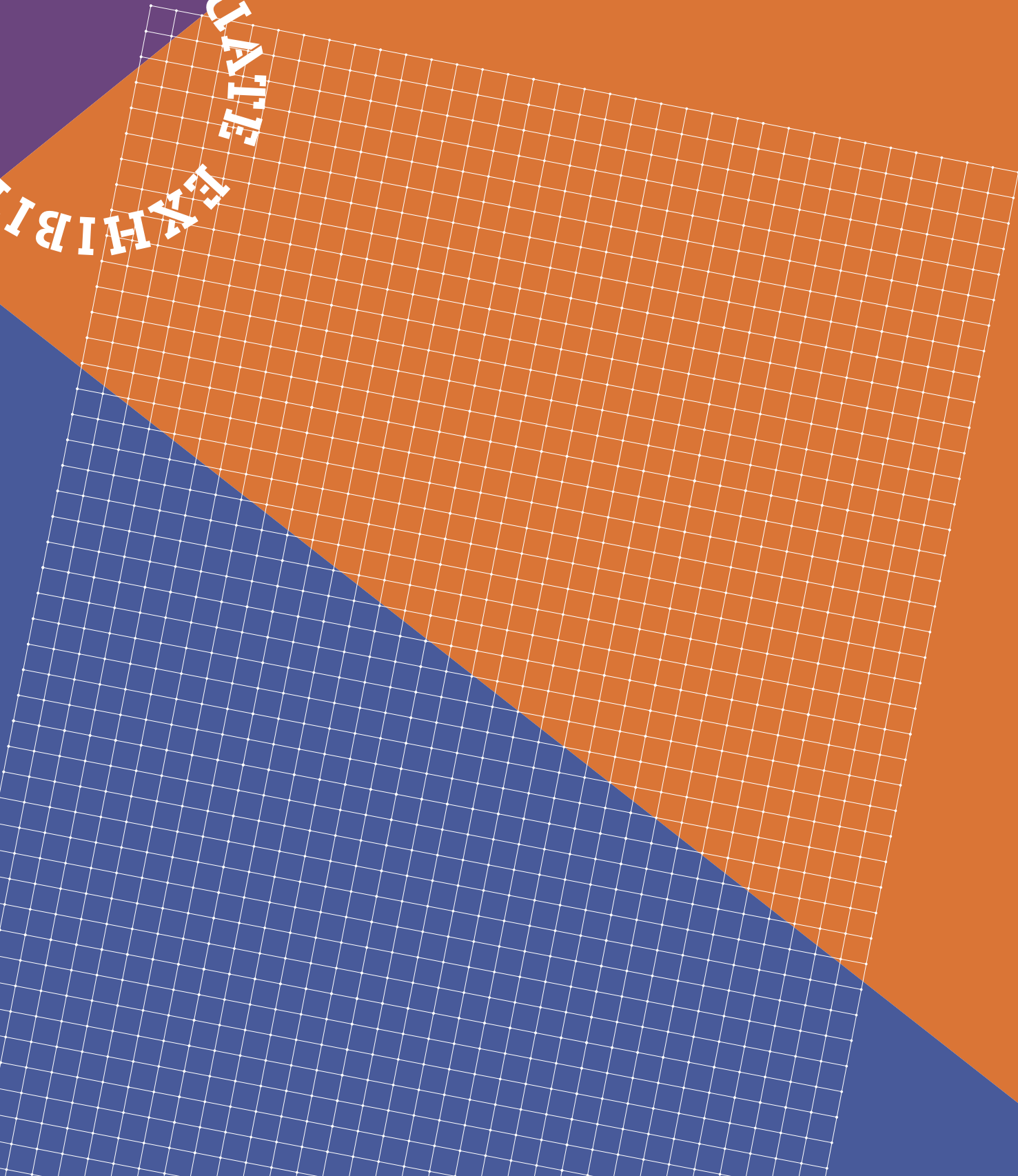


Product Design BA+MA
Graduate exhibition 2014

Oslo and Akershus University
College of Applied Sciences



GRADUATE EXHIBITION



Product Design BA+MA
Graduate exhibition 2014

Oslo and Akershus University
College of Applied Sciences

Foreword



Dear students!

It is with great pleasure and honor we present your final projects. This is your threshold to the «real world» and the exhibition gives the world outside a possibility to get to know you.

You will put your own design footprint in the future both national and international and I hope the *Department of Product Design* have been a good experience for all of you. That you have developed both your technical skills and your intellectual capacity together with a methodology in order to solve all kind of tasks within fields of design.

The great variety of master and bachelor thesis give us a powerful indication of what to come.

I really hope to stay in touch with you in the future and hope all of you will join our *Alumni Network*. In the meantime, congratulations to each and one of you and good luck, we look forward to follow you for many years!

Bachelor students



Anders Aannestad
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Hege Alexandersen
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Aji Amin
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Åshild Aurlien
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Iris Eriksen
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Aase Mari Finnseth
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Julie Beate Fløstrand
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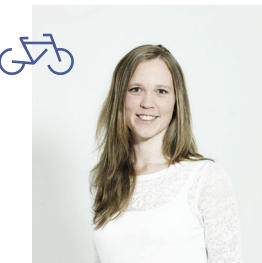
Kristine Fornes
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Dominik Gorski
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Julie Glein Halvorsen
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Merethe Hansen
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Nadja Herheim
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Ane Kolberg
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Mathias Løbner-Olesen
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Decoration &
interior design



Service &
interaction design



Product &
industrial design



Confidential



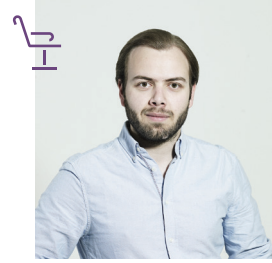
Elikem Amevordszie
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Gina Heltorp Andersen
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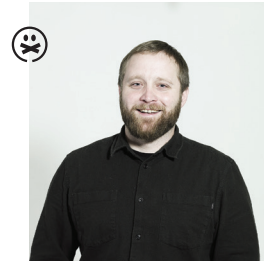
Bjørn van den Berg
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Kim August Brenne
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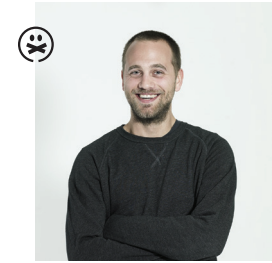
Sigrid Hustad
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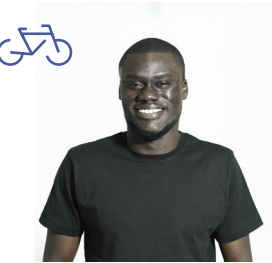
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Master students

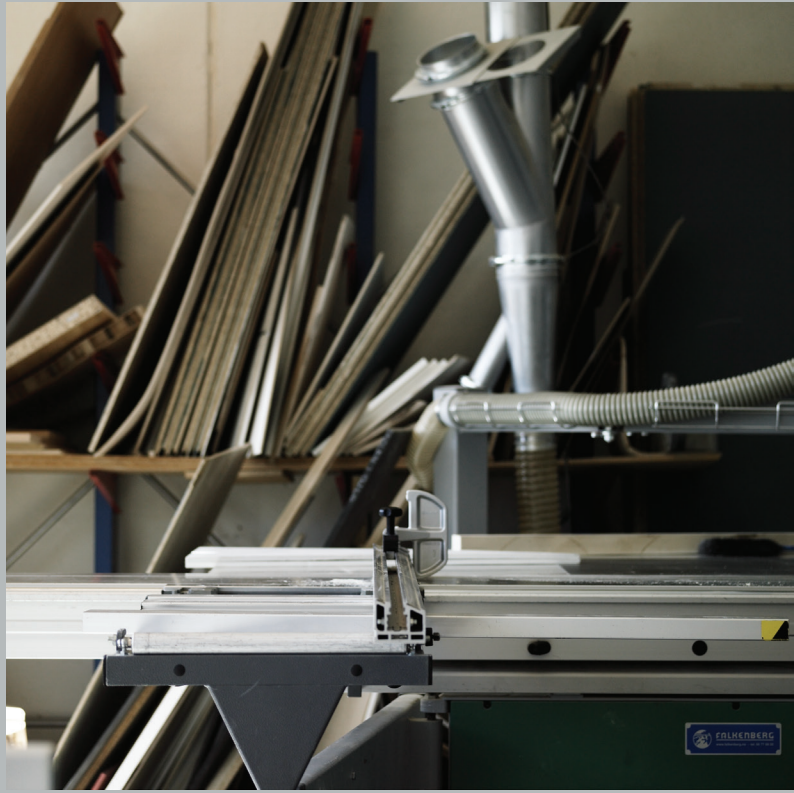
The *Department of Product Design* at Oslo and Akershus University College of Applied Sciences is located at Kjeller, just outside of Oslo. The department offers bachelor- and master degrees in product design. Our programs explore what design is and how it affects us, and empowers students with a dynamic interaction of theoretical and practical knowledge. Available to our students are large and well equipped metal-, wood-, plastic-, ceramic-, glass- and concrete workshops, allowing them to experiment and explore a wide variety of materials and their areas of function.

In the Masters program the students will be introduced to use general scientific methods as well as more targeted techniques in design research methodology.



A well equipped workshop contributes to creativity

A wide variety in different materials used for prototyping



Facilities

Interaction between materials and concept enhances the work





Hands on work gives a
greater understanding
of processes

Facilities



Personalized workspace in an open area



Understanding
the craftsmanship



Ideation and
sketching

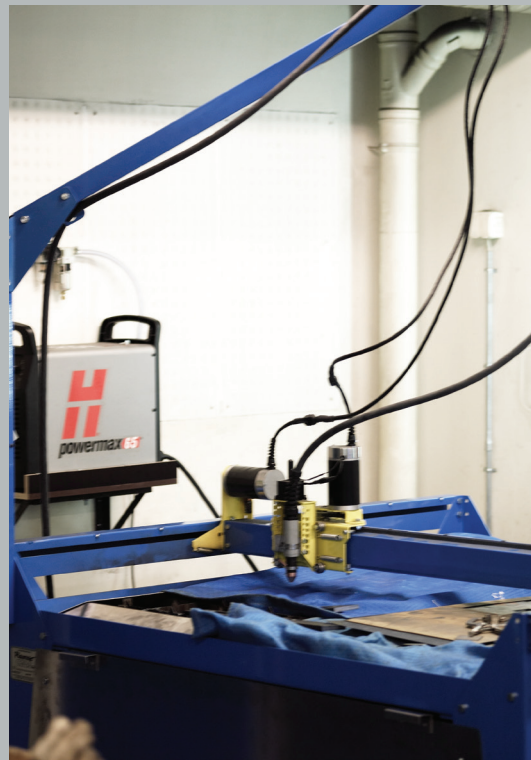


A well equipped 3D lab
with 3D printers, CNC mill
and laser cutter

Facilities



Computer lab equipped with needed tools and programs



Plasma cutter available in the metal workshop



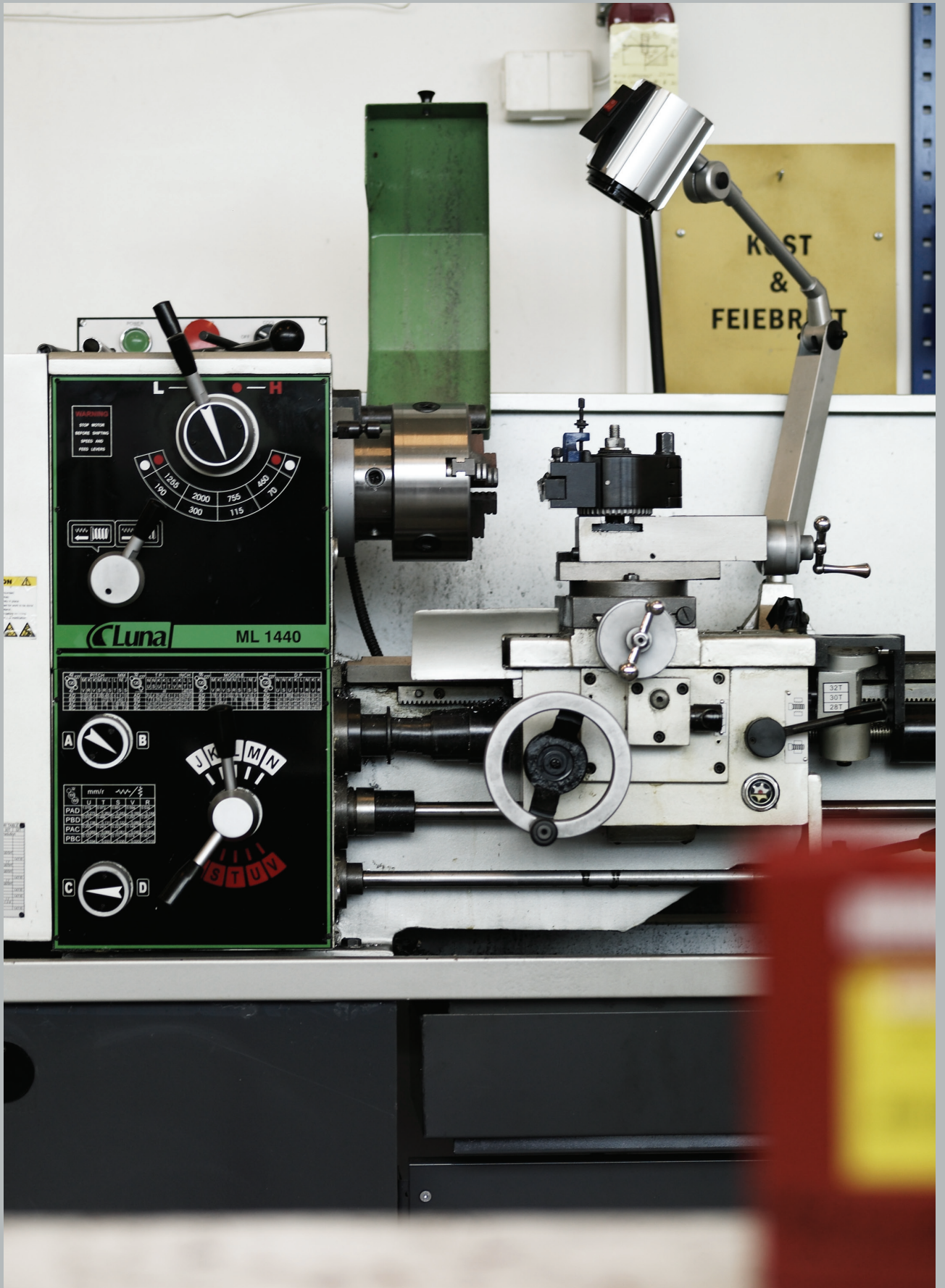
Prototyping 1:1
investigating form
and function



Vital and
exciting student
environment

The only thing that stops you is your own
creativity and the will to work hard

Facilities



1B

A

PDRS (Psychiatric Dynamic Restraining System) is a restraining system that prevents psychiatrically patients from hurting themselves or others in a medical and psychiatric situation.

The project has deeply focused on user friendliness, intuitiveness and safety - both medical and psychiatrically, throughout the entire development process, balanced the aspects of theory, ethics and product development with focus on end user.

PDRS is designed to reduce the feeling of abuse for patients in a very stressful and tough situation. This has been done through the design of the

restraining system as well as the time it takes to mount it.

The project has strongly focused on medical health and is designed to give patients that are restrained more freedom of movement in order to decrease health risks as for example clot, heart attack and joint damage, which are all often a result of static lying positions.

PDRS is designed to increase the feeling of dignity for patients, among other things by giving them a safer alternative, but also by giving them more freedom to eat, drink and to visit the restroom on their own.



PDRS

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This project is about recycling, especially aimed to hazardous waste. The importance of handling this type of waste the right way is of high relevance, but right now it 's not a great priority in our society. The goal throughout the project is to communicate to everyone how vital it is to recycle this type of waste, and make it easier to do this.

The final concept invites a community to work together, through cooperation and interaction. The product is a closet placed in every condominium, where hazardous waste is recycled where the users attached to it has to empty it in turns.



Luke

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Chinese Restaurant

The task has been to come up with a concept for a restaurant in collaboration with a store manager in Oslo.

The end product resulted in design and a concept for the restaurant. The main focus has been to focus on a concept that gives good flow in the restaurant and a design that makes it visible and easy for customers to understand.

The food is based on Chinese cuisine and relies on quick dishes that are made with wok.

The focus were mostly working with the decoration and interior of the restaurant in combination with location of products, furniture etc.



matveien.no

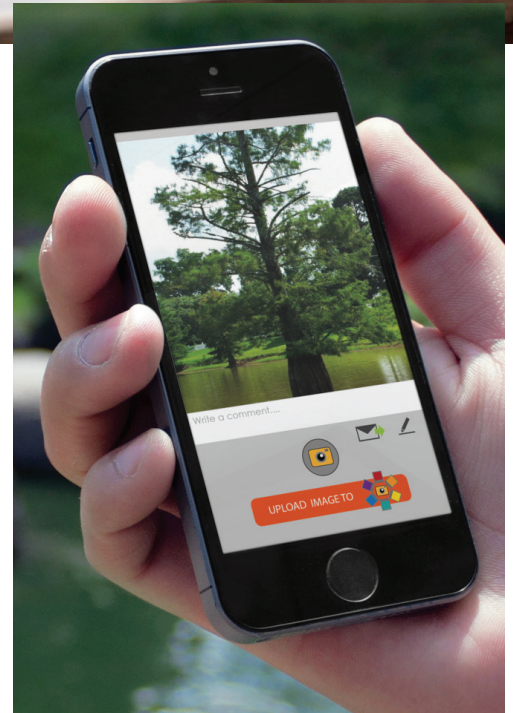
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Matveien.no is a personal website and app for you who are concerned about what you eat - whether it comes to specific needs or just personal preferences. This site guides you through the whole process of getting the right food for YOU.

People are more and more concerned about what they eat, and there is much uncertainty when it comes to the content, background and usage of food, and how one will get it. This is especially challenging for people with allergies and intolerance, vegetarians, vegans, people interested in organic food, environment, halal

etc. Many people spend a lot of time and effort to find out what they can eat and search many different places to get answers.

The concept takes into account a wide range of food preferences and information, but your search can be narrowed down to suit your own personal preferences. *Matveien.no* is an unifying system for the many steps included in the process of getting the right food for you - from planning, getting information and tips, sharing advices with others with similar preferences as your own, to the purchase and use - all in one place.



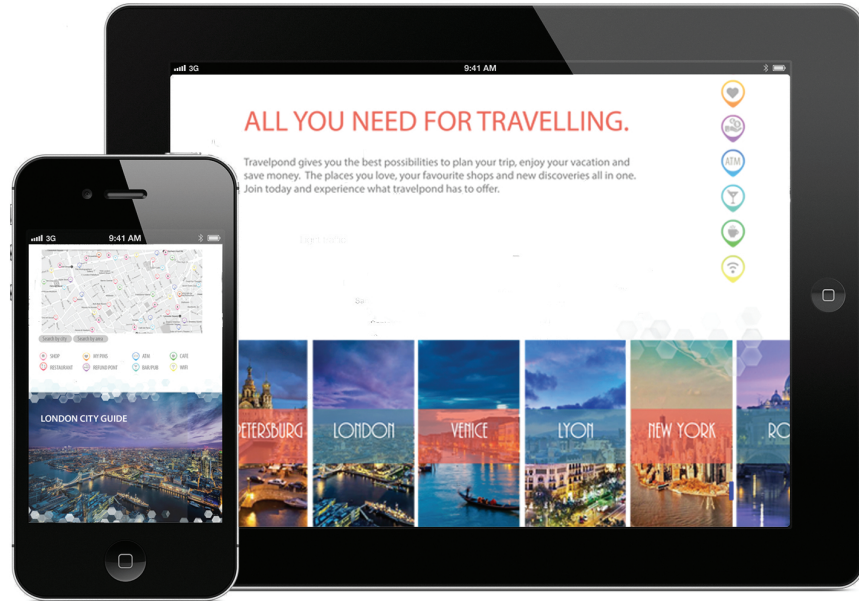
Mosaic

Mosaic - Motivating Social Album Inspiration Collector.

Depression is a big problem in our society. The project aims to create a platform that motivates, gives you a sense of empowerment and an excuse to contact others. It encourages positive social interaction and activities.

Mosaic is an online community that encourages people to do positive activities and helps them to achieve their personal goals. It keeps track on progression and expands your network.

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Travel Pond

This project aims to solve complications within the process of retrieving VAT refunds on overseas purchases. Travellers are often unaware of their rights regarding VAT refunds or tax-back as it is also referred to. Due to unclear information using the system and a slow process, the service is at present insufficient.

Travelpond is a virtual platform, which provides you with the complete travel experience. Offering useful features throughout your trip, such as VAT refunds, personal planner, interactive maps and more.

It is an electronic application that makes VAT Refunds easier and paper free. Creating a virtual travel companion giving you an opportunity to share and find what you need on your next trip.

The challenge in this project was to facilitate VAT refund for travellers and to make the use of it as key part in the travel experience. The focus has been to make it understandable, intuitive and accessible for everyone.





A tent is one way of experiencing the nature at its best. To understand the tent life one must first understand the great outdoors and the wilderness.

Nature is a large part of Norwegian culture, and the traditional tunnel tent is common when hiking in the mountains. The most used shapes are the dome tent and the tunnel tent, where an expressional form for readiness and functionality is in focus.

The task has been to improve the tent, which endures the Nordic climate and esthetically blends in with nature.

This project challenges the «standard» tent construction against other forms of expression, which may take the development of tents in a new direction. The project is based on research of existing tents and shapes. By use of questionnaires and interviews, a greater understanding on the perspective on the great outdoor in Scandinavian climate in general has been achieved. To acquire more knowledge within this area a collaboration with Tore Holmeslet, gained knowledge regarding the tent production process.

Bergans is sponsor of the materials.



Gapa

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Holey Moley



Holey Moley is a product developed in co-operation with the community center on Haugenstua. The concept aims to lead the user to the back entry.

The challenge is how to lead the user to the back entry in a funny way and spark interest.

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Handysize

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The project involves branding and store design for Handysize, a specialist in travel accessories. The focus is to achieve an easily recognizable store with a welcoming and easily navigable environment.

Handysize have seen a loss in brand identity since they began trading in 2005. Although they have a clear idea of their brand, the store does not communicate this effectively.

The goal is to create a strong brand identity for the store to communicate both externally and internally. Additional to this,

the focus has been on making the store intuitive and comfortable for customers.

This is done through vivid and evocative window displays used as part of the branding campaign, giving Handysize a more striking and sensational exterior creating an internal environment with an inspiring atmosphere, which plays on the experience you get when traveling. This, in addition to the strategic layout of the store and intuitive placement of the goods ensures a steady flow.





Meal is tableware designed and aimed to simplify the meal for elderly people with dementia in institutions. The focus has been to increase a sense of achievement and dignity.

The situation around a meal can be a challenge for this user group. The availability in custom tableware are often narrow made of plastic and reminds of children's and onetime tableware.

Colors have been implemented to increase the sense of understanding in combination with porcelain, which has a smooth tactile surface and are easy to clean. It is also dishwasher safe. The project has enhanced the aesthetic and ergonomic aspects with focus on the use.

Meal

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The motivation behind this project has been to work with a partner and being able to observe the toddlers department, looking at children's mood, behavior, why children play, their problems and the reason for this. It has resulted in a child's toy named Frisky.

The challenge has been to include all children from regardless of age. The product covers several senses like creativity, curiosity and learning.

Observation, research, documentation, taking pictures, filming practical activities, and social interaction from everyday life in the kindergarten are methods used to get to the end product. Questionnaire for parents and staff of the infants department have been handed out, in order to gain insight and understand how children behave in different environments.



Frisky

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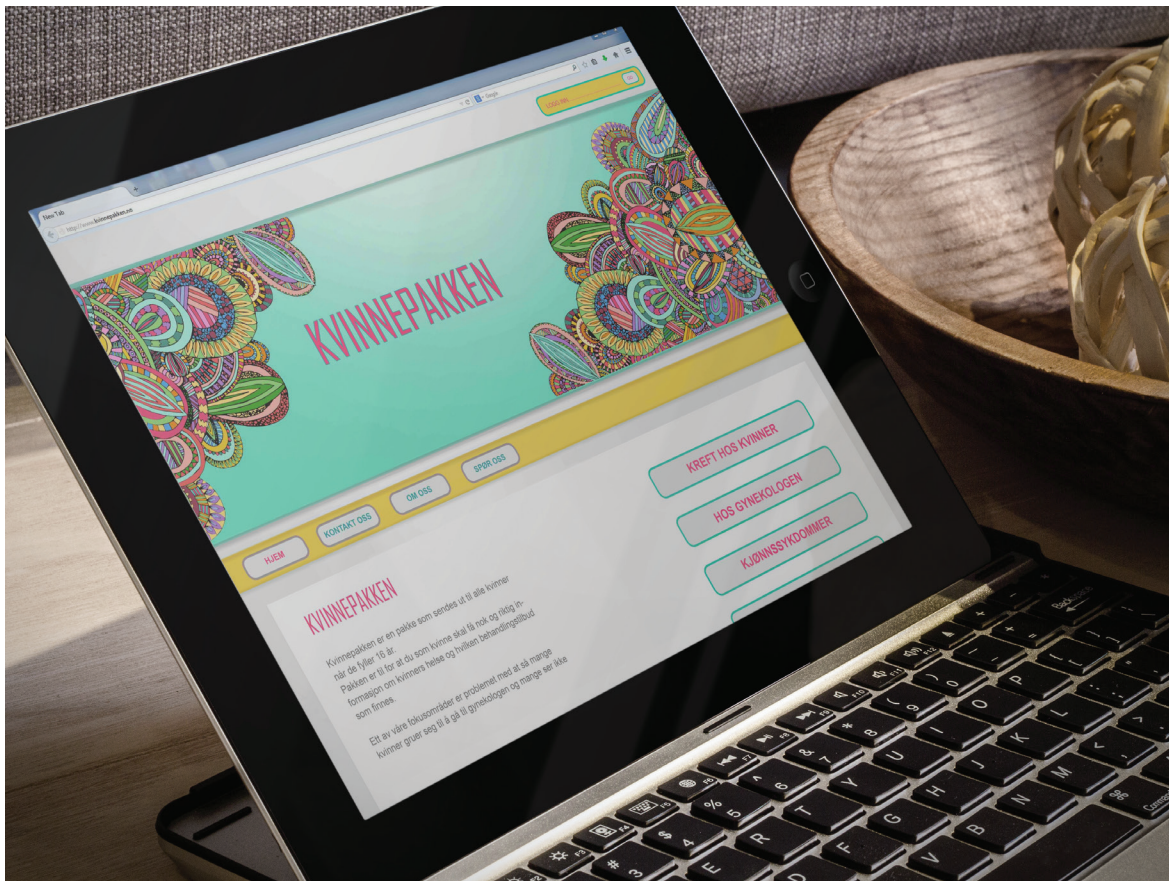


GevIR

GevIR is a dashcam system using Infrared (IR) light technology to recognize moose and other animals over a certain size. Install it in your car, and let it help you to discover wild animals in time to avoid collision.

GevIR operates independently and automatically turns on when starting the car. Because *GevIR* is in the car, as opposed to along the road, it keeps the driver safe wherever he/she is driving, even on dark roads with minimal lighting and dense vegetation. It allows wildlife to move freely and unaffected in their natural habitat.

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Kvinnepakken

Kvinnepakken is an information system containing an app, a website and a physical package containing an information book with a short version of the website information for woman mainly about the experience of going to the gynecologist. It contains a package sent by mail and a home test for cervical cancer to every woman in Norway with the same information and most importantly the right information without needing to search for it.

A package is sent out every third year after they've turned 25 with a cancer test together with some information.

A lot of women feel insecure and even scared for the visit because they don't know what to expect. This will open up to feel safe and hopefully make the process of going to the gynecologist less frightening.

The system is designed to be intuitive and give woman the required information to feel safe in an easy way, without having to search for it.



Firefighters risk their lives on a daily basis and contribute to make our community feel safe. Therefore firefighters deserves the best equipment possible and became the motivation behind this project.

The task was to design and build a handheld light that would challenge the light currently used by the agency for fire and rescue services in Oslo (OBRE), with focus on form, weight, carry options and light properties.

The handheld light is specifically designed for firefighter-use and built according to research, testing and feedback from firefighters at OBRE.

It has a universal clip that fits onto the existing gear, while maintaining a forward facing light.

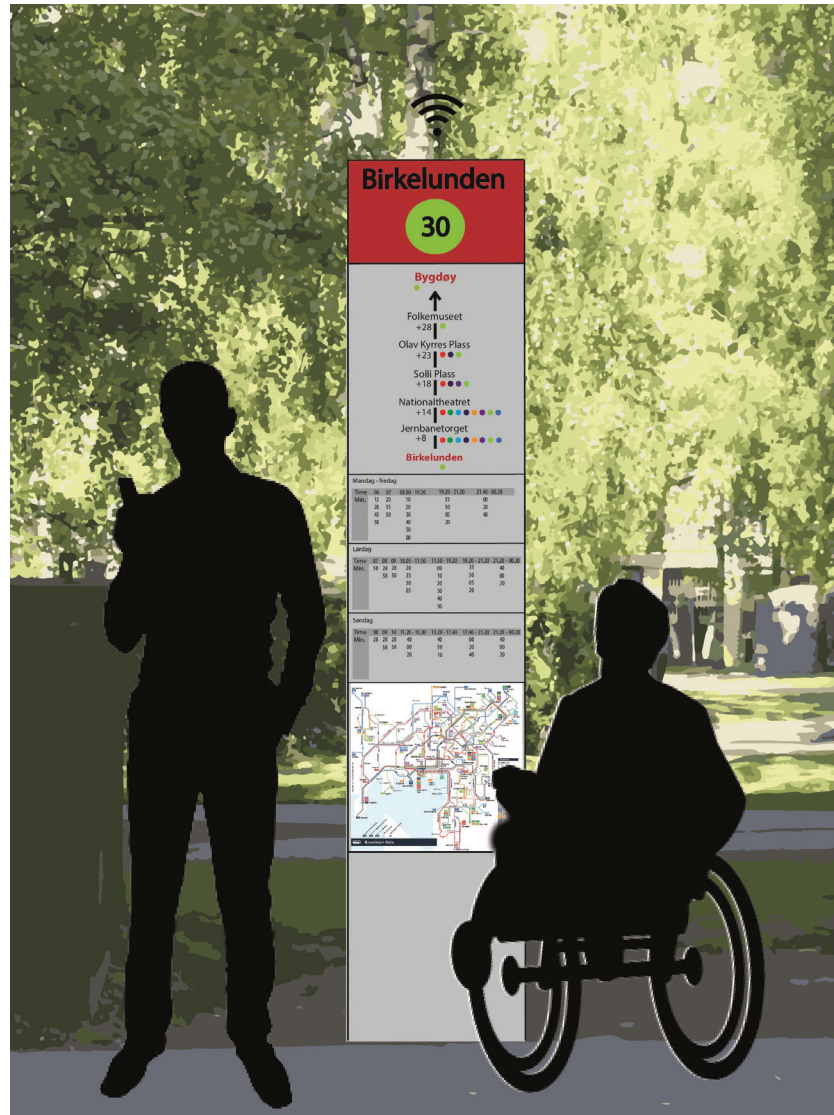
The light cone is designed with a high-output searchlight with an extremely focused beam, and a secondary function as a work light.

Candor

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Pylon Bus Stop Sign



The *Pylon Bus Stop Sign* is a hybrid solution offering analog and digital travel information. The solution focuses on an easier way to travel with public transportation.

The motivation behind the project is to recruit users to public transportation, which in turn will have a positive effect on the climate.

The sign is visible from long distances in urban environments. Upon arrival at the bus stop, the pylon is designed to communicate information efficiently to all users without discriminating.



Comprised entirely of leftover wallpaper materials, *Rest* is a one-of-a-kind series of notebooks, cards and envelopes.

As a part of Kirkens Bymisjon's *Lønn som Fortjent* program, these products will be made by recovering drug addicts, offering them respite from the streets, as well as the opportunity to experience the value of paid work. *Rest* products are simple, decorative, and environmentally friendly.



Rest

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littleGreen

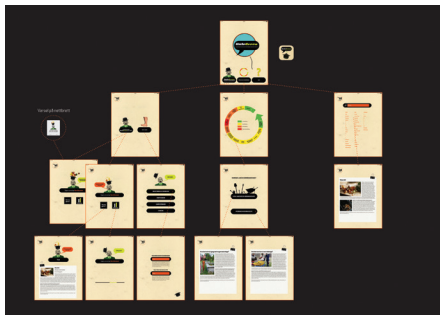
En god hjælper for de voksne | En økologisk rundreise for de små



Little Green



Little Green



Today's children are the environmental problem-solvers of the next generation. How can our children grow up to become adults; thinking of environmentally friendly measures on a regular basis?

The *LittleGreen* application is designed for the kindergarten staff. Providing good help in giving the children first-hand experiences about ecology and the environment, in an active and exciting way.

LittleGreen Compost is a sensor that comes with the application and simplifies composting. The sensor measures PH-value and temperature, and automatically sends a push-notification to the tablet if the compost needs tending. The app gives the staff/user specific tips on how to solve these issues.

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Lina Lindahl



Spinning wall is an interactive art sculpture created for a public space. It consists of rotating blocks that encourage participation and interaction in shaping the wall of color combinations. The number of blocks can be adapted to the size and form of the public space.

With a background from the street art scene, the motivation behind this project has been to bring art to the street in a new form. One criterion has been to implement an interactive function for the users.

Spinning wall

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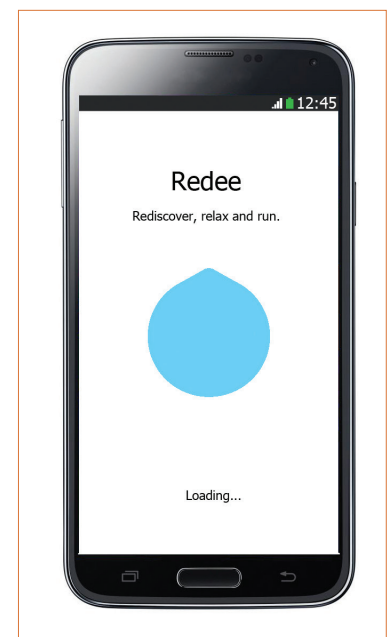
Redee is a GPS-watch, which will guide users easily to, and through any activity, and at the same time offer interesting and exciting new features through an app.

It invites you to explore the local surroundings and the nature while running. People often get lost and find themselves running the same route, which is quite boring after a couple of times. A solution to this is a product that offers simple and effective guidance on the move.

It is easily understandable, with a clear and simple user interface combined with social and engaging features. This allows you to do your activity/exercise whilst getting that carefree feeling and reviewing your stats after workout.

Redee

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Bachelor



Dapper

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Dapper is a bicycle shop located in Grünerløkka, Oslo. With their plan of expanding, they were in need of a bicycle repair shop. The task was to find and build a suitable solution.

The project enhances handcraft, which influenced the design from the beginning. A belief that design and handcraft gives more insight, control and best learning outcome started this project.

Disposal of space was the greatest challenge. *Dapper* requirements for the new department were: combine a place used as a bicycle repair shop, and a showroom for other products. Implement enough space for two mechanics and contain a place to store bikes for repairing or to be collected by customers.

One of the most important qualities in the assignment was the planning phase that leads us through the full process from concept development to handcrafting the final result. The aesthetics of the solution communicate *Dapper's* image and values. It meets their functional prerequisites by designing a mezzanine for storing bikes above the repair shop, and designing of the workspace with room for two mechanics.

Sverre Søndervik Sæther and August Lundberg



We throw away hundreds of tons of food every year. It is a great waste of land, water and energy. If we plan better around food, and use what we already have; especially leftovers, a lot of this waste can be avoided.

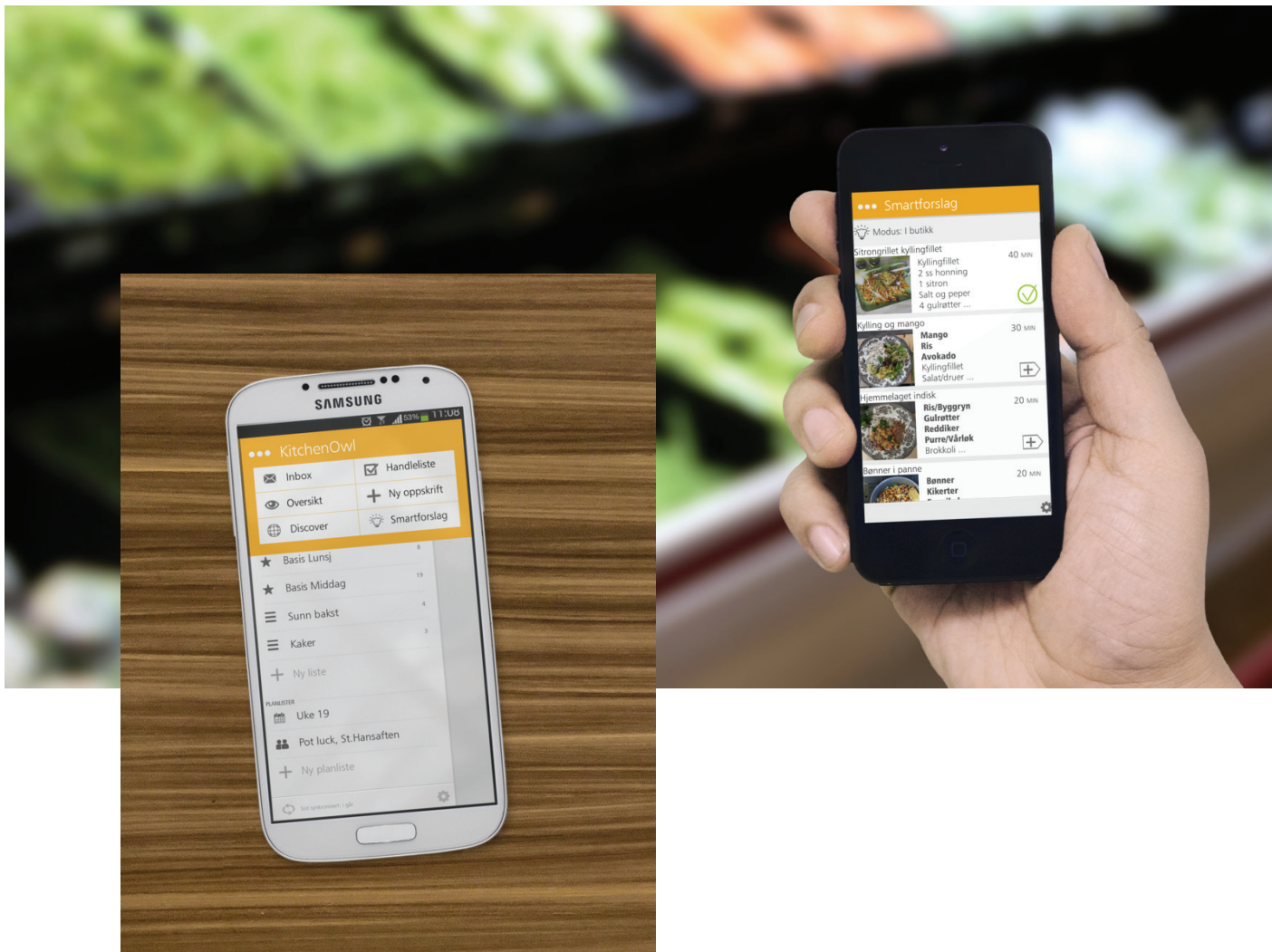
In most families today there is often one person responsible around food. If we work together, our everyday life could be much easier and we would have time for what really matters: to be together and share the meals together.

Kitchen Owl is an application that facilitates collaboration and planning of shopping, cooking and using leftovers in home situations. The application is also a platform for sharing recipes, weekly plans, and provides personal tips for recipes in according to what you have saved of ingredients.

How nice wouldn't it be if the son in the house could make the dinner? How proud wouldn't he be? And what if you used leftover from yesterday's dinner, and ate it for lunch at work? With *Kitchen Owl*, this would be possible.

Kitchen Owl

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Braathen is the result of a collaboration with upholsterer Camilla Frøysadal, the owner of møbeltapetserer *Braathen*.

Industrialization and mass production are forcing an increasing number of craftsmen in Norway to pack up their businesses, and several of Norway's furniture manufacturers have relocated all or part of their production abroad.

In the West, we are constantly told that consumption is the way to a meaningful and happy life, and are even encouraged to consume without thinking of the consequences.

As well as preserving one of our artisanal traditions, Braathen utilizes natural, locally sourced materials to minimize its ecological footprint.



Braathen

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Memento

This project is a proposal to improve the monuments placed in the concept of named memorial groves for common burial of urns. It offers the bereaved more individuality ways of paying respect and honoring the deceased.

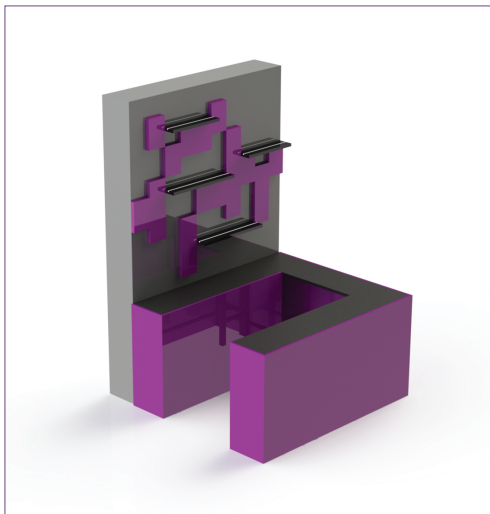
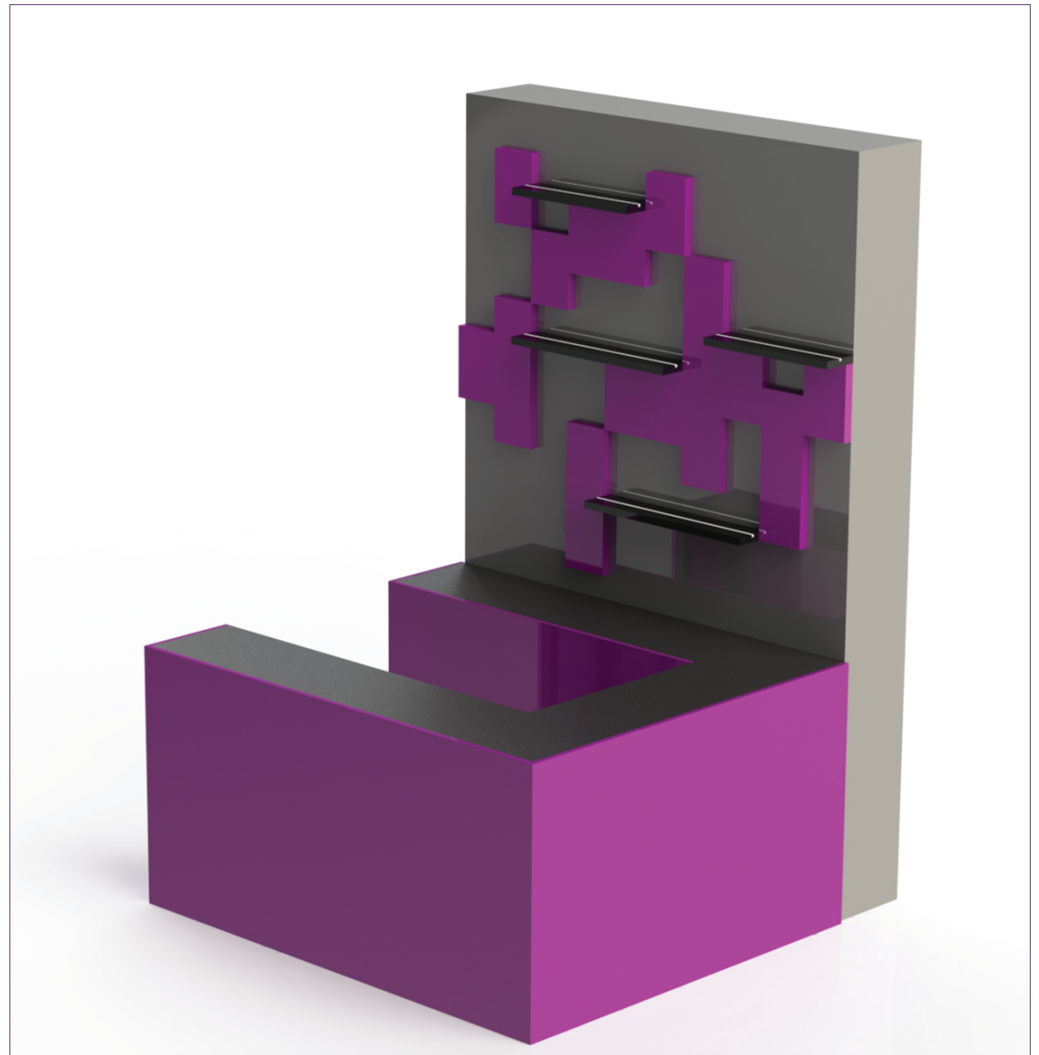
Based on modern needs and future projections for social development as well as consideration of emotional relations to Norwegian burial culture and traditional aesthetics, it's projected that in 40 years from now, the number of deaths in Norway will increase by 20, 000 a year. The government already offers space saving solutions like memorial groves, however lack of

knowledge, strong traditional bonds and emotional ties prevents the use of these.

This product gives the bereaved a defined imprinted area with personal information of the deceased. The shape end texture encourages interaction through touch or placement of sensory and ritual objects. Basing the design on traditional materials and aesthetics, communicates a familiarity to the object. Through aesthetics and interactional emotional design the goal is to influence one persons approach to the burial traditions for the sake of the overall social and environmental challenges.



Light up



Light Up is a package solution for the bar area for «Cafe Køh». It contains a shelf system with lights and sound absorbing- panels that will improve the customer experience through better acoustic and make the work area for personnel more efficient, including a better aesthetic expression for the coffee shop.

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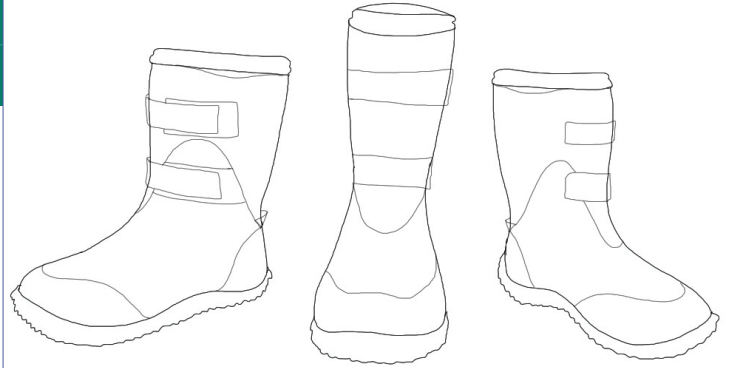
Use in place of consumption



It is too easy to throw the things you don't want or need anymore, even though they are still usable. What we often forget is that what you don't need, can be passed on to others who may have use for it. This is an important issue to address, much due to environmental considerations, but also because what you might not need anymore, others might use.

Re-use is in the time like never before, and it's time to help this trend. The project ended with a simple scheme, for those who need to get rid of things quickly with focus on students in moving situation.

The main goal is to get people to throw less and reduce the amount of garbage. It's easy to buy more than necessary when the economy is not a large obstacle, but it is not good for the environment that we live this way.



Dock Boot

The project is done in collaboration with A. Høibo AS, a Norwegian company selling rubber boots. The task was to come up with a new design on the boot including new graphics. The main target groups are children, 1-5 years and 6-10 years.

The challenge was to design a boot differentiated from the original *Dock Boot* but still recognizable as a *Dock Boot*. The motivation behind this project comes from observing the challenges children have with rubber boots.

The redesigned *Dock Boot* is much easier to take on and off. The children can easily handle them alone, and the prints are especially aimed for children exclusively made for *Dock Boot*.



This project aimed to create a product in collaboration with the company *Remontèr AS* satisfying the need for storage of garden tools, pots, flowerpots, and exhibition of plants/flowers. The product was designed to easily be assembled by the elite group with impaired function in the company.

The challenge was to design a product that would be relatively easy to put together for the elite users with disabilities in *Remontèr AS* where the production will take place.

The storage unit is easy to assemble and can be packed flat. The product occupies little space for storage jars, flowerpots and garden tools at the same as it highlights the flowers and plants on the top lid. In order to lift or move the storage unit, it is made a grab hook on each side of the product.





An emotionally durable and globally inspired jewelry made from silver and porcelain. The concept is inspired from filigree from the Norwegian silver jewelry (Sølje) and Ghanaian Adinkra symbol (Sankofa).

Culture is dynamic and not static, bound to be changed, even if globalization did not exist. Passing information from generation to generation can be distorted, as humans we all listen and understand differently.

This project aims to help the younger generation to accept their culture in a modern way, by mixing culture and material the to represent the traditional aspect of both countries.







Pablo

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Pablo is a composition of geometric shapes with reflecting surfaces. It is a different view on everyday objects and a result of the analyses of the reflective «work» we do every day.

We relate to countless products daily, live with them consciously and unconsciously, making ourselves dependent on many of them. In this project investigation of the potential of a different shape, solution or principle is enhanced. Experiencing old products through interaction is explored and used to create new and different experiences that fascinates and last longer together with variations of colors, shapes and materials.

Presence in everyday objects



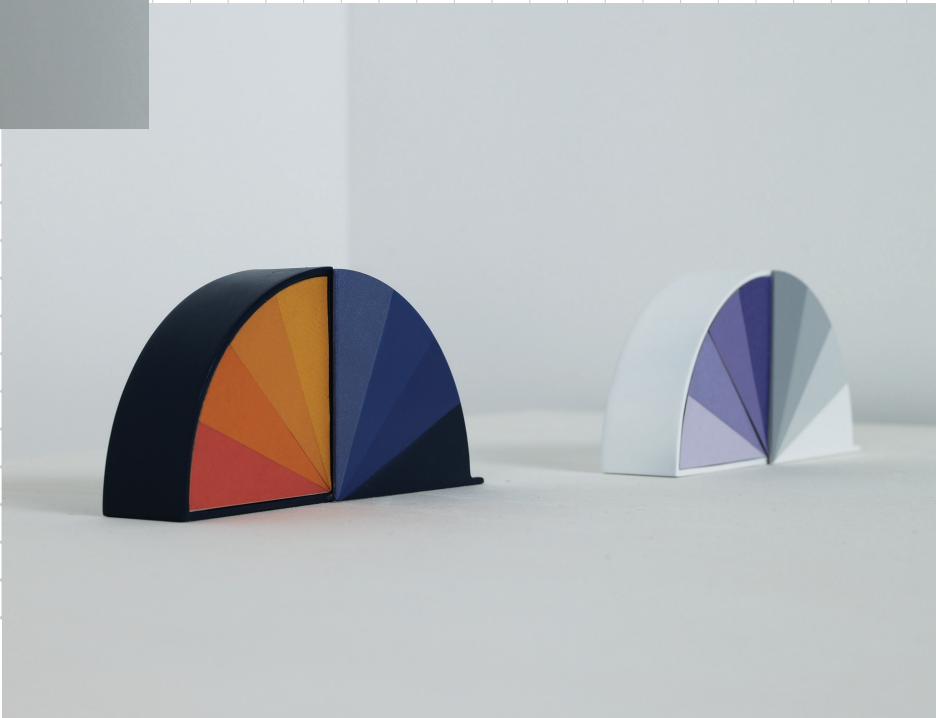
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The project focuses on physical and mental recognition in the moment. Perception in tactility, color and physical interaction are some of the tools used in the approach to develop these objects. They are communicating visual metaphors and concepts in a minimal and precise way.

Creating objects that affect a feeling of awareness and presence will extend the objects lifetime and create attachment to it.

These objects contribute to reflection in the moment where interaction finds place in time and room. Evident use of silhouettes and sculptural value is combined with sensibility and tactility.





Frame-module

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Frame-module is a flexible modular furniture with possibilities for individual customization, transformed to follow the users needs. The motivation behind this project is to provide the customer an opportunity to change the furniture according to their variety of needs and personal aesthetic taste over time. This feature invites the user to keep it longer by adding affection values and personal touch through interaction.

With the possibility to switch out different parts of the furniture, it can last much longer and thus contribute to save a part of the environment.





FABEL



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FABEL, a couple of hands and a playful mind touch you inside and releases madness! The only boundary to how many different creatures can be made with *FABEL* is within a child's imagination. And isn't that endless?

Enough of stereotyping, no more pink and blue and boys-girls play. We're not that different between genders but between individuals. The focus in this project aims to give children a chance to express themselves freely through play, without being affected by stereotyping.





Festoo

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The image shows the FESTO logo in blue, bold, sans-serif capital letters. The logo is positioned on the left side of the page, overlaid on a vertical rectangular area that has a blurred background of green and yellow foliage.

Inspired by nature the task was to create an industrial gripping tool, in collaboration with the *Automation Company Festo* and their *Bionic Learning Network*.

Bionic Learning Network is a cooperation between *Festo* and renowned universities, institutes and development companies focusing on principles from nature providing inspiration for technical applications and industrial practice.

The details in this project are confidential at this time.



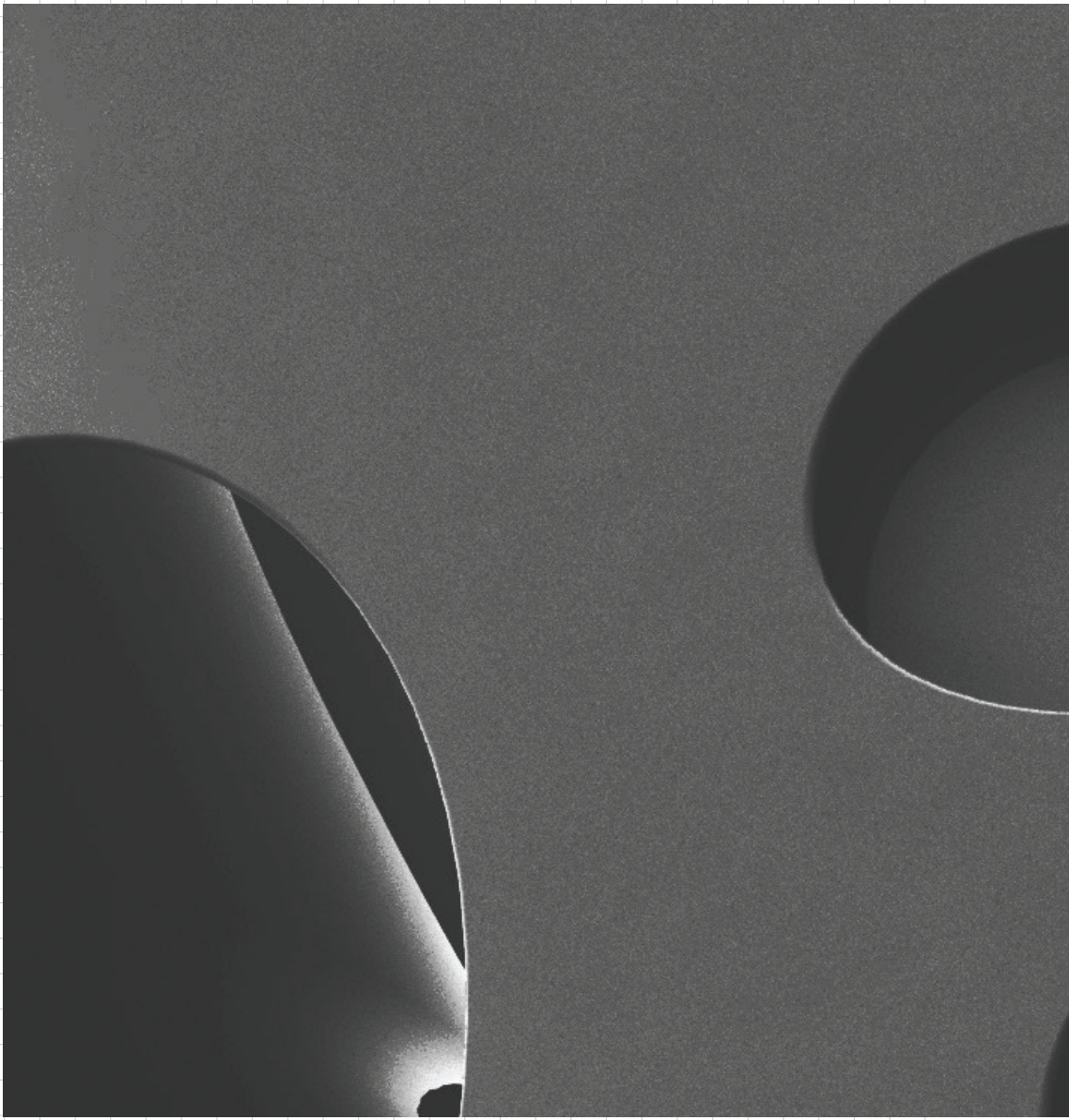
Be.moving

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Be.moving is a low-threshold and fun activity- competition, which motivates employees to move more and increase their level of physical activity. By doing challenges and gaining physical rewards they can measure their progress and keep it on display for other colleagues to see - the competition is on!

Wilfa product development strategy



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Mapping and creating tools for product development that is coherent with *Wilfa* brand strategy, values, goals and visions.

Wilfa began rebranding in 2010, as a result of winning *Red Dot Award* and *IF Product Design Award* in 2013 with *Wilfa Black Precision*. The project continues this trend, establishing rules and guidelines to pursue the position as a marked leader. The result is a connected product series, with focus on experience, innovation and brand strategy.

The details in this project are confidential at this time



Mjuk

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Mjuk is a study in the aesthetic-values of porcelain, with focus on materiality and craftsmanship. The goal was to create new experiences trough materials we interact with every day. By challenging our habitual way of looking at porcelain, the project try to wake a sense of wonder and curiosity in people, when observing these objects.

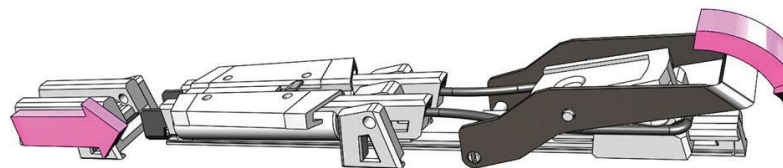
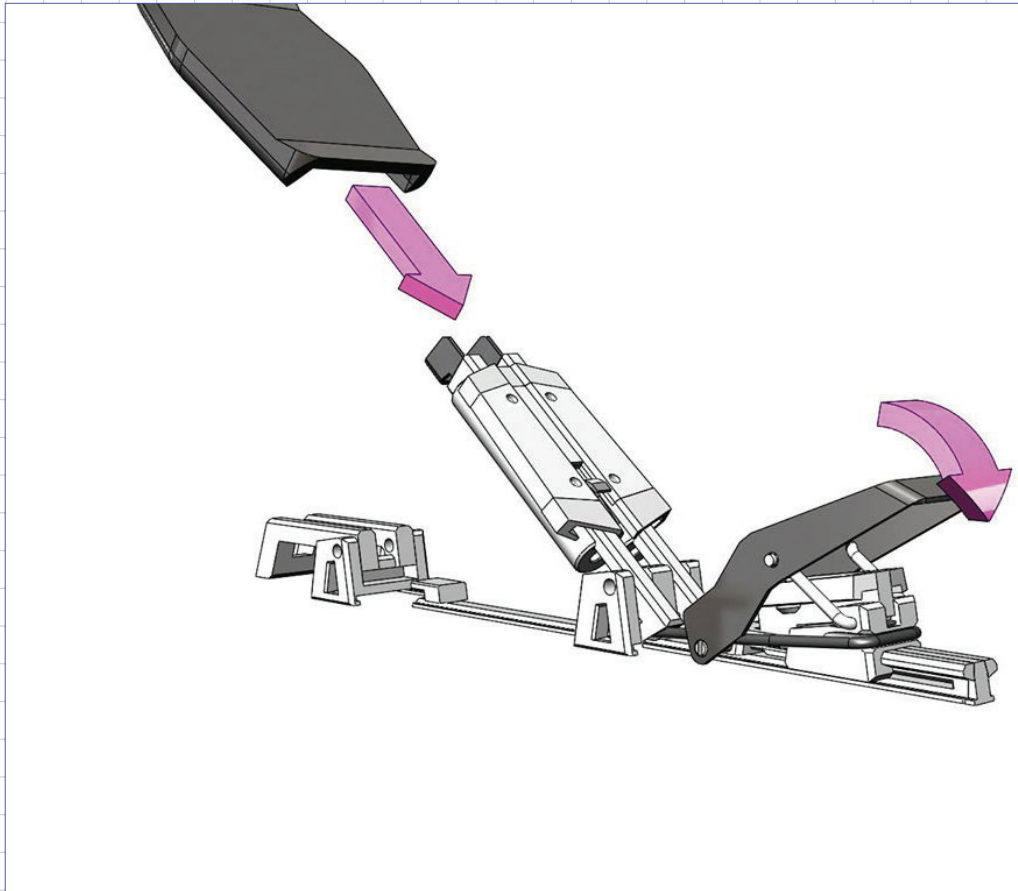


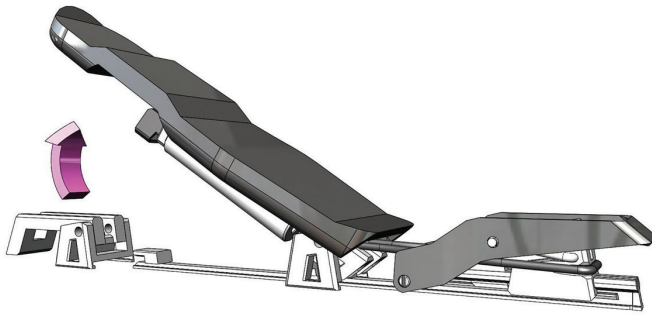


X-terrain

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Sigbjørn Kristiansen Næss





Over the years skiing activities have become specialized towards either alpine or cross-country events, resulting in the associated equipment being modified for either one or the other. By bridging the gap between these two disciplines, this cross-functional ski-binding concept allows the user to enjoy both alpine and cross-country terrains.

The motivation behind this project has been to make a tool that helps the user manage obstacles he or she may encounter in varied terrain, thus giving the user greater control over their skiing experience.

Throughout the project the main areas of focus has been around function and the required specifications, which the user sets to how the binding should work. Together with how to enhance the relation between user and product, the aesthetic language has also a great part in enhancing the product attachment.



Incognito

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Open - Load - Create as you go!

With the use of ethnographic studies, semiotics and prototyping methodology the development of this tool encourages sound creation based on body movements. It is in the form of an open able ball that contains a polyhedric chamber within. The round outer shape affords the user the opportunity to use their already existing skill-set to be creative.

With the use of your individual skill-set, discover the sound of materials in relation to your body through the stimulation of your senses.





ElectricCity



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ElectriCity is an electric city bike made in collaboration with bike manufacturer Hard Rocx. The electric bike is an alternative means of transport for users in cities and urban areas, where traffic jams and lack of parking may be a problem.

ElectriCity is an electric bicycle that stands out from its competitors with a blend between classic visual language and modern technology. The design language is clean and easy with the aim to include a huge variety of users.

ElectriCity has versatile utility areas with its narrow wheels, comfortable sitting position and powerful impetus from the engine.





1:2

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1 to 2 is a kitchen toolkit for both children and adults. Each tool is made in two sizes to fit the different anatomies. This invites everybody to take part of the food making and is engaging interaction within the family.

The motivation behind this product is to support and build a better relationship between children and parents in the kitchen.



Náttúra



When a lamp is turned off, it is still an object that makes a statement. This project aimed at experimenting with 3D veneer, creating a lamp that displays a uniquely warm feeling able to highlight the natural characteristics of its surface.

The desired shape and surface comes to life by combining and applying different lamination

techniques, material properties, manufacturing methods and by exploring the unwritten laws of the material through research.

The special grain texture of the material captures the beauty of nature. The motivation was to design a mass-produced product, and at the same time maintain its unique texture.



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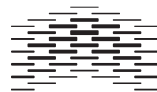
Coordination
by Phuc Tan Ngyuen

Design and Art Direction
by Bielke+Yang

Photography
Geir Foshaug

produktdesigner.no/2014

Colophon



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