

#MDXPD

PRODUCT DESIGN 2015

Middlesex University School of Science and Technology

Welcome to Middlesex University's first Product Design magazine. At this time of year, it's traditional to publish a 'catalogue' of graduating students' work. We decided, this year, however, to extend that idea into a full magazine highlighting a broader range of work from the students and staff; events that Product Design has been involved with; questions about Product Design in general; profiles of students and staff; advice for potential Product Design students and lots more.

It's easy in a 'Graduation Catalogue' to lose sight of the contextual complex within which the individual students' work exists, and to underplay the power and impact of that complex. It's also easy for the publication to become neutered by its over-focus. We hope that this magazine will give you a wider range of stories and information and provide a more satisfying read on the Tube!

Product Design at MDX has a long and vibrant history, continually reinventing itself as society, technology and the practice of Product Design evolves. This fluidity is central to the power of Product Design. Innovation drives the discipline, and stratification within limits defined by committee can stifle the dynamism of innovation. We are approaching our five-year revalidation of the course and content. This year, therefore, we accelerate the conversation with students, graduates, the creative and technological industries, academia and institutions to create a compelling vision for 'Product Design' in 2021, and use that vision to develop our curriculum for the next five years. You'll see in the magazine that this conversation has been ongoing through 'What is a Product Designer...?', our accompanying annual 18 week industry Guest Lecture Series and the collaborative practice at the heart of our course.

We hope you'll join us in the conversation: at New Designers, at London Design Festival, at our Open Days, at our Open Guest Lectures, at our studios, or by email. Dive into our thoughts and work and become part of the conversation.

Read more about this year's graduating group at www.thecore.london

Thank you to all students and staff who have contributed to the fantastic work contained in this magazine and in the production of this magazine.

lechyd da,

Wyn Griffiths

BA/BSc Product Design Programme Leader

INTRODUCTION TO #MDXPD

We live in a complex, fluid world, swirling with challenges and opportunities. Design is one of the ways we can approach these opportunities. We are material creatures, in a material world. The 'things' that surround us, and drive us are increasingly interwoven with the virtual 'stuff' that has come to connect us. This is subject to constant change and evolution. Change is always the fundament in life; in society and technology; in design and innovation. The puzzle is how to mediate that change for specific and holistic good. How to explore and navigate pathways towards creating new things that have a positive impact, that 'make the world a better place...'. A Product Designer can be an important part of this exploration.

There are many, unresolved, ways to think about 'Product', 'Design' and 'Product Designer', but, regardless of any particular interpretation, we at MDXPD think there are some key skills, experiences and attributes that a Product Designer needs. Build skills in Design thinking, design and technological craft and professional practice. Build experiences through wide-spectrum exploration, focussed sectoral exercises and live industry collaborations. Nurture an attitude of imagination, collaboration, sharing, storytelling, curiosity, ingenuity, courage, perseverance and resilience. The watchwords of gumption, humour and grit will go a long way to helping you on your way as a Product Designer!

Read about our BA/BSc Product Design at mdx.ac.uk/mdxpd

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#mdxpd | 60 seconds

Staff at the School of Science & Technology are actively involved in professional practice and research. Here is an interview with our Final-Year Product Design Lecturer & Award-Winning Designer **Patrick Stevenson Keating**



You are?

My name is Patrick Stevenson-Keating. I'm from a digital Product Design background, originally studying in Dundee DJCAD, where the course was very focused on emerging technologies and design's role as a tool for communication, critique and social change. I've extended these principles into my work today. Now, I run a design practice called Studio PSK - we work across multiple scales and media, creating interactive installations, bespoke exhibition pieces, graphics and exhibition design.

Why Product Design?

I'll paraphrase Roland

Barthes to answer this - *"[physical 3D] design, more than more ephemeral media types, has the power to transform ideas into reality."* There is something very important about being able to communicate an intangible thought or idea in a physical way. As soon as you make something physical, the lines begin to blur between real and imagined. This was always an exciting thing for me, and something which I feel is only really done with product design.

What's a standard day like for you as a Designer?

I'm not sure there is really such a thing as a standard

day - especially due to the varied type of projects we work on. One day I might be having a meeting with a stock trader about algorithmic trading and then the next, be talking with someone from NASA about space architecture. That's the exciting thing about this job - you get to meet people from such a diverse spectrum. I always try to get up early though - the studio hours are 9-6, but I get in at 8, and most people are usually there until 7/8 so its definitely not a 9-5 type job.

We do lots of prototyping in the studio, both digitally and physically. Lots of our projects are large installations, so we make these as scale models both to show clients, and to work through ourselves.

Everyone takes lunch 1-2 and computers are switched off. Sometimes we will do a short 'show and tell' between us or watch a film for some inspiration. It's important for me that different creative processes are encouraged - its good to get away from the screen regularly. There is lots of creative things

Find out more about Patrick's work at StudioPSK: www.studiopsk.com and follow Patrick on Twitter @Studio_PSK

happening in Peckham where the studio is, so a short walk round the block usually results in some interesting observations.

What's your favourite design tool?

I don't think I have a favourite tool really - different tools are needed to fulfil different requirements. It might sound a little cliché, but for me, all design starts with a pen and sketchbook. I use lots of tools to evolve an idea physically and digitally, but the essence of the idea always begins as a sketch.

What are you great at?

I'm not sure really - I suppose my best skill is in electronics, but I'm definitely not a pro! I'd like to say having ideas, but these only happen with the right influences around. I think I'm probably great at working hard, and being able to move between lots of people with different skills. I think these are two very important things.

What do you wish you were great at?

I would love to be able to do better metal and glass work. These are two areas I've never really had the opportunity to work much with. They are two very different materials, and

need to be treated in different ways. I'd love to be able to master working with them.

What is a Product Designer in the 21st Century?

I think the idea of a 'Product Designer' is changing a lot. What is a product? I think product designers are story-tellers. They tell stories about materials, about brands, about ideas, about places and people. They communicate in objects, textures, shapes and forms. I think today's product designers need to have a much broader view of the world - its not enough to just make nice objects anymore. They need to understand politics, economics, history, art, science and the connections between all of these. They need to be able to critique and be criticised. It can be a difficult path at times, but the best adventures often are.

What's your advice for future Product Design students?

Have fun with your design - a design degree is a wonderful opportunity to find out who and what sort of designer you are. Make mistakes, take risks, work hard, take work seriously but not yourself, meet

interesting people and scare yourself now and then.

What are the big, looming challenges for designers ...for society?

There are lots of challenges on the horizon for society (grappling with the ever increasing dependence on technology, ageing populations, the end of antibiotics, politics 2.0), and design definitely has a role to play in addressing these, but I think we have become a little too obsessed with designs to solve these problems. I think its ok o do design which isn't trying to save the world, but maybe takes a close look at a specific problem or idea. I think design at a university level is losing a sense of humour and lightheartedness. I want to see ambitious design and designers, but ones who can also have fun with design and embrace the lighter side of the discipline. We need both types of designers.

Who are the first 5 names on your fantasy exhibition Private View invite list?

1. Charles and Ray Eames (*can I have these as one choice?*)
2. Bjork
3. Paola Antonelli
4. Stanley Kubrick
5. Sam Hecht.

LICENSED TO THRILL

Professor Walker's 'Neurosis' Thrills at FutureFest // 19 March 2015

FIND OUT MORE

You can keep up to date with Brendan's groundbreaking work by following him on twitter @ProfBWalker



'Neurosis' is a multi-sensory thrill ride which reads the brain waves of the rider as they are taken through a virtual reality world and whirled around on a specially made platform. Music pumps, fairground lights flash, a psychedelic landscape combine to create a surreal environment as the motion simulator spins and sways the rider around but the overall experience is controlled not by a ride operator but by the individual's own neurological responses to the music, motion and vision.

The motion platform at the heart of the ride was developed in partnership with a number of institutions and artists, including Arts Council England and the University, where Brendan Walker is Professor of Creative Industries.

Innovation charity Nesta commissioned Professor Walker to create 'Neurosis'. It was unveiled for the first time on Saturday and Sunday (14 and 15 March) at Nesta's FutureFest event in central London. The two day festival gives a taste of what the world might be like in the decades to come.

To ride 'Neurosis' individuals sit in a red chair, don virtual reality glasses and wear a mind-reading head-set to be taken through a virtual reality world created with Middlesex University Senior Lecturer in Digital Technologies Dr Magnus Moar.

The virtual world changes depending on the brainwave signals and the chair sends them in all directions during this sensory extravaganza.

The headset reads the electrical activity from 14 parts of the brain and was developed at the University of Nottingham. The rider must control his or her thoughts in order to control the ride as the chair's movement and world before their eyes change to their mood and movement.

A number of people have been involved with Professor Walker on the project, including The Mighty Jungulator, who has created a digital soundtrack to further bring the ride to life and Festo who developed pneumatics for the motion platform.

Professor Walker will now make the motion platform chair at the heart of Neurosis open source and hopes it will inspire school children to get involved with engineering and science projects.

Professor Walker said: "Neurosis is going to allow designers to create a whole new genre of fairground rides, where the only limitation is your imagination. Your body is the limit on traditional rides, on this ride every twist and turn is directed by your own brain waves.

"The ride responds to you, and gives each individual a personal ride. If you're not excited the chair will move faster to make you more exhilarated, if you reach a state of meditation the ride will reflect that. The technology responds to emotions like excitement, boredom, frustration, and meditation."

HALO

A modern security blanket for adults aiming to reduce stress during the day and night.



Marion Caillat

@clltmarion

Solve anxiety and stress disorder with Halo #StressRelief #StressPlay #SecurityBlanket #thecorelondon #mdxpd #ProductDesign youtu.be/R4fJcq_Bfvk

This project constitutes of 3 elements; **Halo**, its base and the smartphone app. During the day **Halo** helps to reduce stress and brings the user to a relaxed state through providing a gentle heat when squeezed. This acts as a reassuring feedback and is soft, enabling the user to play with it and relieve stress. At bedtime the base is connected to the app and provides light therapy through an LED, which encourages sleep. Different presets can be set up through the app depending on the user's needs.

Halo can also be used in case of insomnia. It is covered with phosphorescent fibres and provides subtle lighting alongside heat.

Halo is a connected object but the app acts as a support to give advice and help in the state of stress-peak, it also offers a step by step program for panic attacks.

Halo is a modern security blanket without the shame of sleeping with a teddy bear!

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ASPY CARDS

Encouraging girls to aspire beyond the cliché.



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#AspyCards an #innovative product challenging girls to aspire beyond the stereotypical #female aspirations & towards #careers where females are under-represented. #GirlPower

Aspy Cards are a set cards that promote STEM careers well as encouraging young girls into STEM related careers. The cards work alongside an augmented reality app that allows the STEM characters to come to life.

When the user combines STEM character cards with a subject card using the **Aspy** app the user can get career advice and listen to short stories, related to the STEM field and subject they have chosen.

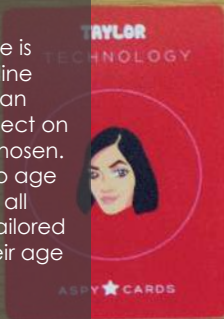
Every combination made is added to the users timeline within the app so they can always go back and reflect on the options they have chosen. The STEM characters also age along with the user, and all advice and stories are tailored to the user based on their age and school year.

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SENSE

Feel the father's presence, when he's not there



Divya Hirani

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Allow your baby to hear and recognise his father's voice just as it hears and recognises yours. #father #mother #pregnant #family #mdxpd #pregnancy #TheCoreLondon

Sense is a seamless, yet sophisticated belt that allows the father to sense the first kicks of the baby. The belt is connected to a mobile application, which receives real time kick notifications. It allows intimate interactions to take place between the father and his unborn child.

The father will be able to see and feel when his baby kicks, using his phone. It enables the father to feel more connected to the baby without him physically being there. Speakers are placed on the belt to allow the father to talk to his baby whenever he feels like, just like the mother can. It also sends him haptic and visual feedback, when the baby actually does kick.

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TIME CAPSULE

Unexpected release of photo memories.



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#AccidentalMemories that you share
#together. #Couples with a
#SuccessfulRelationship.
#YouAndMeForever. #mdxpd
#TheCoreLondon

Time Capsule is a system that helps couples organise their photo memories through a mobile application on both his and her phone and a capsule box that connects the digital with physical memories.

Every time one of the spouses take a photo and assign it to their 'app folder', it will create a new point on the time line.

From time to time they will get an unexpected notification of a saved memory. Alone they can see only one memory which has been released, but together they can access their whole time line of their relationship.

Tap your phone on the lid of the Capsule Box or your partner's phone for full access to your story.

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MEMINI

Meaningful communication with a loved one



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Sometimes a hug is all you need to make you feel better. #Memini helps bridge the distance between people. #mdxpd #thecorelondon #IOT #ProductDesign

Memini proposes an alternative way for people to interact in a more affectionate way, allowing individuals to pause from their frantic day-to-day flow of information overload and dive into a completely intimate moment with those who, although far away, are most important to them.

Memini consists of a bathrobe and a pillow, both containing sensors that capture touch by pressure and vibration. In order to share hugs you put your robe on and hug your pillow tightly. The pillow will simulate a heartbeat, as it transmits the hug to the other person. The receiving set will collect the hug, and their pillow will light up.

In order to receive a hug, the robe needs to be worn and specific points of robe will warm up through sensors. As soon as the hug is given, the pillow's heart shaped light turns off. They now can hug their pillow and send you a hug back in return.

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MEMINI



WEARABLE TECH

Insight - An Innovative Approach // 18 October '15



The Insight kit bag - using wearable technology rather than handheld sensors.

A multidisciplinary project to design and develop mobile, wearable and physical computing technologies, to gather hard to get data, from hard to reach groups and places, in realistic settings and in real time.

DE-STRESS THROUGH TECH

Insight, a multidisciplinary project to design and develop mobile, wearable and physical computing technologies, to gather hard to get data, from hard to reach groups and places, in realistic settings and in real time.

The project is a collaboration between Psychology, Computer Science and redLoop in the School of Science and Technology. Redloop Director Dr Andy Bardill says, "[Anxiety has] various different parameters to it, some of which are measurable and can be indicated by reliable biomarkers, while others are more qualitative, more patient dependent."

Skin conductivity - tied to

how much you sweat - is a biomarker of stress, part of the fight-or-flight response, but also goes up when there is high humidity, or up when you climb stairs.

"Getting baseline data is important: it could be it's gone up because you've done exercise or you're unwell, not because you're anxious," says Dr Bardill.

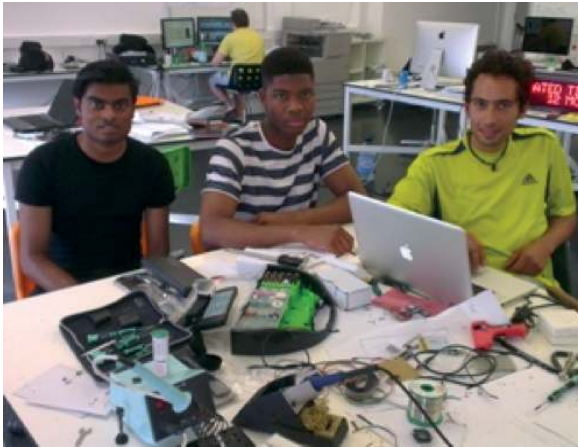
Insight features wristbands, heartbeat monitors, and an iPhone app. With a log of when and where every heartbeat of a person takes place, Dr Bardill says "We are analysing the data using various methods including episodic analysis, using visual analytics techniques used in the intelligence community".

FEATURED EXCERPT:

<http://www.bbc.co.uk/news/business-29742908>

STUDENT DESIGNERS WIN £5000 TO HELP DEVELOP HEALTHY EATING IDEA

Four Middlesex University Product Design students have won a £5,000 grant to develop their healthy eating idea, as part of the JISC Summer of Student Innovation competition.



Four Middlesex University Product Design students have won a £5,000 grant to develop their healthy eating idea, as part of the Jisc Summer of Student Innovation competition.

Their online web and app-based service, called 'Host&Dine', is designed to help students meet, cook, share and eat meals together.

The team of students are among 20 winners of this year's competition, each of who will be given the grant to help them develop digital technologies designed to improve the student experience.

They'll also attend a series of summer schools to help them develop their project management and entrepreneurial skills, while giving them the opportunity to learn from digital experts.

The team of designers are currently final year Product Design BA/BSc students and enjoyed their internships at redLoop, the Middlesex University Design and Innovation Centre, where they honed their skills in a professional practice ahead of the final year of their degree.

Jonathan Joanes (21), Emmanuel Adeusi (21), Dan Giraldo (26) and Sonia Ginestar-Gomez (21) designed Host&Dine as they believed communal cooking in halls of residence offers students a great way to meet new people, discover international cuisines, learn how to cook and improve their diet.

"The opportunity to enter the competition came along so I asked them if they'd like to work on it alongside what they're doing at redLoop, and they've put together a really, really strong entry," explained

Andy Bardill, Director of redLoop.

"We all just sat down and brainstormed for a couple of days," said Jonathan. "We were just targeting different areas of university and student life, so we harnessed key areas like money and health, and that was how Host&Dine was born." Daniel, who has lived in London for six years but is originally from Bogota, Columbia, added: "It was quite a surprise to actually win. We knew that we had put together quite a good proposal, but we weren't expecting to win so it was quite mad really."

The team's ambition is to see Host&Dine developed into a fully-functioning app and website that they can take to market.

With their feet firmly on the ground, they are now looking forward to the summer workshops around the UK, which they hope will help them decide how to invest the £5,000 grant they have received.

And if they do develop the idea and secure the necessary investment to realise its potential, they hope that it will enable students to share their cooking and eating in a similar manner to the way Airbnb allows people to find spare rooms to stay in around the world.

To learn more about Host&Dine and watch the team's video pitch, visit www.youtube.com/watch?v=GK8cJgM5jKM

FROM STUDIO TO DESIGN MUSEUM

Product Design student, Megan Harley's bipolar technology exhibited at Design Museum // 01 April '15

Visit www.meganharley.com to find out more about Aware and Megan's other projects.



Aware: A device designed by Middlesex University Product Design graduate Megan Harley for her final year degree project is currently on display at the Design Museum, after being shortlisted for the AXA PPP Health Tech and You exhibition.

Megan was inspired to create the product by a family member who is bipolar, and after conducting market research developed a wristband called 'Aware' which users wear at night to monitor and manage their sleep patterns.

For those living with the condition, sleep patterns are highly significant as sleep acts as a prominent bio-marker in people with bipolar disorder. Before a relapse some have not slept for days.

The wristband wirelessly syncs to an app, which then makes users aware of any patterns that may indicate an imminent relapse or 'crisis', helping to self manage the condition. The app can also be set up to inform family members, friends, a psychiatrist or others in their support network.

"It's such an amazing opportunity to have my work displayed in the Design Museum so early on in my career," said Megan. "I feel really privileged to have been selected by industry experts from among more than 120

products developed by professional companies."

To create the device, Megan evolved current fitness technology designed to measure sleep to help sufferers of bipolar, which is said to affect one in every 100 adults at some point in their lives.

The innovative product was selected as part of a global showcase to recognise the organisations, designers and clinicians who are developing new digital approaches to managing healthcare.

Aware could also be potentially used to gather information for research into the condition, and Megan is hoping to discuss its potential with mental health charities and the NHS in the near future.

"We're very proud of Megan's achievement," said Wyn Griffiths, Product Design Course Leader at Middlesex. "Aware was her final year project and it brought together new technology and sensitive insight into bipolar support opportunities.

"Megan is a fantastic designer and representative of the course; open-minded, empathetic and with the creative and design craft skills to manifest meaningful design propositions." Find out more about the exhibition at www.healthtechandyou.com/

3i2c

Car Safety for ALL!



Khushwant Kasba

@khushwantk

3i2c is an innovative lighting system designed to activate when you take a corner, steer over 15degrees or pull out from parking. Say no to road rage & loss of life! #mdxpd

3i2c is an automated system that instantaneously switches on the indicator function if a driver, under 15mph, pulls out from a parked position or manoeuvres into a corner. The indicator system can be used both day and night whilst the innovative wing mirror light is activated at night whilst taking corners or turning the steering wheel more than 15 degrees. This highlights the blind spot, preventing an accident from occurring.

3i2c is designed for all vehicles users. Occasionally we all forget to use the indicator, whether we are pulling out from a parked space or turning a corner, whilst distracted by environmental factors. At night when taking a corner it is possible that one may miss seeing people who are crossing the road.

The **3i2c** system hopes to alter the driver's habits and patterns without making the road user feel undervalued. For the driver, it reduces claims made against their insurance policy and most importantly, lives are prevented from being lost in an accident due to insufficient lighting/sight.

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AQUA-TRAK

Bringing training data to life to improve swimming technique and performance.



Lee Stopher

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Read why @Aqua-trak is changing the way swimmers training today by bringing training data to life - bit.ly/1dBXv1Q. #aqua-trak #mdxpd #thecorelondon

Aqua-trak is both a training tool and companion to swimmers of all abilities, from the professional athlete to the dedicated weekly swimmer. Each swimmer works with a qualified Aqua-trak swimming coach to create a custom training program to help every swimmer meet their goals in a realistic time frame.

Aqua-trak consists of four key elements – **1. The Swimmer ID Card**, identifying each individual swimmer. **2. The Drone** runs along a tensioned cable close to the swimming pool floor acting as a pacemaker and setting the ideal speed for the swimmer to chase alongside displaying key training data on a large surface display and records HD video for technique analysis. **3. The Hub**, being the touch point between the swimmer and the Drone and **4. The Website**, where training data, including stats and video for post-workout technique and performance analysis, can be shared with a swimmer's coach or the Aqua-trak community.

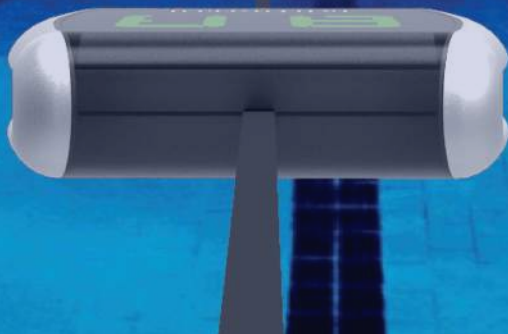
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T[3]

Targeted - Temperature- Therapy
Target your pain through temperature therapy



Dalvin Macauley

@dalvmac12

T[3] An #innovative automatic hot/cold therapy system providing a differential of temperature to your ankle, to increase circulation and reduce pain #mdxpd

T[3] has an insulated storage compartment that provides a hot or cold temperature around the joint. The Cast features thermoelectric coolers inside which provides an on/off cycle of hot and cold therapy. Both instruments used together in different sections, as the cast wraps around the ankle to be heated/cooled to provide the ultimate in hot and cold therapy. Cold or Hot temperature differential is circulated all around the ankle joint providing optimal treatment. The System can provide a cold sensation for 2-3 hours, or hot sensation for up to 5 hours.

, Can be set at a max/min operating temperature - 40°C to 2°C

, T[3] reduces chances of skin damage.

, Provides compression to further reduce pain and inflammation.

, Hot cold therapy improves blood circulation and reduces swelling.

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COMPANION

Facilitating and providing communication & care for the Senior Citizen.



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Companion, an innovative system facilitating [#communication](#) between the senior citizen and family/friends alongside monitoring [#care](#) provided by [#Carer](#) [#Dementia](#) [#mdxpd](#)

Companion is a 7 inch tablet; designed to facilitate communication between senior citizens and family/friends who live far away from them. This is manifested through video calling.

Companion also enables the family of the elderly 'patient' to monitor carer performance, view attendance and share information with regards to how the loved one has been today!

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DOT

Manage Your Stress With Just One Touch

DOT



Ariadne Quintino

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Can you imagine a desktop tool that measures your stress level and gives a relaxing massage? #DOT can do it all for you! #mdxpd #thecorelondon #ProductDesign #stress

DOT is a self massager created to provide relaxing moments while you are at work. It was developed keeping in mind those people who suffer from coping with stress. Especially in workplaces where individuals do not have different solutions to relax. **DOT** monitors stress rates and provides massage to stimulate the body, stimulating good substances that reduce stress. Therefore, **DOT** works as a therapy tool for those who do not have time to search for assistance.

Using **DOT** is quite simple, just place the tip of your finger on the top of the massager and the heartbeat sensor will provide and indicate your level of stress via the colour changing LED strip.

DOT gives sensation of well-being while you are stimulating your skin with the massager. The difference between this device and other heart rate monitors is that it does not only monitor the stress levels, but also offers a solution to the user through massage.

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LONDON'S METEORIC SCIENCE FESTIVAL

SMASHfestUK, a brand new science and arts festival for young people supported by Middlesex University piloted in Deptford, South East London during the February half-term holidays // 14 - 22 February 2015

Follow
#smashfestUK
on Twitter and
Instagram



SMASHfestUK was the first event of its kind, designed to widen participation and build diversity in science, technology, engineering and maths (STEM) by engaging young people and hard to reach audiences.

SMASHfestUK is the creation of science TV production company The Refinery, and partnered by Middlesex University alongside the Stephen Lawrence Charitable Trust, the Wellcome Trust, the Royal Observatory Greenwich, the British Library and the Arts Council.

Part sci-fi, part horror and post Apocalypse, the festival was themed around a gripping story in which an asteroid is on a collision course with planet Earth and a zombie invasion ensues. Visitors had the chance to plan for Armageddon; preparing for survival, singing

for their lives at the End of the World Cabaret, creating a time capsule or taking a trip to the Intergalactic Travel Agency.

Science: too white, too middle class: Over the next decade, the UK is heading for a shortfall of more than 50,000 workers for the STEM sector, but only 15% of students aspire to science careers. In boroughs like Lewisham, the school population comprises almost 75% black and minority ethnic students. Yet black students identify even less strongly with science as a career aspiration, because of its overwhelmingly white, male, middle class image of science, and the multiple inequalities they face growing up, according to a recent study.

Dr Lindsay Keith, CEO Refinery Productions Ltd, said: "Science festivals in the UK tend

to cater to people who are already engaged with science, and an audience that tends to be 'nondiverse'. So we thought why not bring a festival to the young people of Lewisham?

"We used a participatory design approach, and went out and actually spoke to young people about what they wanted before planning. They said they wanted zombies, aliens, UFOs, and a talent contest, so that's what we're doing. You can find science in any subject.

Middlesex University hosted a series of open talks leading up to the event, exploring the real science behind asteroids, their materials and space missions.

Wyn Griffiths, Product Design Course Leader at Middlesex University, said: "We pride ourselves on the diversity of our student body. However, this is an ongoing battle, as overall diversity in science, technology, engineering and maths subjects is poor. That is why we are so excited to be the lead academic partners for SMASHfestUK

"Our future is increasingly technological with huge opportunities to mould and guide that future for passionate young people. Getting a balanced mix of lots of young people excited by and involved in SMASHfestUK will be one great way of building a sustainable future for science, technology, engineering, maths, design and the arts, whilst having a brilliant time."

TIME TRAVELLING AIRSHIP LANDS AT ROYAL OBSERVATORY

Lecturer and designer Wyn Griffiths was commissioned to create a unique up-cycled sculpture of a time-travelling airship, unveiled at the Royal Observatory Greenwich. // 16 April 2014



Middlesex University lecturer and designer Wyn Griffiths was commissioned to create a unique up-cycled sculpture of a time-travelling airship. His impressive mechanical installation, titled 'The Globe of Dislocation', was revealed in the Meridian Courtyard in front of the famous museum on 10 April 2014 and was on display for nine months until 04 January 2015.

Representing the remains of the time-travelling airship 'The Prime Landing', which was devised to navigate between alternate universes, the design was created in collaboration with transmedia producer Yomi Ayeni.

Their creation formed part of the 'Longitude Punk'd' exhibition which showcased work inspired by the technical inventions that were presented to the Board of Longitude between 1714 and 1828 in their quest to solve the problem of finding longitude at sea. Celebrating inventors, scientists and explorers of the past, the

exhibition blurred the boundaries between art, science and fact and fiction.

Wyn and Yomi's design were selected from entries across the UK for one of the nine commissioned creations. The varied collection on show included gowns, headdresses and illustrations created by other artists, designers and even novelist and illustrator Robert Rankin.

'The Globe of Dislocation' is largely made up of repurposed and up-cycled materials. This included components from trains, cars, garden machinery, beer pumps, door knobs, as well as a scaffolding pole, toilet ball and jewellery desk.

Senior Lecturer in Product Design, Wyn Griffiths said: "It was a huge honour to be asked to create the pieces for such a prestigious institution and location. I imagined the project from a perspective of Enlightenment values - bringing science, technology and art together - distorted through a lens of fantastical 'imaginary

engineering', to create an intriguing user experience that would stimulate visitors to explore the real stories of, and approaches to, innovation and the real technologies of the time."

To create the exhibits Wyn enlisted the technical expertise of Middlesex University staff, students and graduates including Neil Melton and Colin Moss, Ahmed Patel, Harry Bradshaw, Zed Callaghan, Tremayne Gilling, Curtis John, John Regan, Alek Thomas, Victor Toh and Chris Whellams.

"We are lucky to work in the School of Science and Technology which has an enthusiastic and supportive leadership, and fantastic facilities and people such as Neil Melton, Colin Moss, Ahmed Patel and Mehmet Karamanoglu. The project wouldn't have been possible without their design, engineering, problem solving, craft and management skills and experience. Developing, producing and installing the work was a big challenge, but a joyous and exciting process," added Wyn.

“ We are lucky to work in the School of Science and Technology which has an enthusiastic and supportive leadership, and fantastic facilities and people...”

THE WORLD'S FIRST STAINED GLASS CAR

Dominic Wilcox's stained glass car exhibited in the 'Design Museum Tank' // 23 April 2015



The Middlesex Product Design team assisted British artist, designer and inventor Dominic Wilcox to turn his creative dream of a stained glass car into a reality. Already exhibited in the London Design Festival 2014, the Design Museum are currently showing the car again in The Design Museum Tank which is installed on Riverside, near Tower Bridge, London. The design is based on the idea that, in the future, we might all be using completely automated, driverless and computer controlled vehicles. And with safety requirements transformed as a result, car designers will have much more freedom in which materials they choose to use. Wilcox was inspired by the beauty of the intricate stained glass used in Durham Cathedral, and wanted to bring the concept into a contemporary design project. And so his stained glass, driverless car was born.

He contacted Product Design at Middlesex University, and they worked with him to help create the car. The arched, 'skeleton' structure frame, that would support the glass itself, was created by the team and was a critical element of the design. Once the

frame was complete, the glass was attached in Wilcox's workshop, and then the Middlesex Product Design team designed and manufactured the chassis and opening mechanisms.

Middlesex University Senior Lecturer Wyn Griffiths said: "Exploring big ideas, testing them, making them 'real' and making them work is what we do in product design at Middlesex. Working with Dominic, who's an inspiring creator, and applying our methods on such an exciting project has been challenging, but very satisfying."

The Middlesex team was made up of staff members Wyn Griffiths and Neil Melton, and recent product design graduates Harry Bradshaw and Chris Brennan.

The car is one of six cutting-edge creations which are part of a collaboration between car manufacturer MINI and architecture and design magazine Dezeen.

Dominic Wilcox said: "The team at Middlesex Product Design has been a fantastic assistance in creating this glass car of the future. Their technical skills and enthusiasm to help make something completely bonkers yet beautiful was vital to the success of the project."

The challenge to designers was to explore how design and technology could transform the way we travel in years to come. Each exhibit has been partly inspired by the spirit of the MINI brand and the newly launched MINI.

Middlesex graduate Harry Bradshaw said: "I'm really grateful to have been asked by the Product Design department to work with them and Dominic on this fantastic project. The skills I've learned on the course and at the Middlesex University Innovation Centre redLoop were invaluable in being able to contribute to creating the world's first stained glass car!"

VIVACE

Last Minute Essentials



Masheyat Chowdhury

@_mchy

Who says you need to carry a #makeup bag? Now you can find your #emergency #cosmetics wherever you go! #VIVACE #LastMinuteEssentials #mdxpd

Who wants to struggle pumping arms in the air weighed down by a cluttered makeup bag? Of course you want to add more colour to your lips, a little more redness to your cheeks and most definitely hide those eye bags on a night out!

Vivace offers a shot of vital essentials easily dispensed from handy vending machines, for the modern woman in desperate need, in those dire moments. Credit-card size in disposable packaging, **Vivace** gives you just the perfect amount you need for that moment.

These are the ideal products for every girl's night out, a travel light lifestyle using contactless payment.

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SYNDICATE

Collaborative MIDI instrument



Bidur Gurung

@gurungbee

@SyndicateMIDI A musical instrument with fun and innovative learning experience through collaboration of users #mdxpd #thecorelondon

Syndicate is a musical device, which can be played by more than one user, mainly for jamming and entertainment. The idea is inspired from the behavioural observation of musical band. Each side of the device generates different sound and together allows composing musical piece through collaboration of multiple users.

The instrument aims to explore into different possibilities of music composition in a group (band) or a pair. Share innovative experience and new behaviour of using a collaborative musical device from which the audiences can enjoy listening and also encourage their participation.



Syndicate is primarily for users who do not have confidence to play a musical instrument. Therefore, **Syndicate** helps through collaborating with other users and also have a feature, which generates musical notes that always sounds great, boosting confidence and encouraging more participation of users.

Bidur Gurung

Product Design | Industrial

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  @gurungbee



HEADSTOCK

Technology For Street Performers



Eduardo Babo
@ed_babo92

Headstock Busking Totem: a new way to promote, facilitate and contribute to busker's work #mdxpd #thecorelondon #ProductDesign #busking

Headstock is a totem that has aimed to sell, promote and facilitate busker's work. Through a screen, their information and contacts are available to the public, helping to promote their work. It also has a new way of contribution collection that facilitates, streamlines and increases the chances billing.

With Contactless payment technology, it is possible to contribute quickly and securely with the symbolic value of £1 using bank cards (with contactless technology), Oyster Card or smartphone.

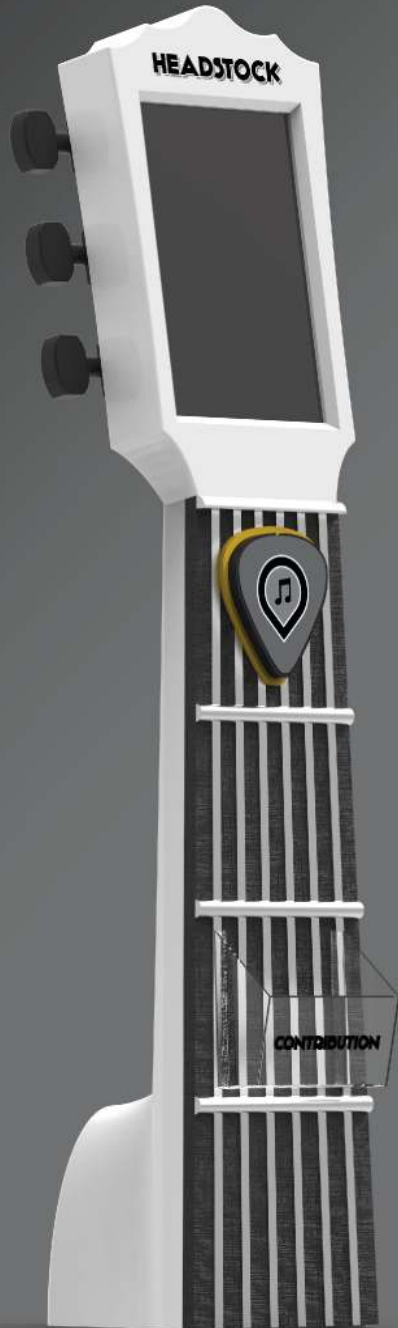
Old activities, new technologies.

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REINS

FEEL YOUR USAGE



Jonathan Joanes

@jonathanjoanes

A collection of projects designed to [#transform](#) our attitudes, behaviours and perceptions towards [#energy](#) and [#utility](#) use. [#thecorelondon](#) [#mdxpd](#)

Reins is a collection of projects that uses physical constraints to make the user more aware of their environmental decisions. By increasing the difficulty and reducing the convenience of using particular products and services, the user will be in conscious control of their actions.

There are many utilities in the home that use a substantial amount of energy and are costly to operate over time. Products are becoming increasingly more accessible and easy to use. However, this convenience has become a luxury we frequently take for granted.

Reins is a project that derived from my partial concern of environmental issues. Personally, I am not an environmentalist nor do I take great steps to save the planet. My lack of interest became the opportunity. I wanted to find out why I still don't turn off my television at the screen. **Reins** aims to become a new means to engage people in thoughts about energy use.

Jonathan Joanes

Product Design | Installation

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VFX SHOWREEL

Visual Effects for Film & Advertising



Bernhard Eiser

@tweetingburns

Check out my Graduate Showreel on eiser.co.uk #vfx #matchmove #cgi #maya #nuke #Soho #film #advertising #mdxpd #showreel #thecorelondon #ProductDesign

Highly skilled and ambitious with previous professional and a proven track record of dedication to study and exceeding any required outcomes. One year internship at 'RedLoop' design and innovation centre working on team and independent projects, responding to time pressured deadlines and the successful delivery of client briefs and contractual work.

Adaptable and motivated with the ability to rapidly acquire new specialist skills including strategic technical knowledge for problem solving, tools and UI design.

Equipped with a wide range of advanced knowledge in the creative arts and an in-depth understanding of Visual Effects, Product Design, Programming, CAD/CAM, Photography, Web Design, Graphic Design and Interaction Design.

Software:

Maya, Houdini, 3DS Max, Nuke, Mudbox, 3DEqualizer, PFTrack, Matchmover Photoshop, Illustrator, InDesign, After Effects, Krakatoa, Mental Ray, Vray, Mantra, Thinking Particles, Fume FX, Solidworks

Programming Languages

Python, HTML, CSS, VEX

Bernhard Eiser

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#mdxpd | 60 seconds

An interview with Lecturer & Designer In Residence **Helena Ambrosio**



You are?
Helena Ambrosio

Why Product Design?

I wanted to find a discipline that combined engineering and art to create beautiful and meaningful solutions for a given problem/challenge.

What's a standard day like for you as a Designer?

I am currently working on a few projects simultaneously, so I plan my day the night before to make sure I keep on top of things. I wake up at 7am, get ready, make sure I have a good breakfast, don't skip lunch and drink a lot of water to keep energy levels going throughout the day until about 8.30 pm when I finish work. I use the morning to sort out emails, invoices and small pieces of freelance design work. In the afternoon I focus on larger projects. This week I will alternate between making my ceramic *objets d'art* and

researching for design project I'm working on with a London based tech company.

What's your favourite design tool?

At the moment, design research with focus on the user as it helps find great design opportunities.

What are you great at?

I'm very good at solving technical problems and artistic expression. My aim is to try and combine these two elements in a symbiotic manner.

What do you wish you were great at?

I wish I was great, or at least better, at selling & marketing myself. In London, this is a very important skill to be a successful design consultant.

What is a Product Designer in the 21st Century?

A product designer in the 21st Century is someone that can sift through the sea of technological possibilities to create meaningful solutions that are innovative from the user point of view. We are being swarmed by products that use technology in a disconnected way. A lot of useless gadgets are being designed these days.

What's your advice for future Product Design students?

Don't rely on computer software or feel that it's are the best design tool just because it's so easy to make

models using CAD. Looking at the world around you and explore the physical world – making prototypes, talking to people, observing, learning from other designers' work, going to exhibitions, reading. I strongly believe this is the key to becoming a great product designer.

What are the big, looming challenges for designers...for society?

I think we still have a very big problem with waste and sustainability with terrible consequences for the environment. A (design) revolution is needed in the way products are made, packaged, transported and sold. This needs to be accompanied with changes in consumer behaviour that can only be achieved if consumers are well informed.

Who are the first 5 names on your fantasy exhibition Private View invite list?

I would invite four: Plato, Leonardo da Vinci, Bruno Munari and Tapio Wirkkala. The first two were great thinkers, and I would be interested to see their reaction, from a philosophical and engineering point of view. The last two were amazing product designers and I think the graduates at New Designers would be given invaluable feedback.

Visit helenaambrosio.com to view Helena's work

100% DESIGN

100 % Design for #MDXPD Resident & Lecturer // 17 July 2014



LEFT: CDW, May 2015
BOTTOM: 100% Design, Sept '14



Product Design Lecturer and Designer in Residence Helena Ambrosio showcased two products at the 100% Design event at Earls Court from 17 to 20 September.

As part of her residency with the Department of Design Engineering and Mathematics in the School of Science and Technology, Helena has been exploring different approaches to the creative process. Rather than sketching her design ideas, Helena uses paper to create the first draft of her design by folding and cutting it. Once happy with her design, she then puts it

through CAD (computer-aided design) and 3D printing before it's formed into a ceramic or porcelain object.

Discussing what inspired her to use this creative process, Helena says: "I get inspiration from paper folding and cutting. I also associate paper's delicate and clean shadows with the shadows you can create with porcelain."

100% Design is the UK's largest and longest-running design trade event, and Helena's first two pieces, a candle holder and vase both in porcelain,

was on show complementing hand-crafted contemporary furniture by Young and Norgate.

For more information visit helenaambrosio.com
Follow Helena on Twitter @[@helena_ambrosio](https://twitter.com/helena_ambrosio) and instagram @[@talkingcurls](https://www.instagram.com/talkingcurls)

WHAT IS A PRODUCT DESIGNER?

Middlesex product designers put subject under the microscope // 25 September 2013

For more information visit www.creativeclerkenwell.com/head-east-london-design-festival-2013/.com



Join the conversation for 2021

Middlesex's product design students and alumni used 2013's London Design Festival to question what product design is and showcase their innovative and wide ranging products.

Middlesex University's product design students and alumni used 2013's London Design Festival to question what product design is and showcase their innovative and wide ranging products.

The current and former Middlesex students came together and started the debate at an exhibition at the Hoxton Gallery Arch, east London at the beginning of London Design Festival, and then continued the conversation at the contemporary design event 'Tent' from Friday 20 – Sunday 22 September.

The events stimulated discussion and questioned the assumptions and misconceptions surrounding the wide-reaching discipline of product design. The exhibitions also showcased the professional output of a range of the University's former students, which demonstrated the vast range of work falling under the 'product design' banner.

To stimulate a dialogue around the 'what is a product designer' theme, Middlesex's recent product design graduates built a pop-up photo booth which was installed in the centre of the gallery in East London, where visitors were asked to write down their definition and have their picture taken.

Wyn Griffiths, Product Design Programme Leader at Middlesex and curator of the event, said: "We are hosting a

series of events over the coming weeks and months to begin the collaborative creation of a book by crowd-sourcing the opinions of designers and the public, with the aim of exploring the present and potential future directions for product design.

"It's been a lively, creative start to this ongoing collaborative discussion, with great attendances and vibrant conversations. Our event even featured in the media as one of the highlights of London Design Festival 2013!"

Former students whose work was on display included Adam Amos, Co-founder of Breakthemold; Kieron-Scott Woodhouse, creator of the world's first bamboo smartphone and Co-founder of K&F Design Studio, Menelaos Florides, Creative Leader at LEGO Group and Jason Iftakhar, CEO at Swifty Scooters.

Alongside the alumni, Middlesex's collaborative partners and associated experts also exhibited their professional output as part of the event. These included Yuri Suzuki, Dominic Wilcox, Steve Taylor from The Alloy and Head of Industrial Design Paul Edwards from Airbus.

“ The design discussion will continue at further planned events and on social media with the tag #whatisapder ”

WHAT IS A PRODUCT DESIGNER? PAUL EDWARDS

Head of Architecture & Industrial Design at AIRBUS

Irrespective of the definition, one consistent requirement of product design within industry is its need to support and add value to business.

Trying to describe Product Design as a role is much like trying to hold onto a wet bar of soap, with a definition capable of sitting anywhere along a broad and ever increasing bandwidth. Not surprising, as our perception of the two words that make up the title continue to evolve and are in themselves equally difficult to pin down. Over the years we have seen the notion of a product only being a physical object disappear, along with the idea that design is an activity reserved for an elite audience.

However what successful organizations understand today is that to be successful designing a good product is no longer enough. This has big implications, as the outcome is a significant blurring of the boundaries between product, service and experience. Less of a threat and more of an opportunity this shift enables product designers to further leverage a broad skillset, supported by their core competencies of design thinking and collaboration.

Irrespective of the definition, one consistent requirement of product design within industry is its need to support and add value to business. As simple as this sounds the result is that the specific role product design plays and the skills it requires need to be as unique as the companies business

goals and objectives. While this can bring many opportunities it also means that a one size fits all approach is not of use, and the challenge is how to integrate and collaborate within an organization to help deliver the best results.

Within Airbus our product design teams achieve this by being Consumer Centric. We collaborate closely with all functions throughout the organization, enabling us to deliver cabin solutions that balance the needs of the passenger, airline as well as those of Airbus. To best support the business we work across the entire value chain, from far future concepts such as the Future flying experience, through developing new interiors for aircraft such as the flagship A380 or new A350XWB, up to supporting our customers in defining the interiors of their purchased aircraft.

While some may view the difficulty of clearly defining Product Design as a weakness, to me it's the opposite, and more an indication of the wide ranging value the function can bring. Looking forward, as the mutual understanding between design and business continues to grow, so will the role of product design evolve, increasing not only the benefits it can provide but also its importance.

"While some may view the difficulty of clearly defining Product Design as a weakness, to me it's the opposite, and more an indication of the wide-ranging value the function can bring."

WHAT IS A PRODUCT DESIGNER? STEVE TAYLOR

Principal Interaction Designer at THE ALLOY

Personal Profile:

My name is Steve Taylor and I have a BA in Industrial Design from Brunel, an MSc in Interaction Design from Middlesex University, and I lead the Interaction Design team at The Alloy.

Reflection upon 'Product Design':

Without getting too philosophical, a product is the output of what a business does. Historically, this was almost always a 'thing' – an artefact of some form or another. Of course, services have always existed – bankers, lawyers, etc – and their product was always more difficult to define. As we know, we live in a world increasingly driven by services, themselves increasingly 'digital'. So the definition of a product becomes more diverse and less coherent, but still at its heart – a product is the outcome of a business. The challenge is to make it a 'great' product.

Design education would have you (the design student) believe that a product is the output of a neatly written, tightly scoped brief – be this a physical, digital or experiential product. The commercial reality is that, more often than not, the first (and sometimes only) 'product' to be created for a client is 'the brief'. To extrapolate even further, sometimes the 'product' is a piece of work defining 'opportunity' – that will drive many different briefs.

I work in a consultancy where companies approach us to innovate & design 'products' that will ultimately make them more money. The bottom line is always the bottom line. This is an often overlooked but vital point – we, as designers, are not employed to 'make things pretty' – while that is a core outcome, it must always be

placed in a wider commercial context.

In the time since I graduated product design has evolved – its' role within organisations, the tools, the market, the platforms... In fact it is difficult to think of a single thing that has stayed the same – bar one – people.... Funnily enough, that single fixed point is the reason why design has moved up the corporate agenda... Change has affected every single business and organisation. Technology has transformed the opportunities, and leaders have found it challenging to adapt. They have turned to designers, as our work is grounded in a deep empathy and understanding of people.

Design is at an important point in its evolution, where senior business and government leaders are looking at design in a new way. This is both an opportunity and a challenge. From an Alloy perspective, this represents years of debates, talks and lobbying to get to this point. We are currently working on a number of projects that have been specifically created to provide real life evidence of the true power of experience (design) led innovation – their goal is to both deliver value to the various organisations we are working with and to a wider business and government audience.

So, what will a product designer 'look like' in the future? Probably best to ask me again in 2 years time... We (the design industry) will either have delivered on our rhetoric (promise) or not.... From an Alloy perspective I have no fear that we will continue to deliver and exceed peoples expectations...

WHAT IS A PRODUCT DESIGNER? MEL FLORIDES

Creative Lead at LEGO

Product design is: Creative problem solving. Useless without engineering and manufacturing. It is not a bridge but a part of the process. More about social and cultural understanding and less about invention. A tool that plants seeds for the thinkers, tinkers, movers and shakers of the future.

personal message through your products. You can easily get a job as a product designer. You will define the way the future look. You will design the coolest chair, car, phone, toy singlehandedly. Presentation is not important. You do not need to understand Design for Manufacturing, Engineering and Injection Molding limitations.

What is a product designer? Perceptions, Misconceptions and Reality.

Perceptions:

Product Design is the bridge between art and engineering. It is Invention. Technological breakthroughs. A service to people, problem solving. A tool for the designer to share his personal message. It is an easy job (as opposed to fine art). It is a profession that defines the aesthetic direction of a new generation, Material innovation, Designing cool looking things that people want to buy, shoes, cars, toasters, chairs... It is a novel profession. You will be the next Lowey, Eames, Starck etc... You will design and redesign the future. You will build flat pack affordable housing for the homeless and feed the poor with your 3D food printer.

Misconceptions:

You do not need draw, sketch, sculpt, hack, build, break and fix before you discover. You do not need to improve your skills every day. You draw, they make. You are the bridge between art and engineering. You offer a service to people. You spread your

Reality:

Product design is: Creative problem solving. Useless without engineering and manufacturing. It is not a bridge but a part of the process. More about social and cultural understanding and less about invention. A tool that plants seeds for the thinkers, tinkers, movers and shakers of the future. Pushing boundaries of current material uses and properties. Invention of new materials to create new functions. A way of seeing the world. A channel for your creative expression. An aesthetic signature. Working with a team or as a team. A tool to create captivating concepts and then find clever and pleasant solutions, that allow us to change and move forward in greater harmony with our physical and material world. And hopefully laughing all the way.

A tool to create captivating concepts and then find clever and pleasant solutions, that allow us to change and move forward in greater harmony with our physical and material world. And hopefully laughing all the way.

WHAT IS A PRODUCT DESIGNER?

SAM PLANT DEMPSEY

MA Design Products Student at RCA

A Product Designer is somebody who combines an understanding of aesthetics, functionality, economics and politics, to name but a few, and packages them up as artefacts for exchange. A discipline that is intrinsically linked to capitalist consumer society and, as such, any person entertaining the idea of entering the field must be prepared to accept this fact. They do not have to like it but they must accept it, otherwise they are doomed to a Sisyphean existence and are highly unlikely to be able to affect any change in society.

I remember well my first overwhelming sensation of fear. It came not from an unusual situation but from doing something I had always done and loved doing, climbing. I climbed the same things all the time and one day, got halfway up and felt fear. I had suddenly become aware of my own mortality, but it was not this fact that scared me. I've always found a fear of death perplexing, it is futile to fear the inevitable and a focus on that means a loss of focus on that which can be affected, life. The fear came from a sudden ontological insecurity. I identified myself strongly with my ability to climb and if I was now scared by it, I could no longer be the person I had been. More recently I have experienced a recurrence of that sensation of ontological insecurity, although this time involving my chosen profession.

I am a designer and as such I

create objects, with the supposed aim of mass producing those objects, however, I find myself constantly drawn to questioning what good this will do, other than to preserve the status quo. Do we designers really need to concentrate on the creation of physical objects? These objects frequently demand that the user (and thus nature) must adapt to them. Personally I feel that this would be better left to Architects, they are well versed in forcing people to adapt to their synthetic environments, effectively issuing diktats on how to use space.

The modern Product designer is a polymath, able to understand many systems and spheres of knowledge and thus perfectly suited to synthesising solutions to problems that conventional wisdom could not. In fact, thinking conventionally will only serve to maintain current standards and further entrench man beneath the all encompassing system of debt. This is a concept of which the understanding by Product Designers is imperative as the products we create are crucial to our economic system of credit. At first glance, this may seem defeatist that the logical solution would be for designers to down tools and traipse off into the woods in search of Ludd. It is, in fact, quite the opposite. Product designers, perhaps more than any other profession, have the power and ability to fundamentally affect the system in a massive and radical ways.

...This exhibition can be experienced in the same way online and in person (barring any arguments pertaining to the fidelity of image reproduction), in the viewing of a 2D representation of a 3D object, devoid of textures, smells, scale etc. That we have reached this stage of late capitalism where the metaphysical has exchange value, where the image is prized above the original object, is advantageous. We designers must seize this opportunity to use our power in this system to affect a positive change towards a fairer, more equal society. Our neo-liberal political system and government bent on preserving the archaic privilege still evident in Britain, would quite like for us to remain neo-proletarians, where employed and unemployed alike, trapped beneath debt are reminded always of our guilt, the same guilt that ensures that we keep working to pay our debts. We keep working and have no time left to even think about how we can make a change. Perhaps the question a designer must ask himself is how she can satisfy that burning desire to create objects, without creating misery? I believe that this can only be achieved through a greater awareness of political and social issues, with a focus on those normally excluded and marginalised by current systems.

I still climb and I still want to create products.

GUEST LECTURE SERIES

We run an annual Guest Lecture Series of 18 weekly hour-long talks for Product Design and Design Engineering, but open to all at Middlesex University. We bring together a vibrant mix of speakers from the full spectrum of design and engineering. A mix of leading practitioners, opinion leaders, radical thinkers and emerging talents to inspire and support professional development in our students and staff. We go on to work with many of the speakers through collaborative projects and internships!

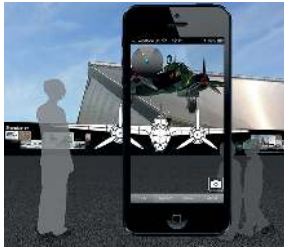
We've been lucky to be visited by so many amazing people over the last few years, as you see below, with more to come next year and beyond!

Matt Jones • Paul Edwards • Dawn Jones • Joseph Lynch • Adam Lee • Antony Joseph • Des Mills • Moritz Waldemeyer • Martin Smith • Shin Azumi • Paul Cocksedge • Julia Lohmann • Dan Black and Martin Blum • Freddie Yauner • Max Lamb • Olivia Decaris • Bob Collins • William Wong • Flora McLean • Mathias Hahn • Max Frommeld • Arno Mathies • Chris Lefteri • Phil Gray • Marianne Bailey • Robin Read • Sam Wilkinson • Marek Reichman • Peter Marigold • Will Shannon • Fiddian Warman • Roland Lamb • Bettina von Stamm • Ambiente • Hannah Mansell • Haim Algranati • Menelaos Florides • Chris Lefteri • Tom Price • Peter Marigold • Jason Iftakhar • Durrell Bishop • Alex Deschamps-Sonsino • Peter Evans • Matthew Hilton • Michael Margolis • Charles Rich • Khalid Mahmood • Nik Ramage • Oscar Diaz • Tom Stables • Eleanor Fosberry • Stephen Haggard • Mark Gray • Rhian Solomon • Franzeska Conrad • Molly Price • Kim Thome • Patrick Jordan • William Hitchcock Stacey Mendez • Patrick Stevenson- Keating • Joanna Schmidt • Florian Dussopt • Andy Bardill • Kieron Scott • Yomi Ayeni • Brendan Walker • Matt Chapman • Sam Plant Dempsey • Liz O-Sullivan • Iria Lopez • Nic Roope • Harry Trimble • Laurie Rowe • Andrew White • Tom Hulme • Bob Goss • Dominic Wilcox • Peter Holmes • Chris Huyck • Michael Carr • Chella Quint • Sam Hill • Tim Burrel-Sarwood • Jake Godfreywood • Dev Joshi • Hugh Macgillivray • Sujata Kundu • Monica Grady • Sheila Kanani • Lindsey Keith & Yomi Ayene • Mike Page • Nick Rawcliffe • Helena Ambrosio • James Auger

Contact Wyn Griffiths - w.griffiths@mdx.ac.uk if you are interested in sharing your experiences in our Guest Lecture Series.

STORIES FROM THE ARCHIVES

Snippets & links to archived departmental news, highlights and successes



Middlesex Team Create WW2 Bomber Museum Experience // 24 October 2013

A Middlesex University team of experts are working on a cutting edge visitor experience telling the story of the only known German Dornier Do17 bomber, which was raised from the seabed in June 2013.

The team from redLoop, the Middlesex University Design and Innovation Centre, partnered with the Royal Air Force (RAF) Museum, who raised the Dornier three miles off the coast of England. Using a grant of £75,000, from game publisher and developer Wargaming, has allowed the team to create a dynamic new exhibition at the RAF Cosford site in the West Midlands which will explore the background of this legendary aircraft, its recovery and conservation - in both the Museum's physical and digital spaces.

The exhibition includes an 'Interpretation Zone' telling the story of the Dornier and an augmented reality Dornier, which flies above the Museum, showing the aircraft as it would have been seen in 1940. Visitors will be able to view this through their smart phones via a free newly developed 'Apparition' app. The RAF Museum has tied in with organisations across the

globe including in Canada, New Zealand and in the US to celebrate the launch of the exhibition. Visitors to those organisations and museums can also see the augmented reality Dorniers through their smart phones.

Middlesex redLoop Director Dr. Andy Bardill: "Working in partnership with the RAF Museum we have developed a 'bleeding edge' approach to interpretation in museum spaces, blending physical and digital experiences throughout the exhibition scheme. This innovative approach will provide new visitor and educational experiences and enable the museum to engage with their audiences both on their museum sites and across the world."

To complement the exhibition redLoop has also created a new dedicated website which will tell the story of the Dornier. It will showcase the social history behind the Dornier, the forensic science behind its discovery and recovery, archive footage from the Museum as well as user generated content. The website will develop with the Dornier project and function as an innovative hyper textual documentary for the project.

"This project is a great example of how innovation in the commercial world can be informed and driven by research and expertise in universities to create inspiring new experiences for customers and business assets for companies," added Andy.

Find out more about the project at <http://rafmuseum.mdx.ac.uk/dornier17/>



Middlesex Students Make Over More4 // 30 January 2012

Students from Middlesex University teamed up with innovative design and installation consultancy Jason Bruges studio, to help create five stunning new idents for channel4's rebrand of its digital channel More4.

Four product design and engineering students and two graduates built the installations, made up of 400 moving flippers, based on the elements of the More4 logo.

Vanessa Harden, Senior Installation Designer at Jason Bruges Studio said: "All of the Middlesex students were dedicated and hard working, each with their own set of unique skills. They used the skills they learnt at university as well as on the spot thinking and the confidence to take initiative. We've been extremely impressed."

Middlesex student Darius Duke (21) from Tooting, London, said: "I joined this course to work on industry projects, but it's been amazing to be part of such a large and innovative project of this scale. Learning from the experts and seeing how they problem solve has been an invaluable learning experience."

Read the full story at www.mdx.ac.uk/news/2012/01/middlesex-students-make-over-more4

Visit www.mdx.ac.uk/news/ to sift through Middlesex University archives and unearth stories



Imogen Heap thanks Product Designers for her Listening Chair
// 12 November 2014

The unique Listening Chair made by Middlesex University Product Designers for Grammy Award-winning musician Imogen Heap travelled to concerts around the world hearing the thoughts of her fans.

Ground-breaking musician Imogen Heap has paid tribute to the Middlesex University Product Designers who created her now famous Listening Chair while performing at Reverb 2014, a festival she curated at the Roundhouse in Camden, north London.

Created two years ago by then-students Rebecca Board, Sid Odedra and Iliyan Kukushliev, the Listening Chair is an interactive egg-shaped seat which asks fans to discuss "the song that still needs to be written".

After taking the chair to shows in Sydney, Edinburgh and London during 2012, Imogen used the video responses she received from fans who sat in it to provide the inspiration for a song on her 2014 album Sparks.

Imogen said: "I really enjoyed working with the students at Middlesex during the making of the listening

chair. Hundreds of people sat in the chair inside iconic buildings like the Sydney opera house, the Royal Albert Hall, Southbank Centre and Roundhouse Camden amongst other places and it looked great wherever we went.

The Grammy Award winner is renowned for her interactive relationship with fans and recently hosted a private garden party at her house – also called the Roundhouse – in Essex. She also used images of her fans' footprints on the Sparks album cover.

"[The students] really helped create a great experience and I can't thank them enough," Imogen added. "I am now having it set up as a place to take online skype interviews and take meetings with my gloves team so I can always guarantee good light and sound and little background noise. Lucky me!"

Debbie Jedwab, Senior Lecturer in Product Design who project-managed the Listening Chair project after being introduced to Imogen via long-term collaborator at Middlesex University, renowned designer Moritz Waldemeyer, said "our Product Design degrees are fantastic at giving students the practical skills they need so they were largely able to just get on with it themselves. The fact she chose to acknowledge them, both on the back of the album sleeve and at the festival was a nice touch because she didn't have to."

Read the full story at <http://www.mdx.ac.uk/news/2014/1/1/imogen-heap-thanks-product-designers-for-her-listening-chair>



Designs for good health
// 20 December 2012

80 Product design students won praise from the global design community after participating in a worldwide 'Design-athon' challenge to create healthy communities within the workplace.

The team delivered the social innovation project through the OpenIDEO community, one of the world's most influential design consultancies), posting their ideas on organisation's online platform.

Senior lecturer Wyn Griffiths, who led the project, said: "We have had a great response from the students, the online community and from OpenIDEO themselves. A number of our students' ideas have been featured on the OpenIDEO website and they have been impressed with our approach and results and want to feature Middlesex University and its designers on their site. This is an amazing opportunity for students to make a real contribution to big issues, collaborate and raise their profiles as designers."

Co-Founder of OpenIDEO, Nathan Waterhouse, tweeted: "You guys are fantastic!" and "This is incredible!"

<https://openideo.com/blog/interview-middlesex-university-professor-eng-ages-students-with-openideo>

#mdxpd | 60 seconds

Product Design students are encouraged to take a placement upon completing the second year and prior to commencing the final year. Here is an interview with one of our current placement students **Nihal Islam**



You are?
Nihal Islam

Why Product Design?
I've always had a creative background, I enjoyed art and woodwork, so I was always sketching and making stuff. I heard about Product Design back in Secondary school and it seemed like it was the perfect route for me. Turns out I was right.

What's a standard day like for you as a Designer?
Eat, sleep, design and repeat... I'm joking. As I'm currently on my placement year I'm working at a design studio, so it's quite different from being at uni. A standard day would be getting into work in the

morning and greeting my work colleagues and our lovely studio dog Holly. From there it's straight into work! I usually have a main task for the day, which could be ideation sketching. However, I have a few other small tasks, e.g. 3D printing, prototyping, photography etc. I also get roped in to helping my colleagues out and this could be 3D rendering or *photo-shopping* up a few of their CAD renders. It gets super busy in the studio with a lot of projects going on, but we do make time for some funny YouTube videos, a bit of ping-pong, after work drinks etc. So it's not all work, work, work!

What's your favourite design tool?
My mind. That's the most important tool. Pen and paper just enables it allowing me to get it all out of my head and on to paper.

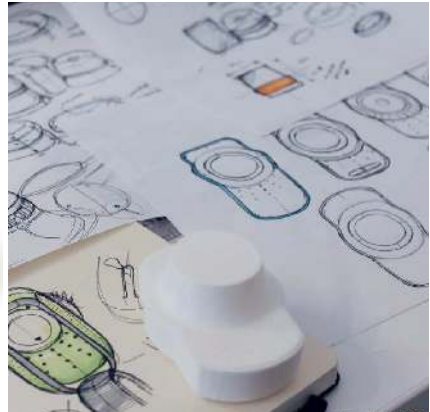
What are you great at?
Three things. Being able to adapt myself to any brief. Never giving up. And sketching.

What do you wish you were great at?
CAD. I'm currently learning to use Rhino completely from scratch. Slowly but surely getting the hang of it.

What is a Product Designer in the 21st Century?
A Product Designer is

Find out more about Nihal's and his work at www.behance.net/nihalislam

Nihal Islam is a Product Design student at Middlesex University London currently on placement at V2 Studios & Vitamin. He has gained a considerable amount of experience within the industry having been given great opportunities by his placement and university to work with clients from UK, Europe and the US, ranging from large companies to start-ups.



someone who is able to immediately adapt to any type of design project using the appropriate skills and knowledge, whether it's designing a physical product, user experience, app, packaging etc. or a mixture of those - multidisciplinary designer.

What's your advice for future Product Design students?

Nihal's top 10 advices:

1. Make stuff, prototype, tinker, be pro-active
2. Collaborate
3. Constantly ask for help, don't just sit there, let it out!
4. Learn to take criticism.
5. Do a placement or internship. Or both! You will learn so much.
6. Keep practicing.

Whether it's sketching, CAD or Photoshop constantly practice and use tutorials.

7. Look for inspiration everywhere
8. Always take notes - Doodling stuff while listening personally helps me remember more.
9. Work your arse off.
10. Don't forget to have fun and enjoy yourself!

What are the big, looming challenges for designers ...for society?

The way people today are changing and the way we all live. Everything is changing and all of these things create new issues and new problems to solve. And I think that's what a designer's challenge and job is, to help the world

move forward designing things that have a meaning, creating experiences and helping people.

Who are the first 5 names on your fantasy exhibition Private View invite list?

Marc Newson, Jonathan Ive, Arne Jacobsen, Dieter Rams and Albert Einstein.

Follow Nihal
on Twitter
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UNIQUE OPPORTUNITIES - INTERNSHIPS AT REDLOOP

Creative students at Middlesex have the unique opportunity to intern at the University's interdisciplinary design and innovation agency.

For more information on internships and placements visit redloopdesign.co.uk - the centre's website



It is well known that making the jump from student to professional can be a tough transition, and gaining relevant experience in the real world is essential if you're going to convince employers you have what it takes.

That is why at Middlesex University we're proud to be able to offer our students internships at redLoop, a research-led, innovation and design collaboration centre run by the School of Science and Technology.

Students from a range of science and technology or art and design degree courses can apply for the 'sandwich year' internships, joining redLoop in their third year before returning to university to complete their degree in the fourth. "Our interns work on a range of

commercial projects, for both internal clients within the University as well as external clients, and all of the students get to work on a pretty wide range of projects," explains Andy Bardill, Director of redLoop.

"Most of it is related to research-led innovation or innovation-led research, so they're getting into some pretty high-level stuff and gradually get to take on more and more responsibility for the projects they're working on. They come here as students and leave as competent junior designers, developers and engineers."

Product Design and Design Engineering students are the most common interns at redLoop, alongside those studying Computer Science and Graphic Design, but the

centre is happy to talk to students from all across the University to see how they could get involved.

The centre has capacity for ten to 12 interns each year, with the majority joining for a full academic year, leaving for the summer holidays in July. The proposals redLoop are putting forward and the work they're doing can be tailored around the interns' skills and the ambitions they have for their placement.

Interns at redLoop this year had the opportunity to work on a number of challenging briefs, from physical products to mobile apps, websites to physical computing projects.

"When I finished my second year I knew that I wasn't ready to begin my final year yet," says Jonathan Joanes, Final Year BSc Product Design student. "RedLoop provided a platform where I could develop my skills, and I feel like my design work has come on a long way from where it was before I joined. You quickly learn that design in a work environment is completely different to design in an educational environment. I would recommend any student interested in design, programming or any of the things we do at redLoop to look at the internships. It's a great environment to be in and a good platform to bounce off."

STUDENT PROFILES

Who are our **Middlesex Product Design** Graduates

View Full Profiles & more at
www.mdx.ac.uk/courses/undergraduate/product-design/



Stacey Mendez, Design Creative and BA Product Design graduate (2009)

What have you been doing since you graduated from Middlesex?

"I graduated in 2009 and since then I have worked for various types of design companies, both in-house and consultancy as well as a bit of freelance – just to get a broad understanding of the Product Design industry. I have worked in Holland, Hong Kong, Ireland and Japan, and Currently I am in London working as the Lead Product Designer at a start-up which is really exciting.

How did the course at Middlesex prepare you for a career as a Product Designer?

"I think it was the stepping stone for me to get into the field of Product Design. Every product design course should do that, but the thing about the course at Middlesex is that it really broadens your thinking. A lot of courses teach you the traditional craft skills, how to sketch, render, make awesome CAD models, but this course is predominantly focussed on thinking and designing for people. That is what made it different for me."

Did you do a placement year?

"I did a placement at Vtech in Hong Kong which was really good. It was very different, but

it was amazing in terms of experiencing another culture and the way they design. I'd recommend anyone to do a placement as it really helps you develop."

What did you enjoy most about the course?

"What I enjoyed most was probably meeting the people that I met on the course. We have all gone off into different areas of design but we're all still friends and looking back that is probably what I enjoyed the most."

What are the facilities like?

"The facilities in the Grove are amazing, really really good. Everything you need as a creative is in this one building and the workshop is fantastic. Any Product Design student at Middlesex should really take advantage of this, because as soon as you get in to industry you may find that you won't have a workshop like it."

What advice would you offer to students thinking of studying Product Design at Middlesex?

"I would tell them to look around and compare different courses and decide based on what they want from a Product Design course. Some courses are more focussed on the engineering side, some are more focussed on the traditional craftsmanship side. Middlesex prides itself on the thinking side, creating systems and environments for people that are more than just a physical product but the whole user experience. It is a thinking-led approach, and that is why I chose Middlesex."

Find out more about Stacey's work at www.mendezblog.com



Kieron-Scott Woodhouse, Managing Director of KickForward and BA Product Design graduate (2012)

Kieron caused a media frenzy when his innovative design for a bamboo smart phone was noticed by a technology entrepreneur from China. The pair joined forces with a hardware engineer and within weeks had set up a company to manufacture the phone. Made from four-year-old organically grown bamboo that has been treated to improve its durability, the phone runs Google's Android operating system and was designed by Kieron-Scott to combat the lack of variety in the mobile phone market.

"When I walked into Middlesex and got a feel for what they do, I knew it was the course for me. Being in London was also another major plus. I felt it was important to be where all the action is.

"I feel that the emphasis on working with real industry clients has really pushed me to a level other universities may not have. Weekly guest lectures from external designers and companies like Aston Martin and Paul Cockledge have had a big impact and help to keep me focused to succeed."

Find out more about Kieron's work at www.kieron-scott.com

PROJECTS FROM THE ARCHIVES

Glimpses of past **Product Design BA/BSc** Final-Year student projects



SOAPBOX: Student's App Brings Talk Radio To The Texting Generation // 21 August 2014

Middlesex University Product Design student Harry Bradshaw has designed an app that allows people to safely share and debate issues that are important to them. The unique communications platform, called **SoapBox**, also transforms the way in which conversation takes place. Unlike Facebook and Twitter (where 'trolling' and cyber-bullying are problems) SoapBox focuses on the topics being discussed, not the people having the discussion.

<http://www.mdx.ac.uk/news/2014/08/harry-bradshaw>

Student's Invention Could Transform Transport Network // 17 June 2014

Product Design student Richard Chapman has invented a system he hopes will revolutionise city transport and reduce congestion. **TransBoard** is designed to help pedestrians get between public transport services, such as between train and underground stations, or between underground stations and bus stops. Both a scooter and a baggage carrier, the TransBoard will allow commuters to glide around

cities more quickly and easily. It can also be used for easy travel in walking traffic and is an alternative to cycling for people who prefer the safety of the pavement.

<http://www.mdx.ac.uk/news/2014/06/students-invention-could-transform-transport-network2>



Student Sheds Light On Mobile Photography With Handy External Flash // 10 June 2013

Up and coming product designer Chris Whellams, 21, has designed and created an external flash for smart mobile phones, which can either be attached to the back of the phone or used wirelessly on a tripod or surface. The Middlesex University product design student wanted smartphone owners to be able to take professional photographs on their phone, so he designed '**Snap**' as his final year project and unveiled it at the Middlesex University art and design show on 7 June 2013.

<http://www.mdx.ac.uk/news/2013/06/student-sheds-light-on-mobile-photography-with-hand-external-flash>

Eyes' Been Watching You // 21 June 2013

Middlesex student creates interactive eyeball security system to cut crime. Promising product designer Curtis John

has created an eye ball shaped interactive security system which comes 'alive' and reacts to human movement with facial recognition, and uses movement and surprise to unnerve trespassers.

<http://www.mdx.ac.uk/news/2013/06/eyes-been-watching-you>



Middlesex Student Creates 'Magic Mirror' To Teach Children // 04 February 2011

Product Design student launches free interactive learning tool. A Middlesex University student has created an innovative 'magic mirror' to help teach primary school children numeracy, literacy and role-play games. As part of his product design studies, Mike Saxton created the fun learning tool using technology called augmented reality (AR). **"Guubes"** turns computer screens or classroom whiteboards into a mirror on which computer graphics can be layered on to. It is one of the first AR tools designed for the educational needs of schools.

<http://www.mdx.ac.uk/news/2011/02/middlesex-student-creates-magic-mirror-to-teach-children>

FIND OUT MORE
 You can keep up to date with our students' innovative work by tuning in to www.mdx.ac.uk/news

Middlesex University Dept. of Design
Engineering & Mathematics with redLoop:
Middlesex Design & Innovation Centre
& SMASHfestUK

WHAT NEXT?

Join us at London Design Festival 2015

ROBOT OVERLORDS

#whatisaRobot? #amIaRobot?

The perception and reality of robots' co-existence and influence over our current and future world is a mess of wishful-thinking and fear, misunderstandings and mythologising.

The reality is more mundane... and more wonderful. Join the Middlesex University Department of Design Engineering and Mathematics at Queens Park Design District for a immersive insight into the world of the 'Robot Overlords...'

You'll be able to build and transform yourself into a robot. Influence industrial robots and bend them to your will. And discover the secrets behind the rise of the robots... www.londondesignfestival.com/events/robot-overlords-whatisarobot-amiarobot

#amIaRobot?



OPEN DAYS

Join us at one of our Open Days

Our undergraduate open days are a great way to help you make your decision about Middlesex. As well as experiencing our outstanding facilities and getting a feel for life at Middlesex, you'll get to meet staff and students and have your questions answered about your course and on general subjects such as admissions, fees and funding and finding accommodation.

<http://www.mdx.ac.uk/get-in-touch/meet-us/ug-open-days>

OUR NEXT OPEN DAY

Saturday 26 September 2015

FUTURE EVENTS

Saturday 24 October 2015

Saturday 21 November 2015

Saturday 13 February 2016

Saturday 11 June 2016

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Have a look at our Design & Engineering courses...

<http://www.mdx.ac.uk/courses/undergraduate/design-engineering>



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