

BACHELOR OF INDUSTRIAL DESIGN 2007

BACHELOR OF ARCHITECTURE
BACHELOR OF SCIENCE ARCHITECTURE
BACHELOR OF SCIENCE MANAGEMENT & PROPERTY
BACHELOR OF INTERIOR ARCHITECTURE
BACHELOR OF INDUSTRIAL DESIGN
BACHELOR OF LANDSCAPE ARCHITECTURE
BACHELOR OF PLANNING



EVOLVE

f|b|e
FACULTY OF THE
BUILT ENVIRONMENT

 **UNSW**
THE UNIVERSITY OF NEW SOUTH WALES

MESSAGE from the DEAN and

As always it is a pleasure and privilege for me to pen my preface to the Graduat Exhibition catalogues. Year in and year out they show the high quality of work produced by our great students mentored by their committed teachers. The graduating classes of 2007 carry on the tradition.

We are in a period where the professional perspectives, knowledge and skills of our graduates are in strong demand. This reflects the growing global importance of the need to design, produce and manage high quality built environments at scales ranging from the product through urban spaces, buildings and their interiors to the metropolis. The massive pace of urbanisation, driven by global economic growth, provides both the demand and the need for the services provided by the professional fields that we serve.

The fine team of FBE professional staff are constantly working to provide the best possible service to our students and to our other stakeholders – the professions, industries and wider communities, both local and international. In 2007 there have been notable developments in curricula, facilities and research. On the curriculum side, a major shift in Architectural education was designed. From 2008 we will offer a '3+2' model: a 3 year Bachelor of Architectural Studies and a new professionally recognised 2-year M.Arch. The combination will provide our students with greater flexibility and a more innovative curriculum. The model is being closely considered by other FBE disciplines and, as adopted, will enable more crossovers in teaching and opportunities for students to shift from one program to another. 2007 has also seen the implementation of two major enhancements to the quality of the teaching space that we offer our students. The Red Centre Foyer has been converted to a Working Gallery that will house public exhibitions and enable displays of student and staff work in a high quality educational setting. The entire ground floor of the Square House has been converted into a Faculty workshop, additional studio space and ancillary facilities. Together with the recent refurbishment of Old Main Building studios and the creation of a high quality space for our research students on Level 6 of the Red Centre, we have moved a long way towards redressing the inadequate facilities we have had to make do with for years. There is more to do but the platform is good.

2008 will see the implementation of 12 week teaching sessions. Mandated by the University to enable academics more time for research, this shift will see a more focussed approach to teaching to ensure that essential curriculum elements and skills development are retained. One of the great benefits our students gain from studying in a Group of 8, research intensive, university is that they are exposed to cutting edge research-based knowledge produced by our staff and their knowledge networks. FBE is committed to a strong research effort that engages with the challenges faced in the professions and the wider communities that we serve. Our website has excellent profiles on our key research centres, the City Futures Research Centre and Centre for Health Assets Australasia, as well our strengths in construction management, history and theory of the built environment, sustainable building technologies and design.

I wish our students all the very best in their careers. It is an exciting time to be entering the built environment professions and they are very well prepared, and inspired, for their journey

Professor Peter Murphy
Dean, Faculty of the Built Environment

CATALOGUE INTRODUCTION

This year, for the second time, the Industrial Design graduation exhibition will take place at the prestigious Bond Building on Hickson Road and I would like to thank Michelle Radju, Facilities Manager, Bovis Lend Lease and all the other tenants for giving us such a tremendous opportunity.

The Graduation Exhibition and the projects in the catalogue represent the culmination of Industrial Design students' four year undergraduate education at UNSW and reflect the leading edge of social and technological change. The graduands whose major projects and selected projects appear in this catalogue have completed a unique program, which integrates industrial design with marketing, science and engineering, manufacturing and business planning; giving them a strong multidisciplinary experience. All the featured projects involve an intense commitment on the part of the students, and are supported by thorough research. These projects showcase the creativity, the innovativeness, the knowledge span, and the diverse range of skills of these talented young designers, as well as their professional readiness.

The exploration behind the major projects covers a wide range of areas including research into socio-cultural issues, marketing requirements, ergonomics, state-of-the-art technology, materials and production processes. Students have identified appropriate user group(s), unmet needs, the best technologies and materials to be employed, as well as the potential individual, social, environmental and commercial benefits. Their design process has included in depth exploration of possibilities and conceptual studies, rigorous evaluation of concepts and testing, detail design development, production planning and business evaluation.

None of this would have been possible without the dedication of the Industrial Design Staff members, and I would like to take the opportunity to thank all of them for their invaluable contribution.

On behalf of all the Industrial Design Staff at UNSW, I would like to congratulate the graduates on successfully completing the Program, and applaud them for professionally staging their graduation exhibition. I wish them well in their future career, and look forward to hearing their future success stories.

Dr Oya Demirbilek
Program Head, Industrial Design



RESMED



A Passion for Print



Macdonald & Masterson

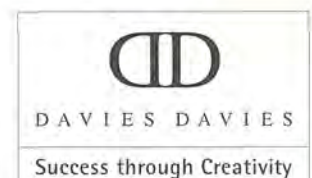


TABLE of CONTENTS

MAJOR PROJECT 2007



EULO

Greywater Recycling Kitchen Sink

ASHER, AINSLIE

8- 9



TRACER HUD

Speed Violation Monitor

BROWN, MITCHELL

10- 11



REGENERATE

Knee Rehabilitation Aid

CHESELL, GARETH

12- 13



OUREA

Inflatable Alpine Rescue Concept

GRILL, JULIUS

14- 15



SIP SLYDE

Bar Service System

JACKSON, JULIETTE

16- 17



PAC

Portable Outdoor Furniture

LAM, WING YIN

18- 19



ALLAY

Sustainable Heating

LAWSON, RYAN

20- 21



TOUCHTONE

Mobile Communication Device

MAH, CHERN WERN

22- 23



AEROS

Sunglasses

MATHERS, RENEE

24- 25



BEDU

Emergency Rapid Response Product

McINNES, TOBY

26- 27



SHARPSAFE

Dance Safety

MINTZES, ALICIA

28- 29



C2

Compact- able Surfboard

NOTARA, NICHOLAS

30- 31



D:SCRIBE

Digital Fountain Pen

PNG, REUBEN

32- 33



RENOVO

Anti- bedsore Mattress

PRATT, ELEANOR

34- 35



GREEN PATCH

Domestic Hydronic Gardening Unit

RODRIGUEZ, DANIEL

36- 37



THERMOFLOW

Hypothermic treatment device

SALLAY, JETHRO

38- 39



FISICO

Exercise Equipment

SCOTTS, ALEX

40- 41



AIR CYCLE

Aerogel Cycling Respirator

SHEK, YAN

42- 43



SEYMOUR

Personal Organiser

SMITH, Christopher

44- 45



CYCLICK

Luggage System for Bicycle Commuters

SOONTORNVINATE, LEILA

46- 47



TRANQUI

Personal Mobile Camping System

TEO, YISUN (PEPPER)

48- 49



E/SCAPE MASK

Protective Breathing Equipment

TSOUTSAS, HERCULES

50- 51



FRIST

Flexible Wrist Guard for Skateboarders

WAN JAAFAR, AZRI

52- 53



eVENT

Motorcycle Paramedic Emergency Ventilator

WAWRZONEK, DAVID

54- 55

TABLE of CONTENTS ○○○

PORTFOLIO PRESENTATION 2007 ○○○



Portfolio

AHMED, RABIA

58-59



Portfolio

AUGUSTINE, AURELIA

60-61



Portfolio

CHEUNG, KATRINA

62-63



Portfolio

KLEIN, JAMES

64-65



Portfolio

KWOK, VIVIAN

66-67



Portfolio

LAI, JULIANA

68-69



Portfolio

MUNITZ, RICK

70-71



Portfolio

SARLY, PAMELA

72-73



Portfolio

SENEVIRATNE, SHALINI

74-75



Portfolio

SPRUELL, MATTHEW

76-77



Portfolio

SUDJONO, KENT

78-79



Portfolio

TANUDJAJA, JESSICA

80-81



Portfolio

WICKS, JACKSON

82-83



MAJOR PROJECT 2007

The final-year Selective Elective Project course allows students to demonstrate their encompassing understanding of the product development process. This major design exercise is normally an application of the research findings undertaken in the first semester of 2007.

In this course, students attempt to explore the optimum solution to problems identified in the research, using various iterative techniques for concept generation, testing and development until the design is finally resolved.

The outcomes of Industrial Design Project are resolved design proposals which demonstrate each student's understanding of the product development process. Students are required to explore the optimum solution to problems identified in their research activities. Various iterative techniques are used for concept generation, testing and development in order to produce and communicate proposals for highly resolved industrial design solutions.



DESIGNER PROFILE ○○○

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Design Philosophy : *"Design has the opportunity to impact upon the way we see the world."*



EULO Greywater Recycling Kitchen Sink

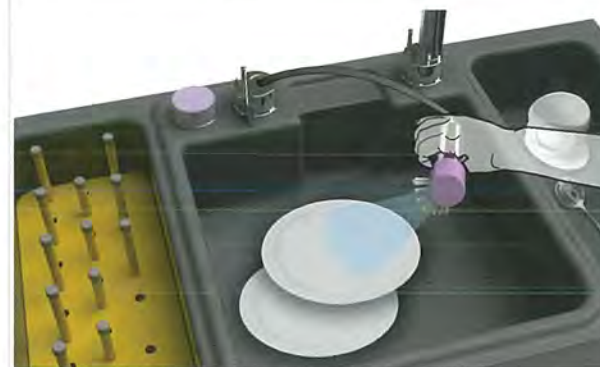


The tapware includes a grey / fresh combination mixer tap as well as a separate tap and mixer dedicated to fresh water only.

The tapware is removable from the base via flexible hose.



The Eulo Sink System includes all plumbing & filtration components in a specially designed drawer. The system also includes accessories such as; dishrack, colander, breadboard partial strainer and removable wash brush.



The recessed drain trays allow for neat dishes stacking and the constant filtered water cycle enables the user to never fill the sink.

An LED control knob makes the water cycle selection convenient and simple to use.

PROJECT SUMMARY ○○○

The Eulo Kitchen Sink System enables greywater recycling of waste water that is generated whilst washing the dishes and performing usual tasks at the kitchen sink. It is designed for domestic use in homes that are permitted to use greywater for garden irrigation.

The system enables constant rinsing action when washing dishes as the reuse function cycles the water through a partial strainer to a carbon filter and then disinfects via a UV sanitiser before pumping the treated water back through the tap. The system also features automatic detergent mixing.

As well as recirculating filtered water for dish washing, the recycled water can be directed for garden irrigation or to the drainage pipes as easily as turning a knob located on the sink's top surface.

All plumbing and filtration devices are arranged for ease of servicability.



PROJECT SPECIFICATION ○○○



Part	Material	Dimensions	Manufacturing
Sink Basin	Charcoal Corian	900 x 535 x 140 mm	Slumped and joined
Tapware and Mixers	Brushed & Mirror Stainless Steel	Ø33 x 150 mm (taps)	Machined
Plumbing Pipes	Recyclable PVC	Ø50 mm and Ø30 mm	Extrusion
Pipes and Filtration Drawer	Powder-coated Sheet Metal	803 x 480 mm	Brake Press Folding



DESIGNER PROFILE ○○○

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Design Philosophy : "God is in the detail"



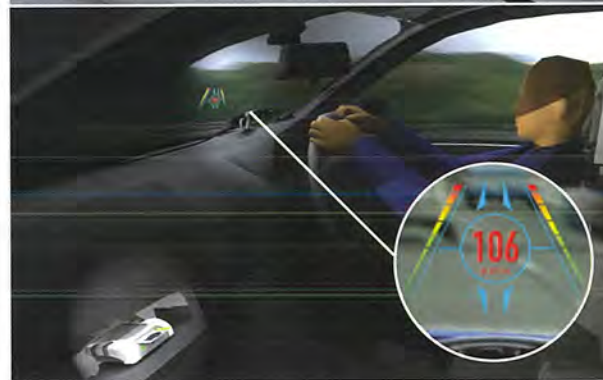
TRACER HUD Speed Violation Monitor



Utilizing smart card technology, the driver's licence is fitted with a smart chip. The control unit stored in the glove compartment instantly recognises the driver's identity and will commence monitoring their driving behaviour.



The control unit communicates to the dash mounted projector via USB connection. A heads up display is then projected onto the windscreen using coloured lasers.



A GPS receiver detects the speed being travelled. This is relayed to the driver in the form of a heads up display. If the driver is speeding, the control unit will record the activity and will notify a nominated party of the speeding violation.

PROJECT SUMMARY ○○○

Young motorists have become a target in the media due to their high fatality rate as a result of speeding. Tracer HUD is an aftermarket HUD projection and speed monitoring system designed for motorists under the age of 25. Utilizing the latest advances in GPS and laser projection technology, the system will notify the user of their current speed in the form of a Heads Up Display (HUD) projected on the windscreen. While at the same time, it can be retrofitted into an existing automobile without the need for hardwiring or permanent installation mounts.

The secondary function of the system is to act as a surveillance device. If the driver of the vehicle exceeds a pre-determined speed limit, the device will record and notify a nominated party of the violation via SMS. Thus driver's holding an unsupervised license will still have their driving behavior monitored.

/// TRACER HUD

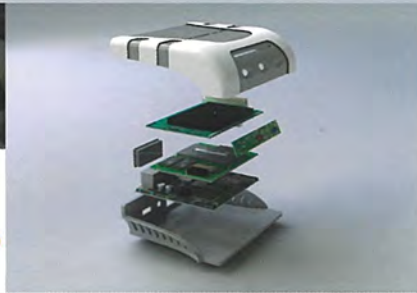




TRACER HUD



PROJECT SPECIFICATION ○○○



Part	Material	Dimensions	Manufacturing
Tracking Unit Top Chassis	ABS Plastic	112mm X 93mm X 31mm	Dual Shot Injection Molding
Tracking Unit Bottom Chassis	ABS Plastic	110mm X 87mm X 32mm	Injection Molding
Projector Top Chassis	ABS Plastic	105mm X 125mm X 28mm	Dual Shot Injection Molding
Projector Bottom Chassis	ABS Plastic	105mm X 125mm X 20mm	Injection Molding



DESIGNER PROFILE

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Design Philosophy : *"Design is about daring to challenge the problems of our world"*



REGENERATE *Knee Rehabilitation Aid*



The elderly user can lower themselves into Regenerate using the specially designed supporting armrests. The product is in 'seat mode' while the user is getting into it, which means that it is not reclined. The chair then reclines back into 'exercise' mode when in use.

PROJECT SUMMARY

Approximately 30 000 older Australians get a knee replacement every year, usually due to debilitating arthritis in their knee joint. After such a procedure, patients are required to undergo a physical rehabilitation program to re-strengthen the muscles in their leg, and to regain the flexibility in their joint.

Although this rehabilitation is essential to the overall success of the surgery, research indicates that non compliance is very high amongst the elderly patients. This is because they do not feel comfortable in the group rehabilitation sessions at the hospital, or with the standard gym equipment which is used.

'Regenerate' is specially designed for users to rehabilitate in their own home. It is loaned out to a patient for the initial three month period following surgery, and is specifically engineered for users who find it difficult getting into, and out of regular exercise equipment. The double leg brace allows the user's strong leg to assist in rehabilitating their impaired one.



Once in the chair the user interacts with the touch screen interface. This displays a personal profile of the user's development during their recovery, and also provides information on warm up and the angle of knee flexion they are achieving.



The lifting up and pulling down motion of the workout strengthens the quadriceps and hamstring muscle groups in the leg, and their respective tendons. Users can also control the intensity of their workout, and adjust their seating position.



REGENERATE

Knee Rehabilitation Aid

PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Upholstered Components	Leather / Foam	-	Upholstered
Leg Supports	Steel	450 x 60 x 40	Extrusions
Outer Wing Covers	ABS Plastic	410 x 380	Injection Mouldings
Hand Grips	Rubber	120 x 40 Ø	Injection Mouldings



DESIGNER PROFILE ○○○

Name: Julius Grill

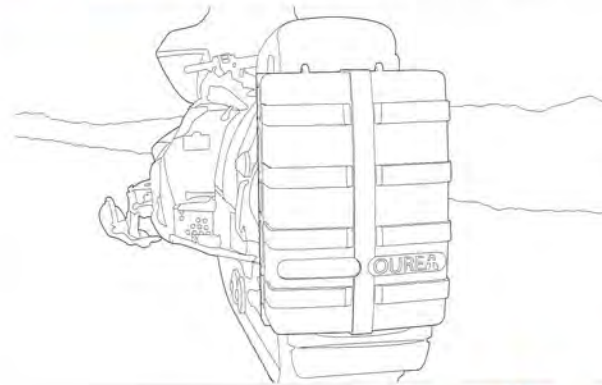
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Design Philosophy : "Design is."



OUREA Inflatable Alpine Rescue Concept



Integrated hard-case allows connection to the rear of most snowmobiles. It can be left attached to form a dedicated rescue sled or removed easily when needed.

PROJECT SUMMARY ○○○

All snowsports are considered dangerous. Riders expose themselves to high speeds without specific protection and often only a small amount of training and experience on the slopes. As accidents can happen anywhere on the mountain, unique systems and services must be available to get the victim to treatment as quickly as possible.

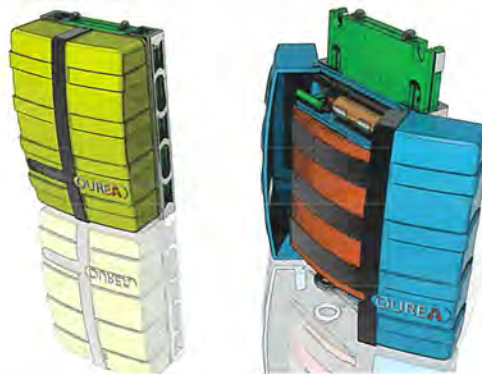
OUREA is an inflatable snow rescue/transport solution designed to be used by ski patrol and other mountain emergency personell.

It can be deployed directly at the accident scene and towed by snowmobile, helicopter lifted, or guided down the slopes manually on skis or by foot.

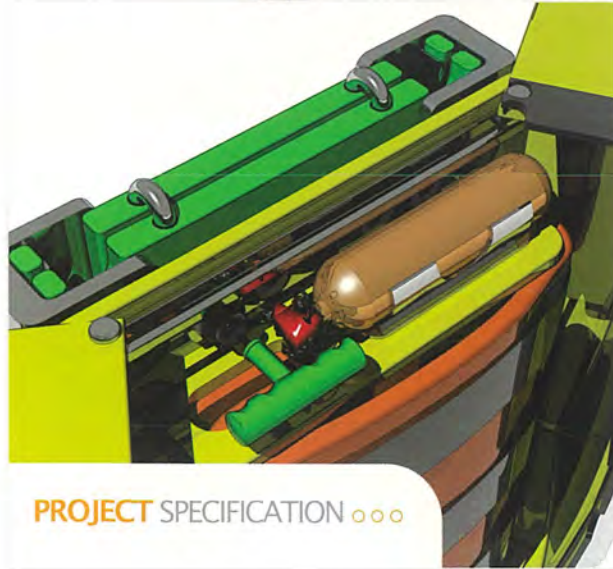
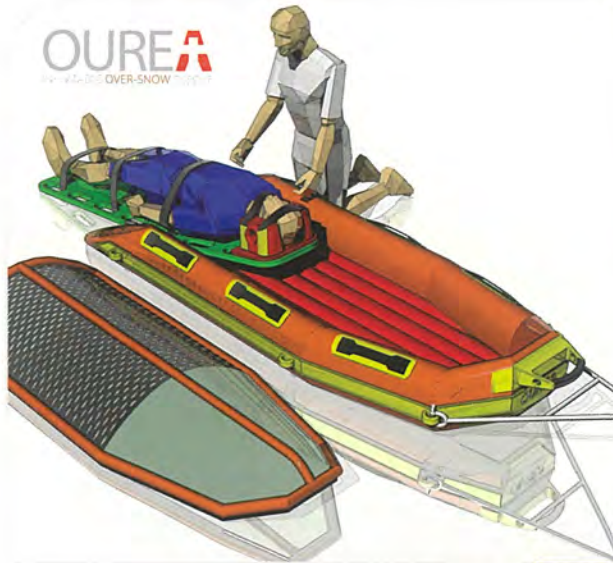
It may also have a variety of other applications such as water, ice and surf rescue.



This case stores the stretcher which unrolls outwards when inflated. In addition, a compact folding backboard can be kept in the sub-frame. The patient is first secured to the backboard then loaded directly into the device.



A 2-way air valve allows inflation using either a compressor attached to the snowmobile, a backup CO2 canister located in the case or even a manual foot pump.



PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Inflatable Fabric	Dupont Hypalon®	2835x1132x340	Hot Welding
Hard Case	ABS	990x660x340	Rotational Moulding
Protective Cover	Dupont Hytrel®, Lycra®	N/A	Weaving
Various	Aluminium	N/A	Extrusion



DESIGNER PROFILE ○○○

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Design Philosophy : *"Don't criticise what exists, imagine what could be"*



SIP : SLYDE Bar Service System



Sip is a 30mL shot glass which stacks at a pitch of just 17mm but is tapered for easy separation.

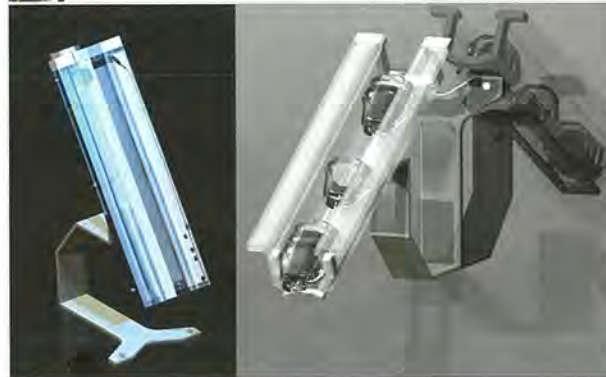
The flat edges of the glass sit comfortably in the hand and on the lips.

PROJECT SUMMARY ○○○

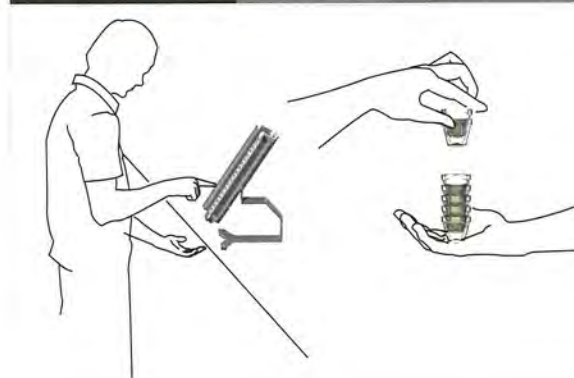
In the modern bar environment, shots are often ordered in large quantities at once, but existing shot glasses and their inadequate storage methods have made the service process awkward, time consuming and somewhat dangerous.

Sip is a neatly stackable shot glass which, when used in conjunction with its dispenser, Slyde, greatly improves the ease and time involved in shot preparation.

Slyde is a combination storage, dispenser and branding device, which uses the visual effect of glass and lighting to transform shot glasses from a costly annoyance into a functional and attractive bar feature. The innovative and stylish presentation of glassware creates interest and desire from customers and ultimately an increase in sales.



Slyde is a glass dispenser and lighting feature. Glasses are suspended by a spring system, and it can be tailored to any venue by wall or bench mounting. Logos can be etched onto the acrylic casing and lighting colour choice modified for branding purposes.



The open front face of the dispenser allows a bartender to easily count out the number of glasses required and remove them in a single stack. This fluid movement saves multiple trips to the storage area and the juggling of large quantities of glasses.



PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Sip: stackable shot glass	Glass (2500kg/m ³)	50 x 45 x 50	Mould blown
Dispenser case	Acrylic (clear)	370 x 107 x 62	Extruded
Stand	Stainless steel	405 x 205 x 140	Fabricated
LED housing	ABS (grey)	15 x 107 x 62	Injection moulded



DESIGNER PROFILE ○○○○

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Design Philosophy : *"Design is not just aesthetic, but combining human need and innovative solution to produce something which improves life."*



PAC Portable Outdoor Furniture



PAC offers a seating solution for many different situations.

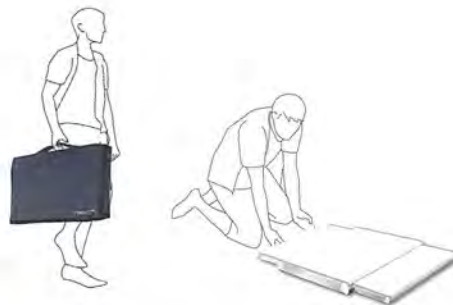
i.e. eating, fishing, sun-baking, breastfeeding.

PROJECT SUMMARY ○○○○

The outdoors is a very important part of Australian lifestyle. However, people usually just sit or lie on the ground without anything supporting their spinal cord. Poor posture stresses your spine, and over time, this can lead to back pain. Back pain is one of the most common medical problems, affecting 8 out of 10 people at some point during their lives.

PAC is a multi-purpose outdoor furniture which is portable, foldable and flexible. The product provides good back support whilst in the sitting position.

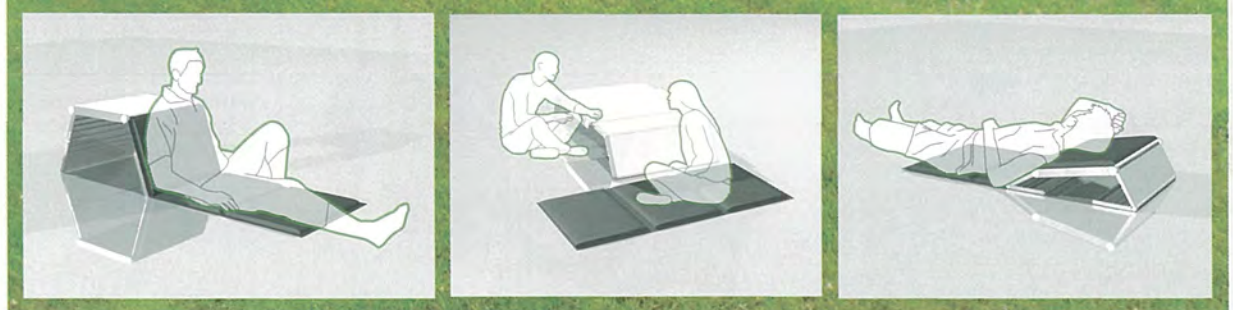
The flat-pack table could be adjusted, with the pivot point button, into different angles, sizes and height, depending on the context of use. PAC consists of a comfortable memory foam seat pad which can be placed on several locations on the flat-pack table or flat on the ground.



The seat pad is the carrier of PAC. It can be simply wrapped around the flat pack table, enabling the product to be carried around easily.



Simply pull out the inner section to adjust the desired angle and height by pulling the pivot point button on each side.



PROJECT SPECIFICATION ○○○

Manufacturing	Dimensions	Product Category	Material
Injection Molding	600 x 400 x 40 mm	Outdoor Furniture	HDPE
Metal Pressing			Aluminium
Foam Molding			Memory Foam
			Waterproof fabric



DESIGNER PROFILE ○○○

Name: Ryan Lawson

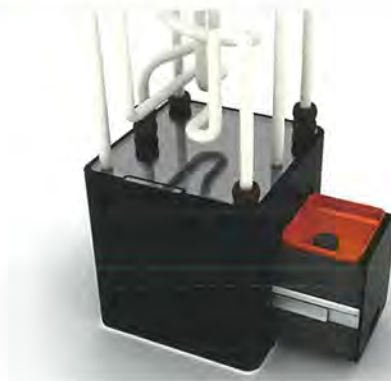
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Design Philosophy : *"What we need to fix the problems caused by the Industrial revolution is another one"*



Allay Sustainable Heating



An internal fuel tank provides the user with regular feedback informing how much kerosene is being burnt which can be translated into the amount of CO2 being produced.

PROJECT SUMMARY ○○○

Global warming is an unprecedented environmental issue facing today's society. If we are to be effective in the slowing down and controlling of further global warming it is essential that individuals make behavioural changes that will result in a reduction in personal emissions.

Allay is a space heater that significantly reduces residential CO2 emissions through the use of a highly efficient energy source (kerosene) and through the fostering of sustainable behaviour.

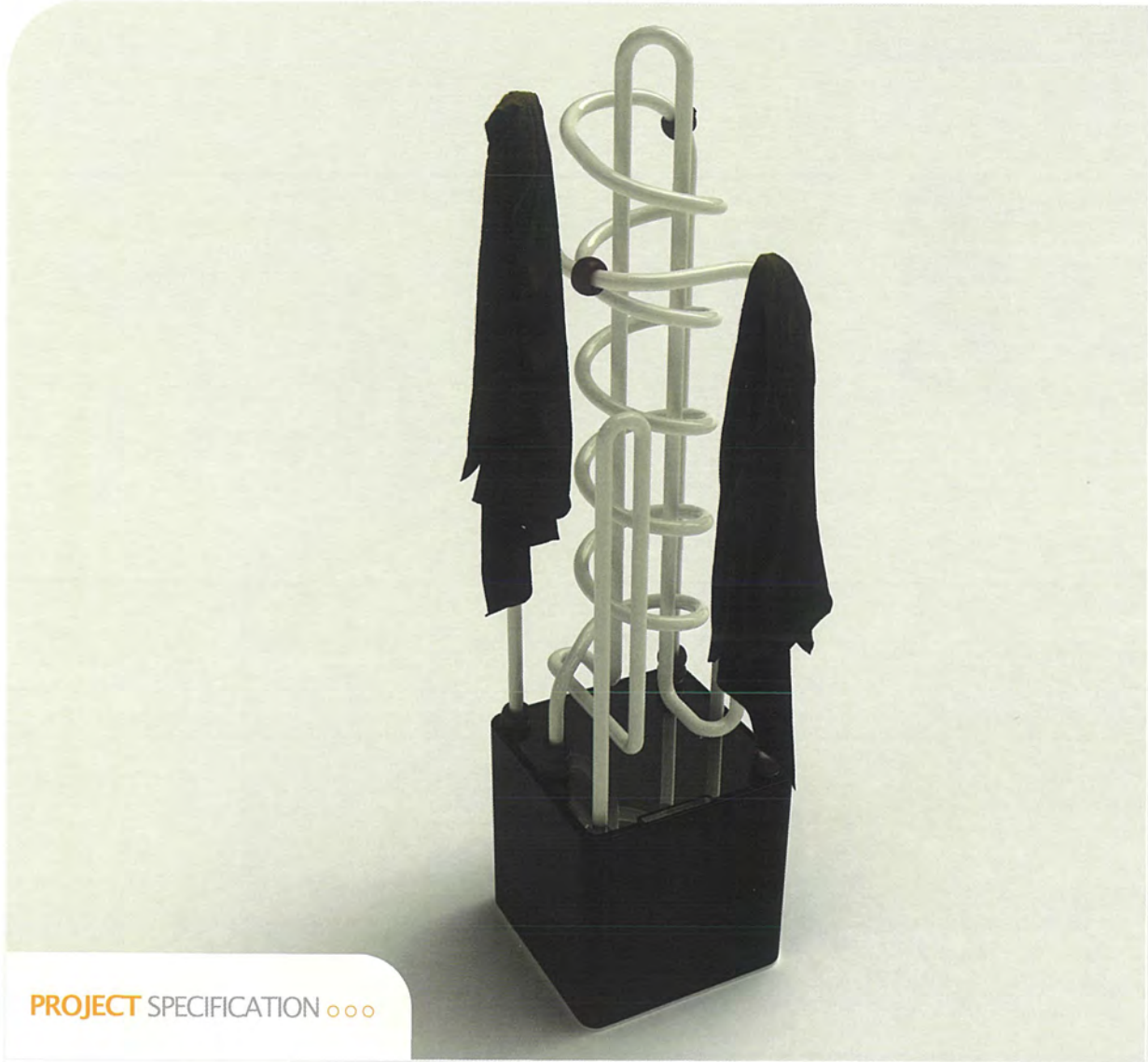
Allay functions as a space heater whilst also heating special heat retaining garments which can then be worn around the home eliminating the need for several heaters. The garments have a heat retaining composite sewn into the fabric which can store heat for around 20 minutes.



The heated garments are transformable; they can be worn around the home or unclipped to form a heated blanket.



Allay is a playful design which not only reduces the users personal impact on the environment but provides the user with something more than what traditional heaters offer.



PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Base	Porcelain	350 x 350 x 350mm	Slip caste
Beads	ABS	Ø22mm inner Ø48 mm outer	Injection moulded
Pipes	Powder coated steel	Ø22 mm	Extrusion



DESIGNER PROFILE ○○○

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Design Philosophy : *"Design is the realisation of ideas through deliberate and informed exploration"*



Touchtone *Interactive Touch Communication*



The paired Touchtone reproduces motion when the other half is interacted with.

PROJECT SUMMARY ○○○

Touchtone is based on the results of a study of trends impacting social networks and relationships in urbanised society, ten years into the future.

Touchtone is a mobile haptic communication interface, meaning couples can literally keep in touch! By providing a surface for touch interaction, Touchtone connects people through shared experiences, presence and interactivity. The Touchtones are paired devices, where any interaction with the device can be transmitted to the other half and reproduced, limiting the range of possible interactions only to imagination.

This design has been driven by various factors such as interpersonal behavior, usage and perception of communication devices, sociology and other considerations such as ergonomics and emerging technologies.

Electric Articulated Polymers act as both actuators and force transducers .



Shared presence when holding Touchtone. When picked up, it wraps around available surface area to allow more sensitive and subtle interaction to take place



The touch surface is versatile enough to transmit anything from light strokes, squeezing action, to animated motion.



PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Body Sleeve	Textured Silicone Rubber	140mm x 26mm x 3.5mm	Double Shot Injection Molded
Retaining Clip	Spring Steel ASTM A228		Blanked, Formed, Annealed
Module Cover	Perspex		Injection Molded
Force actuators/tranducers	EAP		Outsourced



DESIGNER PROFILE

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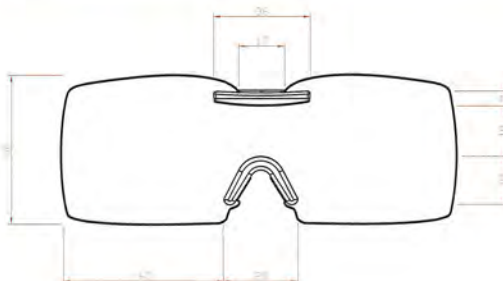
Design Philosophy : *"We are what we continually do"*



Aeros Sunglasses



Aeros sunglasses aim to provide improved peripheral coverage from glare. Suitable for golf, tennis, cycling, etc, as well as use as general purpose lifestyle sunglasses.



Aeros sunglasses come with two interchangeable lens shapes which easily clip into the frame, this 'floating' lens design allows air flow to prevent lens fogging.



The full sunglass includes a neoprene sports strap attachment for more rigorous activity, with adjustable buckle for a perfect fit. A silicon comfort nose piece provides superior hold.

PROJECT SUMMARY

Many people are unaware that excess exposure to sunlight can damage your eyes. Even while wearing sunglasses, sunlight often still gets through directly to the eyes around the frame, causing discomfort, annoyance, and a number of eye diseases.

Aeros sunglasses aim to improve on current designs of sunglasses by providing total coverage, from sunlight, as well as maintaining a full field of peripheral vision.

Aeros sunglasses also offer an extremely comfortable design, worn on the temples and weighting under 15 grams.

Bridging the gap between lifestyle and sports sunglasses, Aeros sunglasses are suitable for everyday use and low impact sports., available with a sports strap for added security.





PROJECT SPECIFICATION ○○○



Part	Material	Dimensions	Manufacturing
Sunglass frame	NXT	148mm x 55mm x 110mm	Injection moulding
Sunglass lens	NXT	148mm x 55mm x 60mm	Casting
Sunglass sports strap	Neoprene	300mm x 15mm x 3mm	Woven
Sunglass case	ABS	146mm x 60mm x 120mm	Injection moulding



DESIGNER PROFILE ○○○

Name: Toby McInnes

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Design Philosophy : *"It's all good"*



PROJECT SUMMARY ○○○

An estimated 157 million people were affected by natural disasters last year. Globally it was estimated that 9 million refugees and over 25 million people were displaced due to 20 major conflicts raging around the world.

Tsunami in 2004. Pakistan earth quake 2005. New Orleans 2006. Southern California 2007. Ongoing genocide in the Sudan. Multiple million climate change refugees over the horizon.

Current response mechanisms employed around the world - although utilized with good intentions- are hap-hazard and often ill equipped for the scenario at hand.

Bedu emergency response pack proposes a quickly erectable rapid response, cross cultural, multi climate, solution that works within existing logistic models

BEDU Emergency Rapid Response Product



The BEDU emergency survival kit is designed around existing logistics models in use today to make fast and efficient delivery, as one holistic product, feasible in the critical first hour after a disaster.

The actual components in the kit are based on the basic hierarchy of human needs. Every thing in the kit has a purpose or duality of use. The actual barrel section becomes a water storage/filtration device.

Every available space is put to use in order to lessen the footprint of the actual product.



PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Barrel	HDPE & Polyurethane Foam	850h * 600max diameter	Rotomoulded double skin
Bedu Tent	190t Polyester Composite	Amendable	Heat taped hem extrusion
Bedu Stove	Mild steel & PP	680h * 180 diameter	I.M. & Extrusion based
Bedu Med-kit	PP		Injection moulded living hinge



DESIGNER PROFILE ○○○

Name: Alicia Mintzes

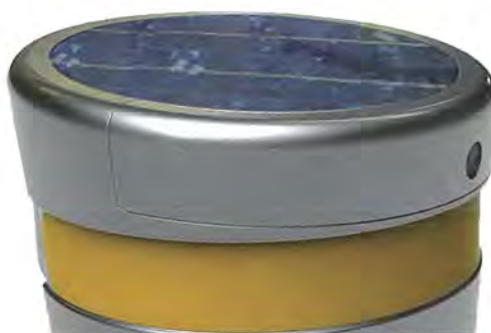
Mobile: 0401 952 050

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Design Philosophy : *"Design to make a difference"*



SHARPSAFE Community Sharps Bin



A solar panel operates an ultrasonic distance sensor and wireless GSM communication system which alerts the waste disposal service via sms when the bin is reaching capacity and needs emptying, thus preventing overflowing.

PROJECT SUMMARY ○○○

Sharpsafe is a public needle disposal bin for needles and syringes generated by illicit injection drug users.

Proper disposal of used equipment is paramount to increasing public safety by reducing risks of needlestick injuries and the possible transmission of disease.

Discarded needles, overflowing and vandalised disposal bins are a health hazard to users, the general public and maintenance workers. Moreover, visible signs of drug use, such as discarded injecting equipment or prominent disposal facilities, can propagate feelings of fear and negative perceptions of safety within a community.

Sharpsafe addresses these disposal issues.

The cast aluminium body provides strength, durability and weather resistance whilst the height and form reduce break-ins and misuse. The solar-powered ultrasonic sensor system monitors levels and signals when the bin requires emptying or is blocked.

The form, although recognisable, is discrete and non-threatening, reducing the negative stigma associated with needle disposal.



Sharpsafe is designed to accept single syringes, fitpacks and home use sharps containers up to 1.4L, thus covering the needs of public and private users.





SHARPSAFE



PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Top panel	Acrylic	Ø 160 mm x 15mm	Vacuum formed sheet
Body	Aluminium	Ø 220 mm top Ø 160 mm main body 1650 mm	Investment casting
Spring-loaded hinged flap	Aluminium	180 mm x 130mm	Investment casting
Underground support	Aluminium	Ø 170 mm x 850 mm	Extruded pipe



DESIGNER PROFILE ○○○

Name: Nick Notara

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Design Philosophy : *"Form follows that great idea which had you wide awake in the early hours of the morning"*



"C2" Compact-able Surfboard



Quick release fin system allows adjustability on the go.



Customisable tail piece allows optimum riding in varied wave conditions.



Embossed latches secure halves together via a self-centering and self-tensioning pin join t.

PROJECT SUMMARY ○○○

The era in which being a surfer involved a lifestyle commitment has largely faded. As the surfing constituency widens and integrates into today's globalised world, where society battles with issues surrounding the lack of time and space, size constraints in everyday transportation of surfing equipment has become an increasing burden.

Whilst we are witnessing a revolution in accessible composite surfboard materials and manufacturing processes, what lacks is a revolution in the convenience of the surfboard as an object.

The proposed solution is a compact-able and more durable surfboard manufactured with carbon fibre compounds. The length of the surfboard is able to be reduced enabling easier transit for the user. Traditional performance characteristics are maintained, and the expected lifespan of the board increased





PROJECT SPECIFICATION ○○○

Manufacturing	Dimensions	Product Category	Material
Moulding	1860 * 460 * 62	Outer shell	Carbon fiber
Mould + Centerless grinding	440 * 38 * 38	Load distribution pin	Carbon fiber
Injection moulding	68 * 26 * 17	Fin box housing	Glass filled Nylon
Injection moulding	44 * 25 * 18	Finger latch	6000 Series Alloy



DESIGNER PROFILE ○○○

Name: Reuben Png

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Design Philosophy : "We don't always need another new product, we're looking for a new experience."



PROJECT SUMMARY ○○○

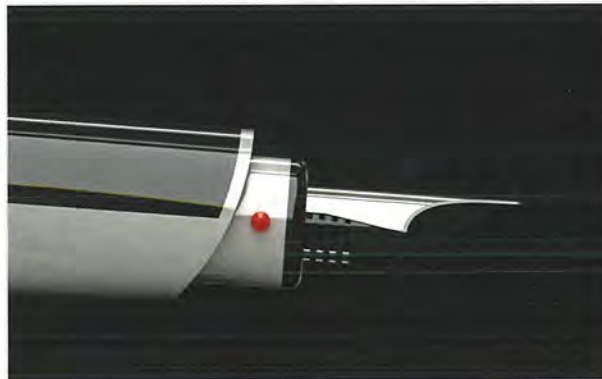
Background

Communication in the modern era has often been reduced to interaction over a screen, keyboard or keypad. Millions of standardised messages are sent everyday, with expressions limited to emoticons, capital letters and punctuation. In the case of a mobile phone, despite improving communication abilities, it can also isolate its users from their immediate surroundings. Typing a text message in front of another person can cause the other person to feel briefly ignored.

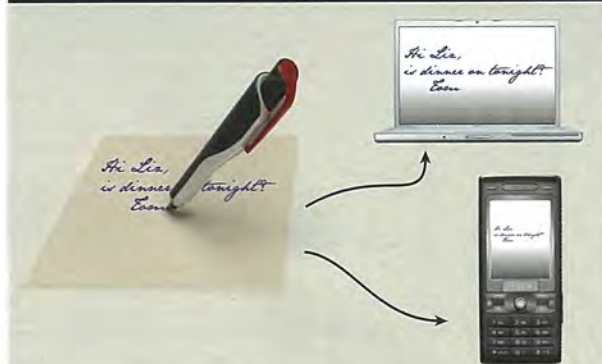
Rationale

D:Scribe is a digital pen that records everything that is written in ink, to be later accessible on a mobile phone or computer. Handwritten notes can also be instantly sent as SMS messages and emails. Handwriting is a more personal and expressive form of communication than text fonts, and D:Scribe also enables users to store and send sketches and drawings, such as a map showing directions.

D:Scribe Digital Fountain Pen



The fountain pen nib adds character to messages while reducing pressure on the wrists while writing. A miniature camera situated under the nib takes over 70 pictures a second to track and scan the handwriting.



Every written word or drawing is recorded and can be sent as a text message (SMS) or email. Data is sent via Bluetooth to a mobile phone or computer.



The Organic Electroluminescent (OEL) status display is highly visible from any angle and minimises power consumption.





D:SCRIBE

DIGITAL FOUNTAIN PEN

Sends and saves what you write.

PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Display, Bottom Shell	Lexan Polycarbonate Resin	Length without cap : 146mm	Multi-shot Injection Moulding
Nib	Rhodium-plated Stainless Steel	Length with cap : 150mm	Extrusion/Bending
Clutch	Anodised Spring Steel	Grip Width Ø : 14mm	Die Casting
Ink Feed	Vulcanised Rubber	Display Width : 20mm	Injection Moulding



DESIGNER PROFILE ○○○

Name: Eleanor Pratt

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Design Philosophy : " *Good design reveals the essence of human nature* "



PROJECT SUMMARY ○○○

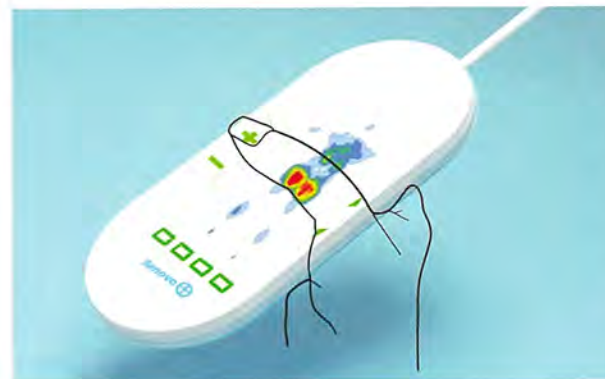
Bedsore can cause devastating pain and debilitating injury and without proper treatment they can lead to gangrene, bone infection, tissue poisoning, and even death. Not only do bedsore cause significant suffering for tens of thousands of patients every year, but they cost the industry over a billion dollars annually.

Bedsore form due to the build up of excess pressure, which prevents the delivery of essential oxygen and nutrients to the skin. Renovo prevents the development of bedsore by reducing the pressure sustained by the body. The viscoelastic foam overlay increases the contact surface area of the mattress, which reduces pressure across the body. Internal pressurised air cells continuously vary the pressure over the body preventing prolonged exposure, which would otherwise lead to damage.

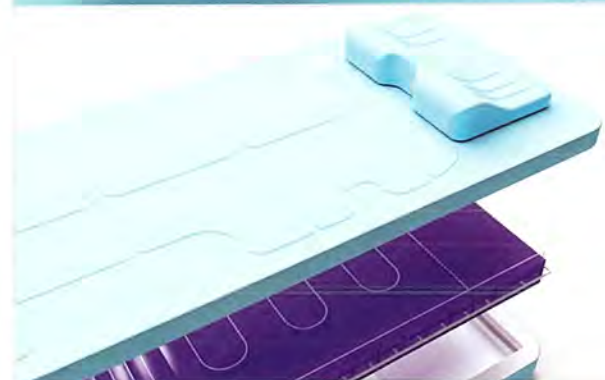
Renovo Antibedsore Mattress



Renovo is ergonomically designed to fit the body and maintain the correct position of the spine. Massage cells are incorporated into the mattress to promote blood circulation and for their therapeutic benefit.



The remote control allows the patient or nurse to customise the mattress modes of: temperature, massage, mattress firmness and cycle time. The remote's generous proportions convey emotions of safety and security.



Renovo uses an internal air pump to pressurise its multiple air cells, and pressure sensors maintain the optimal pressure of each cell. Two heat zones ensure patient comfort is maintained at all times.





PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Overlay	Polyurethane Foam	900 x 2000 x 50 mm	Foam Extrusion
Mattress	Polyurethane Foam	900 x 2000 x 170 mm	Foam Extrusion
Remote	ABS	65 x 140 x 15 mm	Injection Moulding
Internal Air Cells	PVC	760 x 1860 x 120 mm	Heat Welding



DESIGNER PROFILE ○○○

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Design Philosophy : " *To make use of common sense in an uncommon way* "



GREEN PATCH Domestic Hydronic Gardening Unit



Optional extras include energy efficient LED grow lights that allow any kinds of plants to be grown indoors. They are fully adjustable to conform to the height of the plants and are run by a timer.

The plants are grown in a hydroponic medium such as perlite which allows greater oxygen absorption and is also much lighter than soil. The plants are watered automatically for 15 mins every three hours.



The whole unit sits on castors with "non-scratch" polyurethane wheels making it very mobile.

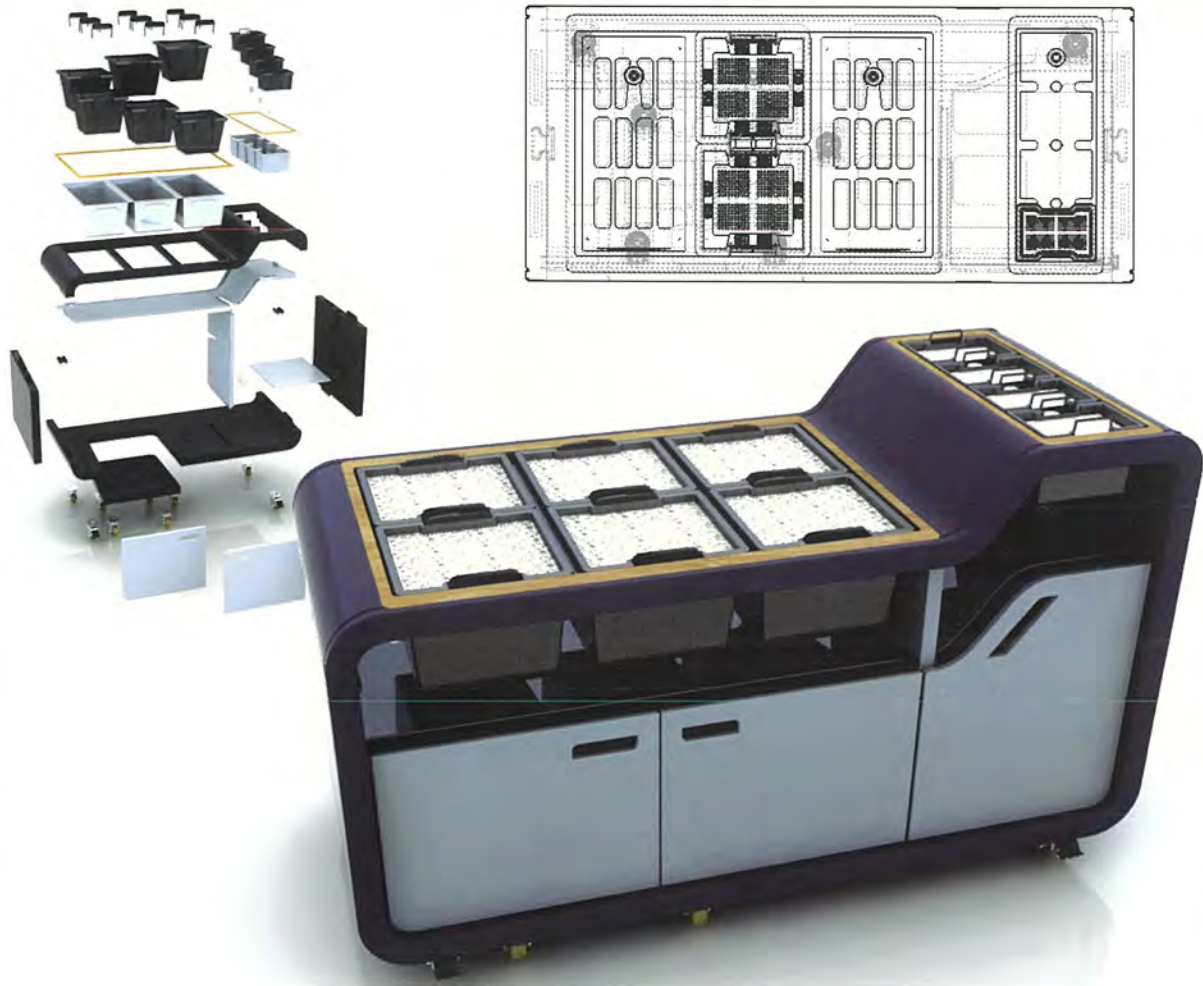
PROJECT SUMMARY ○○○

The current trend towards apartment or smaller scale living coupled with busier lifestyles has made growing ones own herbs and vegetables impractical. Imagine not having to pull out stale veggies from the bottom of the fridge, instead having enough fresh produce for the whole family growing out on the balcony.

Almost all of the produce you buy at the supermarket is grown hydroponically. The advantages of this cultivation method are that plants can be grown much closer together, in half the time and with half the water compared to traditional soil growing techniques.

The Green Patch gardening unit brings the benefits of this technology into the home. It is an indoor/outdoor gardening unit that waters and fertilises your plants for you.





PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
External body panels	UV stabilised HDPE	1500*750mm	Extrusion blow-molding
Perforated grow baskets	Polypropylene	350*350mm & 300*180mm	Injection molded
Catchment tray	Polypropylene	1400*600mm	Vacuum molded
"Non scratch" castors	Polyurethane	70mm diameter	Injection molded



DESIGNER PROFILE

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E-mail: jethrosallay@gmail.com

Design Philosophy : *"Suddenly there was a light bulb hovering over my head... I started scribbling"*



PROJECT SUMMARY

Thermoflow is a product used to treat severely hypothermic patients in the field. It is for use by experienced personnel such as ski patrol, mountain rescue or emergency dispatches into the wilderness.

Consisting of an 800ml canteen of water suspended above a propane/butane burner that generates 10k BTU max. in order to boil the water in 3-4 minutes depending on ambient environmental temperature. Steam travels the pipe via the positive pressure created by the expanding water and the tidal breathing of the patient. The steam charge travels through the ambient environment mixer which, being made of thermochromatic plastic, provides the user feedback on how hot the steam charge is. It will go clear when it reaches 40-42 degrees centigrade allowing the user to adjust it accordingly.

Steam therapy affects centers of the brain associated with the circulatory system and general motor skills.

THERMOFLOW - Hypothermic treatment device



Whilst in transit the user keeps the legs clipped in and lid sealed tight. All the treatment components are contained inside the lid which is kept on via a dual stage beading around the rim of the body.



Adjust the screws on each leg and set Thermoflow so it is level.

Each leg is adjustable so that the center of gravity stays in the middle of the product. This will ensure a safe and high performance flame is generated.



Pop the lid of Thermoflow to reveal 1m of 12mm hose, an oronasal mask equipped with one way exhalation vents and an ambient environment mixer (a device that regulates the steam charge to 42 degrees centigrade).



0-38°C



39°C



40°C



41°C



PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Base	Polybenzimidazole	Diameter 130mm	Injection moulded/machining
Lid	Polybenzimidazole	Diameter 160mm	Injection moulded/machining
Body and internal canteen	Aluminium	130-160mm, 2.5mm wall.	Injection moulded/machining
Ambient air mixer	Polybenzimidazole	15mm x 110m x 50mm	Injection moulded



DESIGNER PROFILE ○○○

Name: Alex Scotts

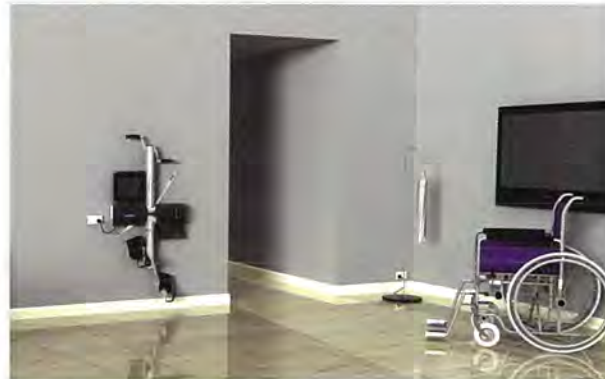
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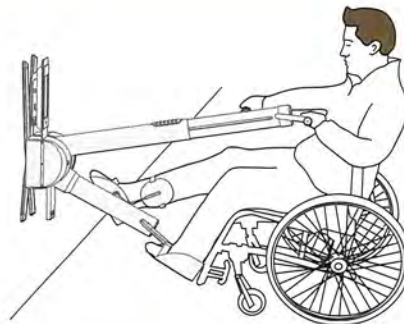
Design Philosophy : *"The details are not the details, they are the design"*



FISICO Exercise Equipment



Space is a crucial issue for people who get around their homes in a wheelchair. FISICO is designed to fold away against the wall to minimise its footprint and obstruction.



The arm and leg sections of the unit rotate outward, the arm section then telescopically extends to meet the user. The user can control speed and resistance settings via the removable remote.



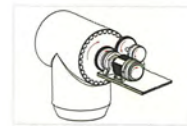
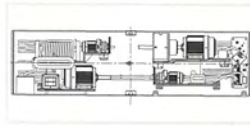
Two motors control the passive rotation of the leg and arm pedals, allowing the user to exercise arms, legs or both simultaneously. An electromagnetic clutch provides active resistance if required for the arms.

PROJECT SUMMARY ○○○

Exercise is vital to everyone, however it becomes far more difficult when you're permanently confined to a wheelchair. Research has shown that the daily activities of wheelchair users are not sufficient to maintain healthy cardiovascular levels. Exercise also helps with activities such as transferring to and from a wheelchair, helps to reduce obesity and aids self-concept.

FISICO is an assistive exercise unit designed for wheelchair users. The unit assists with the rotation of the arms and legs in the case of quadriplegia or provides active resistance for the arms in the case of paraplegia.

The unit has been designed to bring the benefit and functionality of rehabilitation centre equipment into the home, allowing the user to escape the hospital rehabilitation centre environment.



FISICO
ASSISTIVE EXERCISE TECHNOLOGY

PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Arm rotation	Aluminium	600 mm x 80 mm Ø	Extrusion / die casting
Leg rotation	Aluminium	500 mm x 75 mm Ø	Extrusion / die casting
Body shell	ABS	700 mm x 190 mm x 140 mm	Injection moulding
Motor bay housing	Aluminium	700 mm x 190 mm x 57 mm	Low pressure die casting



DESIGNER PROFILE ○○○○

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Design Philosophy : "Design is unique. Every design has dissimilar problems. There are no memorable formulas, but to fearlessly face the challenges without giving up."



AIR cycle Aerogel cycling respirator



Cyclists, especially daily commuters often cycle in the situation where there are vehicles around. There are moments that vehicles' exhaust emits directly to the cyclists' face.

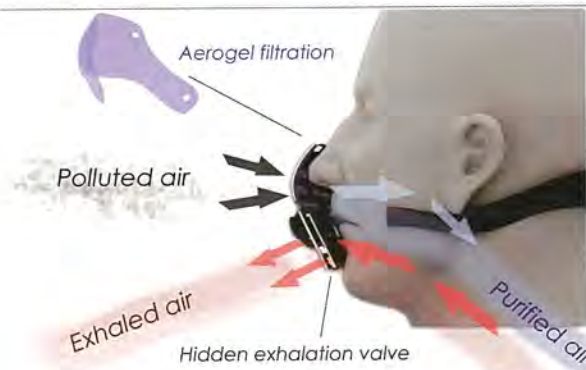
PROJECT SUMMARY ○○○○

Cycling in urban areas is risky and harms one's health. Pollution level on the road during traffic hours is incredibly high even in light polluted cities. Therefore urban cyclists and commuters should be protected by breathing through filters.

Surprisingly, pollution level drops by many times just few metres away from the road and traffic.

Taking this into account, an innovative cycling respirator was designed. It can be one-hand operated which allows cyclists to wear or release the respirator easily when cycling. Once away from the traffic, the cyclists can release it thus ensuring it is only used at the time needed.

The core of the respirator is a piece of filtration made by the world's latest material Aerogel. It replaces old type carbon filters with its superior properties. AIR Cycle respirator is aimed as a next generation filtration system.



The AIR cycle has Aerogel filtration which perfectly purifies the air. The exhalation valves are subtly integrated in the respirator. Warm breathed air can be directly exhaled.



The dial adjust system is a high quality instant adjustment. More than tightening the strap it also acts like a barrier pushing the silicone seal towards the face improving the seal level.





PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Casing	Polypropylene	123x95X64	Injection molding
Straps	Polypropylene		Plastic extrusion
Filter	Aerogel	120X93X62	Industrial fabrication
Seal	Silicone	124X96X65	Injection molding



DESIGNER PROFILE ○○○

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Design Philosophy : "Good design is a Playground for the Heart and Mind"



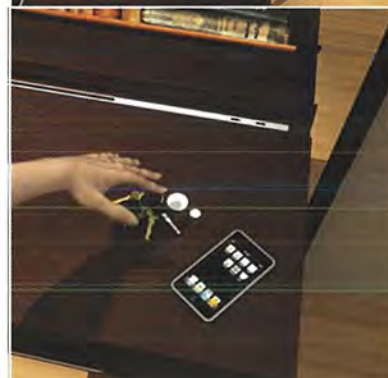
Seymour Personal Organiser



Seymour's mirrored back doubles as a touch screen. Daily appointments and personal notes are displayed on the units screen. Reminding the user when they leave for work and arrive home each day.



A built-in scanner allows the user to convert hard documents into digital files for email or storage. The draw retains scanned documents as well as providing a place for the users unopened mail and personal effects



Mobile Phones and other portable devices are charged directly through the table top via induction charging. Information can be moved between devices via the touch screen, without the need for any cables.

PROJECT SUMMARY ○○○

Seymour is a personal organisational tool for the domestic environment, a porthole that connects the users digital and physical lives.

Part furniture and part personal computer, Seymour offers the user a place where they can co-ordinate their daily routine, personal finances, communication and portable devices.

Designed as a personal aid for career focused individuals, living in single person households. Seymour is a concept that looks at how the personal computer might be better adapted to suit the users lifestyle.



PROJECT SPECIFICATION

Part	Material	Dimensions	Manufacturing
Table Legs	6mm Ply Wood	70 x 780 x 70 mm	Laser Cutting
Table frame	Timber	600 x 120 x 480 mm	CNC Milling
Mirror	Glass	810 x 1935 x 8 mm	Water jet Cutting



DESIGNER PROFILE ○○○

Name: Leila Soontornvinate

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Design Philosophy : *"An inspiring design embraces the beauty of the past, celebrates the present and aims for the future"*



CyClick Luggage System for Bicycle Commuter



The CyClick bag may act as a document case for everyday corporate purposes. In different occasions, it can be converted into a classic handbag through a simple folding process.

PROJECT SUMMARY ○○○

Bicycling is one of the most economical and environmental friendly means of transportation while undoubtedly being a good form of exercise. However, in English speaking countries such as Australia, bicycling rates particularly amongst the other half of the society-- women-- are relatively low as most are uninterested.

Luggage system for bicycle is one of the issues most concerned by urban women due to impracticalities and social expectations. The vision is that by merging fashion and sports, a healthier trend can be created.

'CyClick' is a bicycle luggage system designed for corporate female commuters with the document case that can also act as a handbag to increase its usage opportunities. It can be securely and simply locked into place with the rack during a bike ride and easily released in rush hour.



Simply place the bag unit on the rack, press the handles down until the 'click' sound is heard-- the bag is locked into place.

To release the bag, pull the rear handle slightly.



The standard adjustable metal strips connect the rack to the seat stay, allowing it to fit with most bicycles

A Rear light may also be inserted to enhance safety. Mudguard is easily attached and removable for cleaning.





PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Frame	Aluminium	470 x 420 mm	Die casting
Mudguard	Rigid Nylon	120 x 460 mm	Injection molded
Bag (expanded)	Leather, Nylon	340 x 420 mm	Industrial sewing



DESIGNER PROFILE ○○○

Name: Pepper Teo Yisun

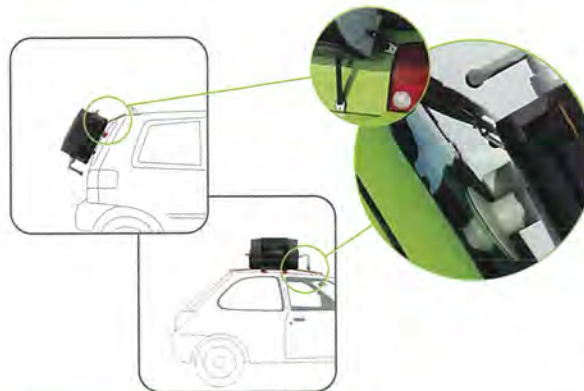
Mobile: 0433 933 583

E-mail: yisun.teo@gmail.com

Design Philosophy : *"Great things are not done by impulse, but by a series of small things brought together."*



Tranqui Personal Mobile Camping System



Tranqui is designed to be able to be stored in the back, inside or outside of any vehicle. It can also be carried on the car with simple reinforcement of strips & hooks with suction pads to secure itself to the outside surface of the vehicle.

PROJECT SUMMARY ○○○

It's all about getting closer to nature.

Tranqui is able to provide shelter, indicating a definite boundary to denote the territory of the user. It is able to enhance the sense of security and belonging for the camper. This is a rather important factor to consider as to go camping, is to 'dominate' an unfamiliar spot in the environment. This introduced element of mystery will enhance the sense of excitement for camper.

Thus, Tranqui will be one of the few elements that serves as a link for the camper to 'civilization', knowing that they are still in control of whatever situation they are in.

The main aluminum framework implemented for Tranqui, provides a firm foundation for the tent, unlike conventional tent. Mobile Living is at the forefront of design and it has adapted into the great outdoors.



This camping system can also be carried on the car with simple reinforcement of strips & hooks. Suction pads that fits perfectly to the bottom of Tranqui, secure it to the outside surface of the vehicle.

With wheels attached, Tranqui is so mobile that users could casually pull it to any camping spot.

Tranqui provides an easy set up system and a comfortable off ground sleeping area.





PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Body	ABS and Polyester	2(650 x 70 x 200) + (650 x 185 x 200)	Rotational molding
Handle	ABS with Rubberized grip	2(180 x 23 x 49) + (280 x Ø30)	Injection molding
Frame	Aluminum & Fiberglass	600 x 440 x 40	Metal Pipe Extrusion & welding
Sleeping Area & Tentage	Breathable Rip-Stop Fibre	3m sq	Industrial Sewing



DESIGNER PROFILE ○○○

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Design Philosophy : *" failure is just as important as success to the development of future innovation "*

E/SCAPE MASK Protective Breathing Equipment



silicon rubber strap



chemical oxygen canister

Silicon rubber strap mould to each persons head to provide a secure fit, while the chemical oxygen canister provides a second source of clean air for passengers trying to evacuate the plane.

PROJECT SUMMARY ○○○

EMERGENCY ESCAPE! Exit now, get out of here!

In emergency situations where breathable air quality may be or has been compromised, getting away from the contamination is critical. That means two things:

1- Do it quickly, 2 - Do it safely. Toxic fumes posse the greatest threat to aircraft passen- gers and substantially decrease their chance of surviving after a crash. Most deaths occur as a direct result of smoke inhalation. With the introduction of new models of aircraft such as the Airbus A380 with the capability of seating more than 500 passengers, a greater need exists to protect passengers from longer evacuation times during an emergency.

The mask is multifunctional in that it is capable of delivering clean oxygen to passengers during an explosive decompression mid-f light, and can be removed from the over head compartment and worn by passengers during an evacuation and still provide a clean source of oxygen.



Pulling on the oxygen tube releases the mask from the overhead compartment, making the mask completely independent and mobile.



This is the type of situation the mask has been designed to eliminate.



PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Mask Body	Silastic® - Rubber Silicon	149mmx99mmx57mm	Injection Moulded
Strap	Rubber silicon compound		Injection Moulded
Oxygen Canister	Aluminium	30mmx35xmm	Casting - Be nding
Exhale Valve	Abs		Injection Moulded



DESIGNER PROFILE ○○○○

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Design Philosophy : *"Design is based on intuition and experience. There's no correct way to formulate it"*



Frist Flexible wrist guard for skateboarding



A single elastic strap covering the whole wrist guard allows for a perfect fit every time ensuring that the plastic plates are aligned.

Hard wearing stretch denim wraps gives an urban visual appeal and durability.

Bottom splint consists of flexible d3o material which hardens on impact.

The palmer side (volar) features rotating wheels which allow you to move forward during a fall and can be used to stabilize the rider during descent.



Frist is a flexible wrist guard design that allows the user an unparalleled level of freedom in movement over conventional rigid wrist guard designs.

PROJECT SUMMARY ○○○○

Skateboarding injuries have increased with the rise in popularity of the sport.

The wrists are often overlooked whereas priority is given to more common safety gear such as those for the knees, elbows and head. The wrists are often the most common source of injury.

Wrist guards are being designed and manufactured in an attempt to protect this part of the body by absorbing and transferring some of the impact energy and stabilizing the joint by keeping its movement to a minimum.

WRISTFLEX is a flexible wrist guard design that allows the user an unparalleled level of freedom in movement over conventional rigid wrist guard designs. WRISTFLEX consists of two layers of energy absorbing Hytrel Thermoplastic elastomer which effectively sandwiches the arms giving stability and allowing a near normal range of motion.



frist

skateboarding wrist protection



PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Glove	Elastic		Industrial Sewing
Top and bottom splints	Hytrek® Thermoplastic		Injection molding
Padding			Molded
Wrist wrap	Denim with 2% lycra blend		Industrial sewing



DESIGNER PROFILE ○○○

Name: David Wawrzonek

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E-mail: dwawrzonek@gmail.com

Design Philosophy : "Find the problem, break it down and solve it!"



eVent Motorcycle Paramedic Emergency Ventilator



The user-interface utilises a single retractable knob with six quick-view buttons. The large screen allows all information to be displayed at once. This eliminates the need for any navigation hence improving speed of use.

PROJECT SUMMARY ○○○

The accident scene of a major car crash, a drug over-dose, a heart-attack victim or an injured pedestrian struck by a car at high speed requires immediate and effective emergency medical treatment.

The eVent is an emergency ventilator designed specifically for the motorcycle paramedic's needs. With superior speed and mobility a motorcycle paramedic is often the first on the scene. However, acting alone and aided by limited equipment their potential to provide the necessary care is compromised. Focusing on size, ease-of-use, portability, set-up-time and robustness, the eVent brings cutting-edge hospital technology to the accident scene.

The eVent allows a single operator to provide more reliable, more consistent, higher-quality treatment.



Should immediate ventilation be required, a manual bag may be attached to the system. After one minute the *hybrid-learn* feature recognises then replicates the pattern of ventilation, negating the need to enter patient parameters.



The eVent & collapsible carry-system are together more compact and enable faster set-up than existing solutions. Integrated into a typical motorcycle pannier the eVent & carry-system is the perfect solution for the motorcycle paramedic.



eVent_{hybrid}

The emergency ventilator designed for motorcycle paramedics

PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Ventilator Case	Outdoor grade PC /rubber	135mm x 80mm x 70mm	Dual-shot Injection Moulding
Carry Frame	Aluminium tubing	Diameter 15mm	Extruded section (post formed)
Carry Handle & Arms	Aluminium/foam handle	120mm x 7.5mm	Machined
Retractable Knob	HDPE/rubber over-mould	20mm rad. x 40mm	Dual-shot Injection Moulding



DESIGNER PROFILE ○○○

Name: Rabia Ahmed

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E-mail: pinklephant84@hotmail.com

Design Philosophy : *"I couldn't find the sports car of my dreams, so I built it myself." (Ferdinand Porsche)*

DESIGN STRENGTHS ○○○

- Hand Rendering and Sketching
- Silk Screen Printing for Textiles
- Fashion Illustration
- Metal and Plastic Jewellery Making
- Digital Graphics
- Model Making
- Photography

PROJECT HISTORY ○○○

During the course of my degree I have developed a strong array of skills in different aspects of Industrial Design which have all helped to expand and strengthen my confidence and knowledge in the discipline.

Presented are just a few of my favourite projects which I consider to be the most successful.

I would also like to note down the following competitions I have been involved in and the design events which have influenced my design education.

- 2005 Cormack Packaging Innovation Awards, Finalist and received a Judge's Commendation.
- Sydney in Design, Volunteer Guide.

DESIGN PROJECTS ○○○



Tambourine Bangle

I wanted to create a piece that not only was visually representative of me, but also made a unique sound. When worn the chains and beads make a distinctive jingle.



Rainy Necklace

I liked the idea of multiple raindrop shaped paper pendants cascading down the shoulders and torso of the body as well as the way they react to movement.



Heather Bangle

Heather is a large scale bangle adorned with a series of coloured featherlike polypropylene shapes. It is to be worn on the catwalk and moves wonderfully through the air.



KEY PROJECT SUMMARY ○○○

For this assignment the task was to research the work of a fashion designer and produce a wearable work to be worn on the body that compliments their collection and style. My chosen designer, Emilio Pucci was regarded as the 'Prince of Prints' because of his wonderful use of simple geometric shapes and rich bold colours in his fabric patterns.

Bursta is a large scale hair ornament which is adorned with a series of coloured polypropylene and acrylic shapes.

The key objective behind Bursta was to create a large burst of colour and pattern using soft simple shapes and bold colours. I wanted to create a piece that not only visually complimented Pucci's style, but also represented my own individual flair. Bursta, like Pucci's patterns stands out without overshadowing the wearer.



DESIGNER PROFILE ○○○

Name: Aurelia Augustine

Mobile: 0433 208 386

E-mail: aurelia.a@gmail.com

Design Philosophy : *"Design is about creating a solution.
It is so simple, that's why it is so complicated."*

DESIGN STRENGTHS ○○○

- Hand Sketching
- Model Making
- Presentation Skills
- Technical Resolution
- CAD Drafting
- 3D Rendering

PROJECT HISTORY ○○○

Over the past four years, I have developed various skills in different disciplines including design, engineering and commerce.

Presented are just a few of my favourite projects, which I consider to be the most successful amongst the other projects.

During my design education, I have been influenced by the simplicity aspect of design. I believe that designing a product is not just about how it looks or how it feels. It is about how it works by simplifying the complex to make it better and more understandable.

This course has given me the confidence with my technical and interpersonal skills to pursue my career in the future.



DESIGN PROJECTS ○○○



Vine is a cork puller that is designed to bring simplicity in extracting aged wine corks without shredding the cork particles into the wine.



Vavuum is a portable vacuum cleaner which is designed specially for kids. The colourful aesthetic elements brings fun for kids to clean up their own mess.



Slug Slayer is a child resistant packaging with mechanism that relies on cognitive skills rather than strength.





KEY PROJECT SUMMARY ○○○

Citrus 0.5

Citrus 0.5 is part of the Breville Young Designer Award 2007.

The aim of the project was to design a product that cuts citrus fruits in half. It is a complimentary product of the Breville 800 series Citrus Press in providing fresh orange juice with minimal effort. To meet the brief of the project, Citrus 0.5 unit employs one touch activation and an operating system which makes it so simple that even a child can safely use it.



DESIGNER PROFILE ○○○

Name: Katrina Cheung

Mobile: 0404 938567

E-mail: tokatrina@gmail.com

Design Philosophy : " *Design is tempting..... but dangerous* "

DESIGN STRENGTHS ○○○

- Illustrator
- 3D modeling (Solidworks)
- Presentation skills
- Technical Resolution
- Photography

PROJECT HISTORY ○○○

I never thought that Industrial Design would cover such a vast area of knowledge and I have learnt a lot over the past four years to equip myself to be a professional industrial designer.

Although there are challenges and disappointment. I still enjoy the excitement during the design process. From idea generation to 3D modeling or prototype.

Presented are three of the projects that I think are very creative and were fun to produce, because at the end, the design would not be liked by others if the designer did not enjoy doing it!

DESIGN PROJECTS ○○○



Project 1

This project is about using minimal materials to create an object that can be flat packed. The user will be engaged to make the final form of the product by folding and slotting, to create a unique experience.



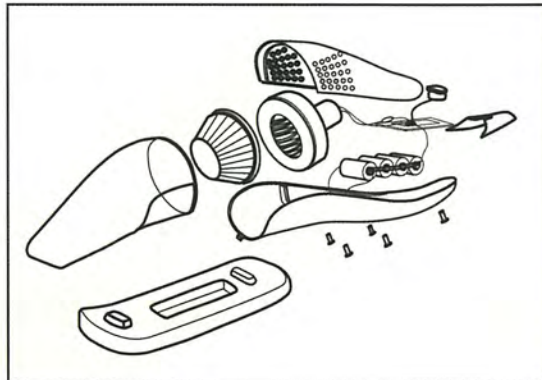
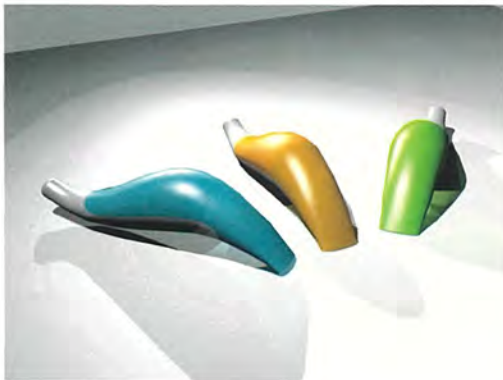
Project 2

I was required to design a logo for a company. I opted to design a logo for a sweets and pastries shop. The logo and the use of color reflects the philosophy of the company.



Project 3

In response to a brief from the Breville Young Designer Competition, I have created this stand alone orange cutter that can cut three oranges at once.



Breville

Seduction
portable vacuum



KEY PROJECT SUMMARY ○○○

The aim of this project was to define a niche market and research their needs and usage preference to design a portable vacuum cleaner for that target segment. In-depth research on ergonomics and the needs in my selected target segment was carried out as the basis for the rationale of my design.

I have chosen the target group of females aged 16-25 living away from home. The shape and color were chosen according to their preference and needs.



DESIGNER PROFILE ○○○

Name: James Klein

Mobile: 0416 261 655

E-mail: kleinie8@gmail.com

Design Philosophy : *"Design is a challenging management of time, function and form. The search for inspirational ideas should never stop"*

DESIGN STRENGTHS ○○○

- Hand Sketching
- Model Making
- Presentation Skills
- Technical Resolution
- CAD Drafting
- Knowledge of Machine Tooling

PROJECT HISTORY ○○○

Over the past three years I have experienced and learnt the many rigours that come with Industrial Design. This course has taught me the importance of time management and the importance of believing in your own ideas.

Design is a world for the truly passionate where our ideas should never stop and our inspirations should come from everywhere around us.

Through a multitude of different project experiences, I have become more technically capable in the areas of concept generation and understanding of product manufacturing techniques.

On this page I have highlighted some of the more successful project's that I have completed.

DESIGN PROJECTS ○○○



Outdoor Tapas Dining Set for Porsche

As part of a group, the aim of this project was to create a set of outdoor dining equipment suitable to fit into the Porsche brand of Sports Utility Vehicles, the Porsche Cayenne.



Frizzante Corkscrew

Capturing the main design function of a classic corkscrew, Frizzante was designed to make the process easier through an extended bottle rest for more leverage.



Citrus Slicer

This project called for the design of a device capable of safely and smoothly cutting citrus fruits into two halves in preparation for juicing.



KEY PROJECT SUMMARY ○○○

The Frizzante project was a 5 week assignment that required me to design a new corkscrew. The main challenges in this project was in deciding which type of cork pulling method to develop upon. As corkscrew's are in a highly saturated market full of different concepts, the key was in choosing between an already proven method or designing a totally new method.

Frizzante followed the classic blade-like design for its proven functionality and its opportunity for an innovative form. This design makes the hand pulling process easier with an extend bottle rest for greater leverage coupled together with a highly ergonomic grip.



DESIGNER PROFILE ○○○

Name: Vivian Kwok

Mobile: 0416 120 828

E-mail: vivianwykwok@yahoo.com

Design Philosophy : "Design to market"

DESIGN STRENGTHS ○○○

- Adobe Illustrator
- Presentation Skills
- Visual Communication
- Technical Resolution
- CAD Drafting
- Photography

DESIGN PROJECTS ○○○



Project 1

The monogram design consists of the initials V.K, it stands for Vivian Kwok. The overall form of the monogram uses a mixture of circular and linear forms and a bold colour scheme.

PROJECT HISTORY ○○○

I have experienced, learnt and matured over the past four years of studying Industrial Design. This course has made me realise that there are so many career paths I can take due to the many broad areas we have studied. However, the key thing I have learnt about design is that no matter how good the design is, it must be able to be marketed to the intended audience.

Designing has made me think logically, yet creative. I have developed great skills throughout the course, where I have gained confidence and strength in the discipline, especially in marketing and management.

Presented are just a few of my favourite projects which I considered as being fun and creative, and the most enjoyable design process.



Project 2

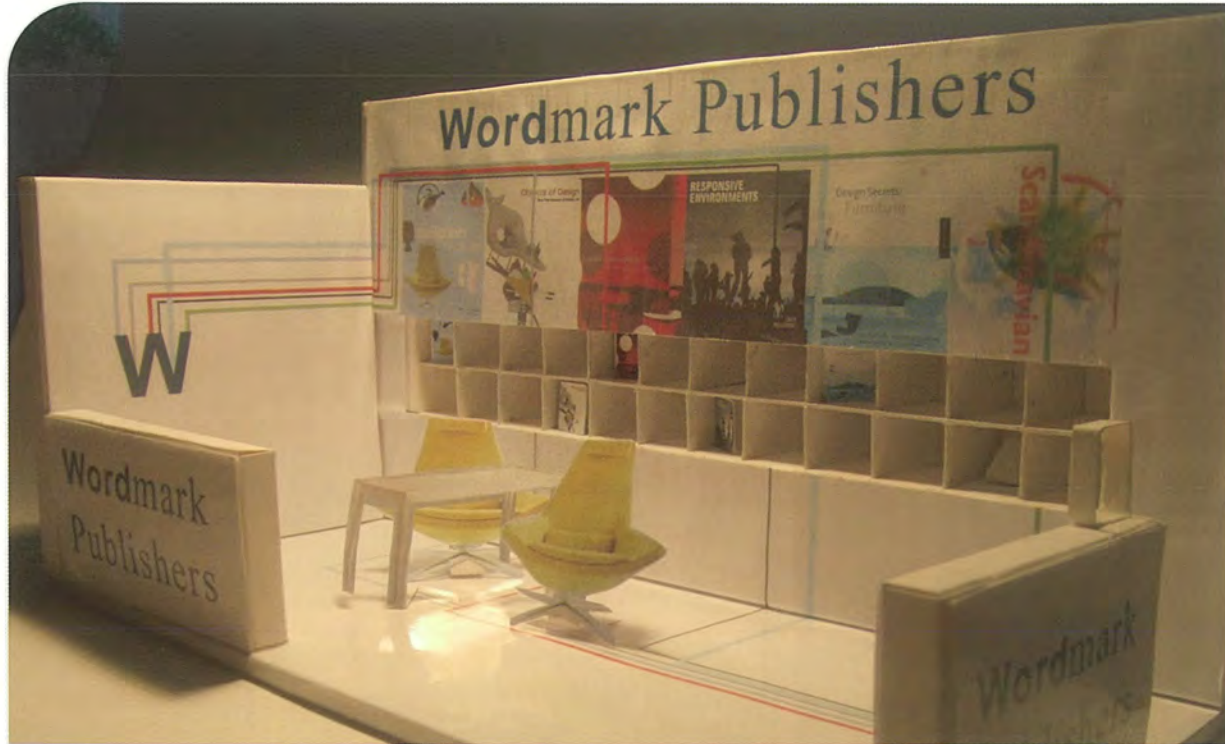
The logo is designed for Vivacious Events Management and Marketing. It specializes in enhancing their clients brand image by managing and marketing any promotional events.



Project 3

The corkscrew is for commercial use in the hospitality industry. The intended users are waiters/ waitresses and bar attendants. It is designed so that it is with the user at all times.





KEY PROJECT SUMMARY ○○○

The aim was to design an eye catching exhibition stand for a national publisher: Wordmark Publishing for the Australian Book Fair. The Client is a progressive, small Australian publisher specialising in design books, there are six new publications being launched at the Fair. The big posters of each book are displayed across the big wall, next to one another, so that it can not only grab the attention of the intended audience but to also show what is on offer at this stand.

The size of the stand is 6 x 3 metres, the publisher's name is not well known, therefore it is important to have as much exposure as they can. The stand is situated on the corner, and is designed so that the audience can see from both entrances.



DESIGNER PROFILE ○○○

Name: Juliana Lai

Mobile: 0410 128 292

E-mail: yunyun0618@hotmail.com

Design Philosophy : *"Seeking opportunities to design ... designing beautifully"*

DESIGN STRENGTHS ○○○

- Creative Design
- Presentation skills
- Model making
- Technical resolution
- CAD Drafting

PROJECT HISTORY ○○○

Every project is a challenge yet becomes a success in the end. Industrial Design has surely developed my skills in various aspects of design.

Presented are a few of my favourite projects including 'The Mini Press', 'LR2 Unit', a Childproof Package and 'Spark'

The Childproof packaging, 'Baysat', was a project done for the Cormack Packaging Awards 2006 where it was granted a Finalist Award.

DESIGN PROJECTS ○○○

LR2



LR2

An all-in-one storage unit and grill set for 4WDs. Provides a way of integrating all needs for family road trip in one unit. (Project done as a team with two additional members)



Childproof Packaging

Childproof Packaging Gardening products are particularly dangerous when in reach of children. This packaging has been designed specifically to be childproof yet adult friendly. (Cormack Packaging Awards 2006 Finalist)



SPARK.

Its all about the celebration...
joy ... and ... happiness
...for the special moment.

Spark

Drinking wine is considered to be a way to relax, enjoy and to celebrate on special occasions. Spark is a bottle opener designed capturing the emotion of celebration and enjoyment.



Mini Press



KEY PROJECT SUMMARY ○○○

The Mini Press is a complementing accessory for the domestic citrus juicers. Requiring only a single action, cutting oranges has never been easier. So easy even a child may operate safely. Using a sharp "V" shape blade, little force is needed to cut oranges manually, requiring no electrical power.

Having a stylish brushed stainless steel finish does not only give a professional look to the product but also makes it durable and easy to clean.



DESIGNER PROFILE ○○○

Name: Rick Munitz

Mobile: 0401062038

E-mail: rickmunitz@hotmail.com

Design Philosophy : *"to have something mass produced which only exists because of you, that is truly unique"*

DESIGN STRENGTHS ○○○

- Creative concept development
- Attention to detail
- Modelmaking perfection
- Studio photography
- Attention to Colour Theory
- Post-production skills in graphics using Illustrator and Photoshop

PROJECT HISTORY ○○○

I believe that the best designers develop their ability from both experience and passion. The examples are only a few of the many pieces I have created along the way.

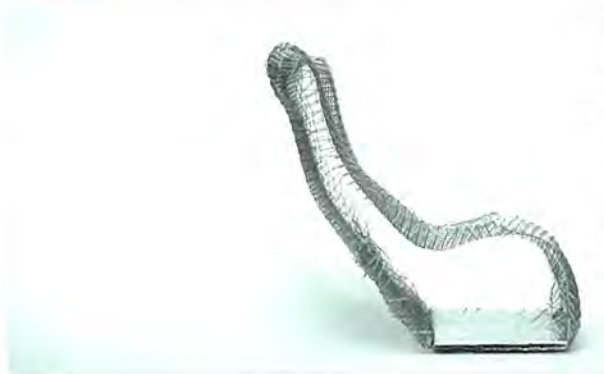
A common theme throughout my work is a deep appreciation for model-making and design generation as well as a lot of time dedicated towards concept development. In my search for improvement and innovation, I continually search for perfection.

My design project history spans abroad variety of products, briefs, mediums and markets. I've designed street urinals, to condom wrappers, to orange cutters, wine racks, corkscrews, perfume bottles, skate ramps, to name a few.

I would like to thank the following people who have helped me on my quest for design understanding:

- The teachers at Moriah College
- The practicing artists who teach at the National Arts School
- The tutors and lecturers at the University of New South Wales
- My dear friends at Politecnico di Milano
- The members of staff at Rigby Jones, which is part of the Southern Steel Group
- All my comrades

DESIGN PROJECTS ○○○



This is a sketch model I made and photographed in Milan. We were given material to design a piece of furniture. This is steel mesh in artistic style.

Milan taught me how powerful a delicate line can be.



This logo was created in Illustrator, for an advertising campaign for my photographic freelance company. The central circle represents the lens of a camera, while the wings show off the power of cyan, magenta and yellow.



This skate board was created in solid works, with a simple photoworks rendering.

Through the development of such technologies designers have the opportunity to fully realise their ideas in a way never experienced before.





KEY PROJECT SUMMARY○○○

Colonne di San Lorenzo, Milano, Italy:

This magical place has become a magnet for people of all interests and backgrounds. I found in this place, the pulse of Milan . I myself spent many hours here trying to grasp the dynamics of design and the Milanese culture. Many of the designers whom I had studied, frequented the Politecnico di Milano, and therefore in my mind, going to study in Milan was essential in my quest for visual development, appreciation and guidance.



DESIGNER PROFILE ○○○

Name: Pamela Sarly

Mobile: 0414 870 430

E-mail: sarly_p@yahoo.com

Design Philosophy : *"Simplicity is not the goal. It is the by-product of a good idea and modest expectation."*

DESIGN STRENGTHS ○○○

- Hand Sketching
- Model Making
- Presentation Skills
- Technical Resolution
- 3D Rendering
- CAD Drafting

PROJECT HISTORY ○○○

During my four years study in Industrial Design, I have learned various aspects of product development; including product design, materials, manufacturing, management, and marketing.

The projects presented are just a few of my favourites, which I have most interest and successfully executed.

In conjunction to the course, I have successfully experienced working as an individual and in a team environment, prioritised time management and effective communication, which I believe to be beneficial for my work ethic and future career.



DESIGN PROJECTS ○○○



"Lighting Project"

Polypropylene light, designed to represent Gaudi's design philosophy.

1st year Studio project



Split'O

Split'O is a mini electric orange cutter that combines child safety features, technology and Breville's brand image.

Breville Young Designer Competition 2007

V-SKI Wet/Dry Vacuum

V-SKI is a portable wet and dry vacuum for an adventurous and active market, mainly targeted at boat owners.

3rd year Studio project



Moodscrow

Moodscrow is a fresh innovation of magnetic corkscrews. The brief was to design a corkscrew that meets with the arising demand of alcoholic beverage consumption in young adults, household oriented market. Moodscrow is a foldable corkscrew and bottle opener that is enhanced with magnetic feature for easy storage on the fridge door.

4th year Studio project



DESIGNER PROFILE ○○○

Name: Shalini Seneviratne

Mobile: 0423 316 107

E-mail: shaliniseneviratne@gmail.com

Design Philosophy : " *Design to enlighten the heart and inspire the mind* "

DESIGN STRENGTHS

- concept development
- consumer research and understanding
- packaging and graphic design
- children's product design
- corporate branding stationery design
- modelmaking and technical CAD
- team leadership skills

PROJECT HISTORY ○○○

Design is a channel to change lives.

Over the past three years, I have worked on a number of projects which has provided me with a variety of broad based skills and a high level of knowledge that is extremely useful across the board, whether I am working in product design, industrial design, graphics, research or planning.

Irrespective of the medium of design I am using, my key goals are to truly understand the needs of the end user and find empathy, practicality and benefit in my final design outcome.

I've extended my design education beyond the academic realm by being actively involved in volunteering in Sydney DesignWeek activities, and the Australian Design Awards; and entering competitions such as the Young Designer of the Year, Southern Cross Packaging and Street Furniture Australia to challenge my designs and involve myself in the local design community at large.

quick/fix kids bandaid package



quick/fix is a children's bandaid dispenser designed to give a child easy access to first aid when in need, to develop a greater sense of independence.

An innovative concertina 'tissue box like' connection of the plasters results in quick and easy dispensing.



impressions last brings the community together with 6 modules which can form in an array of styles. The seat panel has a thermochromatic finish leaving a temporal impression of the user's presence to give them a sense of belonging. Highly Commended in Street Furniture Competition 2006



mumma bubba products for mothers and babies was a fictitious company I created a corporate branding identity for, through an in-depth study of the market, typography, graphics and colour. This branding was then integrated into a range of corporate stationery and marketing media.



KEY PROJECT SUMMARY ○○○

The Breville Citrus Cut is a product designed for the existing Breville Citrus Press to cut oranges safely prior to juicing. The final outcome as displayed above takes into consideration safety of use, cleaning ease, usability and modern styling of the original Breville products to create an add-on product to suite the range. The operation is simple: simply open the top cover, place the orange in the holder, replace the cover and pull down on the outer handle to release the internal cutting mechanism. A clean cut results, leaving two half oranges ready to be juiced.



DESIGNER PROFILE ○○○

Name: Matt Spruell

Mobile: 0408 628 021

Web: www.spruell.com.au

Design Philosophy : "design is not a need but an ecstasy"



PROJECT SUMMARY ○○○

My major project was done in collaboration with a working client, and due to confidentiality reasons, I was unable to release the design at this time.

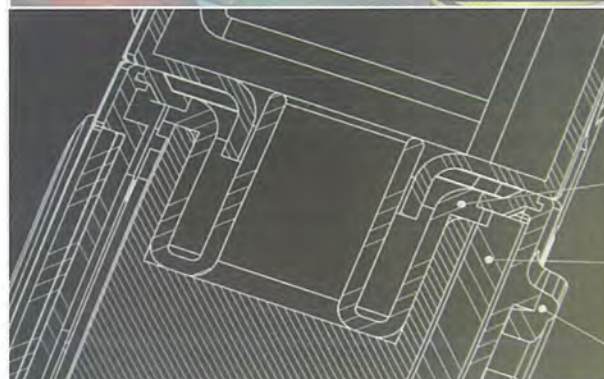
On display is some studio design work from the past few years, including a bottle opener; designed as a memento for your Hunter Valley vineyard experience

STUDIO Design Projects



Drumseats

Bringing colour, light and music back to the park



Major Project

Due to the sensitive nature of the project and its potential to be developed through to production, no further details can be released to respect client's wishes



Poisons Package

Child resistant and senior friendly



Hunter Valley

bottle opener



PROJECT SPECIFICATION ○○○

Part	Material	Dimensions	Manufacturing
Tap Top	Polypropylene	89mm x 17mm	Injection Moulding
Steel Shaft	Stainless Steel	45mm x 110mm	Extrusion, Machining



DESIGNER PROFILE ○○○

Name: Kent Hansen Sudjono

Mobile: 0433221105

E-mail: kenthansen_s@hotmail.com

Design Philosophy : *"The form is persona, the function is character. A persona that matches with a good character encompasses exceptional quality."*

DESIGN STRENGTHS ○○○

- Hand Sketching
- Model Making
- Presentation Skills
- technical Resolution
- CAD Drafting
- Photography
- MPD system

PROJECT HISTORY ○○○

From a series of design projects, I have developed strong skills in different aspects of Industrial Design to develop a confidence and strength in the discipline.

Presented are some of my favourite projects, which I consider to be the most successful. Furthermore, the projects listed have been selected to show my design experience in variety of product areas including packaging, furniture, lighting, electronics, small gifts, human interface, etc.

Also, I was and entrant in the EO2 design competition, and Cormack packaging competition where I was a finalist.

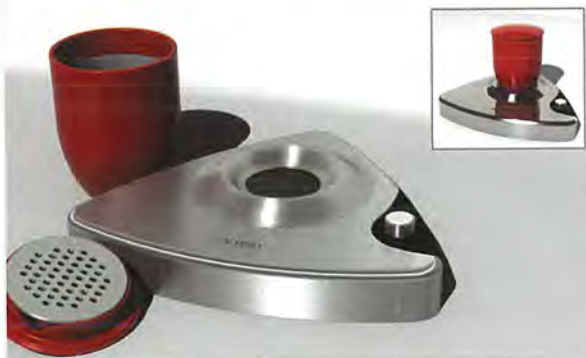
My knowledge in marketing research, consumer behaviour and management which I have obtained from from my electives further strengthen my skills in product planning and design.

DESIGN PROJECTS ○○○



"Bloom"

Designed for the Cormack packaging competition. Applying the natural flexibility of plastic. Both hands are required for opening. Thus making a simple yet effective childproof cap.



"Chocolava"

Designed for the Breville Young Designer competition. Practical, sleek and high-tech chocolate melter, incorporating magnetic induction heating technology. It is designed to fit into a modern and busy lifestyle.



"Skelechair"

An outdoor seating system that has tilting feature to provide privacy in public space. Careful technical and visual design, and material selection ensures the seat is both weatherproof and vandal-proof.





"a m o e b a" is designed to be a unique, modern, stylish, and fun corkscrew to create extra pleasures and excitement in wine opening rituals. With a simple organic form in contrasting colours creates a modern, dynamic playful feeling suitable for different individuals. I have achieved a modern, eyecatching, elegant and exciting product for the project. Different criteria such as safety, durability, strength, low cost and easy to manufacture, have been achieved. A high quality photo realistic rendering and presentation posters have been produced. Overall, I learnt a great deal about manufacturing and design from this project. The succesful journey makes this project my favourite.



DESIGNER PROFILE ○○○

Name: Jessica Tanudjaja

Mobile: 0413 497 690

E-mail: jtanudjaja@gmail.com

Design Philosophy : "Design is a visualisation of imagination, art, aesthetic, craft, creativity, enthusiasm and excitement!"

DESIGN STRENGTHS ○○○

- Free Hand Sketching
- Graphic Design
- Model Making
- Presentation Skills
- 3D Rendering
- CAD Drafting

PROJECT HISTORY ○○○

The four years Industrial Design course has helped me to develop strong expertise in different areas. Not only it has developed my creativity, communication, computing and design skills, this course has been able to build up my confidence and strength in the discipline.

A range of different industrial and graphic design projects have been completed during my studies, and the projects presented here are some of my favourites. These works show innovation and development of products and packaging, free-hand drawing, computer graphic and rendering.

Brand design, logo and business identity for JT design is also imprinted in each of the work. The design for the logo illustrates a person holding a brush created from the initials of my name 'J' and 'T' conveying creativity and dynamism.

DESIGN PROJECTS ○○○



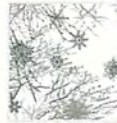
Freehand drawing for character, setting and concept design for game design. Depicting the adventures of a man going through different spaces and time periods to regain his memory.



Hygipac functions to preserve, contain, protect and transport toilet tissue paper and toilet cover seat. It is a hygienic packaging solution to be used in public restrooms that is compact, disposable and environmentally friendly.



F07 is perfume brand designed for female young adults. The design is vibrant and funky and the graphic for the design is imaginative and fresh. The overall look is modern and appealing, suitable to its target users.





AMUSE

Portable Vacuum Cleaner
Portable Cordless Operation
Limited Storage Space
Fragrance Container
Compact & Light

Twist
to extend
suction
before use

Open
orange cover to
insert granulate
fragrance for
fresh smell

Portable Cordless Operation:
for use in all locations.
Great for teenager's room!!

Superior Performance:
-Advanced, easy to
recharge (plug in) battery

Rubbish Cleaning:
-Semi transparent
rubbish container
- Unscrew to open

KEY PROJECT SUMMARY

Amuse is a hand-held dust-buster targeted for young teenagers. Its vibrant colours and unique shape appeal to its audiences. Featured with fragrance and extendable suction, it is fun and enjoyable to use. It is portable, light-weighted and compact, convenient to carry around and easy to store. It uses portable cordless operation, easy to recharge and clean.



DESIGNER PROFILE ○○○

Name: Jackson Wicks

Mobile: 0401 740 996

E-mail: jackson@wicksmail.com

Design Philosophy : "I like making stuff..."

DESIGN STRENGTHS ○○○

- Metal and Ceramic Casting
- Mould-Making
- Material Manipulation
- Technical Resolution
- CAD Drafting
- Design for Manufacture

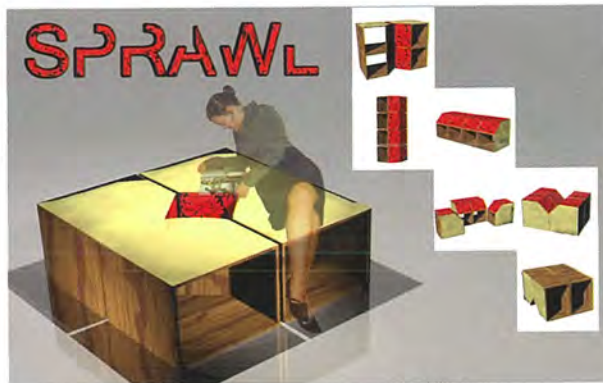
PROJECT HISTORY ○○○

Presented are just a few of my projects, completed over the past 4 years that show my versatility as an industrial designer.

I particularly enjoy taking linear or 2D materials and using them to create 3D elements and products.

Presently my interests lay primarily within furniture design and I have a penchant for designs that allow the user to be involved in creating and defining the end result

DESIGN PROJECTS ○○○



SPRAWL

Versatile furniture designed to adapt to the changing living situations of young city dwellers.



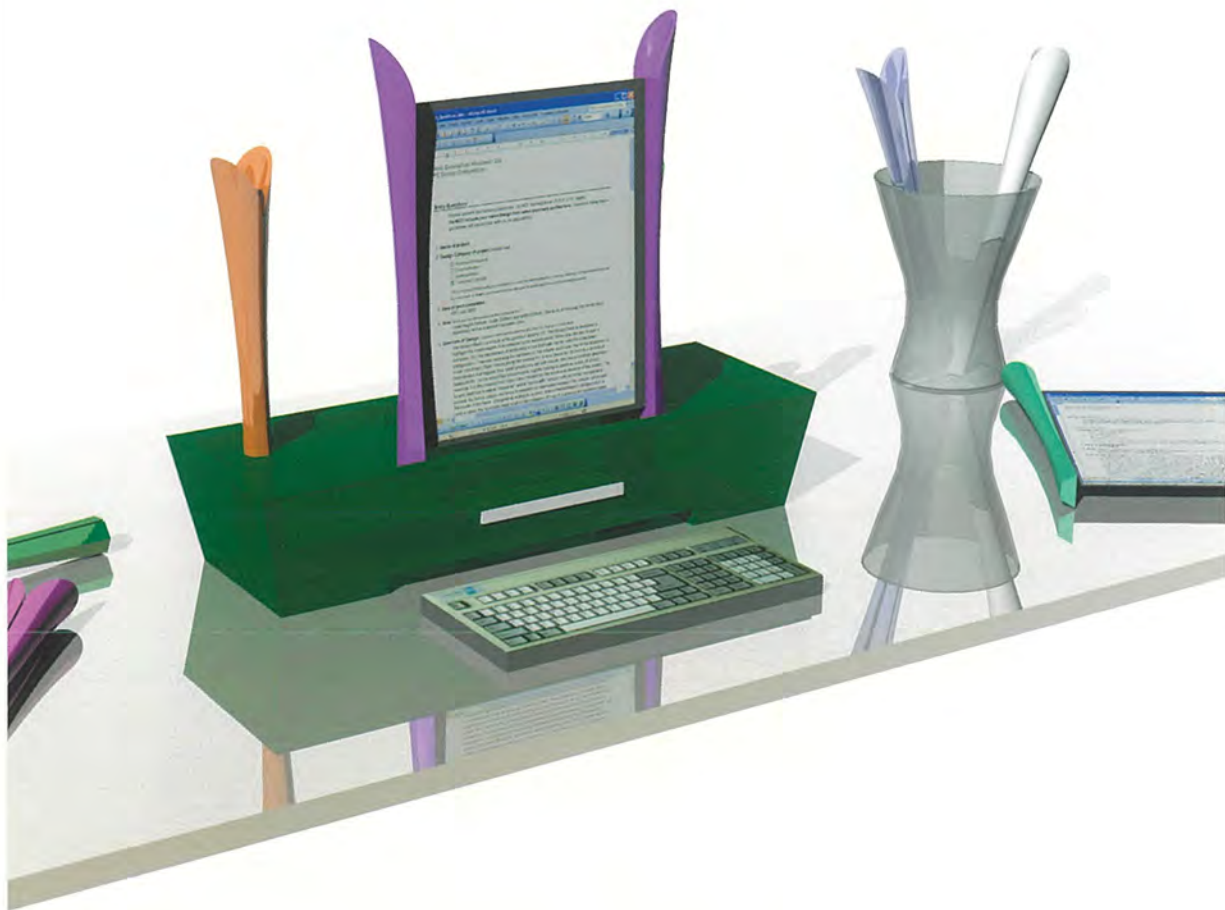
FLIGHT & SOUND

An integrated design solution for in-flight passenger comfort.



LIGHT WHITE

Lighting constructed from recycled HDPE milk bottles. Origami inspired manipulation of the material allows the design to do away with any adhesives or fasteners.



KEY PROJECT SUMMARY ○○○

Research into emerging technologies and the future of work and living environments fueled the concept of having a **'filing vase'** as opposed to a filing cabinet. In this filing vase, individual digital documents are stored within cylinders with retractable screens that resemble flowers. By pulling a petal-like tab on these cylinders, the screen unravels, allowing these soft documents to be handled like hard documents and in addition, they would be easily accessible and transportable. Inputting data into these organic documents is enabled by connecting or **'planting'** the cylinders into a docking station or **'garden bed'**. This evocative garden analogy is meaningful in view of the fact that personal outdoor gardens are not a part of high-rise apartment living, today and in the future...

THANKYOU THANKYOU ooo

The graduating class of 2007 would like to sincerely thank everyone who has contributed to our education throughout our degree, especially the following mentors who have made our final year possible:

Oya Demirbilek
Lance Green
Steve Ward
Jonathon Talbot
Mariano Ramirez
Rina Bernabei
Andrew Fowkes
Brian Ling
Ruth McDermott

A very special thanks to Peter Kolasinski and Tony Jones from the ID workshop who helped us all to create the physical representations of our major projects. Without your support we would have found the experience much harder and we thank you whole-heartedly.

Many thanks to Rodina Atme for all her support and administration help (and patience throughout all the sponsorship pack changes) during the course of the year.

Many thanks to Sinead Davies for the advice and professional guidance given regarding the design of this catalogue. Her input into the print pre-production process is also greatly appreciated.



Dr Oya Demirbilek
Head of Program



Dr Lance Green
Senior Lecturer



Steve Ward
Senior Lecturer



Jonathon Talbot
Senior Lecturer



Dr Mariano Ramirez
Lecturer



Rina Bernabei
Senior Lecturer



Andrew Fowkes
Lecturer



Sinead Davies
Visiting Lecturer



Peter Kolasinski
ID Workshop Manager



Brian Ling
Lecturer



Ruth McDermott
Lecturer



Robert White
Lecturer



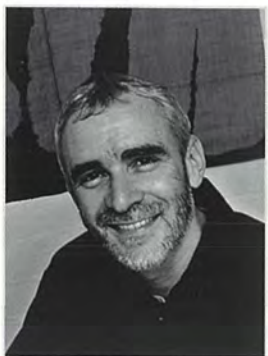
Kelly Freeman
Visiting Lecturer



Rodina Atme
Administrative Assistant



Ian Burrell
Lecturer



Geoff Webster
Lecturer



Josh Parkes
Lecturer



Jose Romagnoli
Lecturer

THANKYOU THANKYOU ○○○

We would like to thank the members of IDSOC who contributed to the organisation and execution of the EVOLVE exhibiton and catalogue:

President
Shalini Seneviratne

Treasurer
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James Klein

CASOC Club Delegate
Stafford van Putten

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Shalini Seneviratne
Mitchell Brown
Min Kim
Jethro Sallay

Director of Photography
Rick Munitz

Exhibition Commitee
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Juliette Jackson
Nick Notara
Eleanor Pratt

Sponsorship Commitee
Vivian Kwok
David Wawrzonek

Fundraising Commitee
Gareth Chessell
Alex Scotts



(L to R) Last Row: Vivian Kwok, Jethro Sallay, Alex Scotts
3rd Row: Pamela Salray, Juliette Jackson, Gareth Chessell
2nd Row: Aurelia Augustine, Shalini Seneviratne, Mitchell Brown
1st Row: Stafford van Putten, Rick Munitz, James Klein



SPECIAL THANKS ○○○

We would also like to thank the following people. The EVOLVE catalogue and exhibition could not have happened without their generous individual contributions:

Andrew Fowkes

For coordinating the fundraising, exhibition, catalogue, sponsorship committees to ensure that everything came together in the end.

Rodina Atme

For all her support and generosity in assisting with the administration of the exhibition and catalogue.

Sinead Davies

For her support in the creation in the catalogue and sponsorship of the exhibition.

Geoff Webster

For his valuable input to the coordination and execution of the exhibition.

Stafford van Putten

For his great efforts in maintaining ARC responsibilities to ensure IDSOC was a recognised society

Min Kim, Anton Grimes & our friends from 3rd Year.

Finally, a huge thank you to Andrew Fowkes and Shalini Seneviratne who gave of themselves day in and day out for the majority of this year. Their efforts ensured the exhibition and catalogue were of the highest standard. Thank you both.

COURSE OUTLINE

Year One

S1

Industrial Design Fundamentals
Industrial Design Communication A
Safe Workshop Practices
Computers & Information Technology
General Mathematics 1B

S2

Industrial Design Studio 1
Industrial Design Communication B
Materials and Technology Workshop A
History of Industrial Design
Statistics SM

Year Two

S1

Industrial Design Studio 2A
Industrial Design Communication C
Ergonomics
Marketing Fundamentals

S2

Industrial Design Studio 2B
Materials and Technology Workshop B
Industrial Design Theory and Process
Computer Applications in Industrial Design

Year Three

S1

Industrial Design Studio 3A
Materials and Technology Workshop C
Consumer Behaviour
Marketing Research

S2

Industrial Design Studio 3B
Elective/s
General Education

Year Four

S1

Industrial Design Studio 4
Project Research
Industrial Design Management and Practice
Elective

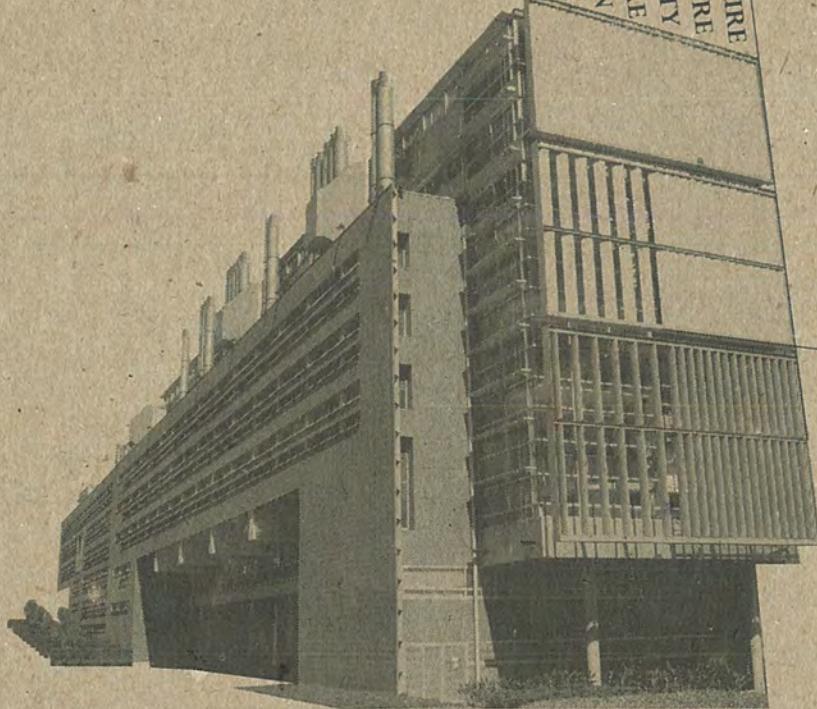
S2

Industrial Design Project
Elective
General Education



Catalogue Design: Shalini Seneviratne, Mitchell Brown, Jethro Sallay
Print Preparation: Shalini Seneviratne, Mitchell Brown, Min Kim
Catalogue Photos: Rick Munitz
Proofing: Shalini Seneviratne, Andrew Fowkes, Oya Demirbilek

BACHELOR OF ARCHITECTURE
 BACHELOR OF SCIENCE ARCHITECTURE
 BACHELOR OF CONSTRUCTION MANAGEMENT & PROPERTY
 BACHELOR OF INTERIOR ARCHITECTURE
 BACHELOR OF INDUSTRIAL DESIGN
 BACHELOR OF LANDSCAPE ARCHITECTURE
 BACHELOR OF PLANNING



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cover concept

This year the idea to move towards a more tactile cover and body stock has gone another step closer to the raw materials. Last year, the uncoated stock provided a connection with the paper, with the material. The 2007 cover is a raw Fintiroboard 370gsm and is a fully recycled product. The name of the catalogue has been blind embossed to evoke a further connection with the material, one feels the title. Black ink reinforces the paved back approach. The cover does not speak loudly, it is the content, the student's work, that takes centre stage.