

Thinking Design

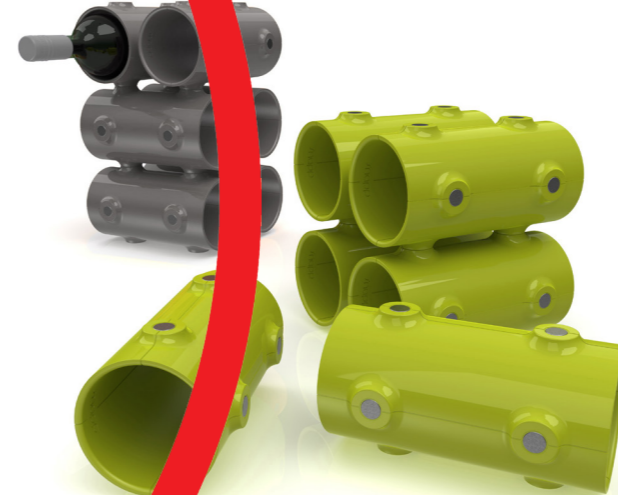
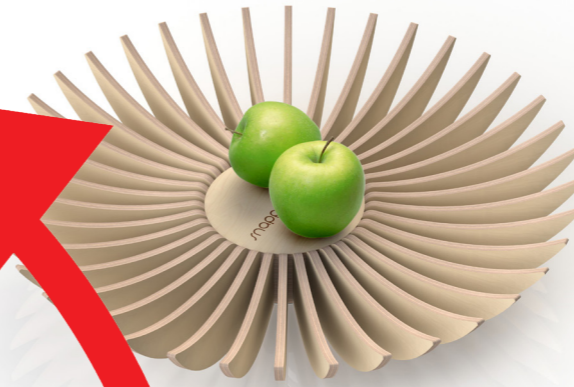
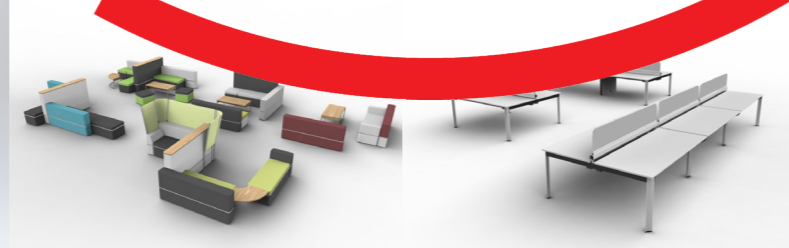
UJ Industrial Design Alumni Exhibition
2013

Opening 7 August 18:30
Ends 28 August

FADA Gallery
Bunting Road Campus
University of Johannesburg

Thinking Design is an inversion of the term Design Thinking and highlights the hidden thoughtfulness that goes into a design or the solving of a problem. This is an overt consciously systematic and iterative process. **Thinking Design** focuses on the physical artefacts generated by this process from five professional industrial designers and alumni from the UJ Department of Industrial Design. In industrial design practice these artefacts include: research, sketches, renderings, development models, user-testing, engineering, development prototypes and final manufactured prototypes. This exhibition is enlightening for design students and the broader public by tangibly making visible the complex process of getting to a final design 'solution'.

The exhibition is curated by **Angus D Campbell**, Senior Lecturer, Department of Industrial Design.



HARRISON
DESIGNS



Peter Harrison



LIBERATING
FURNITURE!
AMOR



Trevor Hollard

Rowan Mardghum

snapp™



Jonathan Fundudis



David Hoigreaves



UNIVERSITY
OF
JOHANNESBURG

“...a designer is a thinker whose job it is to move from thought to action, the designer uses capacities of mind to solve problems for clients in an appropriate and empathic way.” (Friedman 2003:508)

The inversion of **design thinking** accentuates the thinking behind design, and in the case of Industrial Design, the physical evidence of thinking in the process of design or problem-solving. **Design Thinking** generally focuses on making the process of problem-solving explicit in design practice and is now promoted as a holistic approach to problem solving in various business pursuits (Brown, 2008). In 2010 Donald Norman was highly criticized (Moggridge, 2010) in describing **Design Thinking** as a myth, he proposed that the term was not some mystical process but rather described something that all designers do in order to come to any design solution. However, in 2013, Norman updated his earlier opinion piece after extensive personal experience of designers, business people and engineers “who jump to solutions and fail to question assumptions” (Norman, 2013). Norman’s experience of many mindless design solutions has led him to believe that not all designers inherently follow such a considered approach to design problems; and in order to negate mindless solutions, **Design Thinking** is an important skill to teach and encourage in design students and designers (ibid.). Norman describes **Design Thinking** as a way to limit narrowly conceived design solutions by broadly exploring initial design problems through an iterative process until the real problem is identified, then a range of solutions are explored before a final convergent solution is proposed (ibid.). There are many interpretations of **Design Thinking** that have been procedurally conceptualised by various design organisations. IDEO’s Human Centered Design (HCD) toolkit proposes a process of Hear > Create > Deliver (IDEO, 2009) to describe the explorative and observational, then creative and finally evaluative process of **Design Thinking**. The d.school at Stanford University presents their process of **Design Thinking** as a sequential: empathize > define > ideate > prototype > test (Stanford d.school, 2011).

In contrast Richard Buchanan (1992) highlights how “design eludes reduction and remains a surprisingly flexible discipline” (1992:5). He also explores the complexity of wicked problems (as defined by Horst Rittel in 1972), in the attempt to find “solutions” to problems that are so complex in their embedded context that finding a solution is almost like a dog chasing its tail. Ultimately however one attempts to define or not to define the process of designing, what is important is making the process of design and problem-solving more overt and in the case of this exhibition documenting and celebrating the process of arriving at a design “solution”.

The exhibition is a group Alumni exhibition of ex-UJ or TWR Industrial Designers selected based on their active involvement in the Department of Industrial design over the last 5 years and their range of professional disciplinary pathways. The following designers are exhibiting: snapp Design, who are Jonathan Fundudis (BTech ID) and David Holgreaves (BTech ID); Harrison Design cc the freelance design firm of Peter Harrison (BTech ID); and Maeker Products Pty Ltd and amog who are Trevor Hollard (BTech ID) and Rowan Mardghum (BTech ID).

References:

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Jonathan Fundudis and David Holgreaves snapp Design

Jonathan Fundudis was born 1972 in Johannesburg South Africa. He studied Industrial Design at the Witwatersrand Technicon (presently, University of Johannesburg), graduating in 1996 as valedictorian. After six months from starting his professional career he founded his award winning Product Design consultancy Envizij in 2000.

With an entrepreneurial spirit and a meticulous design ethic he has successfully developed consumer products for more than 13 years. The company has considerable know how across the disciplines of product, packaging and environment design and their clients include high profile companies such as Ford Motor Company of SA, Johnson & Johnson, L’Oreal, Clarins and LG. They have won awards from DISA (South African Design Excellence Award) in both the automotive consumer product and prototype categories.

In 2001, he founded snapp design as a brand to pursue his creative freedom and produce unique products for the local and international markets and simultaneously promote South African design. Snapp has subsequently won numerous local and international design awards: for their engage wine rack snapp won a Good Design Award (2012); for their slice bread board they won a Good Design Award (2011) and were nominated for a German Design Award (2013); they were Haute Lumiere Light Award (2010) finalists; and Most Beautiful Object in South Africa finalists (2010).

From this exposure Jonathan together with snapp was selected to design and produce the “Budweiser Man of the Match” trophies for the FIFA World Cup South Africa, which was an immense honour and he was interviewed live on CNN when revealing the trophy design the eve before the soccer spectacle. He has also been prevalent in the media such as SABC Top Billing and expresso breakfast show, DSTV Supersport, SAFM and local magazines.

His passion for design prompted him to contribute as a part-time external lecturer and examiner for Industrial Design students at the University of Johannesburg, which he has fulfilled for a number of years.

www.snappdesign.com

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Trevor Hollard and Rowan Mardghum Maeker Products Pty Ltd and amog

Trevor Hollard graduated in 2001 (BTech: Industrial Design, Technikon Witwatersrand) and established Designed by Trevor Hollard. Designed had steady growth for 9 years and ultimately turned into a manufacturing company offering design as a value add. The factory was capable of processing wood based materials and sheet metal using CNC machinery in addition to the processing of specialised materials. The factory produced products for the retail and industrial sectors in low and high volume. Prior to the closure of the company in 2009, it had a factory staff of 25 and office staff of 8. Trevor established Maeker Products in 2010 and focused more on product design and development. Amog was also registered in 2010 with Rowan Mardghum to develop and manufacture furniture for the domestic market offering small furniture items that offer value through quality and functionality. Maeker Products currently employs 4 office staff 3 of which are industrial designers and 4 workshop staff. The services that they offer range from product development, batch produced items and prototyping. Maeker also assists in setting up of manufacturing facilities with process, tooling and jig design. Clients: STD Bank, Ericsson, Nandos, Bombardier SA (Gautrain), Virgin Active, DK Furniture Group, Microsoft.

Rowan Mardghum (BTech: Industrial Design, TWR/UJ: 2004 -2007) Some clients: amog furniture, DK Furniture group, Nandos, Microsoft, Gautrain, Virgin Active, Avis, Cape Union Mart, Virgin Mobile.

2008-2009 : work at designed for Trevor Hollard. Together with Trevor the development of an office furniture company begins, it is named amog furniture.

2010: amog’s focus is shifted away from office furniture towards domestic and is registered as a company with Rowan and Trevor as partners.

2010-2012: work at Maeker products and amog furniture.

2012-current: freelance industrial designer and work at amog furniture.

“@#! furniture it is just a bunch of things....a table is just a table, a chair just a chair. Is it not what you do with it that makes it something?” We felt disgruntled with aspects of what furniture was available, how accessible it was and what it was...amog was started as a company in an attempt to challenge this.

<http://www.maeker.wozaonline.co.za/>

<http://www.amog.co.za/>



Peter Harrison Harrison Designs cc

Peter Harrison matriculated in 1984 from Jeppe Boys High School in Kensington Johannesburg. During his national service he designed badges, medals, awards and new insignia for the SADF at the Central Heraldry studio in Pretoria. This unique opportunity introduced him to production and quality control. Enrolling at Technikon Witwatersrand between 1987 and 1989 he studied industrial design. After graduating he started as junior designer for Alexis Wadman’s consultancy Design Shop. During which time he recalls building varied and complicated working prototypes. He resigned specifically to explore art & design in central Europe, and the Middle East and after reaching India in early 1991 returned home. Then finding employment as a junior industrial designer at Radhaus based in Sandton between 1992 and 1996. The design team serviced National Advanced Technologies (Natech) and their client First National Bank. The focus was developing self-service banking terminals and electronic card reader products. He shared an SABS Design Institute Award in 1996 for the teams Pintech banking information vending terminal. Moving to Novate Industries, in Spartan in 1997 he worked under the direction of senior industrial designer Jose Loureiro. The Novate team primarily designed and engineered delicate plastic medical products and robust parts for automatic pool cleaners. The designers won an SABS Design Institute Award in 1999 for their work on ‘Pescador’ fishing equipment. During this time he worked closely with skilled toolmakers where his interest in plastic injection moulding and mass production grew.

He was instrumental in developing new intellectual property for blood sampling and intravenous catheter products and their use. Both these patents were later assigned to Anglo American Medical Technologies.

Eventually resigning from Novate in 1999 he launched Index - offering product design consulting which he managed until 2009. During 2006 he studied part time at the University of Johannesburg to complete the Bachelors of Technology degree in industrial design. He was simultaneously contracted by industrial designers Alexis Wadman and Henk van der Meijden who serviced Zodiac development requirements. Whilst working with them he contributed toward intellectual property for company Zodiac Pool Care Europe on the following US patent numbers, US0335888, US2004021052, US2005030675, US2005028683, and US2005032506.

Locally and abroad the Zodiac design teams work was acknowledged via three design awards. Firstly an SABS Design Institute Award in 2003 for Zodiacs’ Mars Automatic Pool Cleaner featured on display. Followed by an IDEA - Industrial Design Excellence Awards – Silver (U.S.A) in 2004 for the Zodiac G4 Automatic Pool Cleaner. Then finally a DISA Award in 2005 also for Zodiac G4 pool cleaner.

During 2010 he worked at Steinhobel Design Pty, Ltd. as a senior product designer, handling project management and clients. He resigned in January 2011 to start Harrison Designs, a consultancy focused on developing innovative products like the two featured in this exhibition, namely Bennetts - Bum Buddy Traveller and Eze-hands.

He lectures on 3D Visualisation and Form & Space at The Open Window School of Visual Communication in Centurion. Has enjoyed directing third year student projects at Tshwane University of Technology during 2010 & 2011 and is currently involved once again with the University of Johannesburg - Department of Industrial Design as an external moderator.

<http://www.harrisondesigns.co.za/>

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