, specifically parts and sub-assemblies; testing ideas out through the use of prototypes; resolving issues from production such as correcting assembly instructions and generating renders and images for use in marketing material for Jenx's products.

About this exhibit...

The Jenx Supine Stander provides an improved and inclusive posture for children aged from 9 months to 11 years who have minimal or no head control. The product enables a child to use most work surfaces at eye level with their peers. The modular design provides comfort, usability and adjustability.

www.jenx.com



With grateful thanks to all the exhibitors listed in this catalogue who have provided images, information and exhibits. This exhibition would never have been possible without their enthusiastic and willing support.

We are also grateful for the support of the following :

Allies and Morrison, Architects

Cereal Partners Worldwide

Designers Hub (now 93ft)

Dyson Ltd

Fellowes Inc

Gripple Ltd

Hasbro

Ian Stanton, iGuzzini UK

Inoveight Ltd

Jenx Ltd

Joana Pinho, Paul Cocksedgestudio Ltd

Kohler Mira Ltd

Louise Oatley, Design Manager, Mamas and Papas

Luckies of London

Marell Electronic Systems Ltd

Mark Phillips, Design Director, Design Futures, Sheffield Hallam University

O2 Ltd

Richard Hayton, Harratts Sheffield (Volvo Dealership)

Ron Arad

Serafino Zani & C. Italy

Simon Hodgett, Volvo Car UK Ltd

Sophie Kay, Established and Sons

Suck UK

Tapped Drinks, Inc

The Marketing Store Worldwide

The Product Workshop

Verceral, France

Catalogue design, Pam Bowman, Sheffield Hallam University

Text edited, Peter Kaye, Sheffield Hallam University

Timeline, Tom Kaye

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