

# EGMONT ARENS. KITCHENAID MODEL "K"

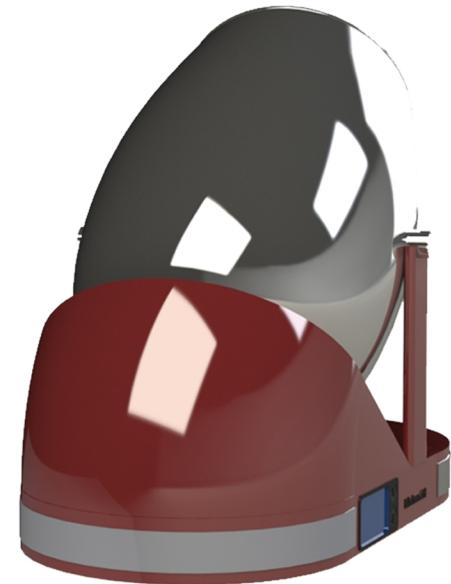


INDUSTRIAL DESIGNER EGMONT ARENS BEGAN HIS OWN DESIGN COMPANY IN 1935.

CREDITED WITH INTRODUCING "APPETITE APPEAL" IN PACKAGING DESIGN, THE LANGUAGE FEATURES EYE-CATCHING COLOURS, PRIMARILY RED AND YELLOW, AND AN IMAGE OF THE PRODUCT.

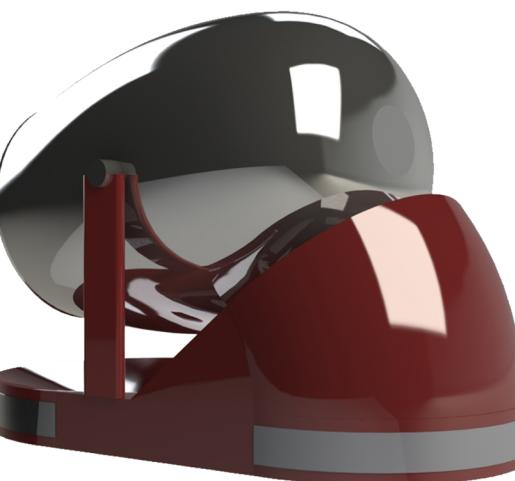
ARENS INTRODUCED THE CLASSIC SILHOUETTE OF THE MODEL K IN 1937.

THE POPULAR DESIGN MOVEMENT OF THE 1930'S WAS STREAMLINE MODERNE. THIS IS A STYLE OF ART DECO DESIGN THAT IS INSPIRED BY AERODYNAMIC DESIGN POPULAR DURING WORLD WARS I & II. STREAMLINE MODERNE EMPHASISES CURVING FORMS AND LONG HORIZONTAL LINES; A MINIMALIST STYLE THAT REMOVES UNNECESSARY COMPONENTS THAT WOULD 'CAUSE DRAG', CREATING A SLEEK, MODERN DESIGN THAT STILL STANDS TO THIS DAY. STREAMLINE DESIGN LENDS ITSELF TO KITCHEN APPLIANCES AS THE ROUNDED SURFACES OF THE MIXERS ARE CENTRAL TO DESIGN. WITH FORM FOLLOWING FUNCTION THE FUNCTIONALITY OF THE ROUNDED EDGES ELIMINATED CREVICES WHERE FOOD MIGHT GET STUCK AND FACILITATING CLEANING.



FEATURING A PIVOTING BOWL, THE CONTENTS IS ABLE TO BE TIPPED DIRECTLY ONTO THE WORK SURFACE ONCE THE BLADE HAS BEEN REMOVED.

BY GIVING THE BENCHTOP MIXER A ROUNDED DESIGN, SPEED AND MOVEMENT ARE PRIORITISED, DRAWING ON THE FORM AND PRIMARY INFLUENCE OF A CEMENT MIXER.



THIS REINTERPRETATION OF EGMONT'S DESIGN EMPLOYS THE SAME DESIGN LANGUAGE BY FUSING STREAMLINE MODERNE WITH THE FORM OF A CEMENT-MIXING TRUCK. THE AMALGAMATION OF KITCHEN MIXING WITH THE THEORETICAL CONCEPT OF CONCRETE MIXING CREATES AN IRONIC AND UNIQUE DESIGN CONCEPT. LONG, HORIZONTAL LINES ARE USED TO ACCENTUATE THE CURVATURE OF THE FORM. THE SLEEK DESIGN ALSO DRAWS ON THE PIVOTING MECHANISM OF THE CEMENT MIXER, ALLOWING THE USER TO EMPTY THE CONTENTS DIRECTLY ONTO THE WORK SURFACE.



IN AN EFFORT TO REDUCE THE MATERIAL COST OF THE PRODUCT, THE BULKY OVERHEAD BLADE OF THE ORIGINAL DESIGN HAS BEEN REPLACED WITH A BASE-MOUNTED FITTING. A MONOTONE BASE CONTRASTS THE CHROME BOWL TO CLEARLY DISTINGUISH BETWEEN MOTOR AND CONTAINMENT UNIT. THE LACK OF ORNAMENTATION MAKES THE SINGULAR SPEED CONTROL THE FOCAL POINT OF THE FUNCTIONAL ASPECT OF THE DESIGN, ADDING TO THE USER-FRIENDLY PRODUCT'S SIMPLICITY..