



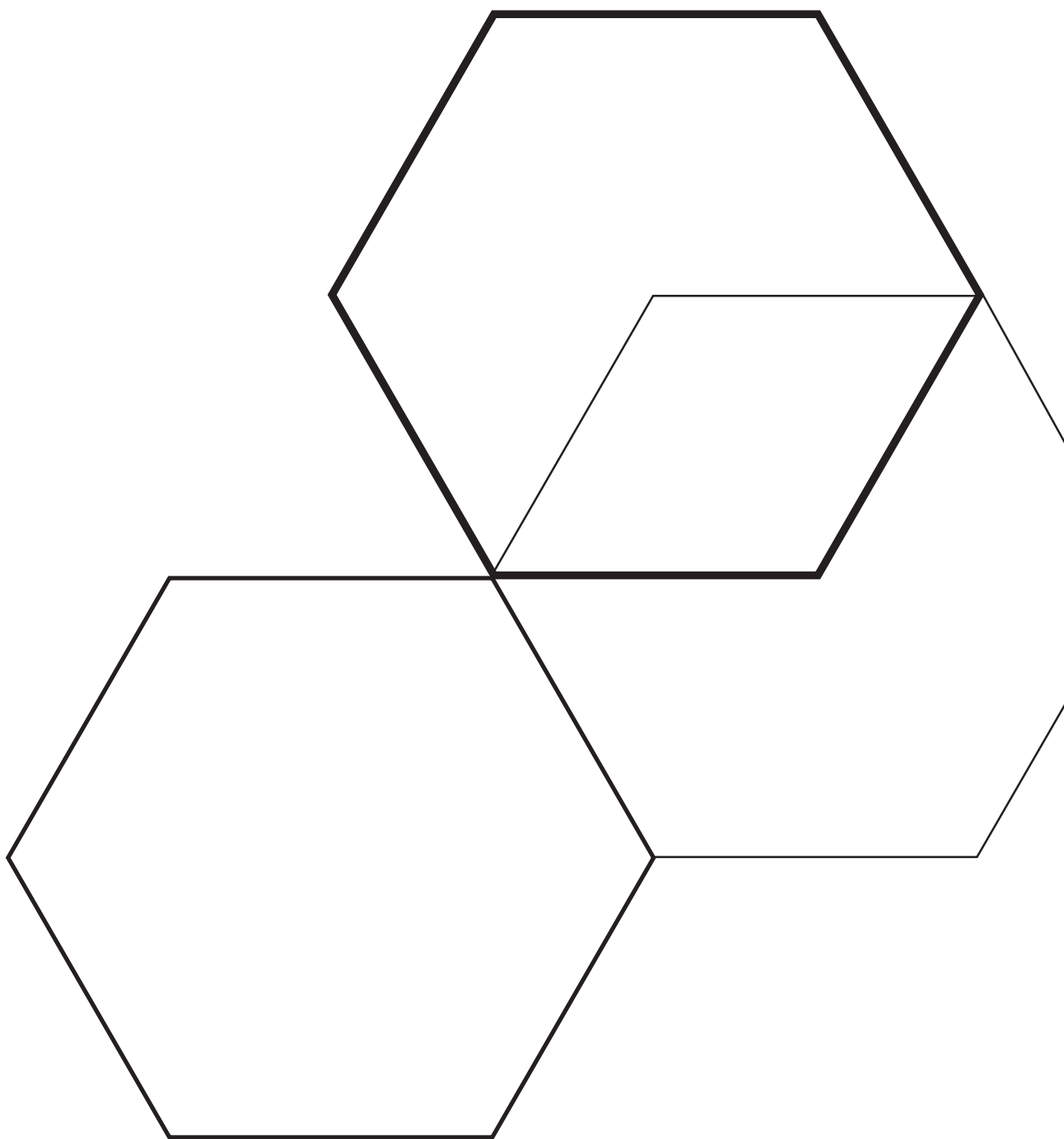
**GRADUATE
EXHIBITION**

2015

**DEPARTMENT OF
PRODUCT DESIGN**



OSLO AND AKERSHUS
UNIVERSITY COLLEGE
OF APPLIED SCIENCES



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Gunnar H. Gundersen

Gunnar H. Gundersen
Head of Department

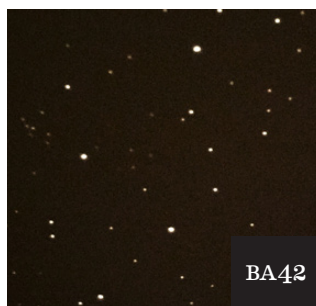
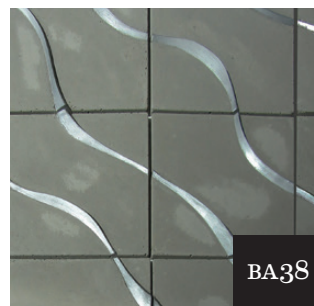
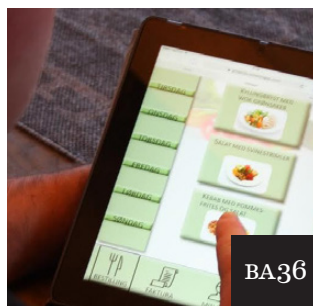
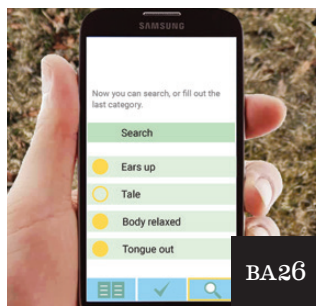
It is with great pride and joy that we present this year's graduating classes. As department of Product Design, we feel privileged to have worked with these exceptional young people. We have followed their progress as individuals and as designers for three and two years respectively. It has been an inspiring journey to witness. In which we met with a fantastic, dedicated, wise, funny, hardworking and ambitious group of students.

In their graduate exhibition, you see design projects that illustrate an incredible variety of interests, product categories, and materials. This reflects the student's fearlessness in taking on new subject areas. Their courage to push ahead in fields that have been neglected by the design community or by society as a whole. This class proves to us that there is merit in diligent well thought out design work and the implication that even the insignificant design intervention can change the world for its user. We as a department commend them for this passion and wish them well in their future endeavors.

Dear students, as your teachers, lecturers, technicians, and administrators we wish you all the best of luck! We know you will make a difference out there. We sincerely hope to hear from you in the future. Keep in touch with us through the Alumni Network, so that we can celebrate your progress with you not only today but in many years to come.

To all visitors; we invite you to be curious, intrigued, and entertained by this fabulous exhibition. Remember the names and faces you meet here today, because they will help shape our future tomorrow.

Projects





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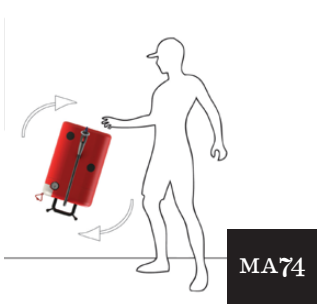
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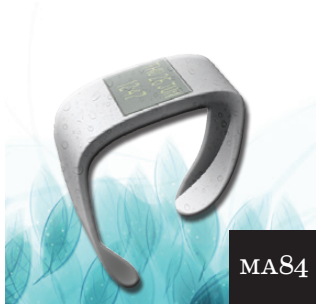
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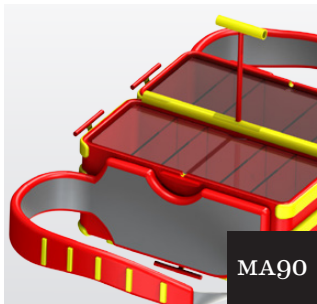
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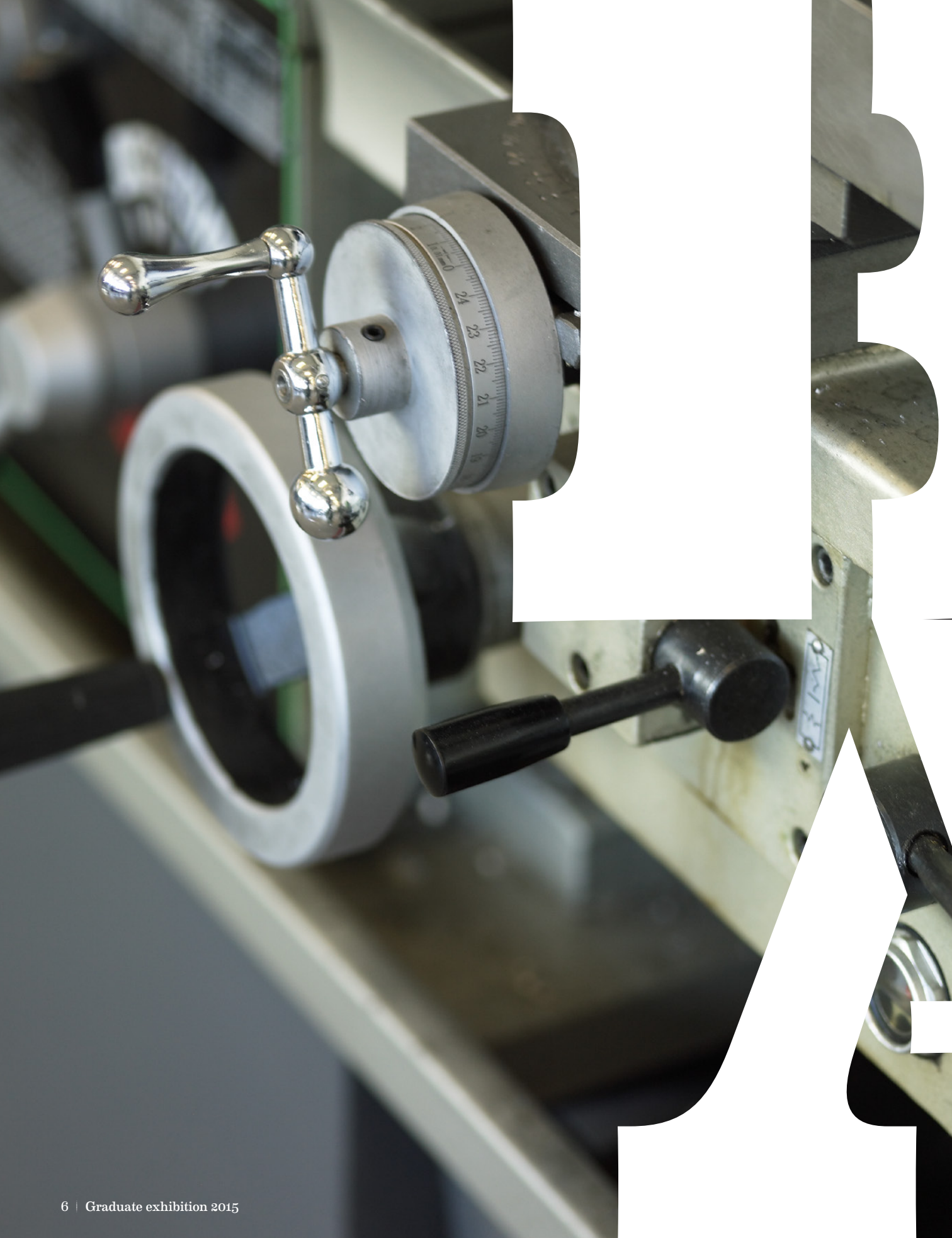
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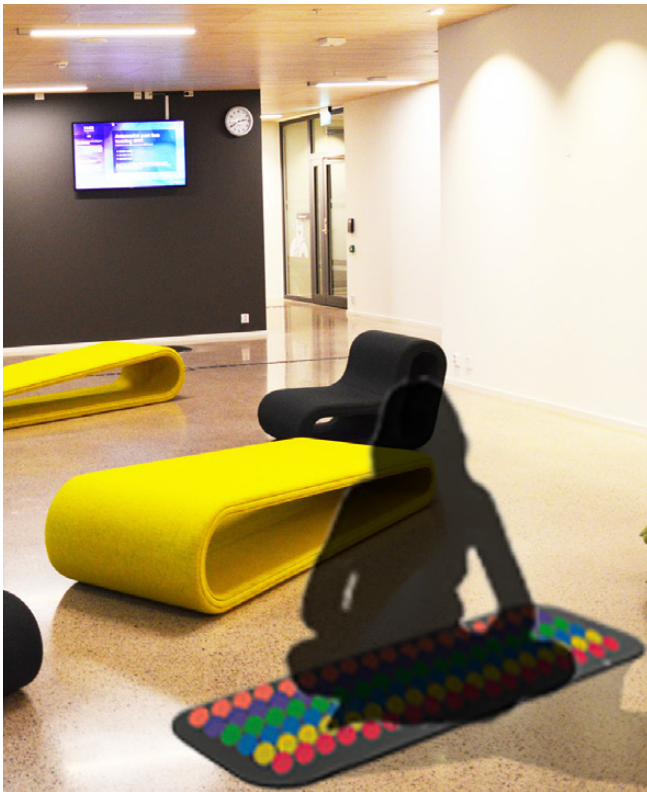
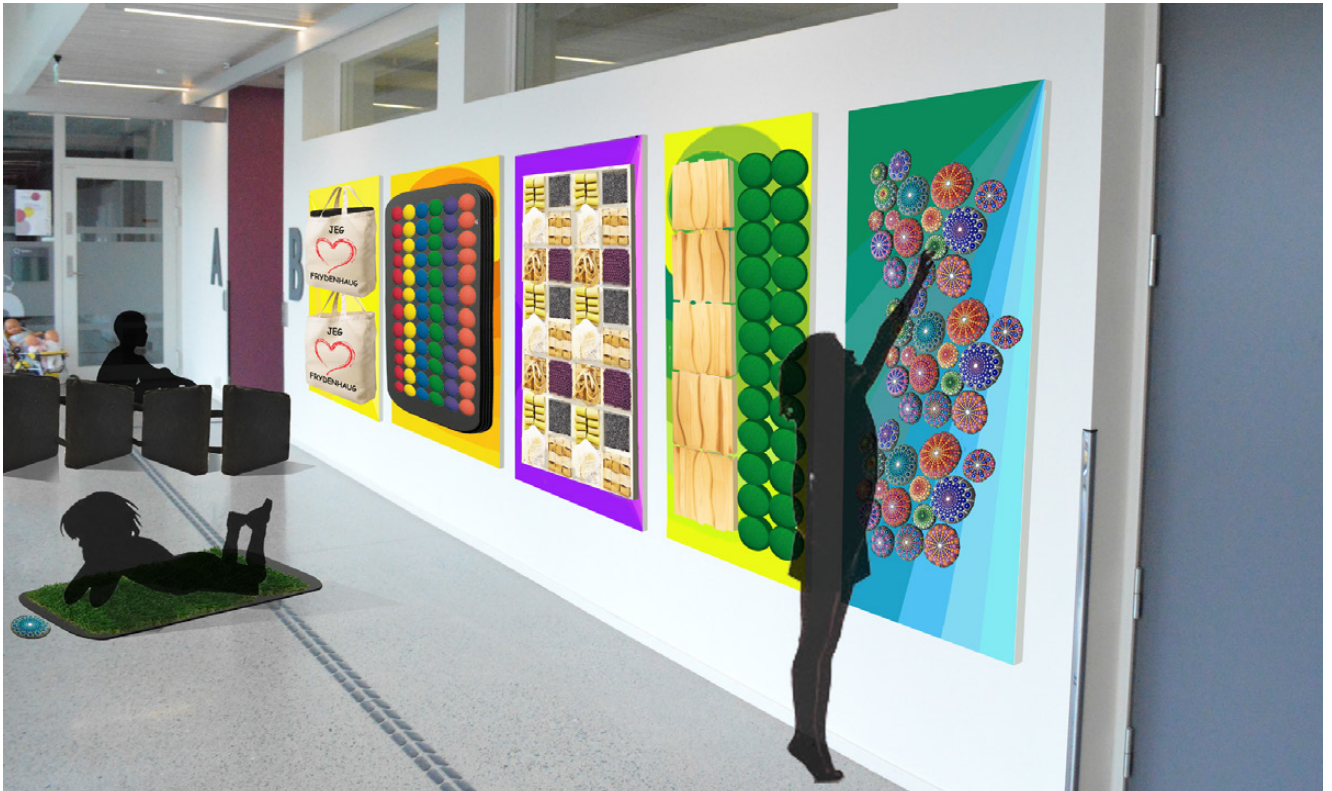




Bachelor Product Design

The bachelor students attain skills and competence in the handling and applying of aesthetics, mechanics, materials, and concept development as facets of product design. In using design methodologies the students gain access to explore the role that the potential product may have within various perspectives such as globalization, sustainability, culture, and user- & market dimensions.

Our students explore what design is-, possible approaches, and how it influences us. In the space in between the theoretical and the practical, our students draw on a multitude of approaches to perform their design explorations.



BA

A stimulating environment for students with complex disabilities

I have designed tools to further personal development for students with complex disabilities for a great hall area in their school. This can be used as a learning platform, in everyday recreation and to spike their curiosity and excitement throughout their school day.

How do we communicate in everyday life?

In everyday life most of us communicate verbally to get our needs, thoughts and feelings across to another person. Maybe we use our body movements, gestures, facial expression and eyes to make ourself heard and noticed? We can also use our para language to emphasize what we mean with the tone of our voice, volume, tempo and breaks in sentences when we speak. Combined it is usually pretty easy to get what the other person is trying to communicate.

But for those that do not possess these communication skills for different reasons, the use of humans basic senses thru touch, feelings, spacial conditions, time management, togetherness and symbolic elements is crucial to convey the message.

The goal is that together with a teacher the students will find more ways to communicate, develop skills and maybe even find hidden treasures inside themselves that will help them grow as persons. This has been a project of and for the senses in cooperation with Frydenhaug school and recourse center.



An area used for recreational an therapeutic purposes should mirror the same in the surrounding environment.



“Bright, friendly, open, clean and well maintained areas increases wellbeing, creates growth and builds community”

-A. Kolstad, Psykologisk institutt, NTNU



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Simplifying the usage of silver cutlery

Silvery is a series of airtight storage boxes for silver cutlery, designed to be adaptable to different types of cutlery such as knives, forks, cake shovels, carving knives and tea spoons.

It is Christmas Eve, the smell of pork ribs are spreading throughout the house, and in the background you can hear Jiminy Cricket talk about the values of Christmas. Then it hits you; you have forgotten to polish the silver cutlery! You open the cupboard and take out an ice box full of silver cutlery in plastic bags. The tip of the forks are grey and the spoons got finger marks. The plastic bag for the knives got holes in it, so the shafts are all dark. You start polishing the cutlery, hoping to be done by the time your guests arrives, without getting polish on your evening clothes.

Collecting silver cutlery has been a tradition in the Norwegian culture for over 400 years. Because it is common to inherit silver cutlery from relatives, several users got sentimental value towards the cutlery. But one of the weaknesses of silver is that it tarnish and has to be polished to look nice again. In todays busy life, the users do not prioritize cleaning the silver and feel greater comfort using cutlery in stainless steel.

This project has aimed to improve the reputation of silver cutlery. With Silvery you will not need to polish your silver cutlery each time you use it. The orderly boxes fits into a kitchen drawer, and the airtight storage prevents oxidation. Making it more applicable to use, well-preserved and practical to store.



When infrequent use of silverware it will tarnish within the next time it is being used.



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Meaningful homes for abandoned dogs

This dog cage solution has a private quiet corner for the dog, where it can be completely in peace. The solution enables dogs to meet visitors at the same sight level so that they don't feel threatened. The cage is built of sound absorbing panels to mute down noise from outside of the cage.

Privacy and as little noise as possible are important factors in a new environment for stressed, insecure and scared dogs, such as Mille. She ended up at the FOD (The Association for Relocated Animals) because her owners had to move to the retirement home.

FOD, which is located in the beautiful nature of Klemetsrud, saves the lives of many dogs and cats, and gives them a second chance in life. The interior of their residence is worn down though, and needs upgrading to a more practical solution for the dogs. Therefore the cage solution we have developed is in favour of the dogs, following ethical guidelines. In here Mille finally can find a shelter for herself. Here she can relax, in anticipation of someone giving her a new home one day.



People: "This looks easy to clean and gives such a good overview!" Dogs: "where do I hide?"



Does everybody have to see me all the time?



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Minimizing the number of neglected and abandoned farms

This is a service designed to make the user reconsider leaving his or her farm disused and neglected. The contact starts with a brochure, and continues with a visit to the website whenever the user feels ready to start handling the issue.

Scattered across Norway, there are 30 000 uninhabited farms. Mostly the owners do not feel like selling their farms, because of family history, tradition and emotional attachment. This is a sensitive subject.

The service offers support through a difficult process of deciding to part with the family farm, as well as helping the owners see the bigger picture of why this is important and what can be done about it. It helps finding local opportunities for different properties whether or not selling is an option. It offers personalized counseling and solutions to different people and situations.

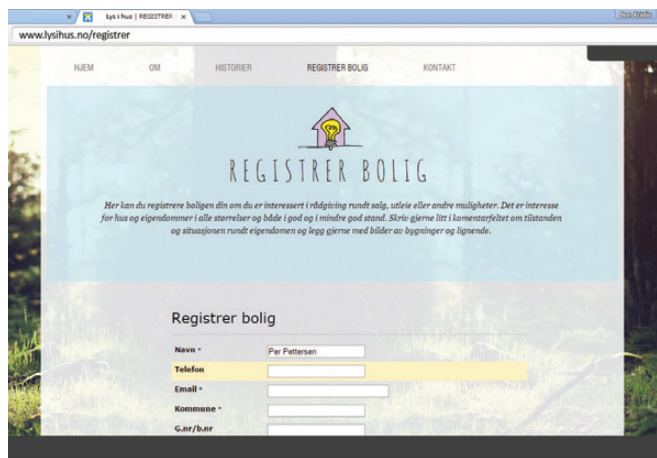
The objective is to bring light and life to as many empty homes as possible. There are plenty out there and it seems like the main thing standing between them and the hundreds of thousands of Norwegians who dream of owning a farm is separation anxiety and the traditions to keep a farm within the family. If more farms can be put to use, it will be a positive contribution to small communities in need of more inhabitants and a more environmental friendly utilisation of the available resources.



One of many abandoned homes in Norway. They are often neglected indefinitely and subject to vandalism.



To own a farm is a privilege that people should use when they have the opportunity. If not, they should pass it on to someone else”



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A simplified way of notifying the police

«Hero Of The Day» is an app that lets users take a picture or video of a criminal incident and instantly giving the police GPS coordinates and visuals. One can also chose to attach additional information by text or voice. The nearest patrol is informed and rescue is on the way.

“Hero Of The Day” is a product that lowers the threshold for informing the police, making it easy for anyone to assist in community security. Do the right thing; take a picture or video.

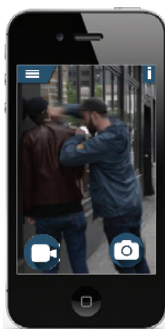
Have you ever seen a crime, but done nothing about it? Then you're not the only one, it is called the «bystander effect» It's not uncommon to feel afraid when you see a situation that you perceive as dangerous, therefore it is very inconvenient that the only way to tell the police is by calling 112, as it requires a lot from the caller. In a stressful situation it is not easy to remember where you are located, details of the perpetrator(s) in addition to concern for your own security. We solved these issues with our product.



The Bystander effect. Greatest insight through the project.

“

The greater the number of bystanders, the less likely is that any one of them will help ”



Take a picture/video of the incident you want to alert the police about.



Sending visuals and GPS coordinates (CE. attach text, voice etc.).



POLITIET

Investigation receives the message with visuals and GPS coordinates and forwarder the information to the nearest patrol.



Patrol receives the message and travel to the crime scene.



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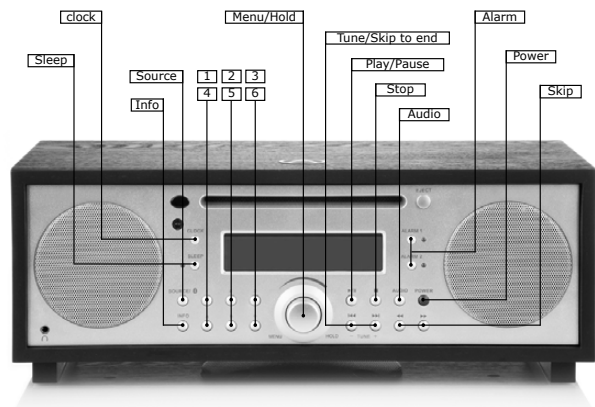
Enhancing the value of radio

The intention of the project was to create an exciting radio experience, controlled by intuitive motions that can easily become a part of the daily routine. With a product that uses interaction, combined with a «less is more» way of thinking, we hope to increase the use of radio.

Have you ever thought about how many decisions you make throughout a day? In today's society we are confronted with choices in everything we do. This often leads to sensory overload in the daily life. By listening to the radio, you leave the decision making to someone else. One less conscious choice for you to consider.

Radio makes the user feel better. According to recent studies, people experience radio to be the most mood enhancing media. Women aged 20 to 40, are among those who listen the least to radio, as well as suffer the most from stress, making them an ideal target group. When it comes to radio interaction, our own research shows that physical contact seems to be the most intuitive and preferred way of navigating.

We wanted to recreate the interface to accommodate the conscious consumer of today. By enhancing well known movement patterns in the control surface, combined with a stripped down outer casing we aim to reduce the threshold for our target group to use the radio.



Most radio's on the market today are packed with a huge number of unused buttons.



Listeners use radio very much in terms of creating happiness and energy for themselves.”

- Mark Barber, 2011



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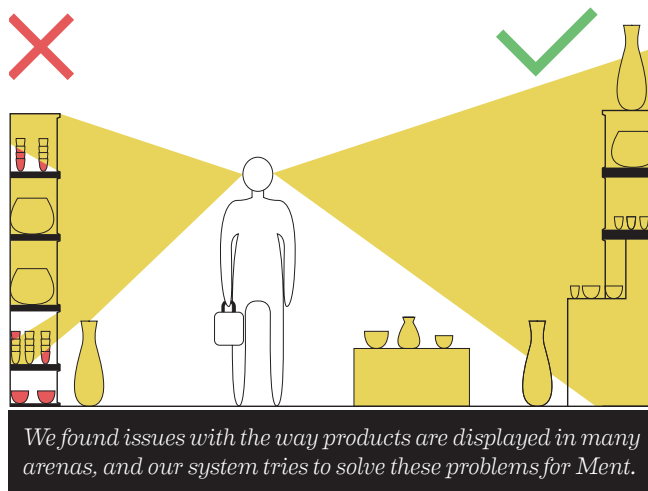
Flexible display solution for Ment

Exhibition system designed to accommodate the client's need to actively communicate with their customers in stores and fairs.

The system is flexible and makes it possible to change the exhibition layout dynamically for different situations, in order to enhance user experience through colors and materiality which are helping to substantiate the values, feeling and quality Ment stands for

We live in a consumer society with an increasing “buy and throw away”- mentality. It makes it harder for the smaller manufacturers who are trying to preserve Norwegian value creation, we forget the value of heritage and quality that lasts. It is important for us, especially as product designers, to shed light on those who extend these values.

Ment is a Norwegian design workshop started by two sisters, who develop and produce their own interior products at Fåberg. Ment is a nontraditional producer of Norwegian design that challenges the materials and processes in their work. This results in valuable objects of quality that can be collected, and passed on through generations



There is a reliable zone in which shoppers will probably see merchandise. It goes from slightly above eye level down to about knee level. ”

- Paco Underhill, Why We Buy



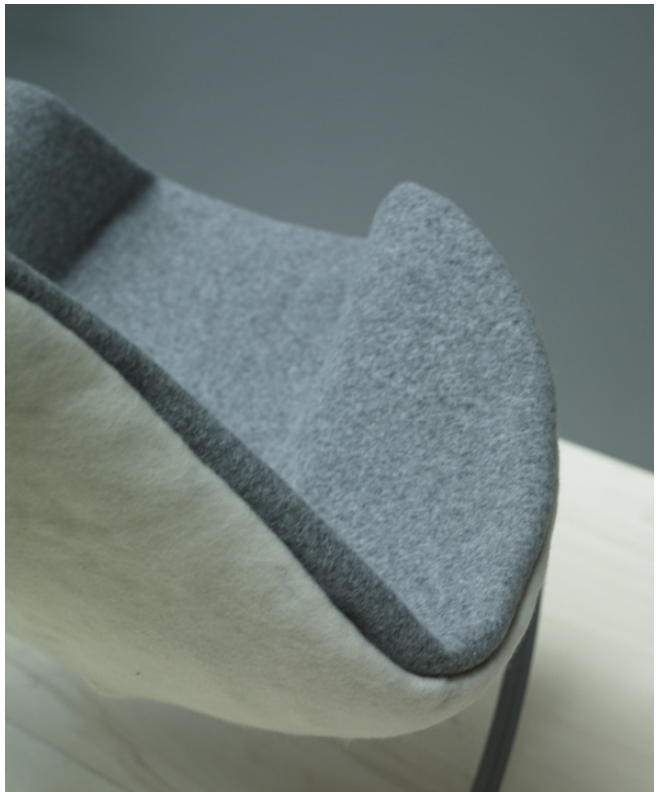
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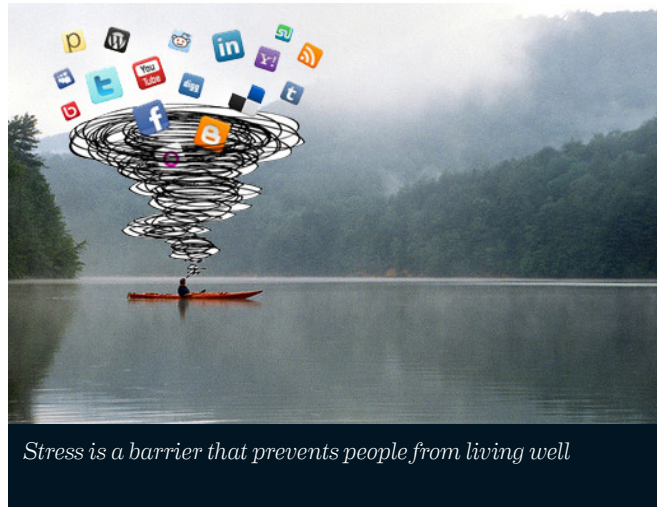
Encouraging present moment awareness

BEROCK draws you in and lets you nestle in an open, yet reassuring space. Doing nothing but rock in BEROCK will see your stress levels drop and happiness rise.

The practice of cultivating present moment awareness is a universal human capacity that leads to a greater sense of emotional balance and well-being. I wanted to explore how a physical object can encourage present moment awareness through uncomplicated, pleasant and intuitive use.

In the western society, stress is increasingly being considered one of today's biggest health problems, with research showing that stress is a barrier that prevents people from living well and reaching their health and lifestyle goals. The benefits from practicing mindfulness and meditation are extensively documented to have a significant impact on levels of stress and anxiety. My work has therefore focused on investigating how elements of mindfulness and meditation can be translated and utilised in a way that is familiar to the western society.

I developed a range of both mental and physical criteria, which in turn has informed the design features such as the rocking motion that limits visual stimulation, or the armrests that lead you to place your hands in your lap for maximum relaxation.



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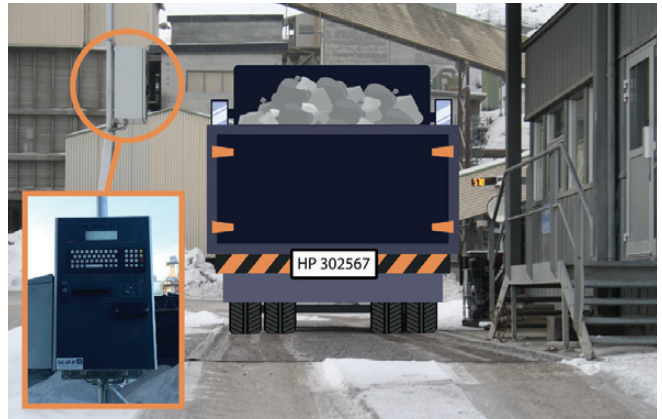
New look and feel for 'Scaleit' terminal system

Scaleit AS provides the system for efficient weight measurement of goods integrated in the transportation process routine. The new design of the self-service terminal systems enhances the user interface, which enables truck drivers to work with an interface they can relate to.

We have cooperated with Scaleit AS to design a driver's terminal for weighbridges used in locations such as quarries, salt warehouses and recycling points. Most physical commodities, like mail, groceries, gravel or cars, will at some time in their lifecycle have their weight measured. To register a vehicle's weight is a daily task for most professional drivers, but how do the terminals really work?

Existing terminal systems have a neutral design that gives the terminals little visibility on these posts. The terminals are almost invisible for users, which cause them to be knocked down by trucks. The terminals lack a consistent design language that is associated with Scaleit and connects chassis and software, Scaleit emphasizes that their product should be of high quality and be durability.

We want Scaleit to differentiate itself from their competitors by providing a better user experience and being easier to recognize in an environment where function often is prioritized before other important aspects such as the aesthetics and form. We have focused on three areas to give the design a holistic experience and promote Scaleit's visual identity: the terminal's enclosure, the software, and the ID cards used with the terminals.



The terminal is not easy to spot, misses recognizable visual identity and is not adjusted for Norwegian harsh weather.



It's a routine to use the terminal, it's something we just do."



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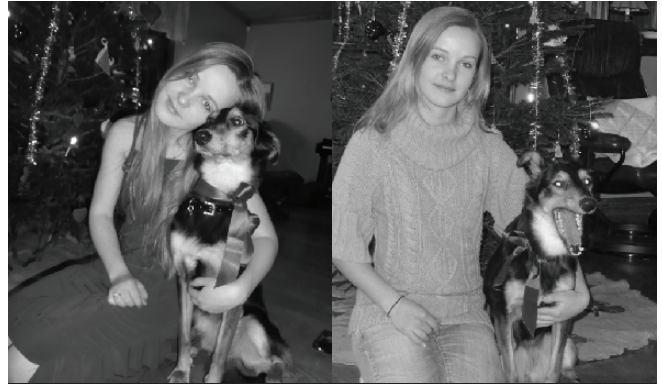
Facilitating meaningful interaction between dogs and owners

The app is a learning interface that educates dog owners on how to interpret and understand their dog's body language and vocalization.

People become dog owners for different reasons. A common problem that arises for most of them is the failure to understand what their dog is saying to them, because of the lack of education on the subject. Therefore communication failure is often the main reason why conflicts arise between people and dogs.

The intention behind the project is that I wanted to create a better understanding between dogs and owners. This will prevent many biting episodes, that often occur because of communication failure. Dog owners need quick and easy access to information on their dogs' body language. By making an app on this subject, I hopefully made the information easy to access and understand.

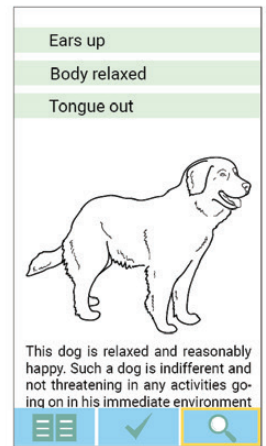
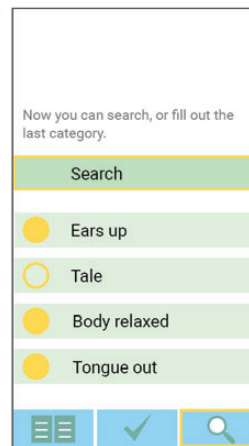
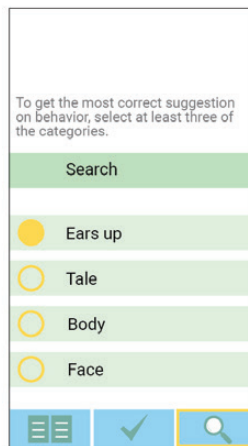
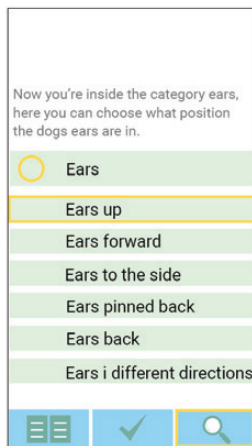
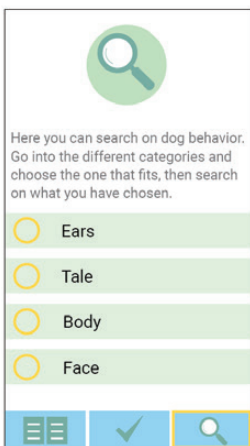
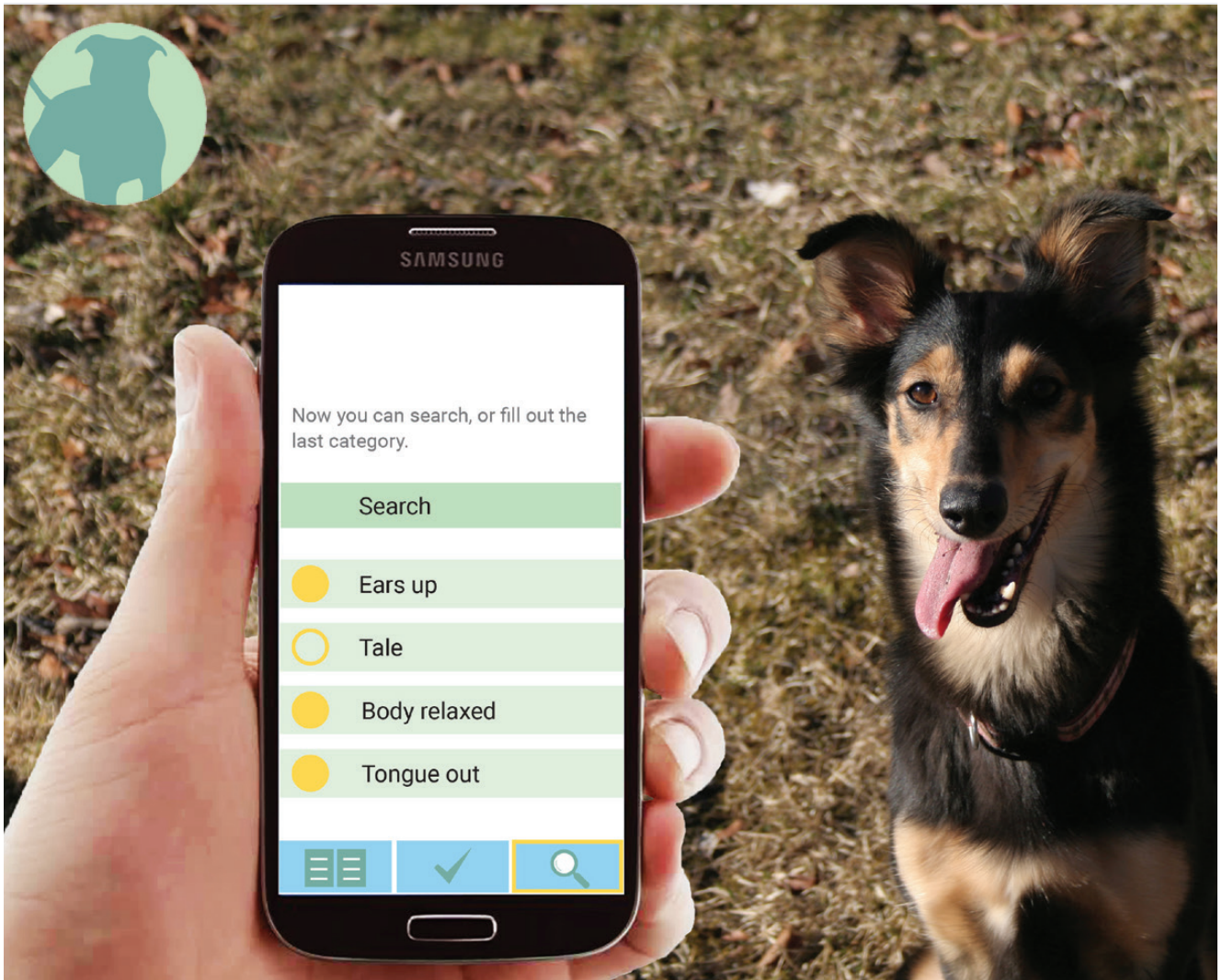
The more you respect a dog's body language and calming signals, the more your dog will trust you. And with the knowledge on their body language you can interact with them with greater enjoyment and safety.



Shira, the dog I owned before starting product design. She is giving calming signals; meaning she is uncomfortable.



Humans usually rationalize dog behaviour and treat them like people.



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Recharging the phone on the go

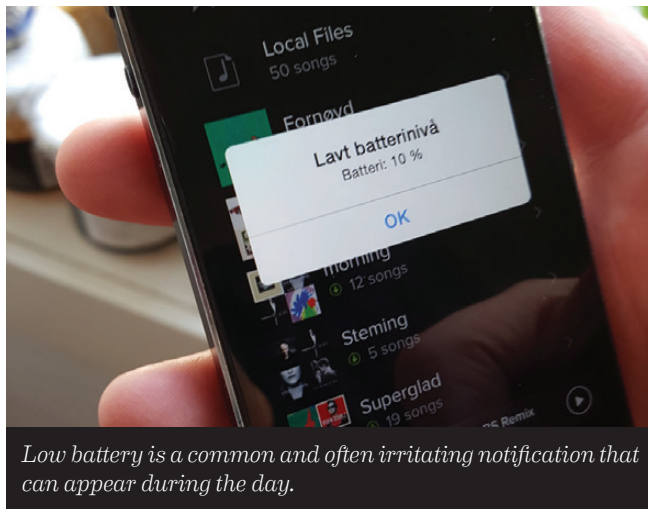
Not having your smartphone at hand, and in working shape, has become a real cause of concern. There is even a word for it: *nomophobia*. Whether the user need to make an urgent call, or just really feel like checking her social media feeds, the anxiety is real enough.

Battery lives on iPhones and Android devices get better every year. But even so, the fear of a flat battery is not about to go away.

Once the users get their membership, they can access power banks – that is, portable, pocket sized battery chargers – at all times, from automated dispensers at key locations across the city. Whenever the user see that battery level getting dangerously low, they just find nearest Chargit station.

To use Chargit, one pays a small, annual fee to register as a member. With the membership card, it is possible to borrow power banks just when one needs them, at no extra cost. One can further get cards directly from the Chargit station, or register at the service website.

With Chargeit, one can keep that nomophobia at bay.



Low battery is a common and often irritating notification that can appear during the day.



I have to rely on my smartphone that has to be charged every evening.



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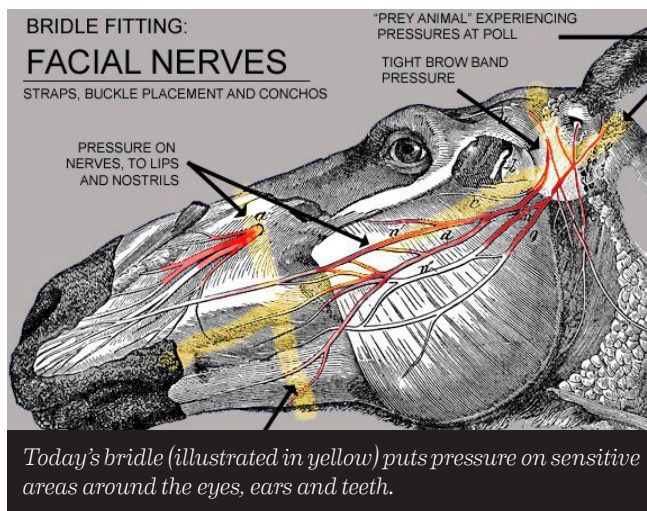
Improvement of the equestrian bridle

Horse equipment has experienced little to no development during its long history. My primary goal has been to develop an ethical and functional horse tack, where the tack is ergonomic as well as comfortable, both for the primary user - the horse, to wear and for the rider to apply and use.

Throughout this project it has been important to have close working relation with all the users of the product, both rider and horse. Testing on horses, with and without a rider, has been a prerequisite for arriving at the final product.

During the preliminary testing of the product, the horses have shown a greater freedom in movement, form and collection. The horses have been more willing to 'carry themselves' versus letting the rider 'carry the horse' to collection, this has shown that by giving the horse more freedom, the horse will be giving back to the rider by being more willing to work and lighter when riding.

Final product is not presented because of a patent pending.





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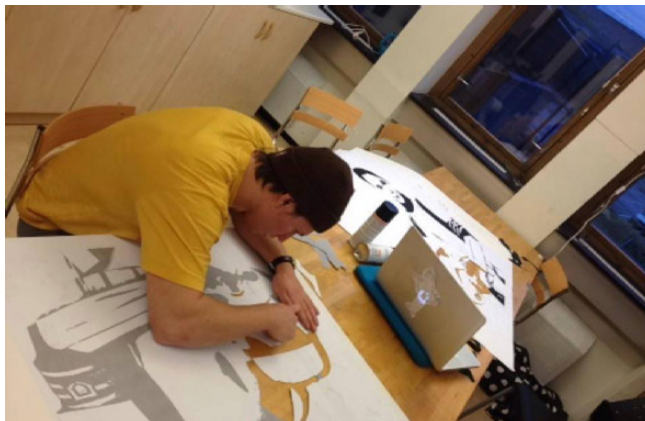
Empowering the users' art skills

Flatart is a service that focuses on enabling creative development by using stencils. Flatart offers users a new way to create personal and unique stencils easily.

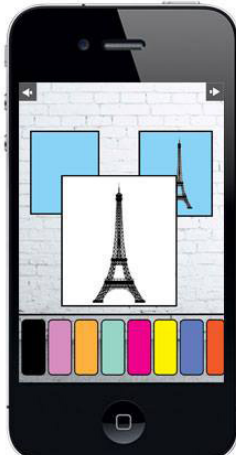
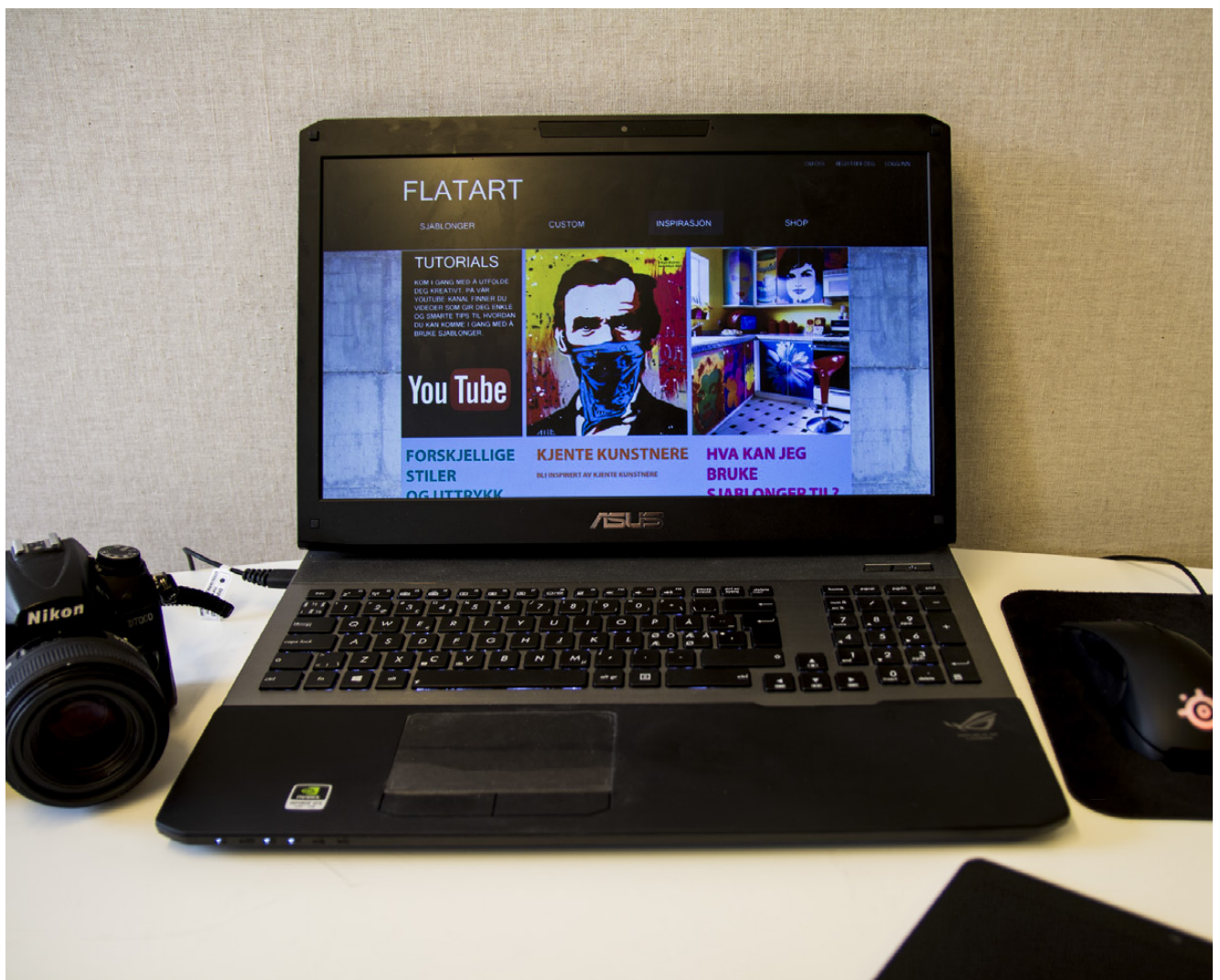
The user takes a picture, uploads it to Flatart and edits it to fit her/his personal preference. After receiving the stencil in the mail the user is able to personalize any object, whether it is her bike, a wall at home or maybe she just want a cool painting.

During our project, we researched challenges in creative development of children and young adults. Their self-criticizing, result-oriented attitude combined with social pressure, turned out to be a common problem for many teenagers regarding their creativity. For most of them, this tendency will unfortunately stay with them into their adult life.

Flatart as a service simplifies the process of creating stencils, by removing the time needed to obtain technical skills and on challenging aspects of the process. This allows the users to create and experience mastery in their creative process, faster.



Making stencils is a challenging process, that requires both knowledge and skill.



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Increasing visits to dentists with design interface

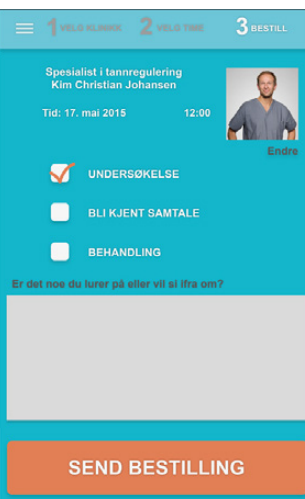
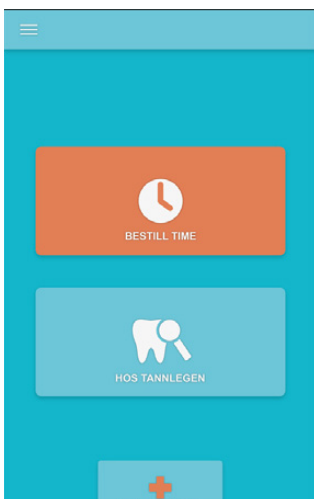
This app concept has a goal to enable a user to commit to visiting a dentist, reducing the influence of the discomfort that comes with this decision. The idea behind the concept is to create a user friendly booking system as well as series of information tools.

Discomfort and mental overload seems to be the key reasons for delaying or canceling tasks. Accordingly 20 % of the norwegian population neglect visiting the dentist for different reasons. This concept aims to give users control and a sense of safety. It can make visiting a dentist easier and more effective, and help if users are anxious of the visit.

“MyDenty” is a design concept for a service that makes the situation around dental treatment easier for patients and dentists. The starting point of the project was to design a solution that can help prevent fear of dentists. The solution is a tool to book an appointment with the dentist, with some additional and optional features. When booking an appointment users get to choose the clinic and dentist themselves. They can get familiar with what actually is happening at the dentist, and also note their earlier treatments. By gaining overview of their teeth, users can possibly prevent future visits.



Accordingly 20 % of the norwegian population neglect visiting the dentist for different reasons.



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Simplified food delivery services for elderly

We have designed an app which makes it easier for elderly people to order dinner from food delivery services. This app also makes it easier for food delivery services to receive orders.

There is a food delivery service in every Norwegian municipality. These food delivery services cater dishes to elderly who are not capable to make their own food. Today the users of food delivery services receive a menu by mail, and they have to make a call to order the food.

As of today many elderly do not use technology that much. The idea is that they can get help to use the app to order from relatives or home care. The next generation elderly will more easily know how to use the app on their own.

The app has a clear and enticing menu of the dishes, where the user always has an overview of the order and when the food will be delivered. This app can enable elderly to live longer at home.



Elderly people often have problems getting to the store to buy food.



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Crafting optimal visual expression for concrete and aluminum

OVERFLOW is a sheathing in the form of tiles intended for walls and floors depending on the desired look.

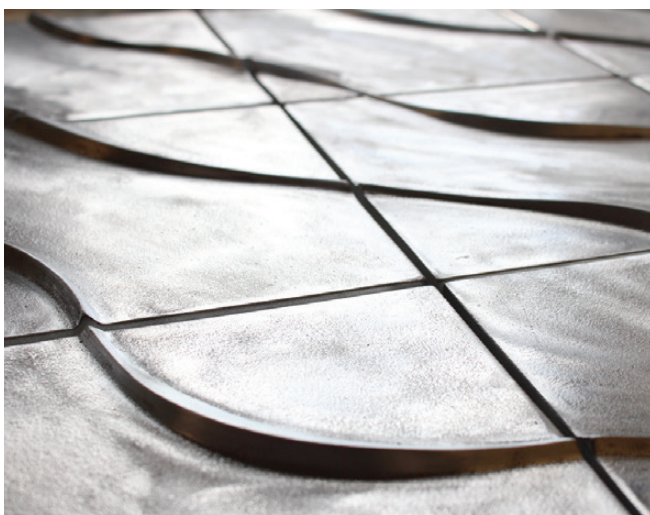
It is inspired by the different shapes of nature: mountain ranges, rivers winding through the landscape, the horizon, waves in water and sand dunes. These are shapes that have surrounded us always.

This concept gives user the opportunity to freely interpret the shape and associate it with elements of nature and good memories of life. The project is a collaboration with a metalworking company Østlandske lettmetal AS, where the objective is to enter new markets outside the shipping industry. In this context it was interesting to look at different technologies used to process metal and how it can be used in combination with other materials. I have chosen to combine metal and concrete to see how they accentuate each others qualities, as this is an unusual combination to see in this market.

The visual expression of OVERFLOW changes in natural light versus electric light and makes for a good alternative for modern homes as well as public spaces. The tiles have a three dimensional surface that accentuates shadow play. The wall itself becomes an ornament and does not need further treatment.



Old ceramic tiles. Dull tiles can now be replaced by a variety of more interesting designs.



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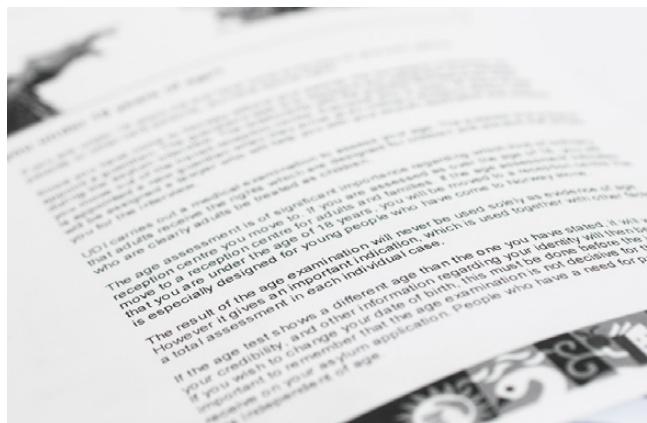
BA

Using symbols to break language barriers

The aim of the project is to make the communication more effective for asylum seekers by using universal symbols. The focus is on improving the practical information given on arrival in form of a brochure that contains all the information needed for the stay at Refstad asylum reception centres.

Imagine that you escape from war and uncertainty in your homeland and arrive in a new country and culture where no one speaks your language. You are thrown into a system that you have no knowledge of and are expected to understand and follow the new routines. In this project I have investigated how to reduce the effect of the language barrier in order to enhance the understanding of essential information. The outcome is a series of universal symbols used in an information brochure and as a part of the building interior signage. These will make the experience of staying at the reception centre more intuitive by facilitating the communication and the understanding of the system.

The project is executed in cooperation with Refstad asylum reception centre in Oslo and Hero who operates this and many other reception centres in Norway, and is based on the regulations from UDI.



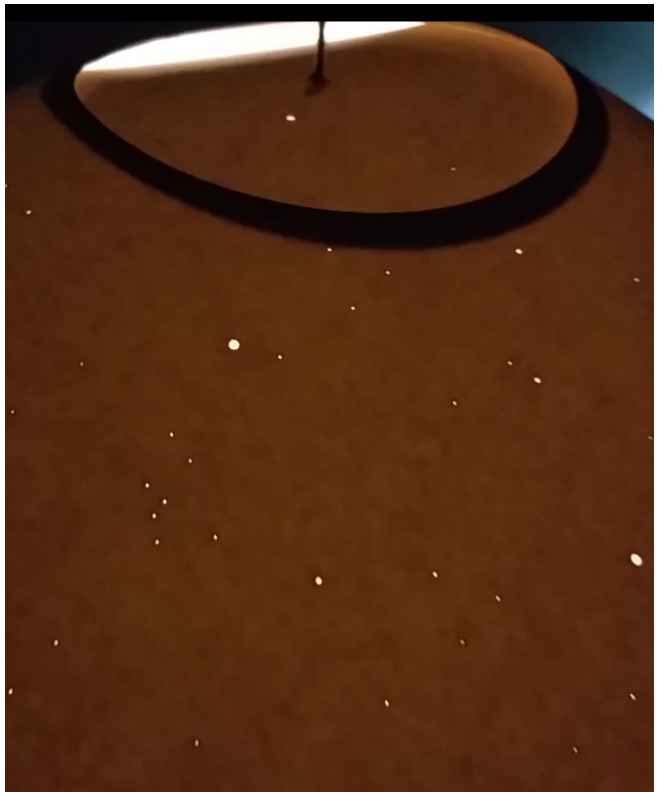
The brochure used today consists of heavy text and is not very intuitive.



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Experience the starry sky in the home

STARSKY is an indoors ambient pendant lighting with a small twist. It lets the users experience the starry sky in their homes.

The sight of a clear night sky can be a fascinating sight with a spellbinding effect. It has now become more of a rare sight. The once visible stars are often covered with smog and light pollution that disrupts the darkness.

The aim with this product is to give users the opportunity to experience the beautiful starry sky in their own homes. By doing so I hope to get the user closer to nature, let them enjoy the stars and make them think about the future of our planet.

It is especially aimed for city residents who are most exposed to the pollution. My overall goals are to give the public the possibility to watch the star sky at any time and to raise environmental awareness.



"I can hardly see any stars, what a shame"



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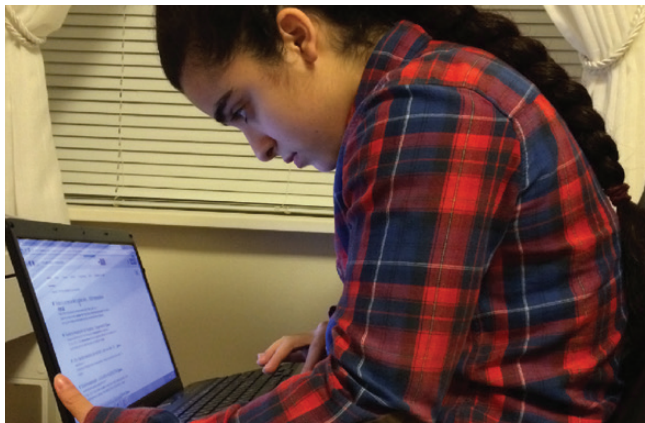
www.brittecoolo.wix.com/britte-design

Preventive posture correction

CP is a series of products that integrates preventive posture correction feature with underwear. The corrector is designed so to allow users to wear it over extended periods if desired. This enhances stabilization, correction effect and does not demand users to develop new habits or usage patterns.

This product line has many benefits with focus on improved back structure, stronger back, reducing or preventing back problems and correcting posture

Poor posture is often the cause of spinal and health problems. The consequence of poor posture is that user gets an arched back, misalignment in the hips or protruding shoulders. CP is a tool that provides a strong and upright posture and that is both important for users back and functions throughout the body. It can help improve the posture of the user in situations where the user would normally develop a bad posture like when the user are sitting in front of the computer at home or at the office, when the user is at work, going on tour, exercising outdoors or in the gym and traveling etc. This product line is offered in three different type: Support bra is for women, support singlet that is for men, support vest can be used by both sexes. This vest can be used 20 or 30 minutes 1-3 times a day.



Incorrect posture is damaging in a long run. Young adults are especially not careful according to research.

“

It is difficult to remember to put on the posture corrector. I just fall out of habit using it ”



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Initiating a national bamboo industry in Kenya

Working with a bamboo workshop production pilot, I have developed high-end key-products, which offer a better revenue for producers. This has further become a showcase for others interested to develop their bamboo business.

The bamboo industry offer Kenyans a sustainable and environmental-friendly alternative to the wood-products made of stolen wood from indigenous forest, as well as imported wood from DRC's rainforest. Bamboo is a part of the solution to climate and environmental issues, and a key to fight poverty. Several acres of bamboo have over the past years been established, but the East-African region has limited knowledge about this resource. Communication between the relevant stakeholders in the industry is also a challenge. Hardly anything is made out of the bamboo, and the bamboo-farms are spread across the country, and not easily accessible.

Waterstone Resource Fibre Ltd, is the only Kenyan company with global experience from the whole bamboo value chain. They engaged in a non-functioning bamboo-workshop, Kenya Bamboo Centre (KBC), to initiate a National Bamboo Industry. Due to cultural challenges this business faces problems with carpenter-skills, economy, and business-knowledge, and through my work I have helped improve KBC in developing products and production-efficiency.



Ngong road, Nairobi: The market offers products made of stolen wood from Kenya, and imported rainforest from DRC.



***Anything made of wood,
can be made of bamboo”***

-Ole Bernt Froshaug, Waterstone



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Planning as the cure to loneliness

“12-kaffen” is a board game that enables planning of a more meaningful daily routine, and thus decreasing the feeling of loneliness. The board game is meant as a communication tool for professionals in the welfare sector.

When growing old and retiring, you may experience having lots of time, but little to nothing to fill that time with. Or that the things you do engage yourself in, do not feel meaningful for you, making your everyday life appear empty. This is the reality for many elderly people, where a feeling loneliness ends up occupying their daily life.

In my project I have been investigating ways to solve this common social distress and my solution is a tool that will help the individuals to create a meaningful everyday life by making a plan with appropriate activities that will enhance the feeling of purpose and mastery.

“12-kaffen” facilitates a personal conversation between the client and a qualified professional, where the client places different claims from true to false. This tool can help the client to compare their current life situation with their optimal life situation. An important conversation that can lay the foundation for developing a meaningful plan for their daily routine, making it easier to realize what is important to them.

The cure to loneliness is not necessarily togetherness. Rather meaningful activities and relations.



When retiring, you may experience having lots of time, but little to nothing to fill this time with.



There are many activities and things to do when you retire, but if you do not plan to do them, you might end up doing nothing.

Empowering travelers to decide the time of departure

The public transportation system “Parat” utilises self-driving cars in a limited area, inside the already existing infrastructure and road network.

Parat waits for the user, not the other way around as we are used to with today’s public transportation. In this way, the solution introduces one of the key-values of personal transportation: the possibility to travel when you want.

The project’s starting point is the government’s well discussed strategy for making the westcoast of Norway free of ferries. The solution to replace the ferries is mostly executed by using Norway’s expertise in constructing underwater tunnels, that is mainly adapted for cars, buses and trucks. This poses a problem for the bicyclist, who is not allowed through the tunnels, which is often the only viable connection to the mainlands.

The pilot project is set in one of these tunnels, in order to include the bicyclists in this development, and therefore introduce Parat in the closed environment of a tunnel.

Off all the challenges that comes with introducing self-driving vehicles, we have chose to work with the environment the vehicle is to be incorporated into, as well as the user’s relation to a transportation device that’s being fully controlled by a computer.



Confusion among the masses. Most of today's public transportation systems miss out the bicyclists.

“

The solution introduces one of the key-values of personal transportation: the possibility to travel when you want”

BA



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Stimulating concentration through work environment

FOKUS is a lamp that facilitates productivity through blue enriched light and blocking disturbances that users are accustomed to respond to.

Unbelievable amounts of time is spent being unfocused. FOKUS uses several innovative solutions, to enable you to perform at your best; for as long as possible.

The lamp uses technology which has not been seen in desk lamps before. The bulbs affect receptors in the eye, which strengthens our ability to focus and concentrate. Scientific research has shown that the concentration significantly improves when this technology is used in ceiling lamps.

The base of the lamp provides the ability to block and limit unnecessary interference from a smartphone. This will help you to focus in longer periods without being disturbed. It serves as a wireless charger, this urge the person to use the blocking system. To block out distractions from a smartphone I had to install an app. This app gives you control over the different modes and provides a daily tip on what you can do to focus even better. Examples of tips can be: It is important to clean your desk, or drink enough water to concentrate.



Our concentration is constantly being challenged by interference. We live in the "age of distraction." - Leo Babauta



It takes on an average 20-25min to return to work after reading an email"

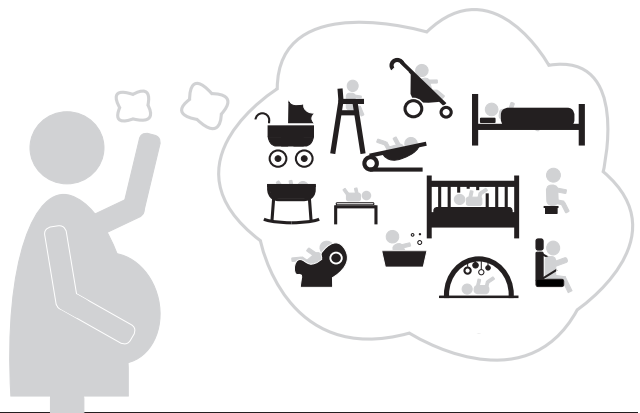


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Flip is a crib that can be transformed into a table and two benches, fitting 4 kids from 1-5 years, an option that can extend the product life cycle from 6 months to 5 years.

With the fast development of the child, the life span of children's products are often short, even though the products are not worn out. We are buying more products than ever, especially when entering new situations in life that creates different needs. Flip is a solution that will replace several products, leaving a smaller footprint on earth.

As a crib it can be used from birth until the child can sit or kneel. When the child has grown it can easily be transformed into a table and two benches, and back again if needed at a later point. The clean design makes it possible to use the table in other settings in the home, such as a bench for adults. The main material is oak, making the product durable and sustainable. The acrylic sides makes it further possible to see the child from many angles. Flip grows with your child and can be passed on from one generation to another.



Newly established families today often end up buying a great number of products with a short life span.

“

Getting rid of the children's furniture feels like losing a part of their childhood"



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Department of Product Design

The academic tradition at the Department of Product Design is characterized by tangible workshop based processes with testing of materials and processes associated with the development of products for a sustainable environment. The perceptual experience of products and their materiality plays a fundamental role.

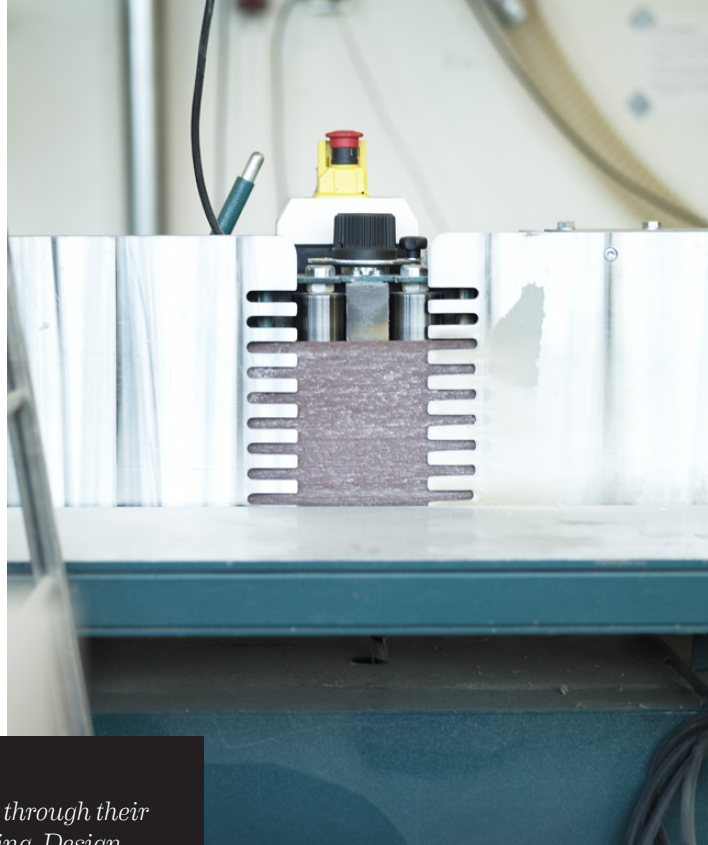
Through problem-based learning the department emphasizes the use of design thinking as a tool in every design process from service design to industrial design.

DESIGN THINKING

Abstract geometric lines and shapes in black and white, overlaid on the text 'DESIGN THINKING'. The lines form various polygons and angles, creating a dynamic and modern visual effect.

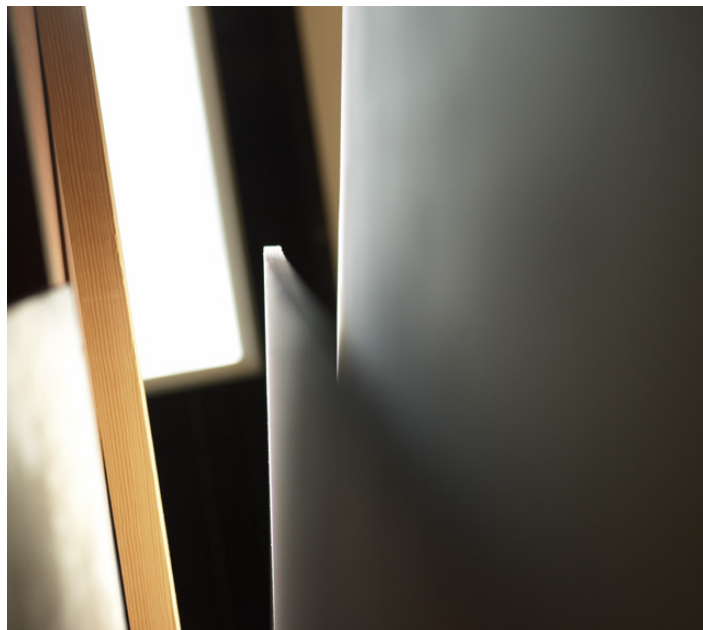
Discover
Research
Develop
Test
Evaluate
Finalize

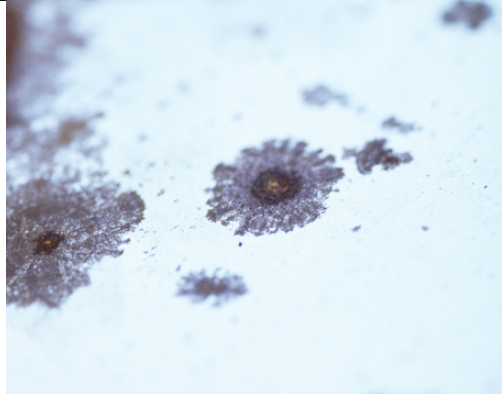
The students navigate through their projects by implementing Design Thinking as a means of structuring the process. The six phases are utilized both in successive as well as in parallel, repetitive and overlapping order.



Discover

*An important aspect of
each project is searching for
insight and inspiration*

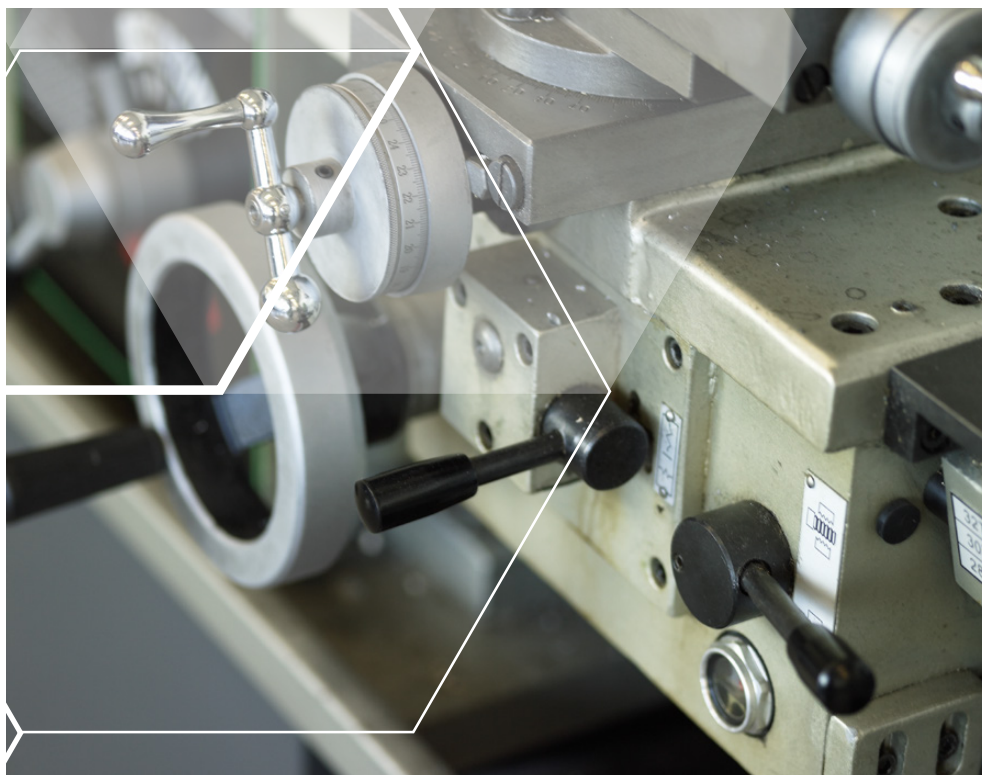






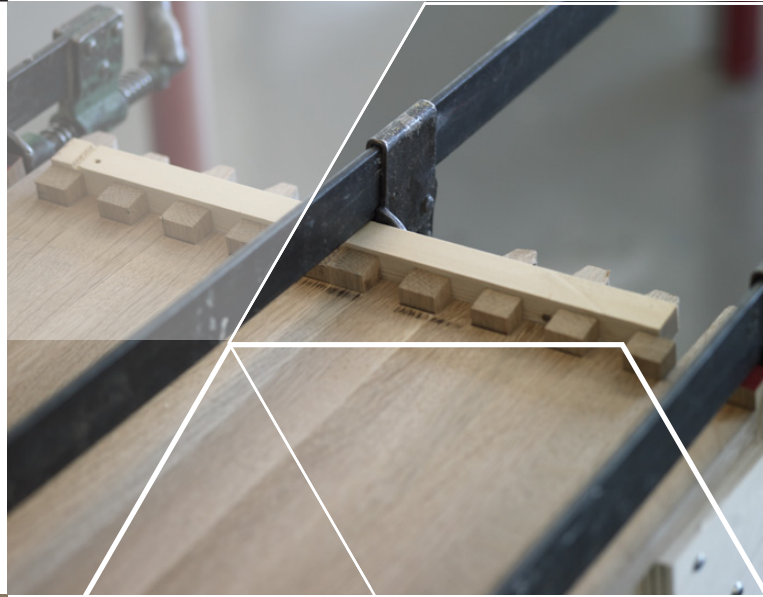
Research

*Gaining understanding and
mapping interesting elements
regarding uncovered insights*



Develop

*Exploring potential concepts and
performing iterations*



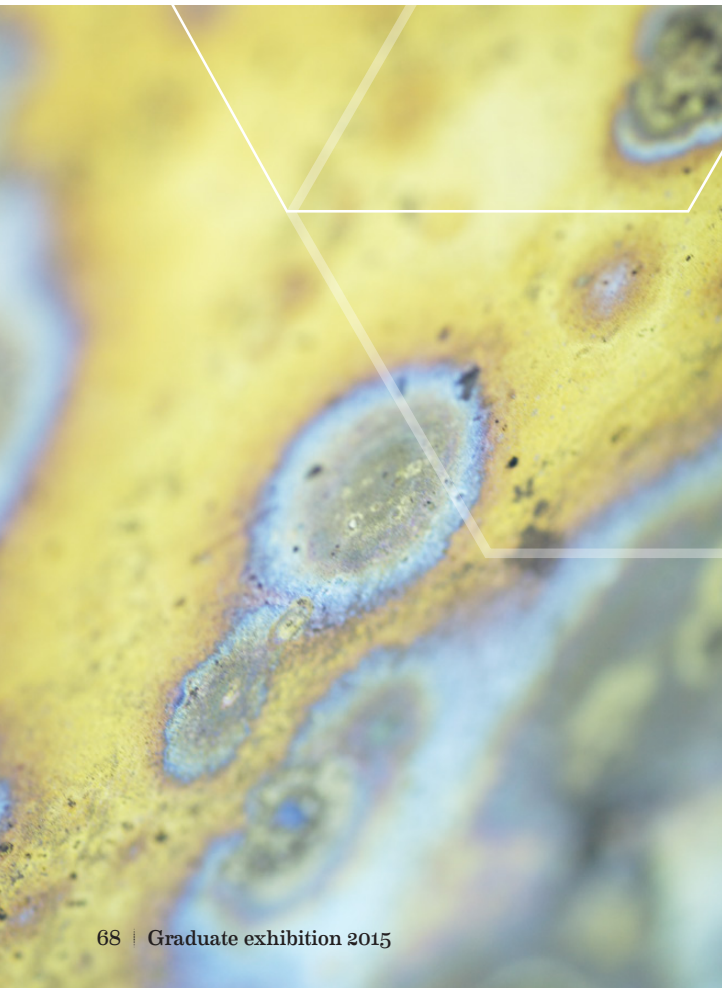
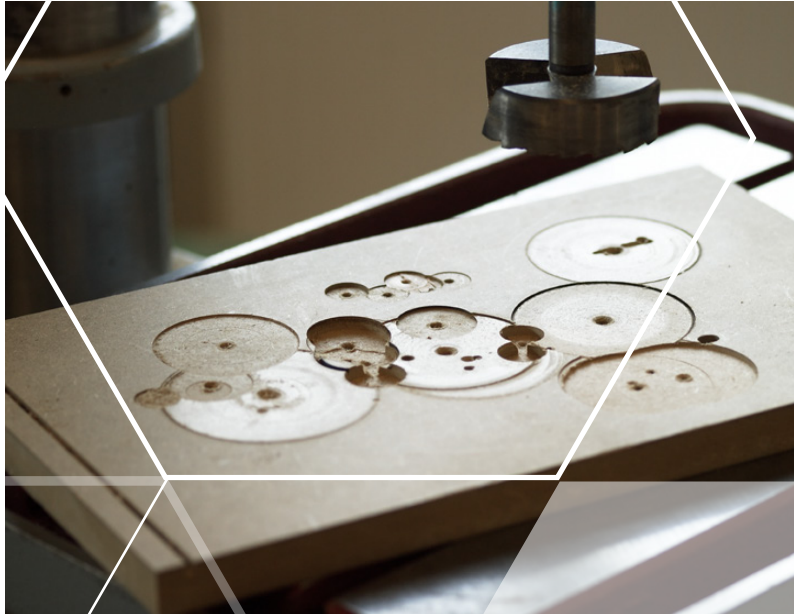


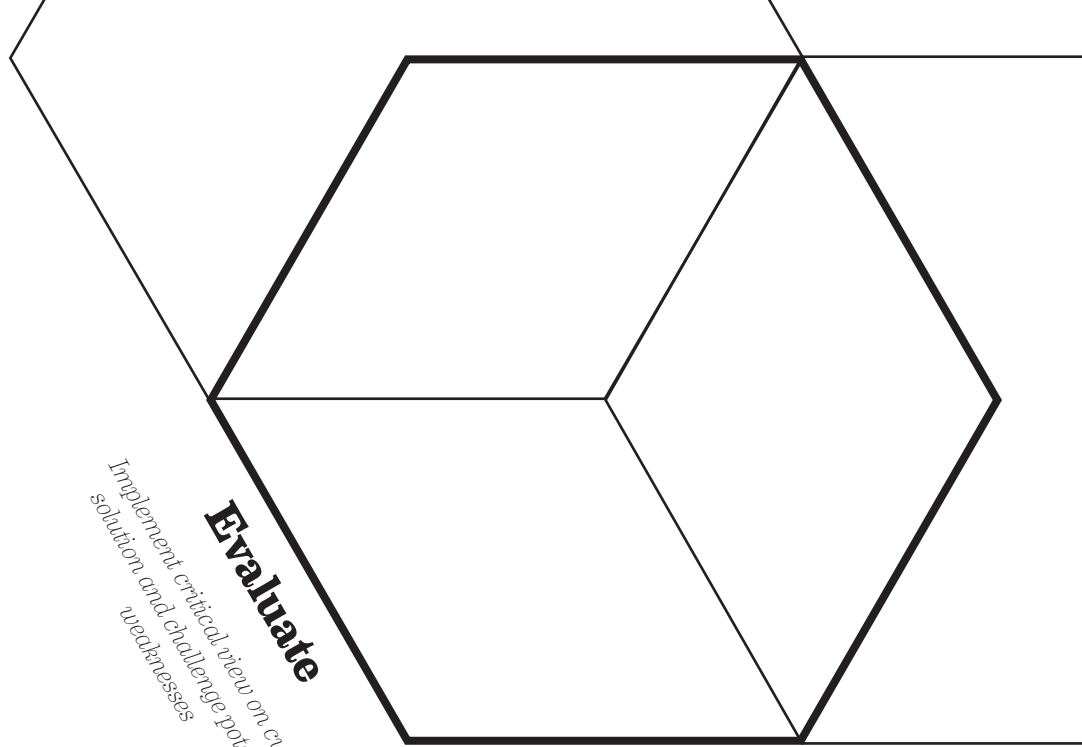


Test

*Observing the project in context,
introducing potential users and
situations*







Evaluate
*Implement critical view on current
solution and challenge potential
weaknesses*







Finalize

*Produce final prototype and
consider commercial opportunities*

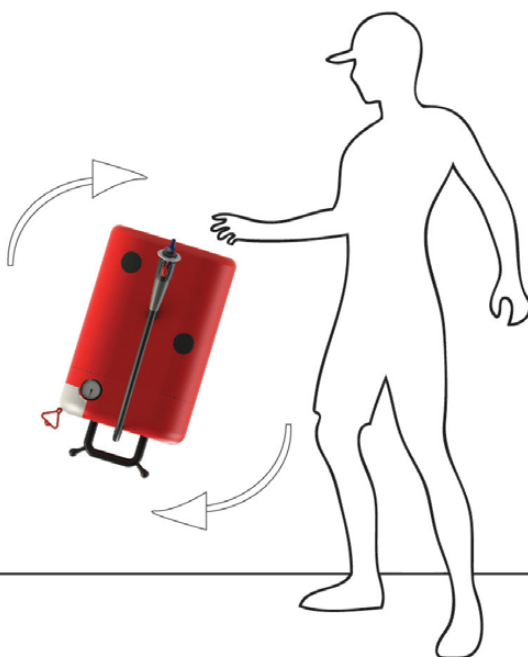
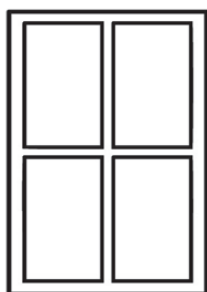


Master Product Design

When our students receive a masters degree in Product Design they will be able to work as highly skilled professionals in all kinds of design related work. Based on their general design understanding, they will be able to build bridges between those with an in-depth understanding of a narrow field of expertise and those who make decisions on a strategic level.

The master program has an emphasis on the relation between theory and practice. This may lead our graduates into a professional as well as an academic career.





The user-friendly and accessible fire extinguisher

Paluu allows the user to follow up recommendations of the regulatory bodies. It is an user- and environment friendly, intuitive and effective fire extinguisher.

Fire extinguisher is required in homes without a fire hose. Through design research, it became clear that extinguishers supposed to be placed visible and easily accessible often are hidden away in cupboards and storerooms, hidden from the rest of the users. Fire in rooms followed by smoke can make the environment deadly in minutes. Every little second can make a big difference. Extinguishing apparatus should be in the immediate vicinity and placed where everyone can see it. In addition it should be easy to use and easy to maintain. That's what Paluu is designed for.

In the case of threatening smoke or flames, user can set Paluu in "automatic quench mode" and appliance continues work in the burning room while user is evacuating. Paluu also has a unique solution with its rotatable wall bracket for easier maintenance allowing extinguishing powder not to lump. The device is easy to transport and manoeuvre, also with only one hand, and can save operating time. Paluu can be used on all types of fires.



Many Norwegians place their fire extinguishers in storerooms and cupboards, hidden from the users.



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Everyday objects with a sculptural appeal

How to create functional everyday objects with a sculptural appeal that may contribute to sustainability through prolonged relationship and emotional attachment between user and product? The work has resulted in five everyday objects that through use of form, materiality, tactility, function and association promote interaction and pleasure.

To bloom with *Blossom*. Two mirrors and a lamp placed in a wooden tray with slightly elevated edges to keep small accessories and things ready for use. The mirrors can easily be lifted up and used separately, or angled in the wanted position by a flexible joint. One mirror is normal, the other is magnifying. Inspired by flowers growing up and raising from the soil, facing the new day and stretching for the sun to bloom for everyone. Likewise the user may find *Blossom* to be an inspirational object to start blossoming!

Pendini is a minimal pendant with a dimmable and fully adjustable lampshade functioning as a suspended spotlight. Different colour combinations may contribute to an impression of hanging flowers, nodding and illuminating their surroundings.

Piedistallo is a lamp that functions as a pedestal showcasing any given object placed on the lamp foot surface, making it a personal light of display.

Petiole, inspired by the graciously swinging blue bell-



flower of the Norwegian mountains, has a lampshade that can be turned in different angles, thereby illuminating in chosen direction. The stick in turned wood grows effortlessly out and up from the cast aluminium base, making it the "petiole" between the ground and the illuminating bell-shade.

By leaving out the second hand and hour marks, *Birch & Brass o'clock* and *Birch & Copper o'clock* might appear less stressing, and one could get the feeling that time goes by in a slower manner.



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Encouraging designer's ethical consciousness

Encourage actors in design education to reassess craftsmanship, implement cultural sustainability and reconsider past theories in order to develop ethical consciousness.

This project intends to merge these approaches in order to generate relevant methodologies for designers in order to improve the environmental and social characteristics their designs might get in contact with. To exemplify these approaches and present them in a more landed environment, the project will find help by two methods; first these theories were exemplified by two different geographical spaces in order to see how the issues of environment, culture and resources modify the implementation of the theory itself, secondly a series of workshops were generated in order to perceive and understand how designers and students within design education interpret and interiorise this provided knowledge.



Is that, indeed, too extravagant a hope? Have you not heard how it has gone with many a cause before now? First few heed it; next most men condemn it; lastly, all men accept it – and the cause is won” - William Morris



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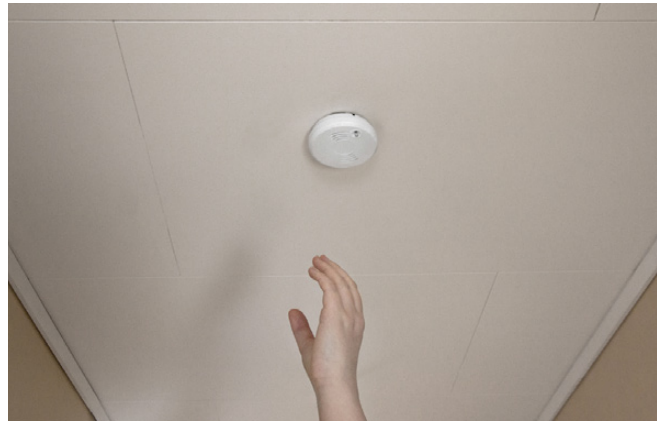
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Safety in everyday life when using equipment for smoke detection

‘Turn’ is an innovative, user-friendly solution for smoke detection, which emphasizes accessibility and ergonomics. The product is wall-based, and is placed at an appropriate height depending on the user. This connects to a ceiling-based sensor for optimal smoke detection. The product is designed around the core functions and this is reflected in the design, where the entire front is dedicated to testing and replacing the battery through intuitive operations.

On average 60 people die in fires each year. Smoke detectors are an inexpensive and easy way to detect fire. Existing products can be difficult for users who don’t understand how to use it, resulting in incorrect or no use at all.

The main focus of the project has been the meeting point between functionality and usability, and how it can be shown more consideration for the users. During the project I have been in dialogue with users and experts who are familiar with the different aspects around the topic. This insight has been examined, analyzed and discussed in order to identify problems and potentials.



Accessibility is a major issue for existing products for smoke detection.



I am completely dependent on a step ladder to reach up to the smoke detector.



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Reducing and preventing bike theft in the public space

In Norway, the increasing number of bike thefts may pose a threat to achieving the goals set by the national strategy to increase the number of everyday bike users. It is likely to assume that an increased use of bikes, will lead to a further increase in theft. Yet, the strategies seem to ignore the fact that bike theft may influence the motivation for bike use, as parking your bike in public space is a risky case.

Research shows that the great numbers of inadequately secured bikes in the society may not only facilitate more theft, but also encourage it. In the research process of this thesis, we saw that the problem of theft did not rest on the thief alone, but in the lack of knowledge and behavior of the bike user themselves. Supported by a more holistic approach by using theory from Design Against Crime and Context of Experience and associated methods; the further design process revealed three areas as equally important to getting closer to the research question on how one can reduce bike theft in the public space. These focus areas are *Product*, *Social innovation*, and *Behavior and attitudes*.

We believe that the responsibility for bike theft should not rest on the bike owner alone. Society should also take responsibility in acknowledging that bike thefts are a common problem, by placing it on the agenda. Thus, the problem should be lifted to the shared society that we are all a part of. Working together seems to be the most efficient way to reduce and prevent bike theft in the public space.



Parking your bike in the public space is a risky case. Here is a typical bike parking situation at Fredrikstad train station.



I have more trust in the bike thief continuing his work, than to the police doing their work in solving the bike thefts”

- Quote from male cyclist using the bike in his main transportation



**Thank you
for making
my job very
easy**

BEST REGARDS
The Bike Thief



69%
will buy
the bike lock
it takes me
4 seconds
to unlock



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Pre-Impact Fall Detector

Pre-Impact Fall Detector

In cooperation with Sunnaas Rehabilitation Hospital HF and Apertus AS

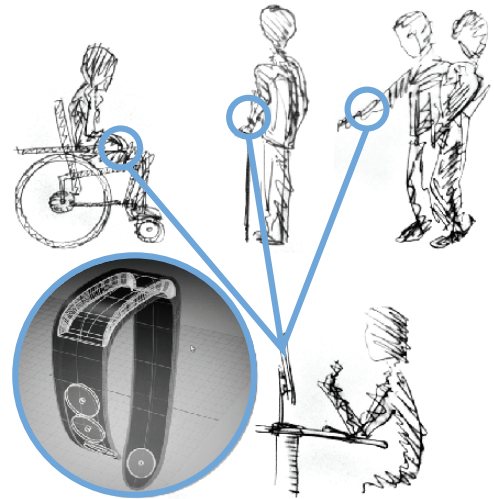
A fall detector is a portable device that one can carry around the wrist. The purpose is to prevent fall or minimize the risk of falling.

Institutionalized elderly people are the primary user group. Each user has their personal fall detector. Staff members have their personal receivers. (The receiver is able to notify different tasks at the institution).

If an event of a typical pre-impact fall scenario is activated with one of the users, the nearest staff gets a message from his or her receiver telling who, and where, the user is about to fall. If the staff member cannot leave his or her activity, one touch of a button redirects the message to the next closest staff (with a number indicating how many that has declined the task previously).

It is obvious that requirements relating to the design of such a device is of importance. If it is to be useful for the staff, it must also be attractive and hassle-free to wear for the user. To be of good help for both user and staff it should not disturb a more important task.

Employee's workdays at institutions can with this tool become easier and offer a better overview of things.



Falls and fall-related injuries are among the most serious and common medical problems experienced by the elderly.



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User-oriented design in developing a screen menu

Through this master project I have cooperated with a firm called “Soups and More” in their development of a user friendly solution for their new soup dispenser. The focus has been on the display with a screen menu and on the interaction between customer and the soup dispenser.

The intention with this project has been to learn how people interact with both the screen menu and the dispenser that provides fresh soup; a healthy alternative. This is a service that can affect how people look at food and their expectations to food alternatives in public spaces. The goal has been to develop a user-friendly solution for the screen menu, that will give the customers a positive experience when they order the soup.

It has been important to look at the overall process of ordering soup; how the customer is influenced to buy the soup, what they experience when they order through the menu, and their experience with the taste and smell of the soup.

I have through this project developed a concept for a screen menu that is directed towards customers and is meant to be easy in use and user friendly. In this project I have looked at how people interact with screen menus and wanted to understand if design can be a part of affecting the way people look at food alternatives and especially on the soup dispenser. As a conclusion I have discovered that user friendly design is important in the process of ordering food from a dispenser.



“ ***I wish there were more focus on healthier and nutritious food alternatives in gas stations.*** ” - Quote
from conducted interview



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HAVA

A personal air quality monitor

Hava is a personal air quality monitor for the urban citizen. It measures the level of nitrogen dioxide in the air around you, and indicates the level of pollution by a single push of a button. Four integrated LED lights represent a level of air pollution. Low, moderate, high, very high.

The collected data is uploaded to a cloud-based network through your smart phone using Bluetooth technology. This creates a crowdsourced map of air pollution levels in your city in real time. Together with the corresponding Hava App, citizens have the opportunity to control their exposure to air pollution.

The biggest beneficiary of this product are patients with respiratory - and cardiovascular diseases, such as asthma and COPD. Hava gives all citizens an opportunity to contribute with collection of air quality data, and raises awareness about our environment.





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Enhanced workflow for prehospital treatment and care

RESPONDER is a new and versatile medical trauma backpack, especially designed for a safe, efficient and hygiene-enhanced treatment process outside the hospital.

Sometimes we need professional help beyond our own capacity. As a part of the emergency medical system, we have an ambulance service which serves as an important link between patient, hospital and other health care services. With the help of a wide range of equipment, they are able to perform advanced medical procedures for those in need.

However, the prehospital environment is fluid, unpredictable and constantly evolving. Based on a comprehensive understanding of the general emergency medical system, and the individual tasks, work settings and equipment of an ambulance worker, has this master project aimed to enhance the quality of the emergency medical service for both care provider and care receiver.

The result is a hardshell backpack that provides time-saving access and closure, hygienic and ergonomic carrying options, clean work space, visibility during day and night, enhanced mobility open and closed, in addition to space-efficient and safe storage of medical supplies. Its design and choice of materials is further offering environmentally advantages, enhanced longevity and beneficial production opportunities, for improved working conditions and safer treatment processes in the prehospital setting.

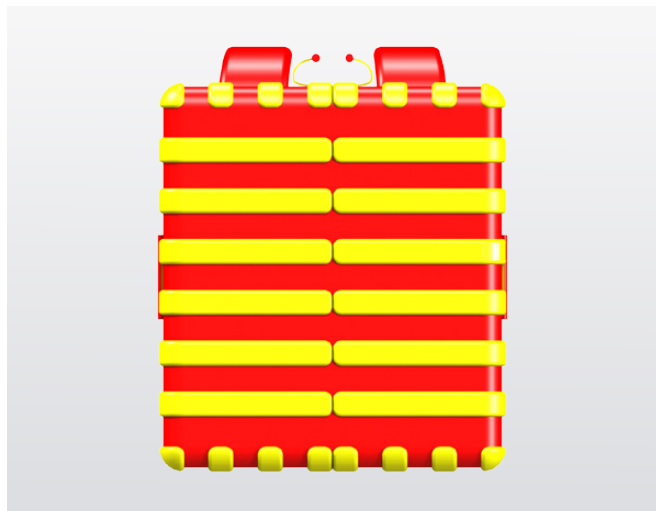
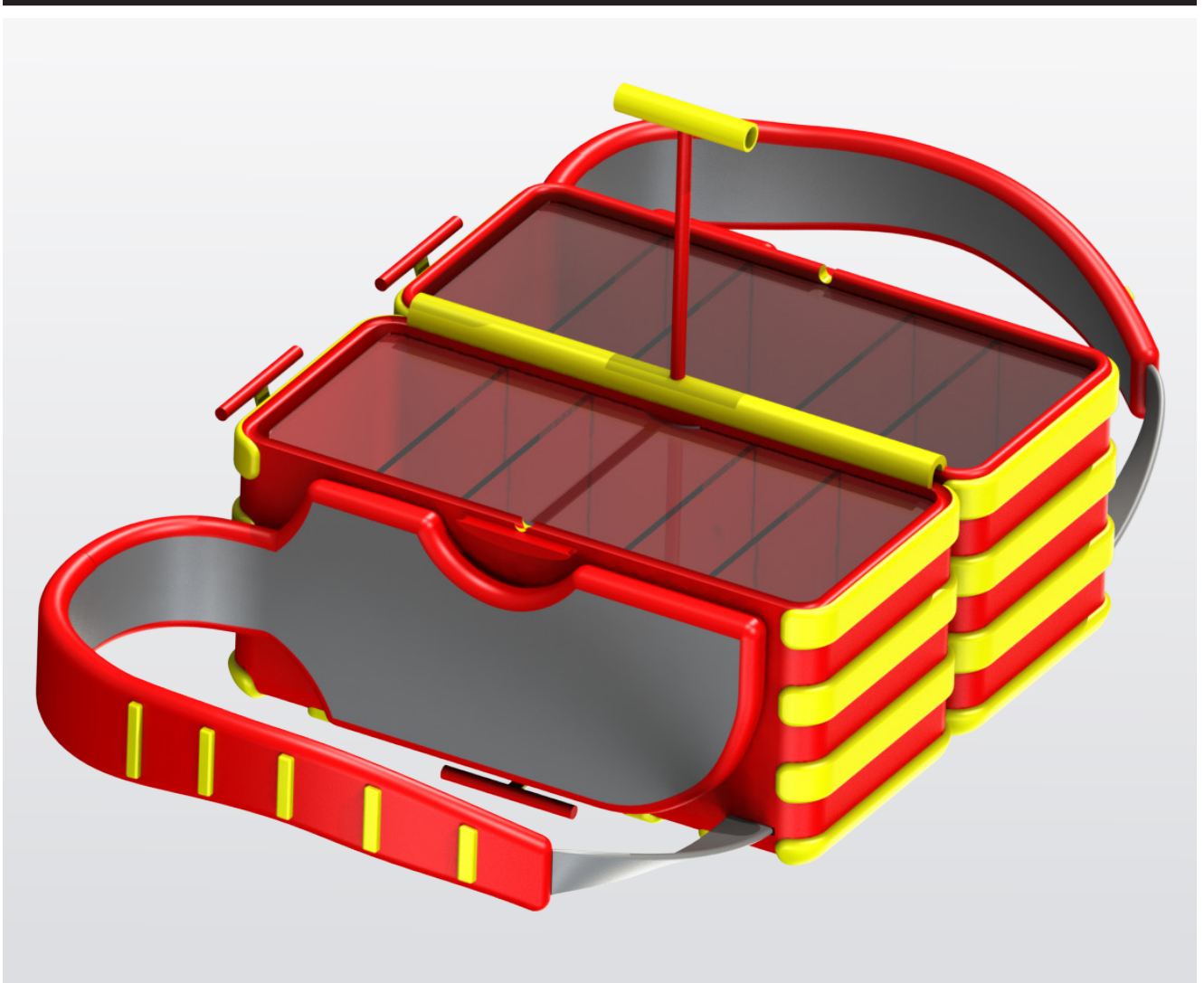


Observing several different users in a natural work setting provided a fruitful insight towards the design requirements.

“

A good workflow frees up mental capacity we can use on the patient”

- Paramedic, Oslo University Hospital



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Dignified use of vaginal dilators

This is the result of the design process and development of MIN, a new set of vaginal dilators.

Vaginal dilators are typically used as treatment in cases of vaginal disorders, such as vaginismus, or after vaginal surgery causing tissue damage. While Vaginismus causes the pelvic floor muscle too react physically on mental issues with penetration by tightening the muscles, the tissue damage from surgery can make the vagina tissue too tight to penetrate without pain.

There are many reasons for both damage tissue and to involuntary muscle contractions, and the dilators are tools used to gradually stretch the tissue and to teach the muscles to relax. The process is long and painful, and the women vulnerable and alone.

Analysis of existing products and different user aspects, shows that the main problem with existing products are the lack of focus on the user and her physical and mental situation.

MIN is a set of three sized silicone, and one sized stone dilator, that due to a new shape will change the way youwomen interact with their dilator. The shape does not only provide the user with better control as the product is especially designed for self use, it also has a oval shape that gives the user the opportunity to gradually open up. The hourglass shape stimulates the pelvic floor muscle so that it can learn to relax without use of vibration.

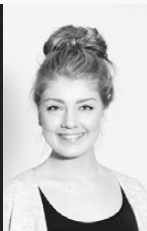
By providing the patient with a set of dilators that meets her requirement for quality and function, I hope to empower women to take control over their own treatment and provide them with a dignified user experience.



Existing products on the market lacks focus on women's physical and mental situation.



How to design a new set vaginal dilators that better protects the user's physical, but also psychological, needs in the treatment of vaginal disorders?"



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From usable to pleasurable

In a society where things get thrown away and new ones get bought every second it is important that we as designers strive to design for longevity. This presents a way to gain product attachment by focusing on direct physical interaction. Making products, not only usable, but pleasurable.

“Duple Table” is a diverse table that allows for both serving and additional seating. The table has serving trays in two sizes. The trays can be used individually or placed underneath and on top of the table. The trays have one hard and one soft side. This makes it possible for the trays to be turned around so that you can use the table as a bench.

Duple also comes as a side-table. Here you have the same functions with a round tray. The Duple Tables are designed to last and to serve the owner needs in as many situations as possible. With the intention to increase the table’s lifespan, and the owner’s connection to it. The goal was to make a table that is easy and diverse to use with materials that embody quality.

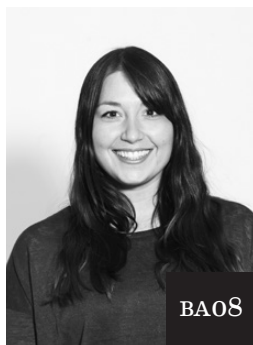
“Bue” is a lounge chair with wooden legs and a textile shell. The textile hangs between the four legs of the chair. This almost give an association of floating or sitting in a hammock. By referring to these experiences, the user is put at ease and can leave his trouble behind. Like a tiny vacation.



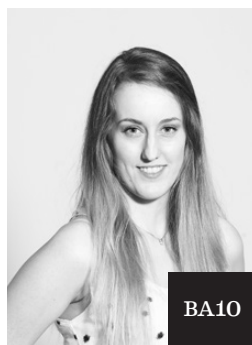


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Bachelor students



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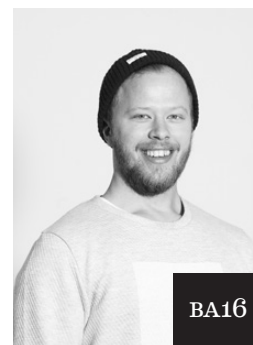
Annette Fostås Bråthen



Synnøve Bustad



Ann Kristin Bøen



Levi Lynau Celius



Thomas Eriksson



Ina G. Finnekås



Geir Foshaug



Maria Fossdal



Helene Vikan Gjerseeth



Erik Singstad Hagen



Markus Hjellseth



Sigurd Hjerpeseth



Emma Nikolaisen Huset



Thea Jegerud



Linn Victoria Johansen



Vera Kirkelund



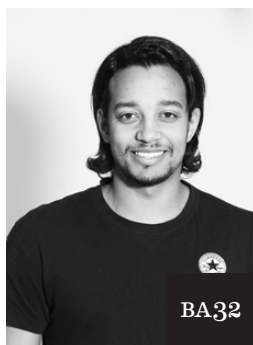
Helena Larsson



Britte J. A. Mannaart

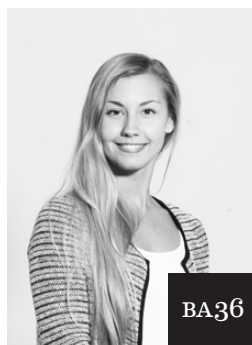


Mina Massomzadeh



BA32

Theo Mogens Merkiled



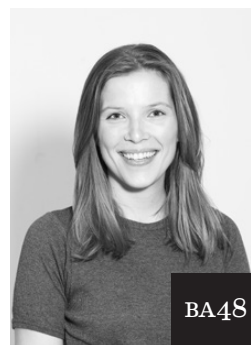
BA36

Nadja S. Młodyszewski



BA28

Thea Monteverde



BA48

Christin Mørch



BA18

Julie Otterdal



BA46

Miriam M. Pedersen



BA20

Benjamin N. Rodahl



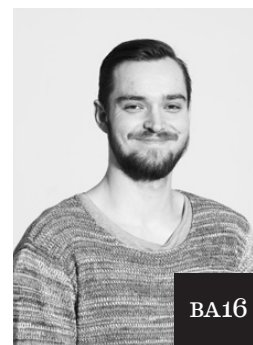
BA12

Ida Rusten



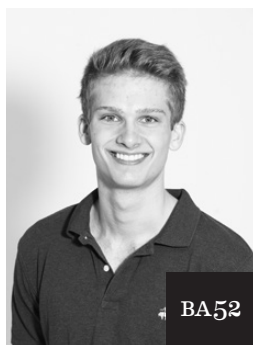
BA50

Amund Østbye Røed



BA16

Arnt Kåre Sivertsen



BA52

Sebastian Skar



BA30

Pernille Venemyr



BA54

Helga Wist



BA50

Nikolai Øvrebekk

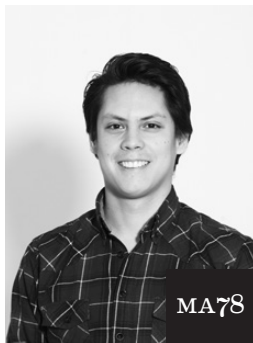
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Aud Julie Befring



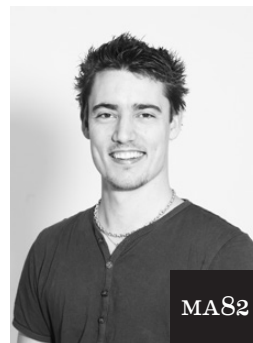
Andreas F. R. Bergsaker



Andres Caro del Castillo



Tomas Eidsvold Eriksen



Jarle Fosse



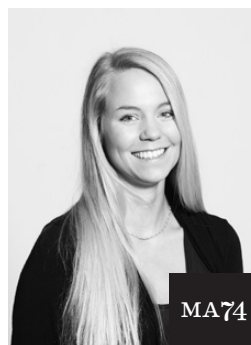
Kjetil Hjeltnæs



Karina Engen Høglid



Wesal Khattak



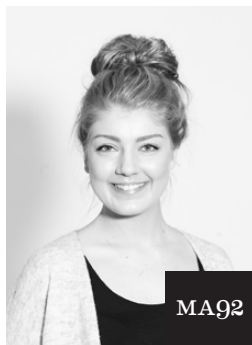
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Margaret Sripo Sanner



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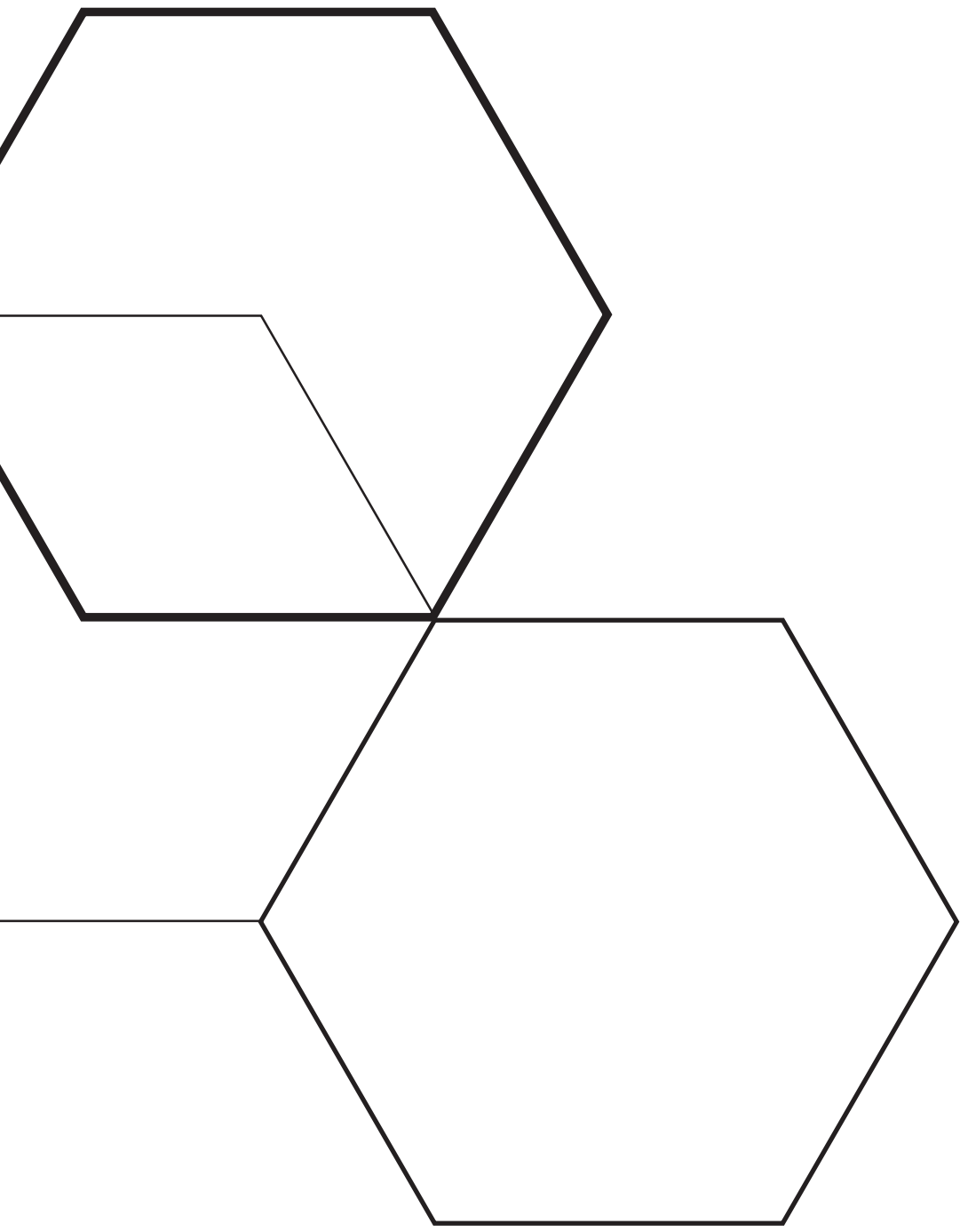
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Discover

Research

Finalize

Develop

Evaluate

Test