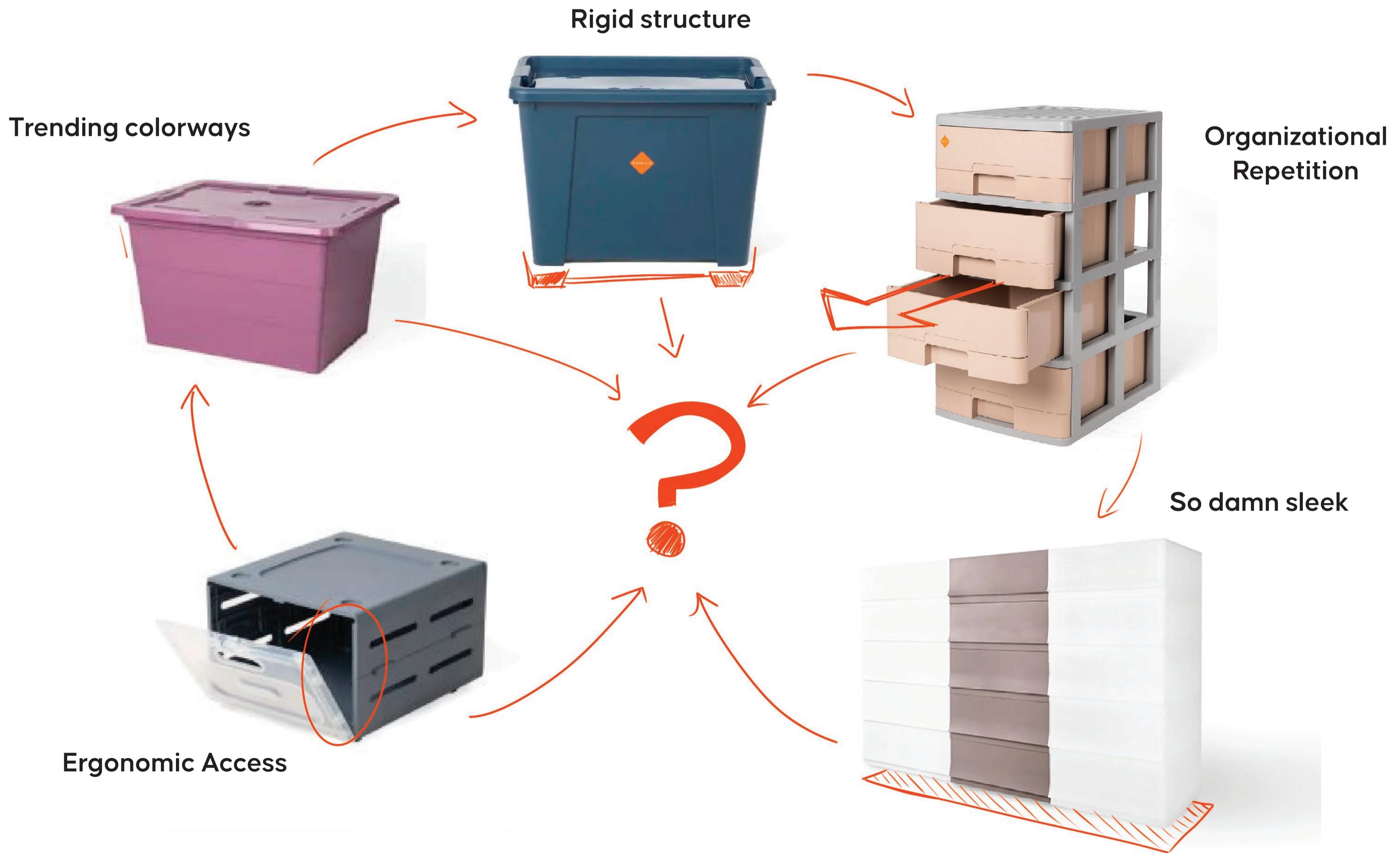




CAD**SHAW**

The top storage products with the Pheonix Industries Portfolio only hold a singular element each, that functions well.

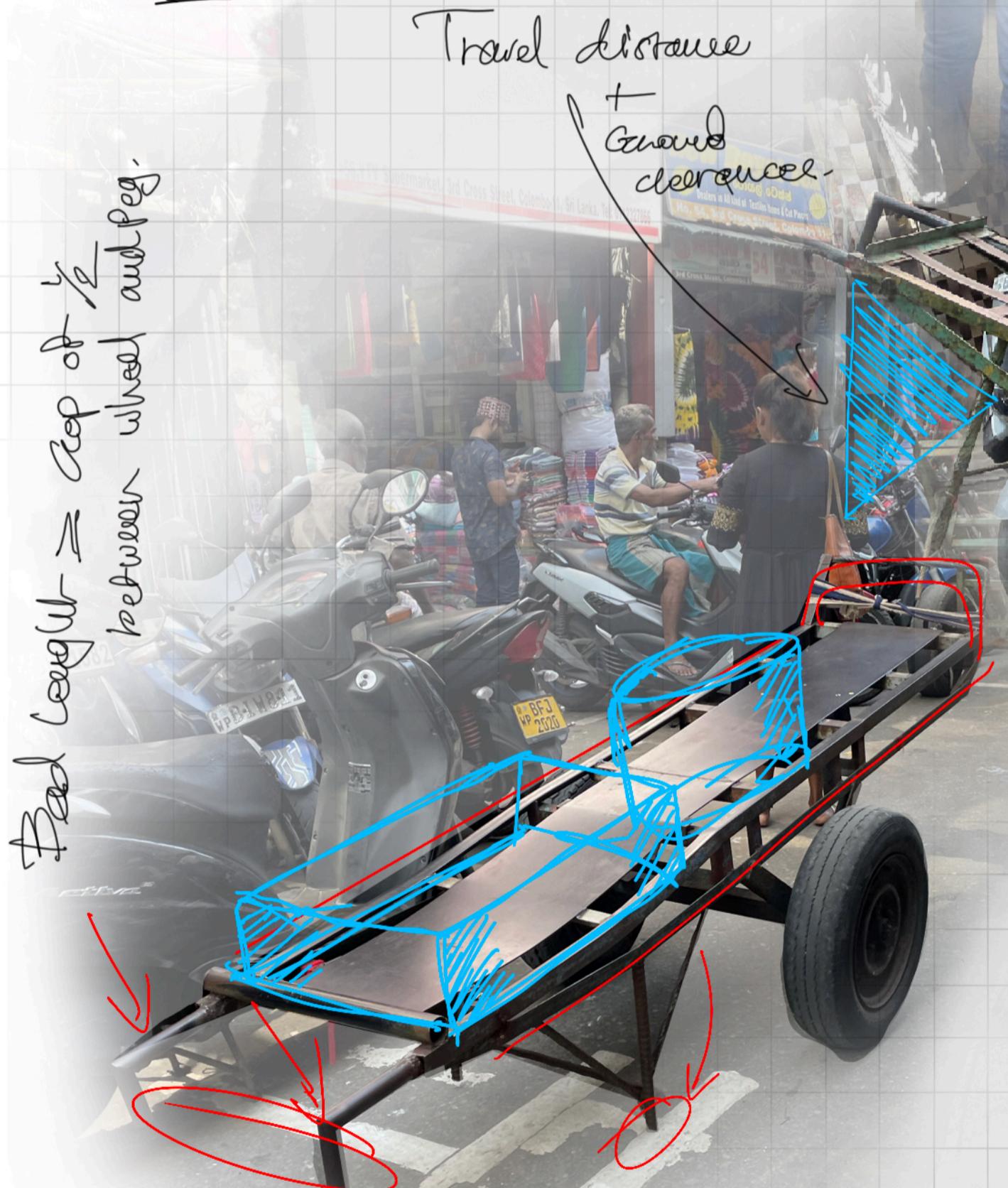
This raises the question - How may we consolidate all key elements into one product that can be as modular in use, as their uses



FUNCTIONAL INSPIRATION

Center-Tilt point

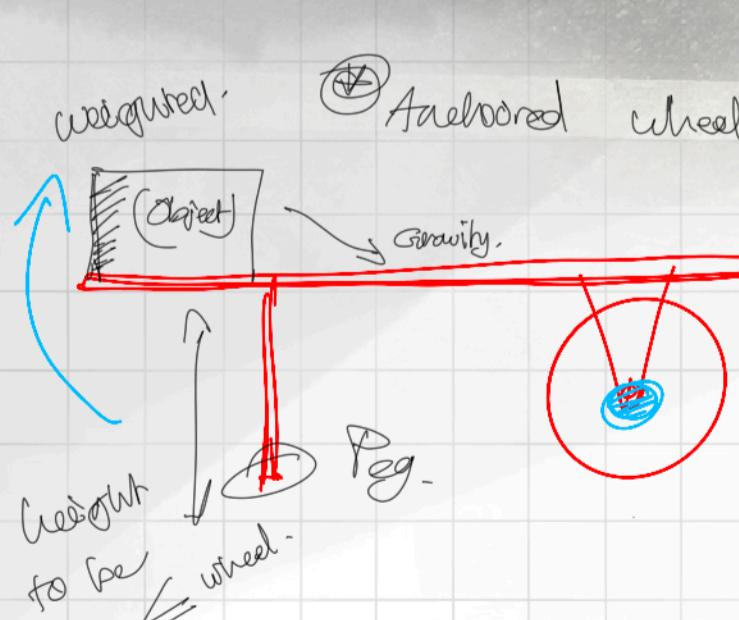
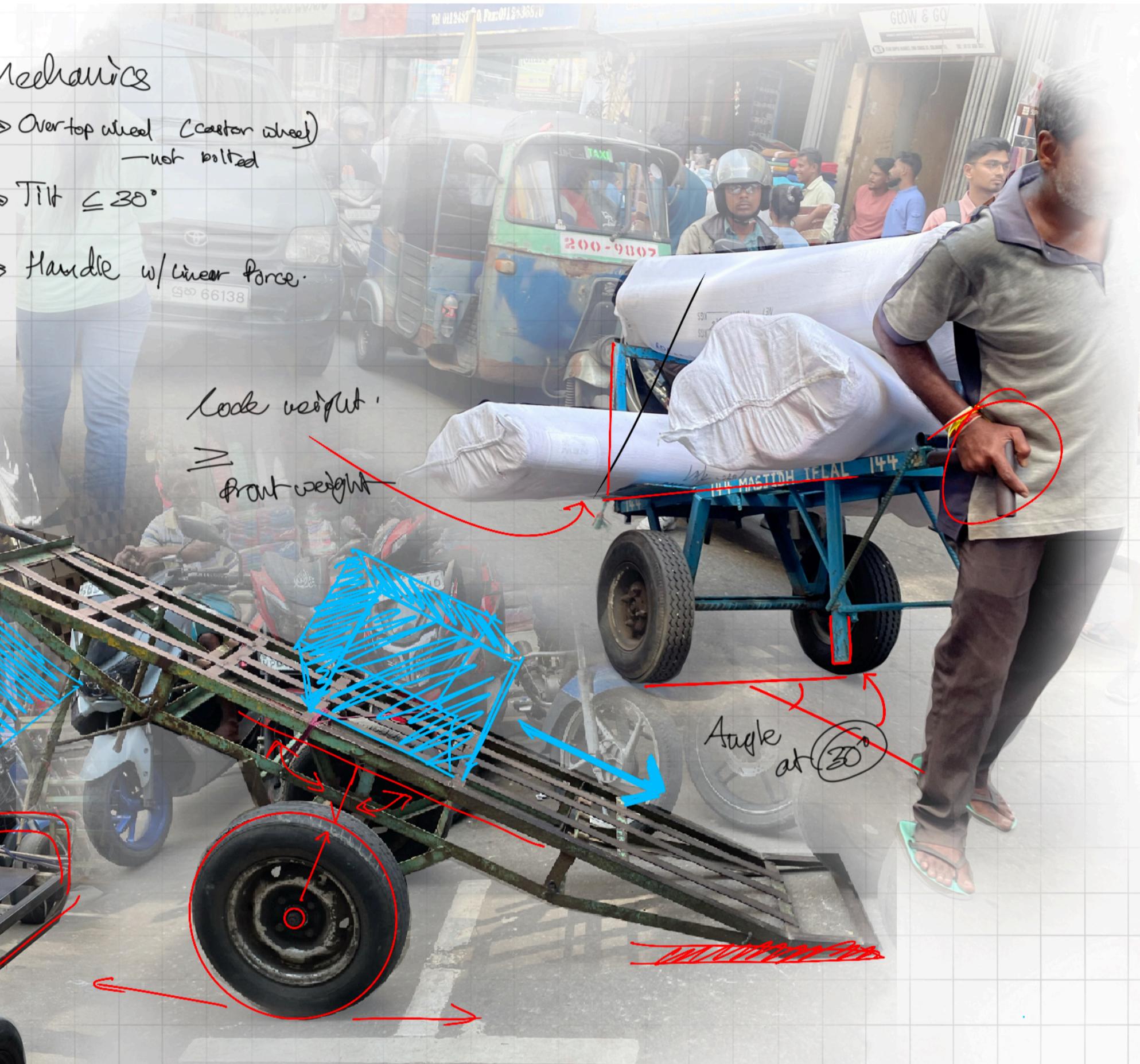
- ④ Angle based weight distribution
- ④ wheel tilt
- ④ not centered!



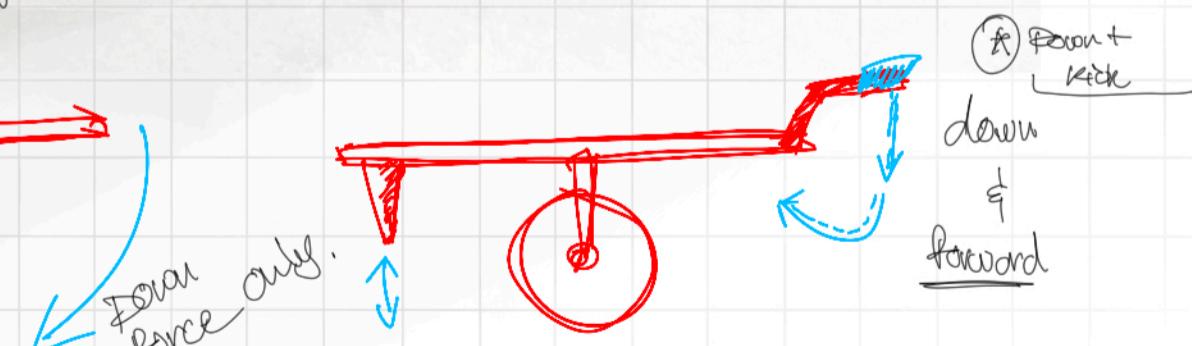
Mechanics

- Overturn wheel (Castor wheel)
— not bolted
- Tilt $\leq 30^\circ$
- Handle w/ linear force.

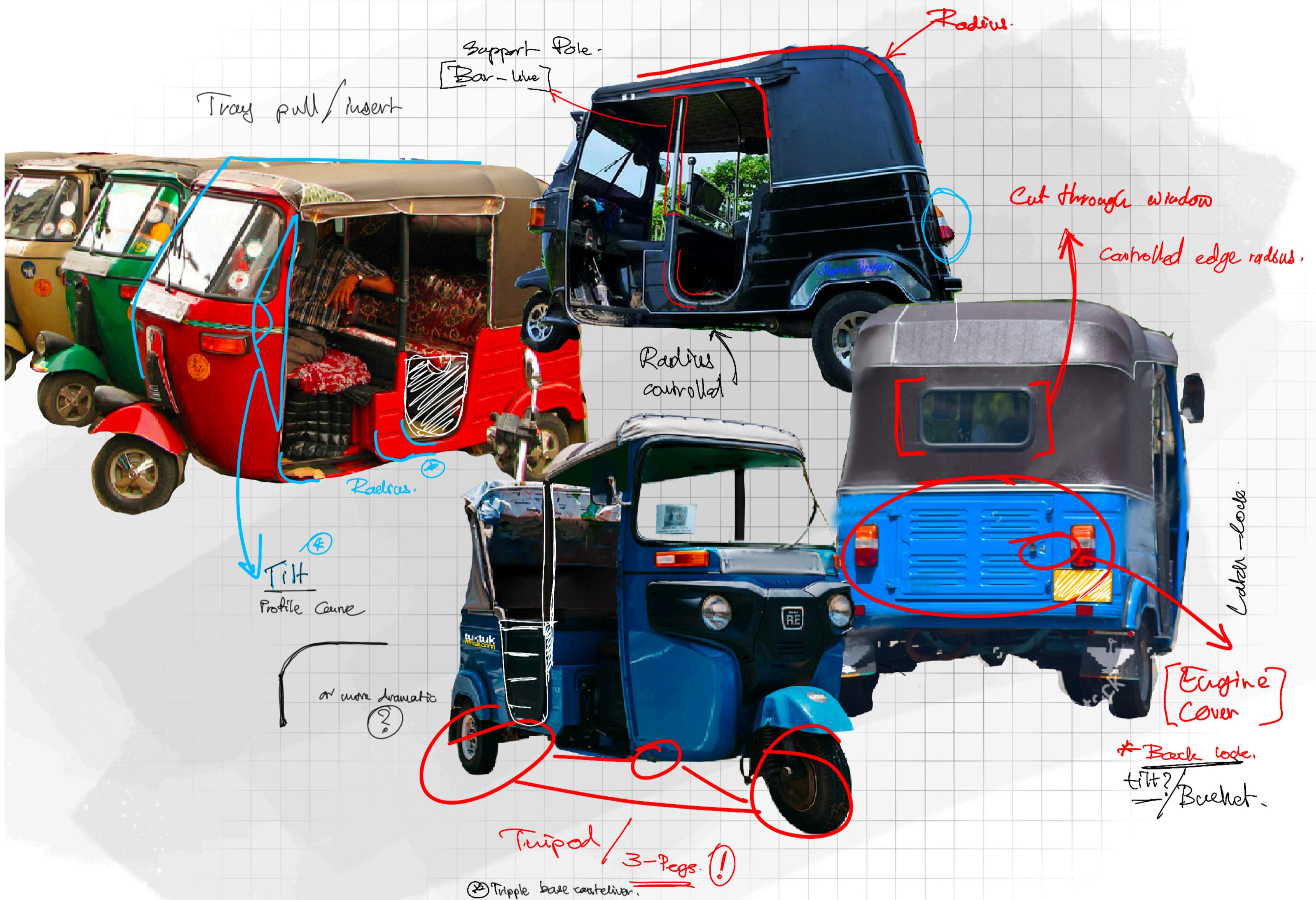
Load weight
 \geq front weight



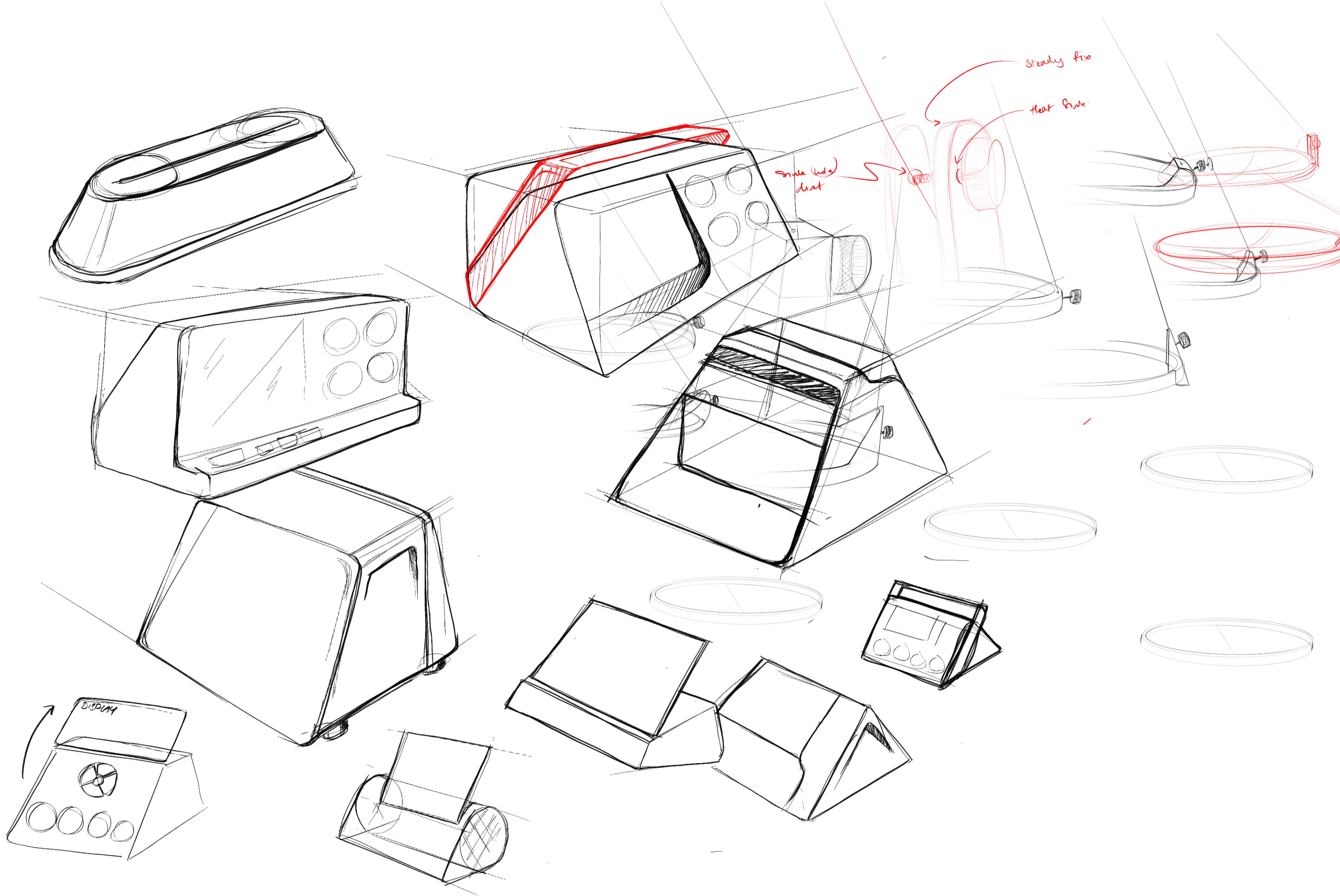
Center point anchor

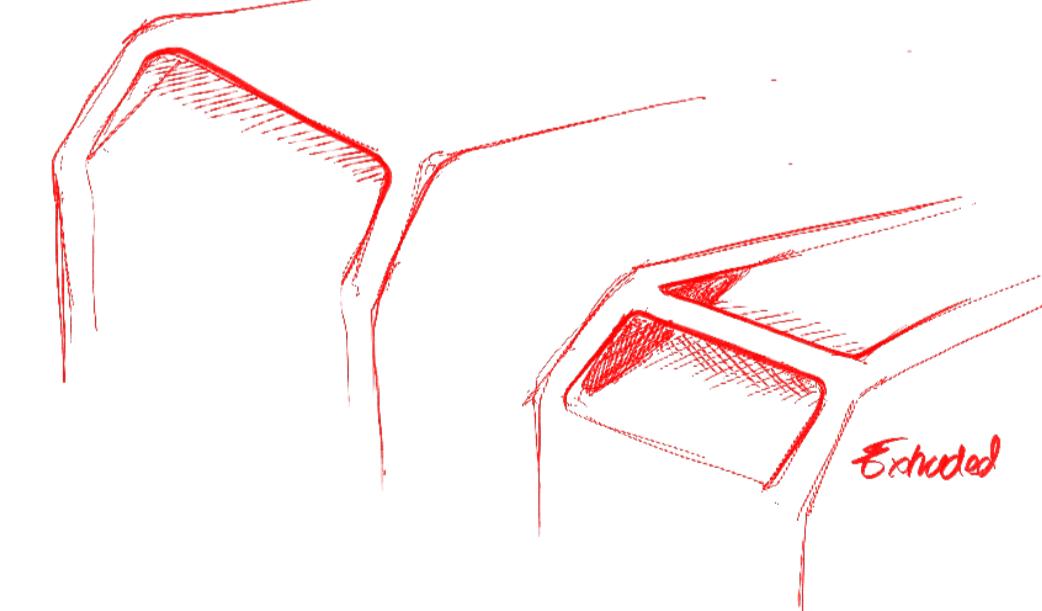
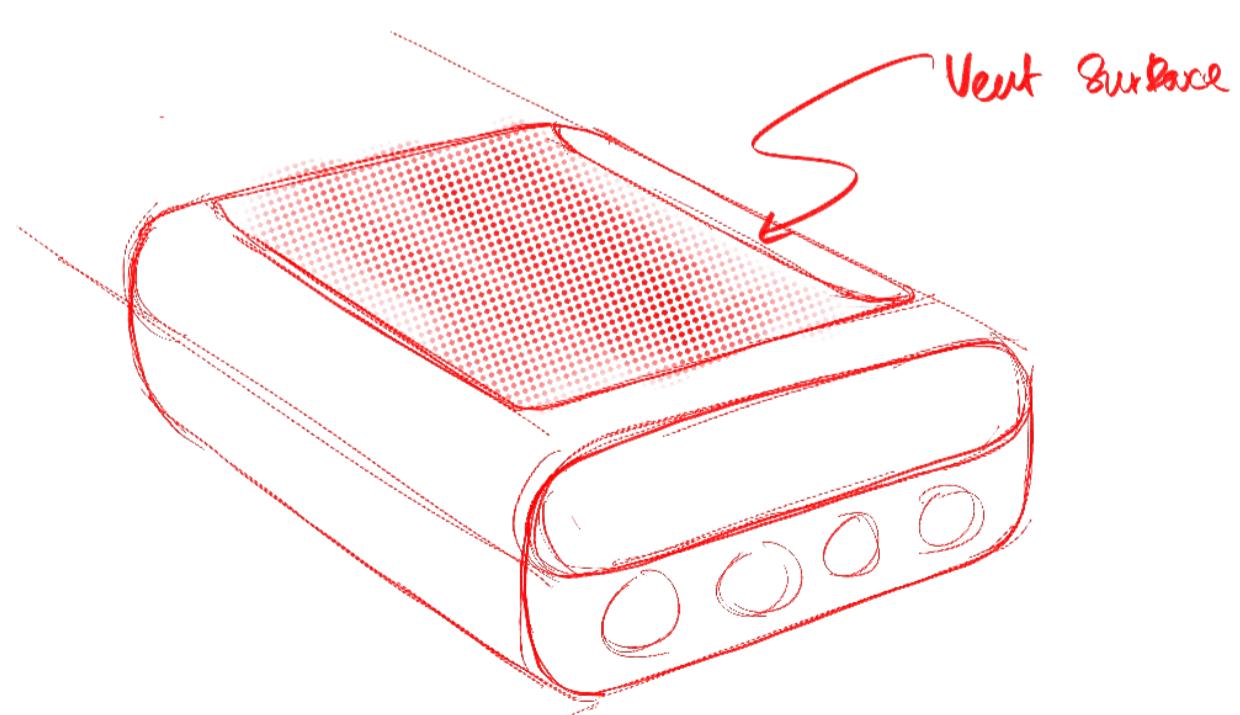
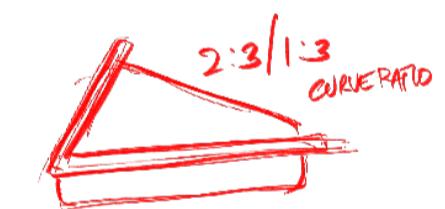
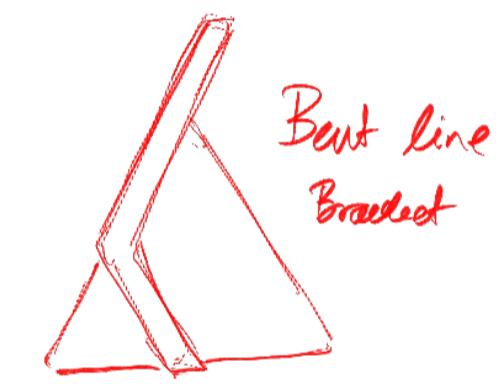
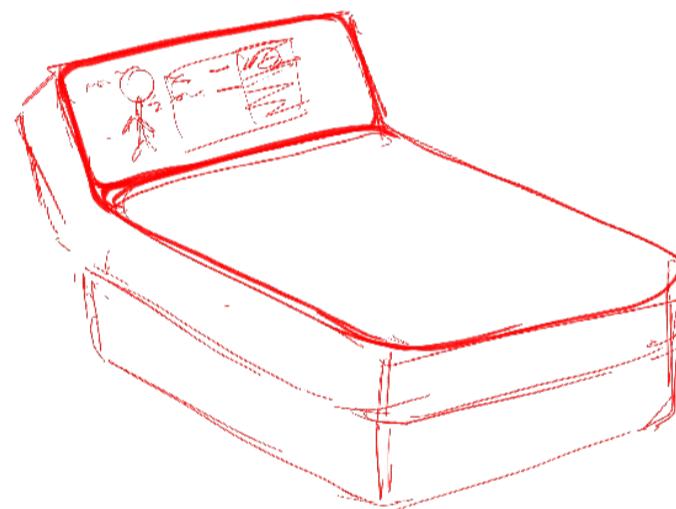
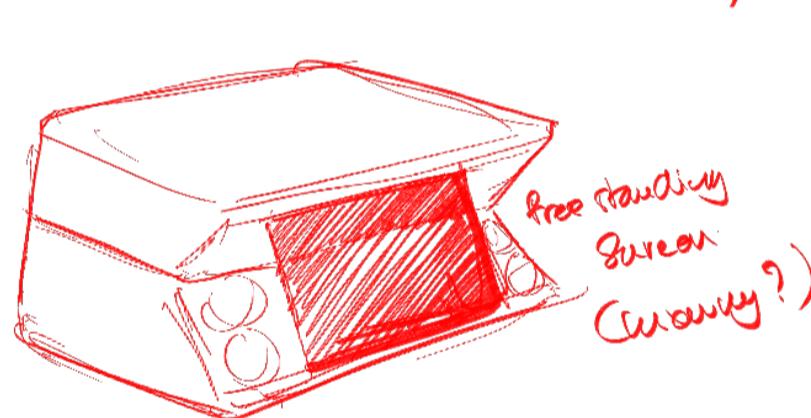
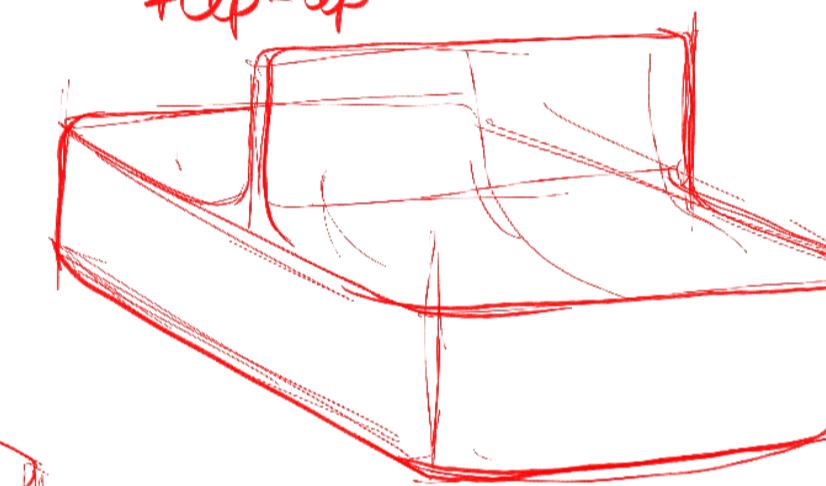
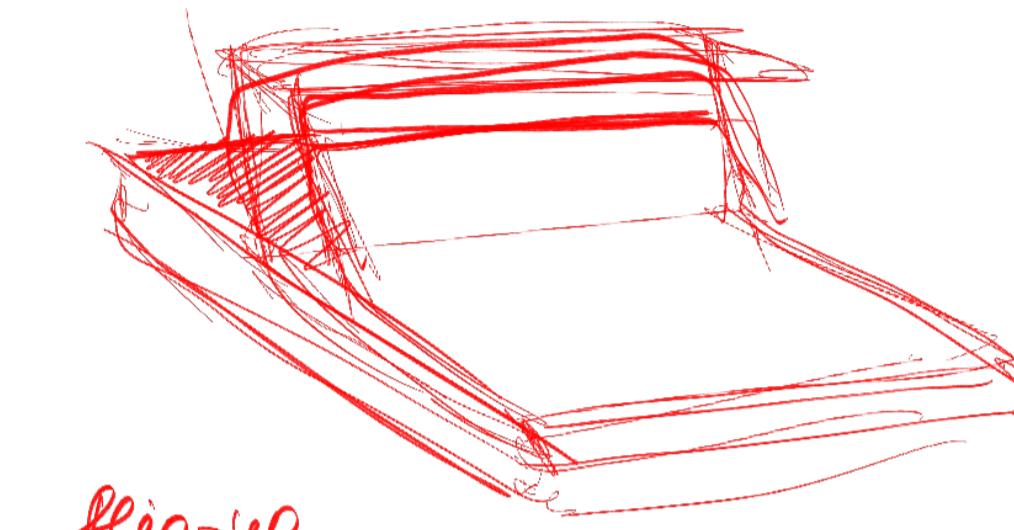
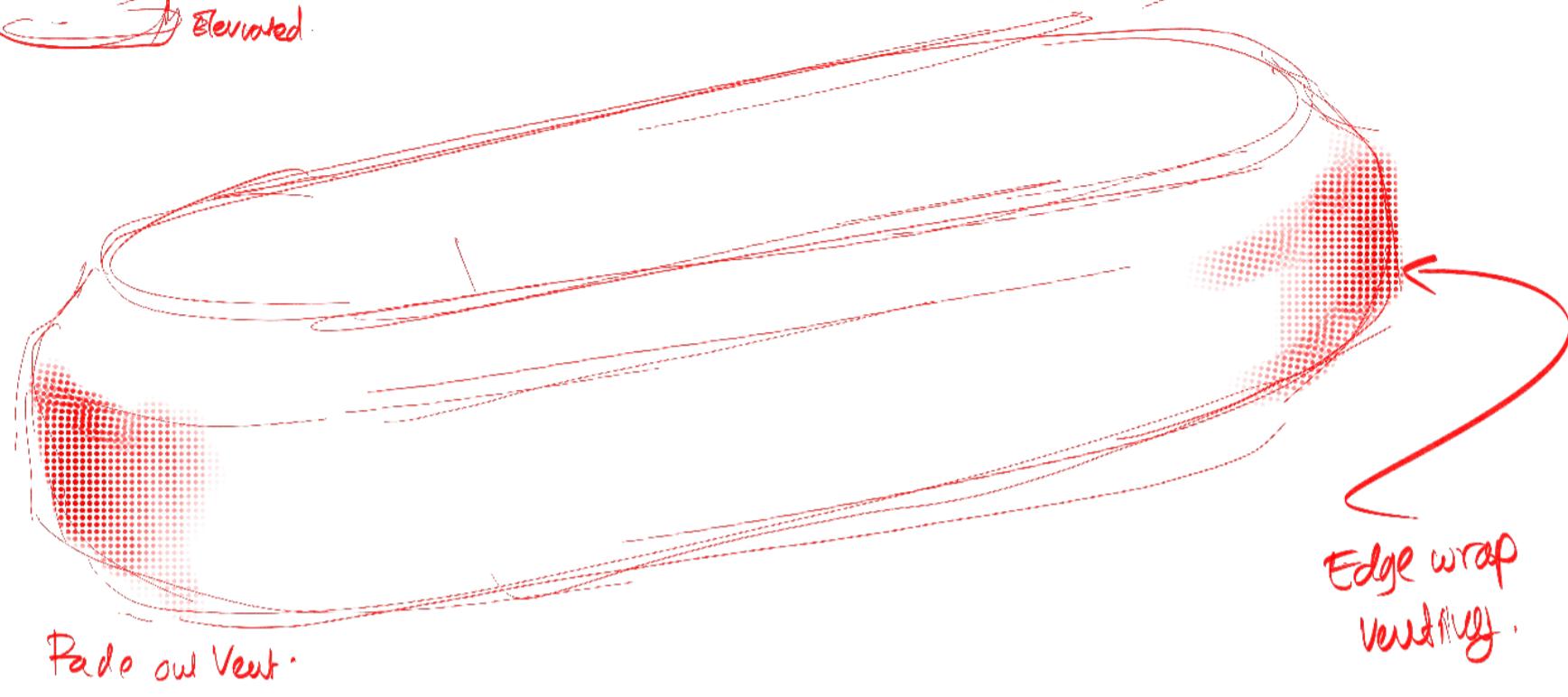
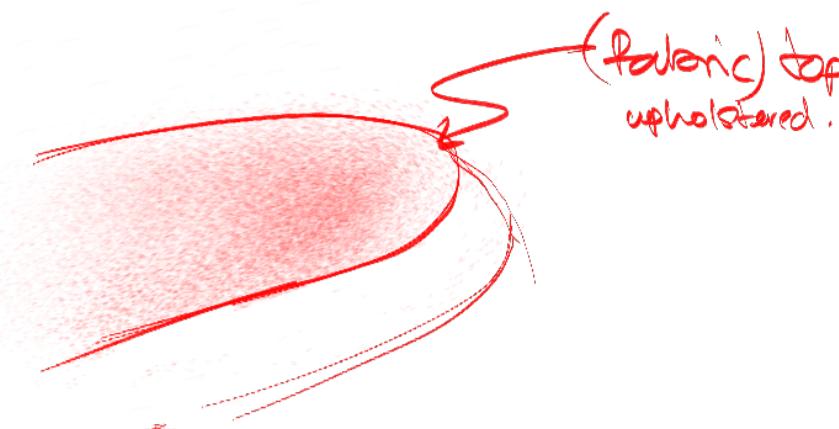
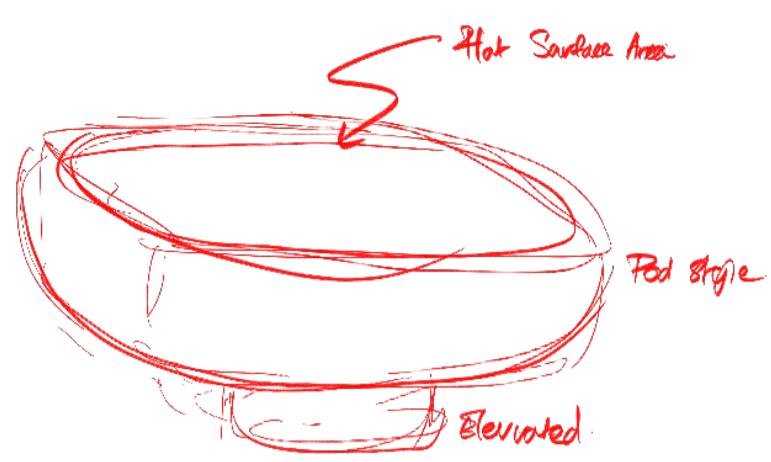


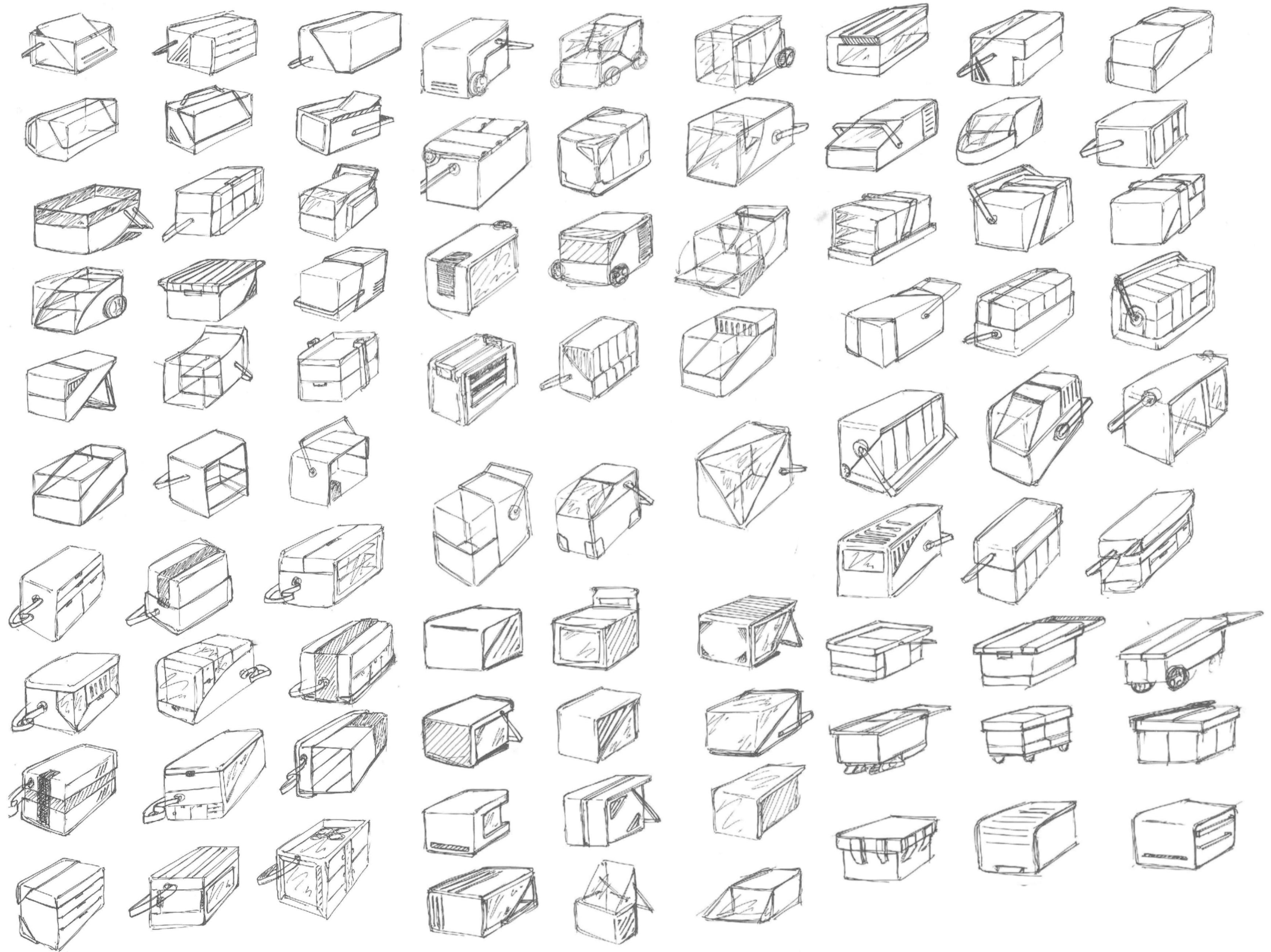
AESTHETIC INSPIRATION

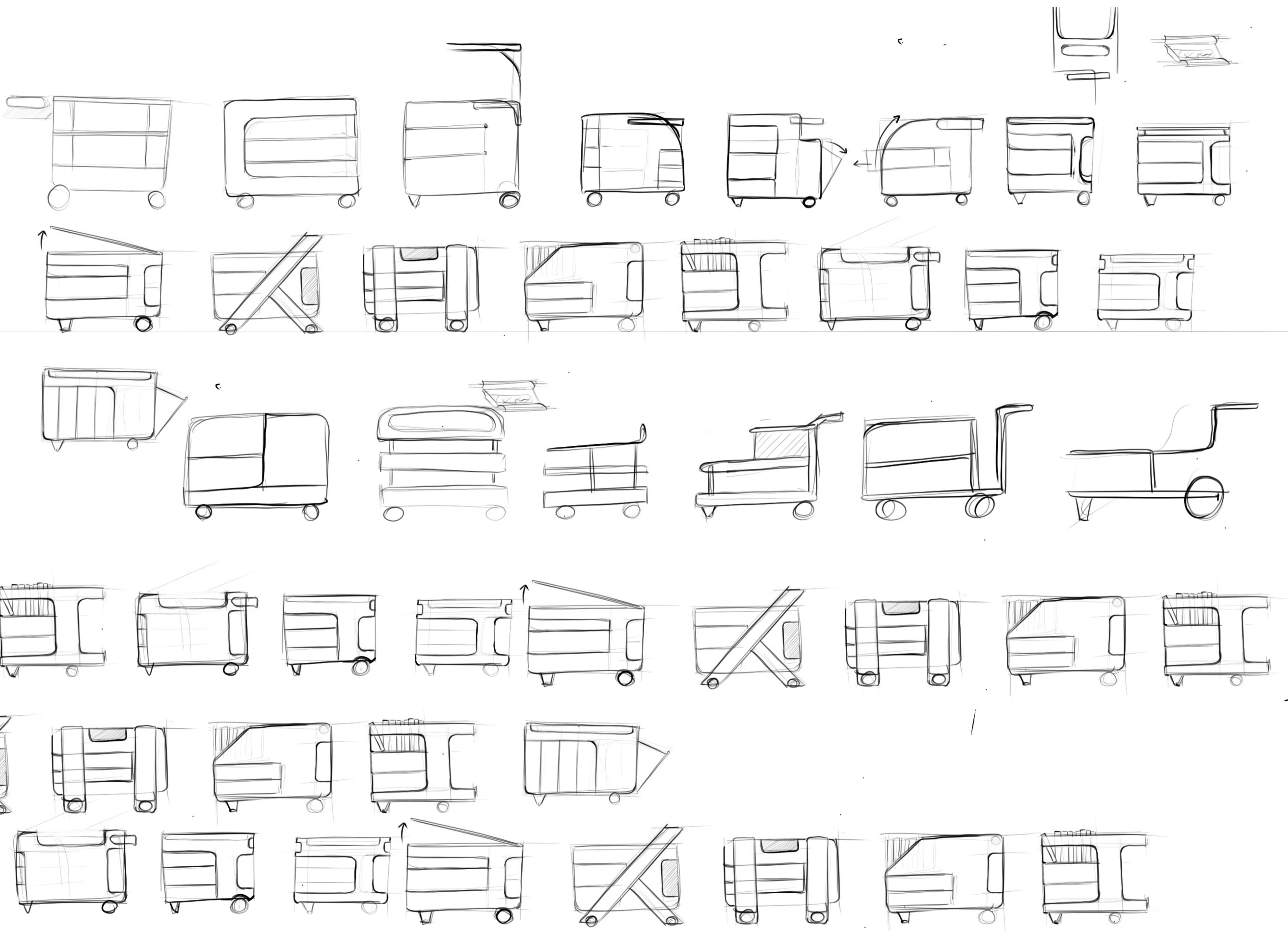


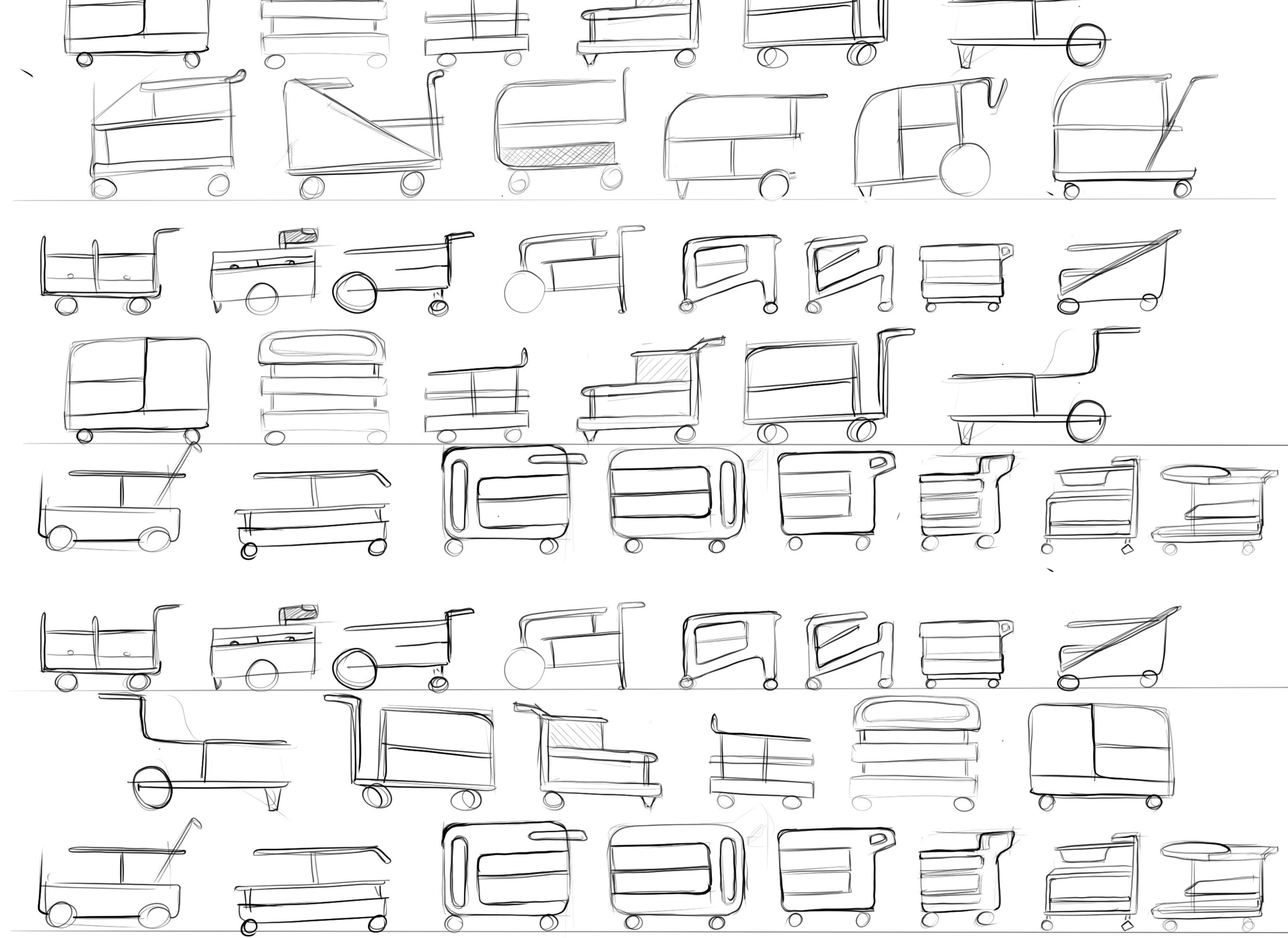
INITIAL EXPLORATION

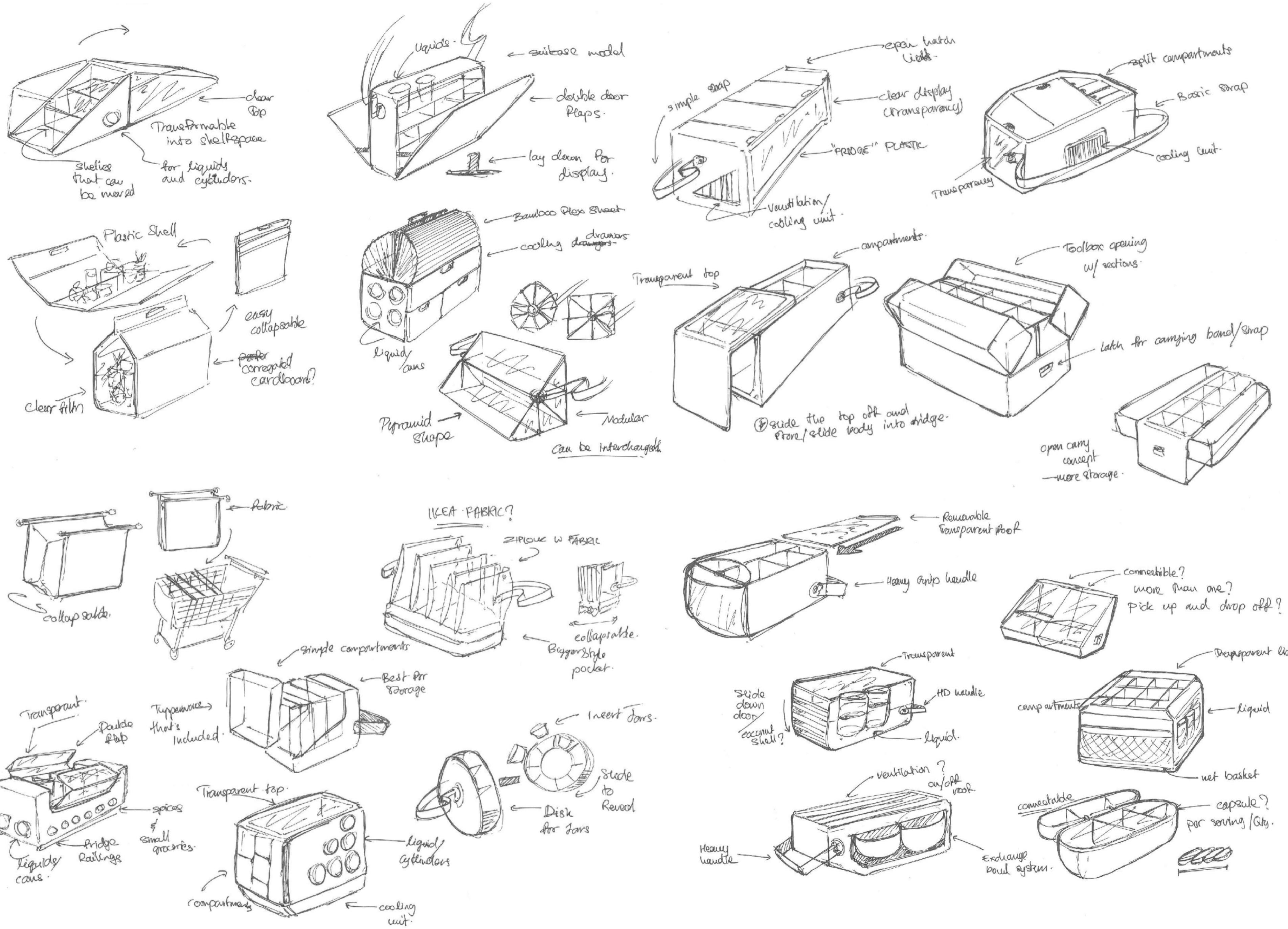


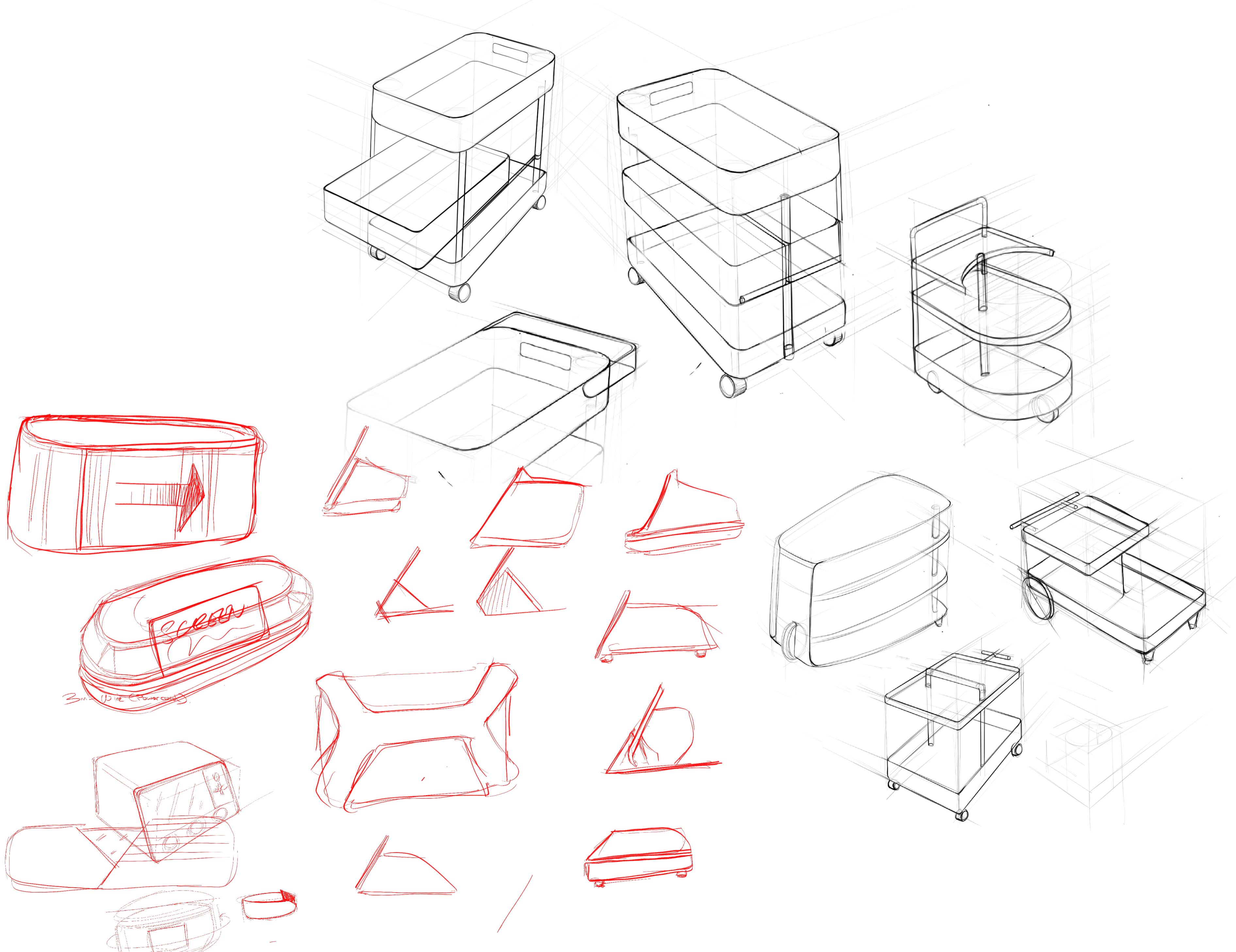




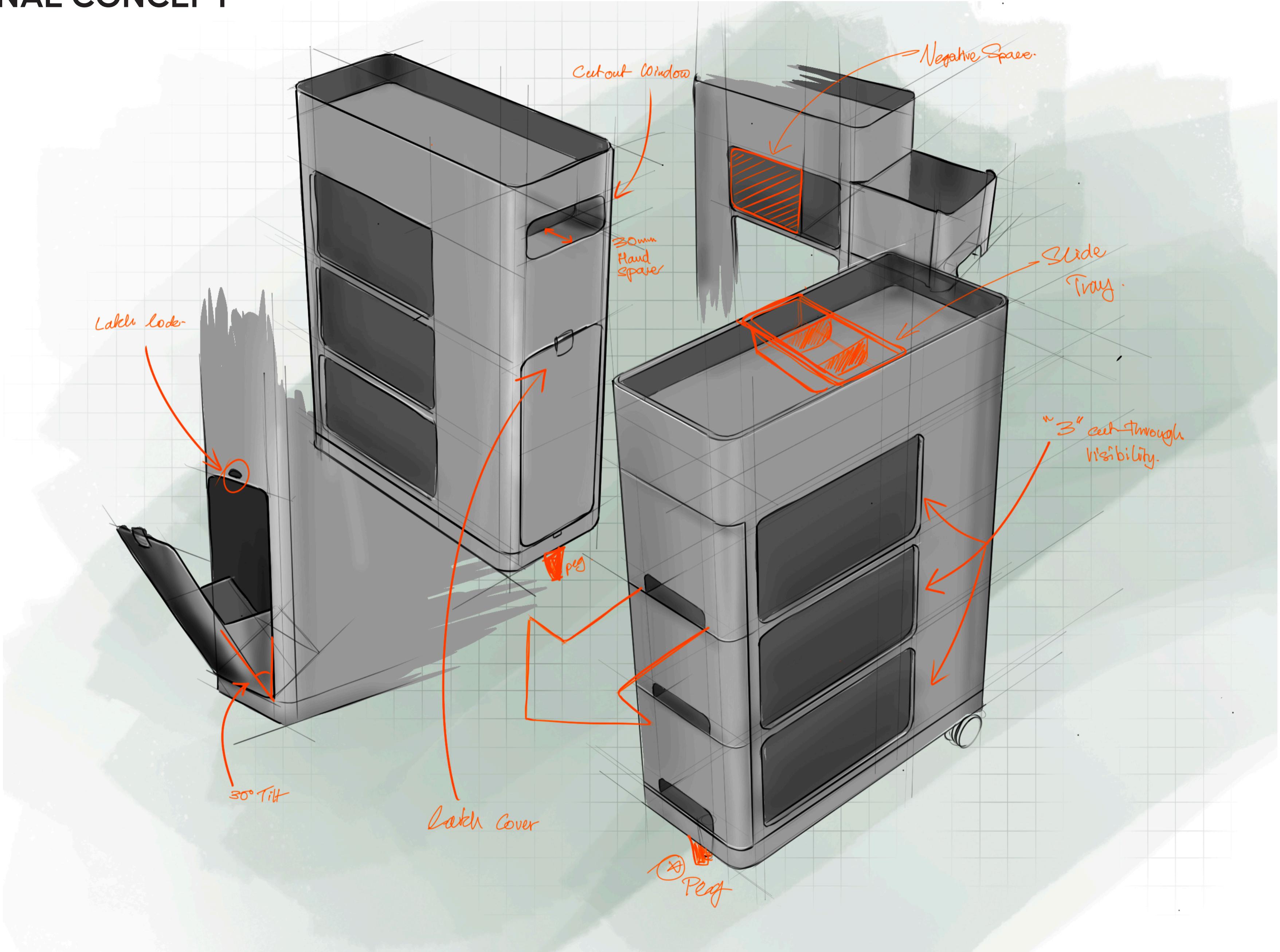








FINAL CONCEPT

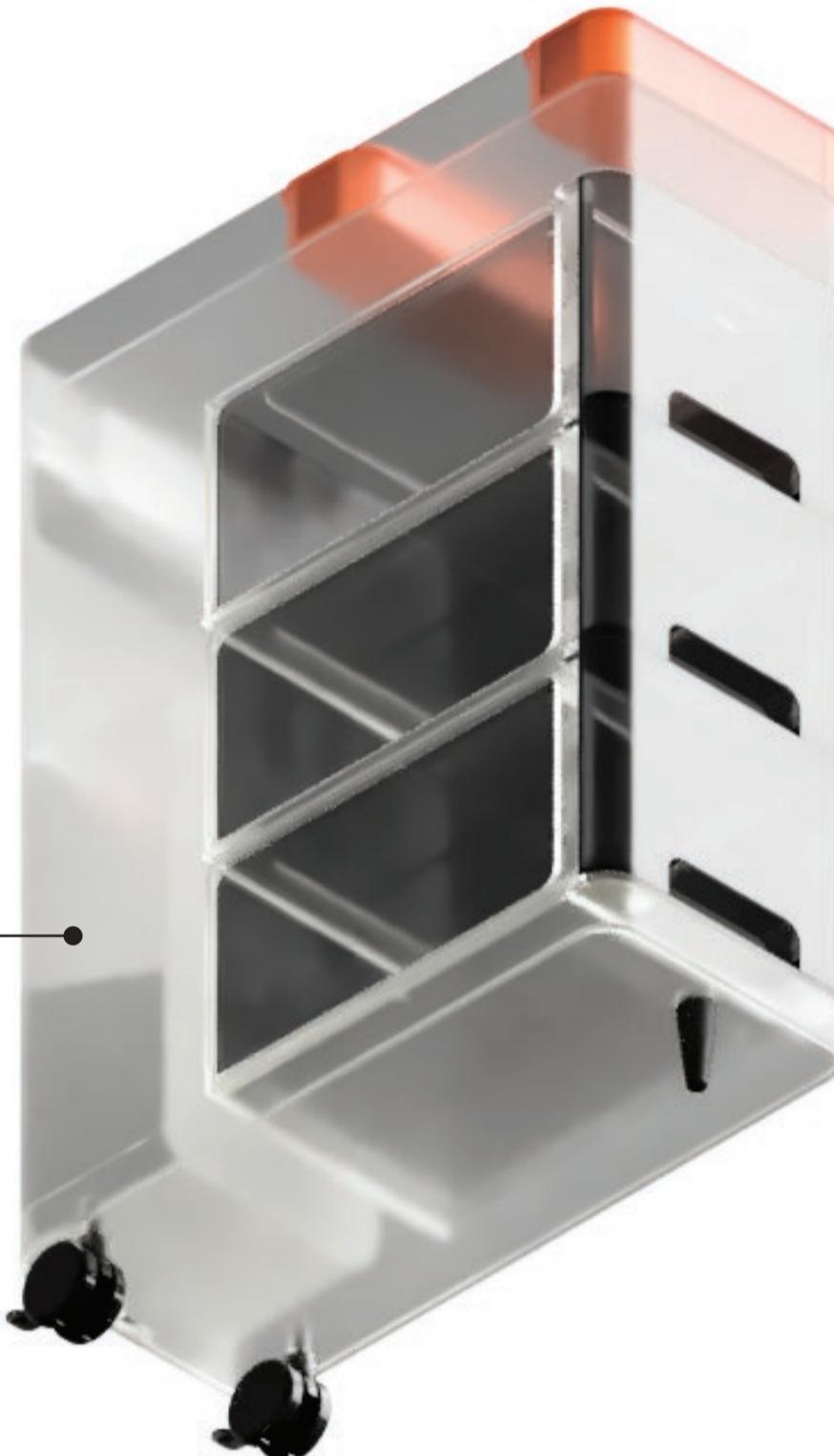


CADSHAW



An ergonomically designed storage caddy, inspired by the dynamic shapes and functions we encounter in everyday life.

Stay true to the mission of protecting your goods, ensuring they are secure and well-preserved.

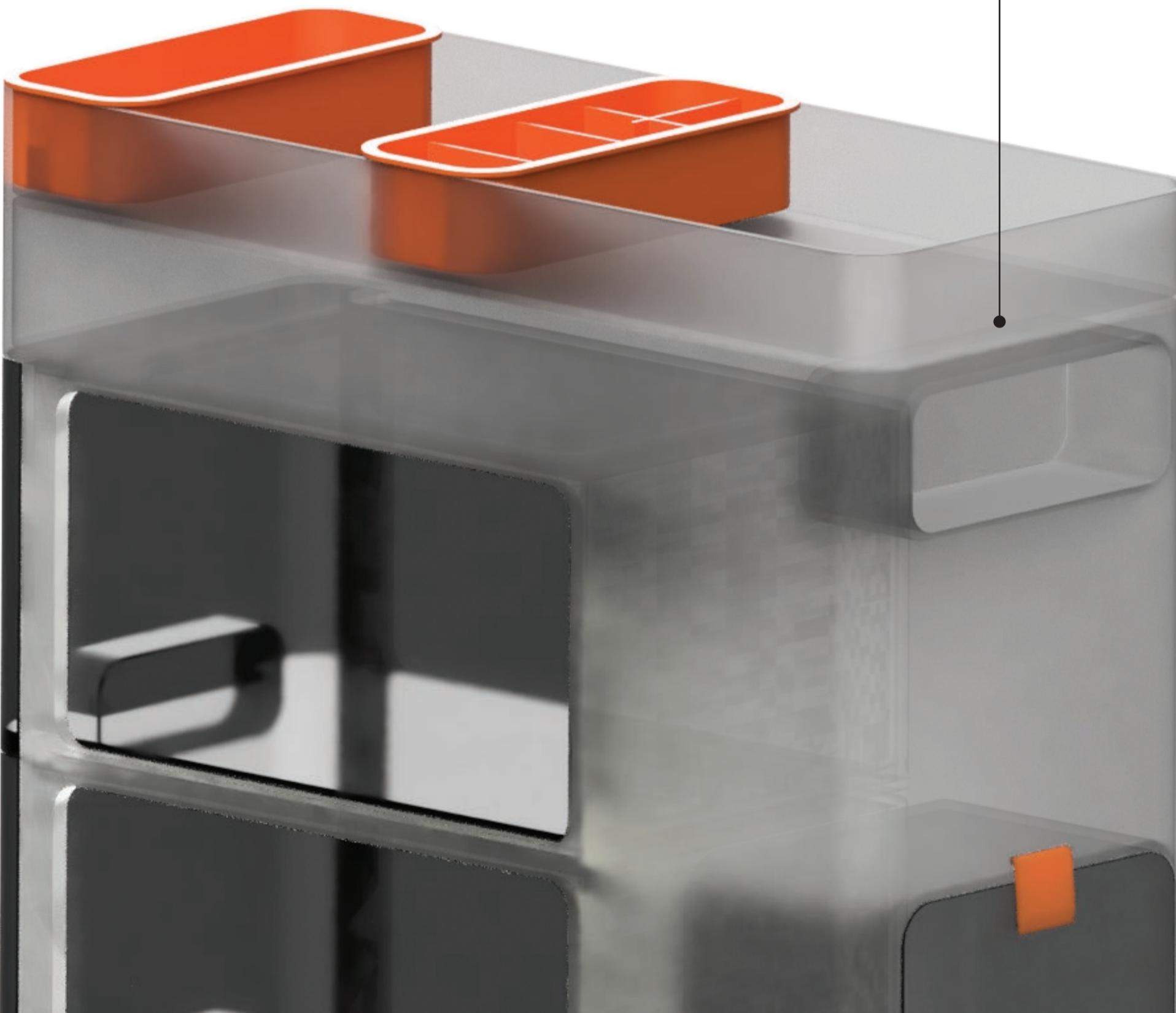


Keep items visible and organized in a sleek, minimalist design that doesn't distract the eye.



PORATABILITY

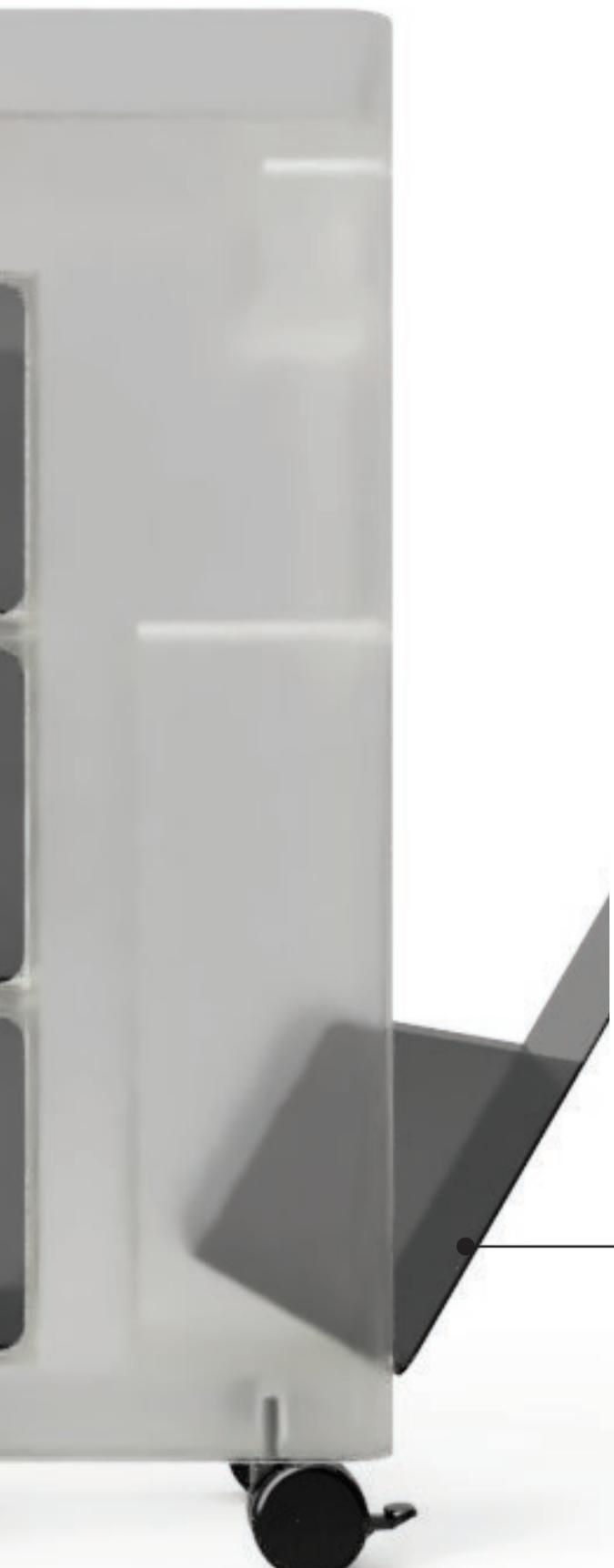
Ergonomically designed hand-slot
for easy maneuverability.



TILT BACK AND PUSH

The tilt affords 30° for a
relaxed hand or wrist

MODULARITY

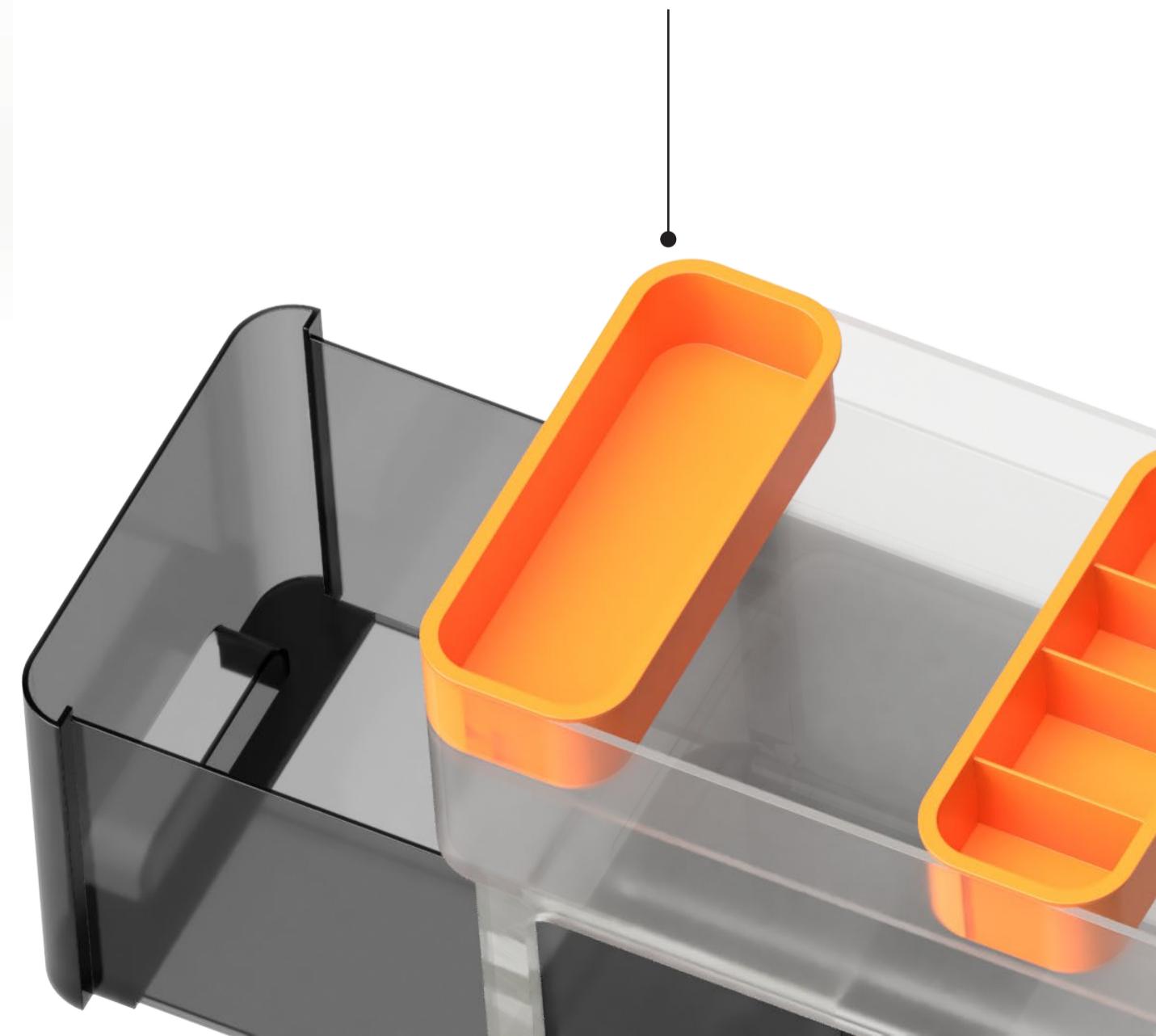


Drop-bay for tall items
(Bottles, Shoes, Tubes)

The most modular storage product yet!

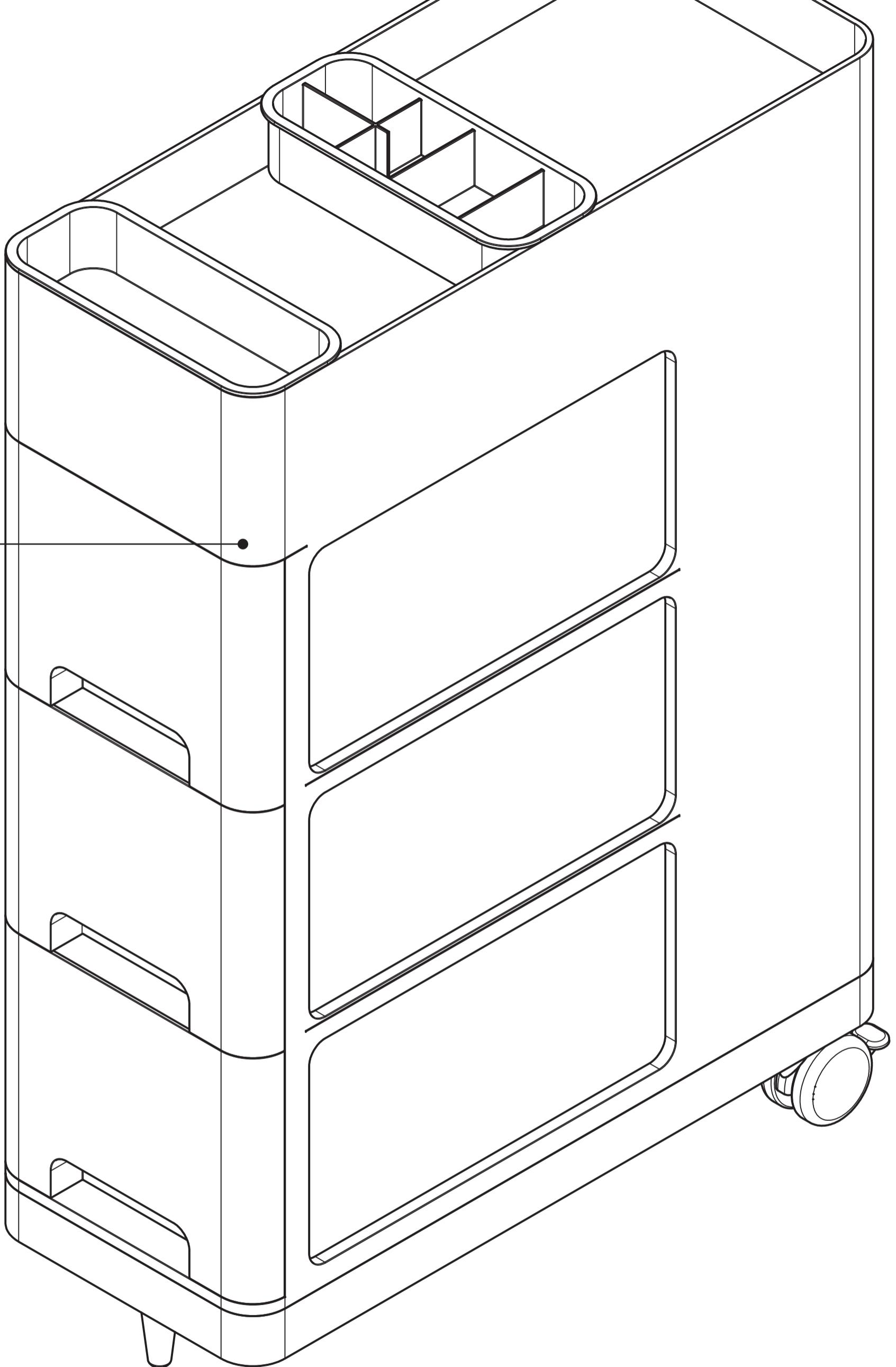
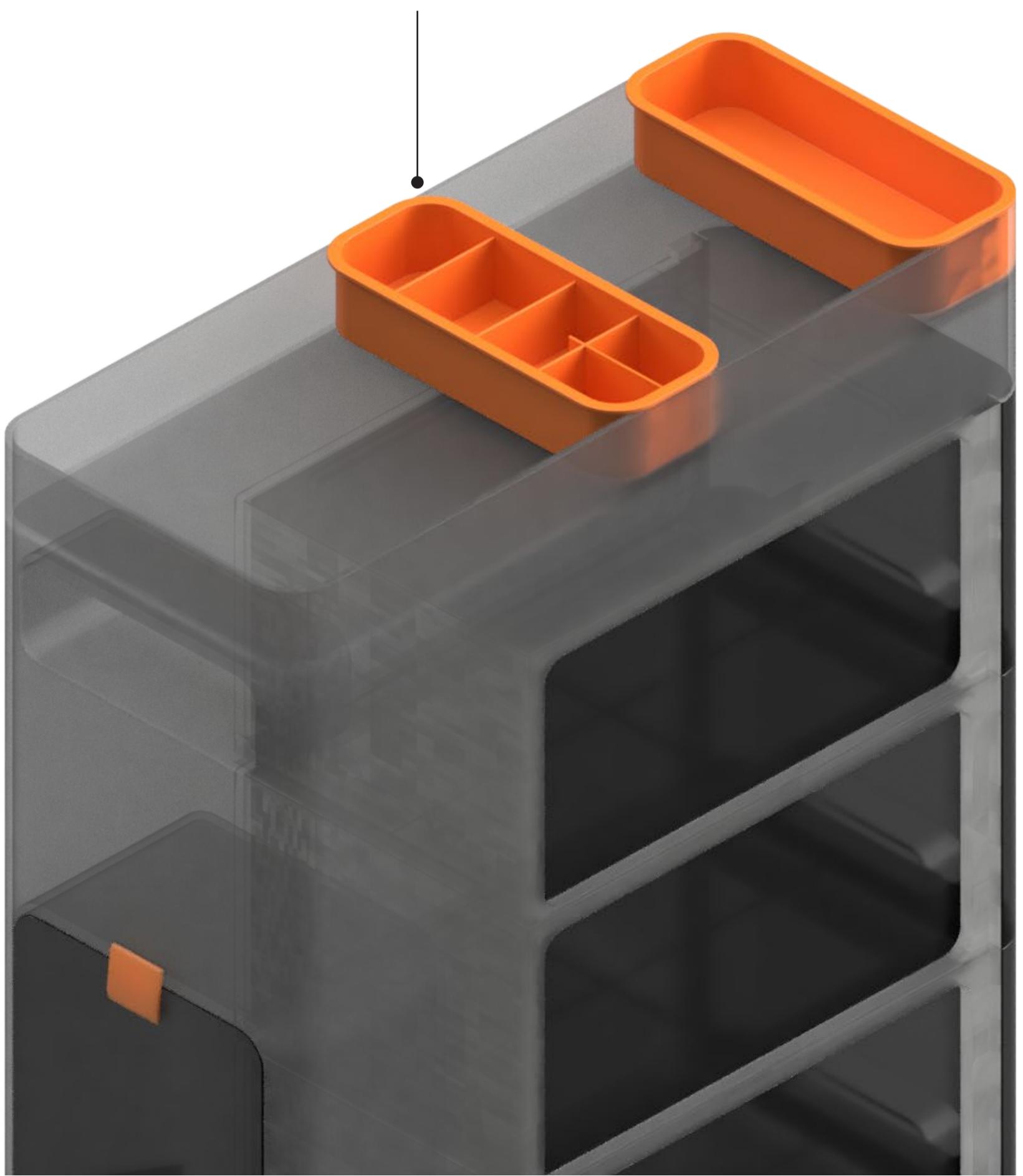
Showcasing
3 storage bins (drawers)
1 Tilted Drop-bay holder
Modular trays for small items
Basin-top platform

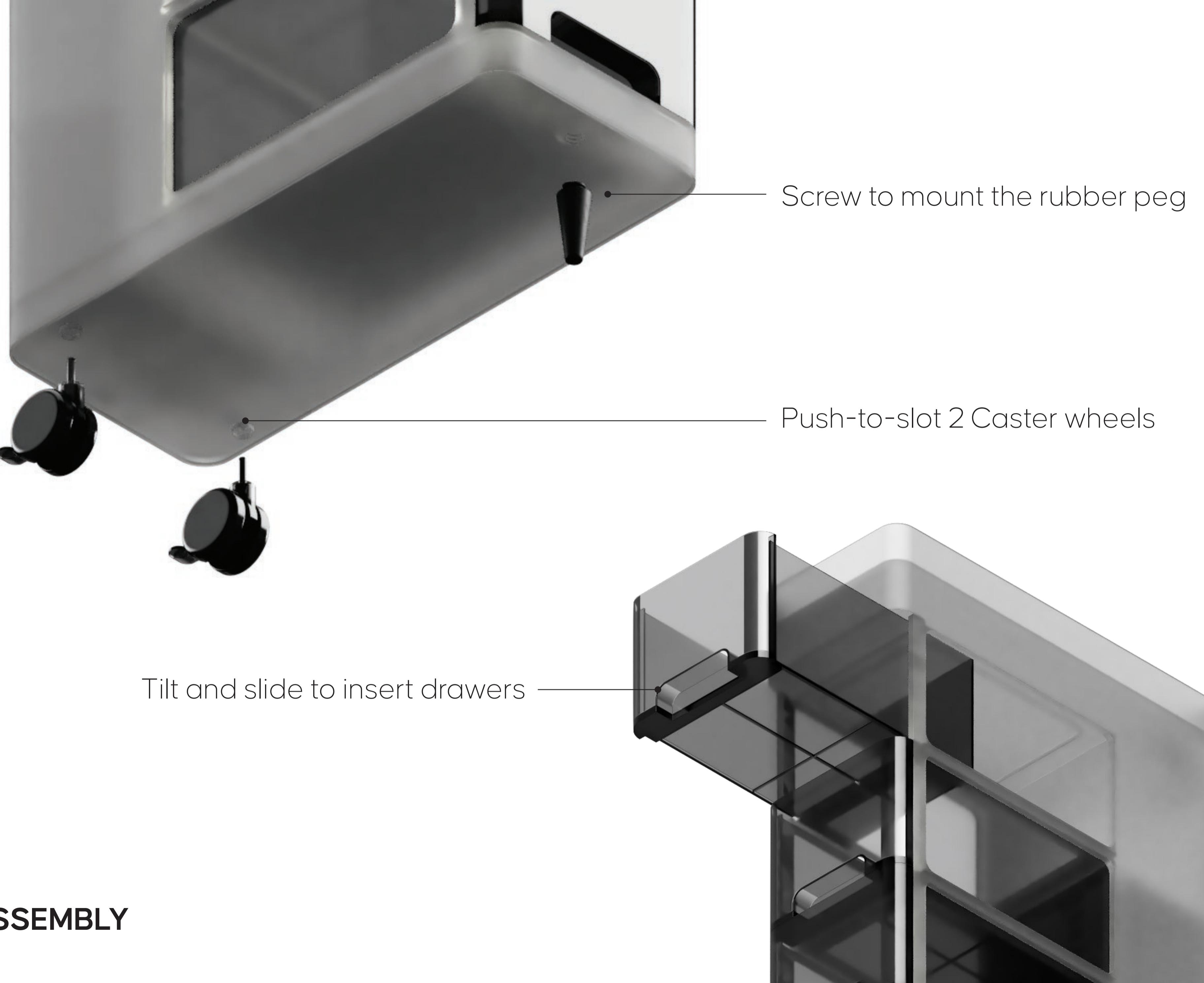
Edge-to-Edge tray placement
for seamless integration



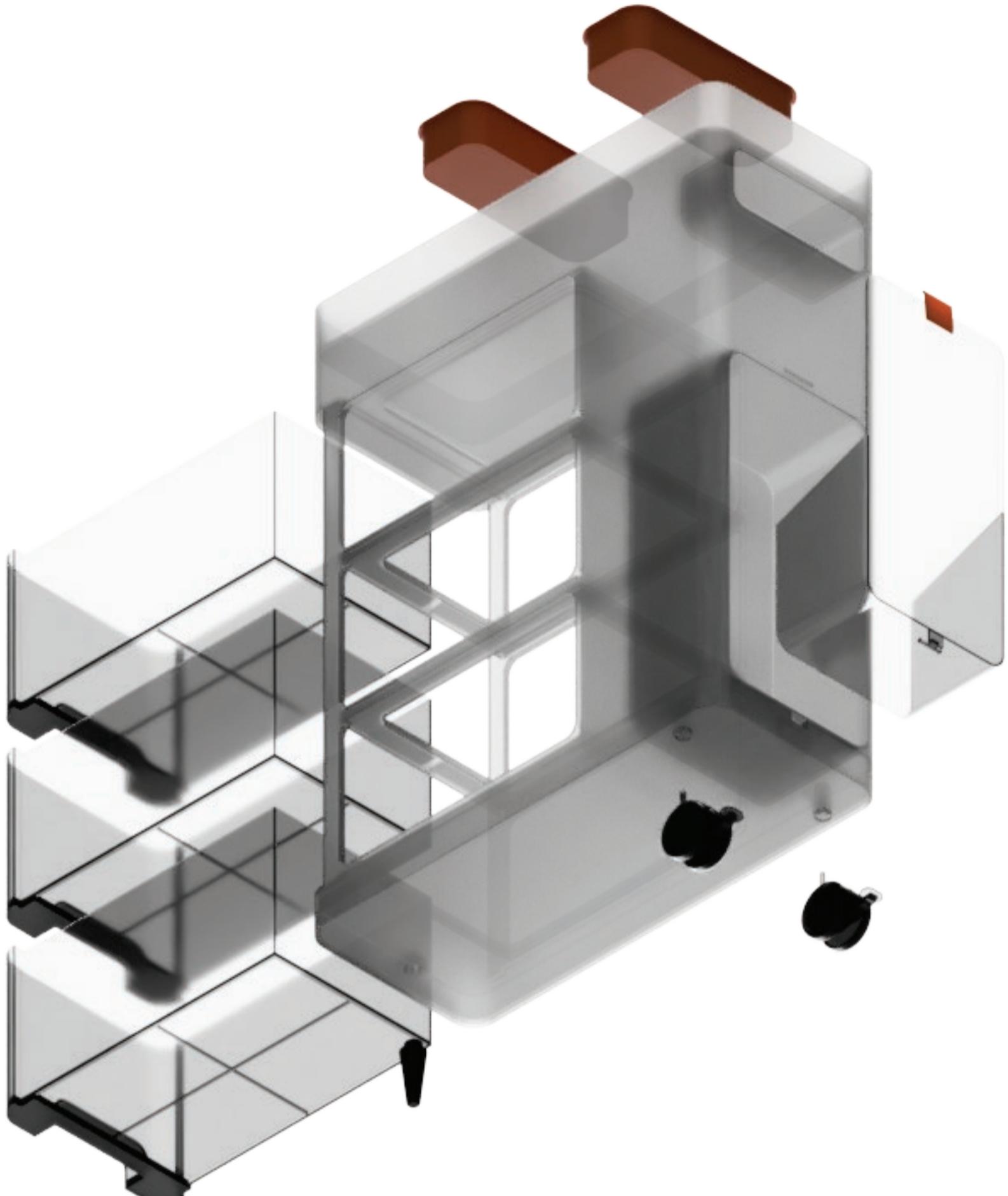
AESTHETICS

The design boasts a 15° corner controlled radius throughout the design, mimicking the tuk tuk window, creating visual breathability.



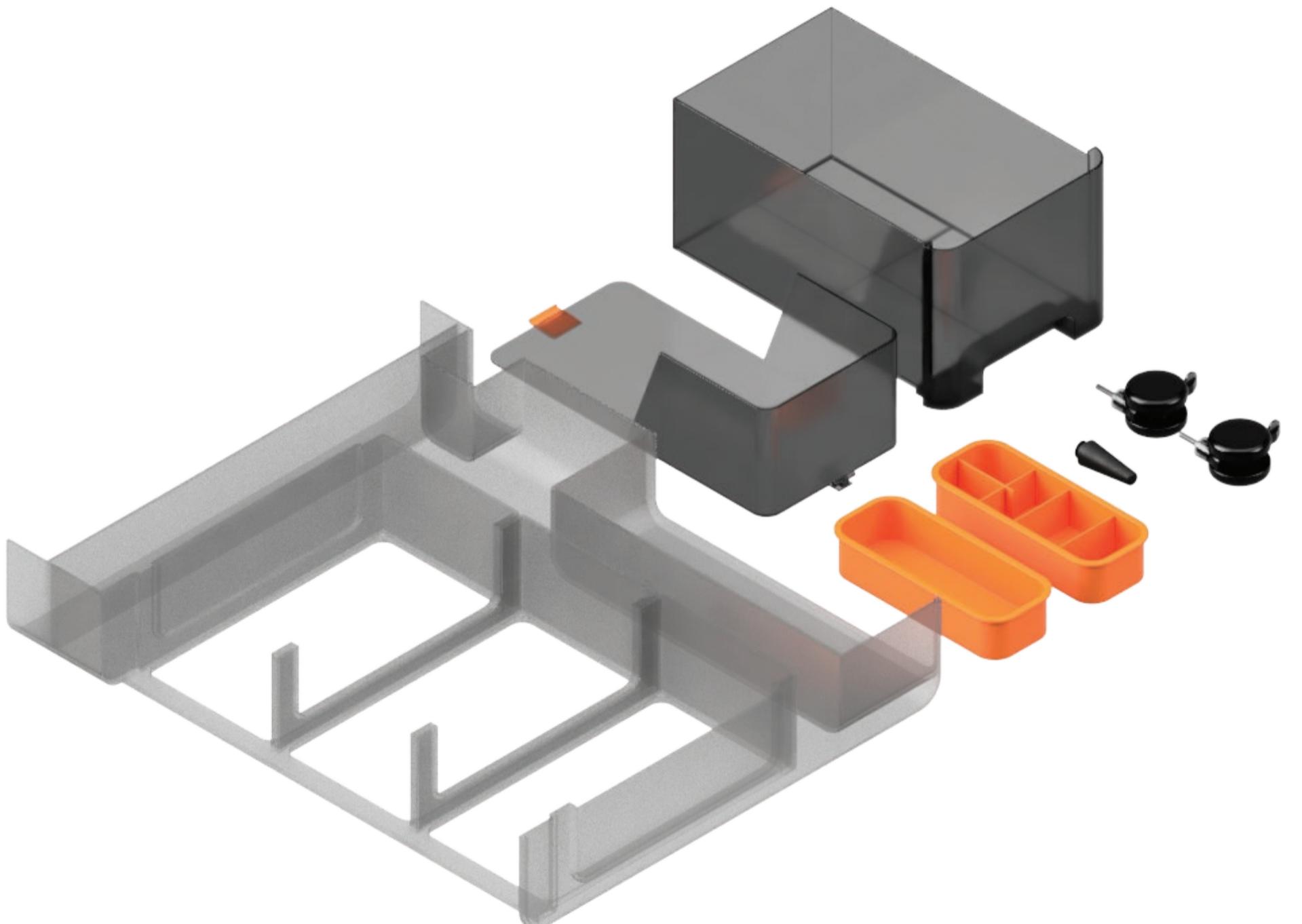


ASSEMBLY



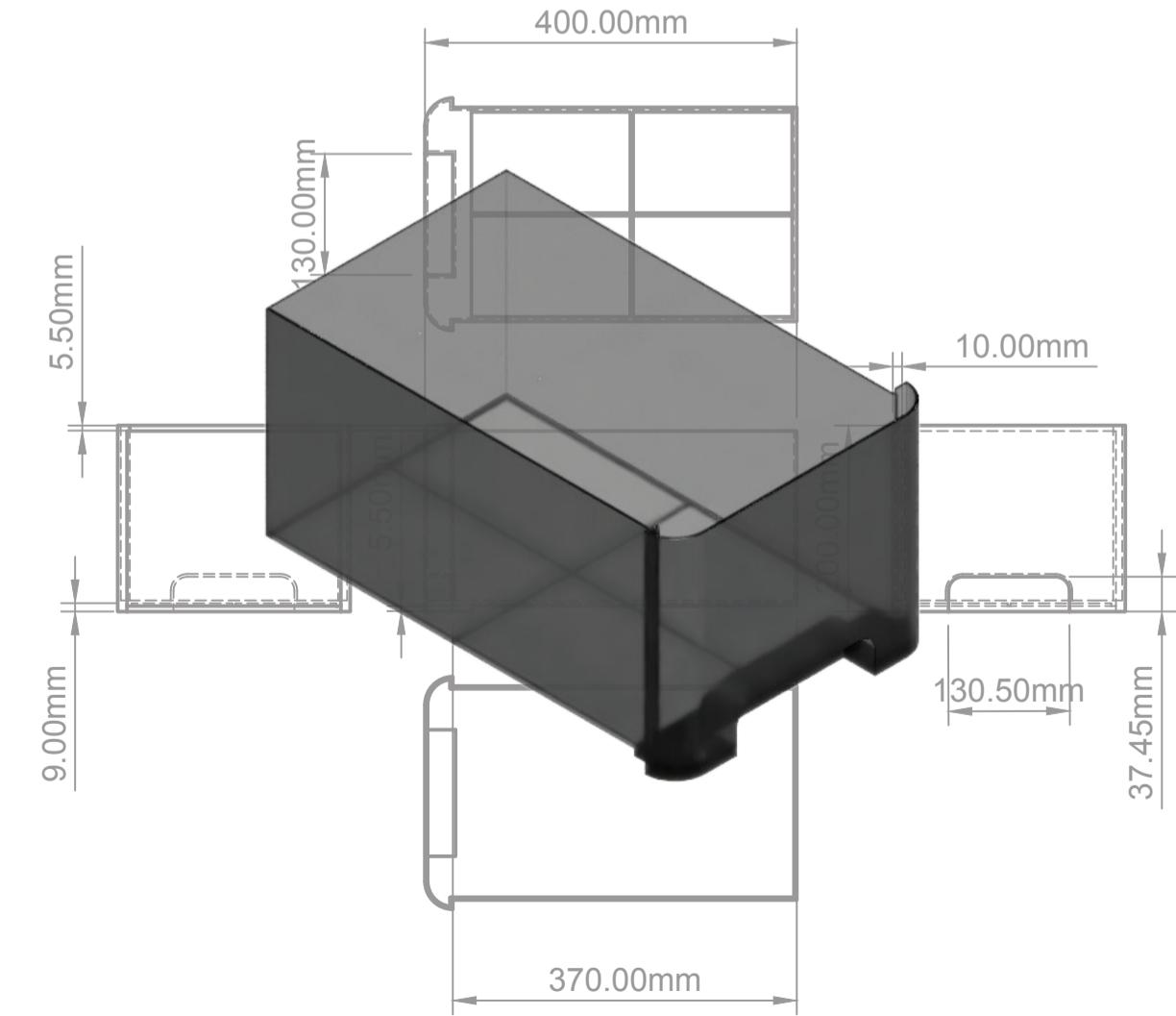
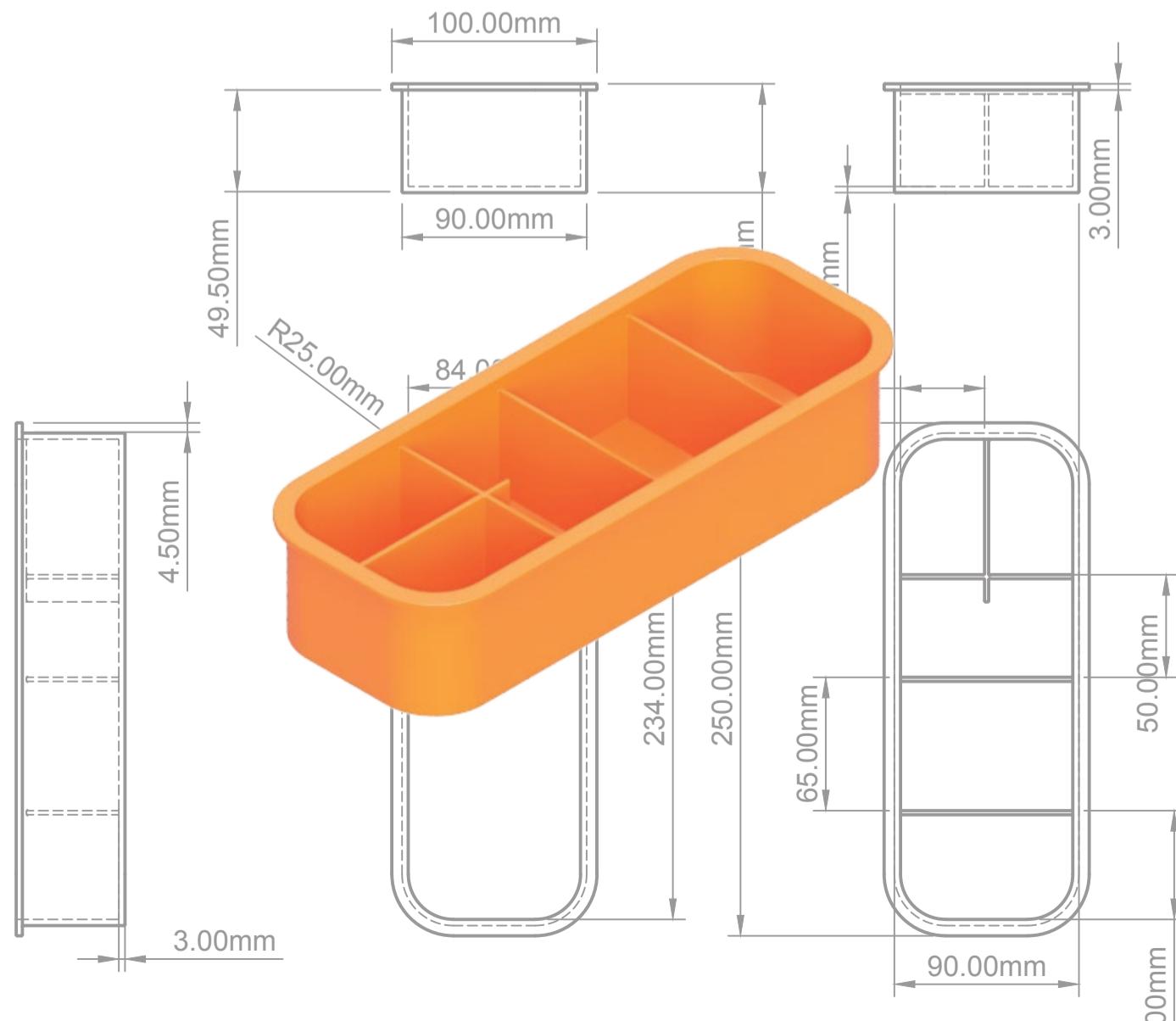
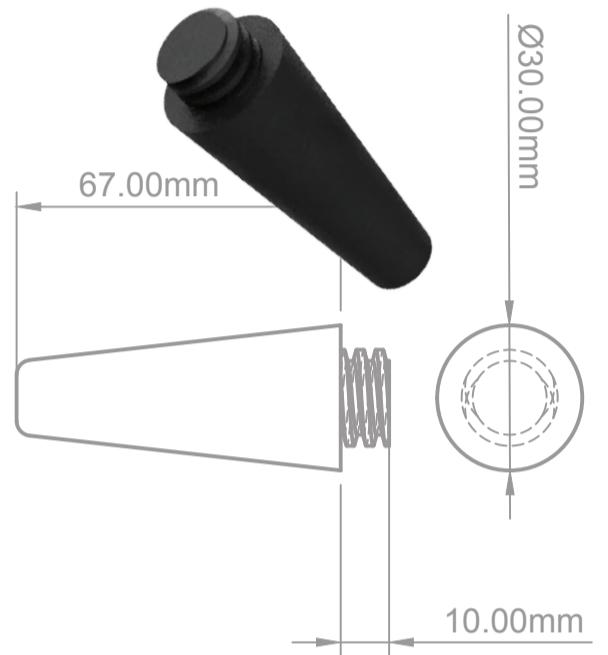
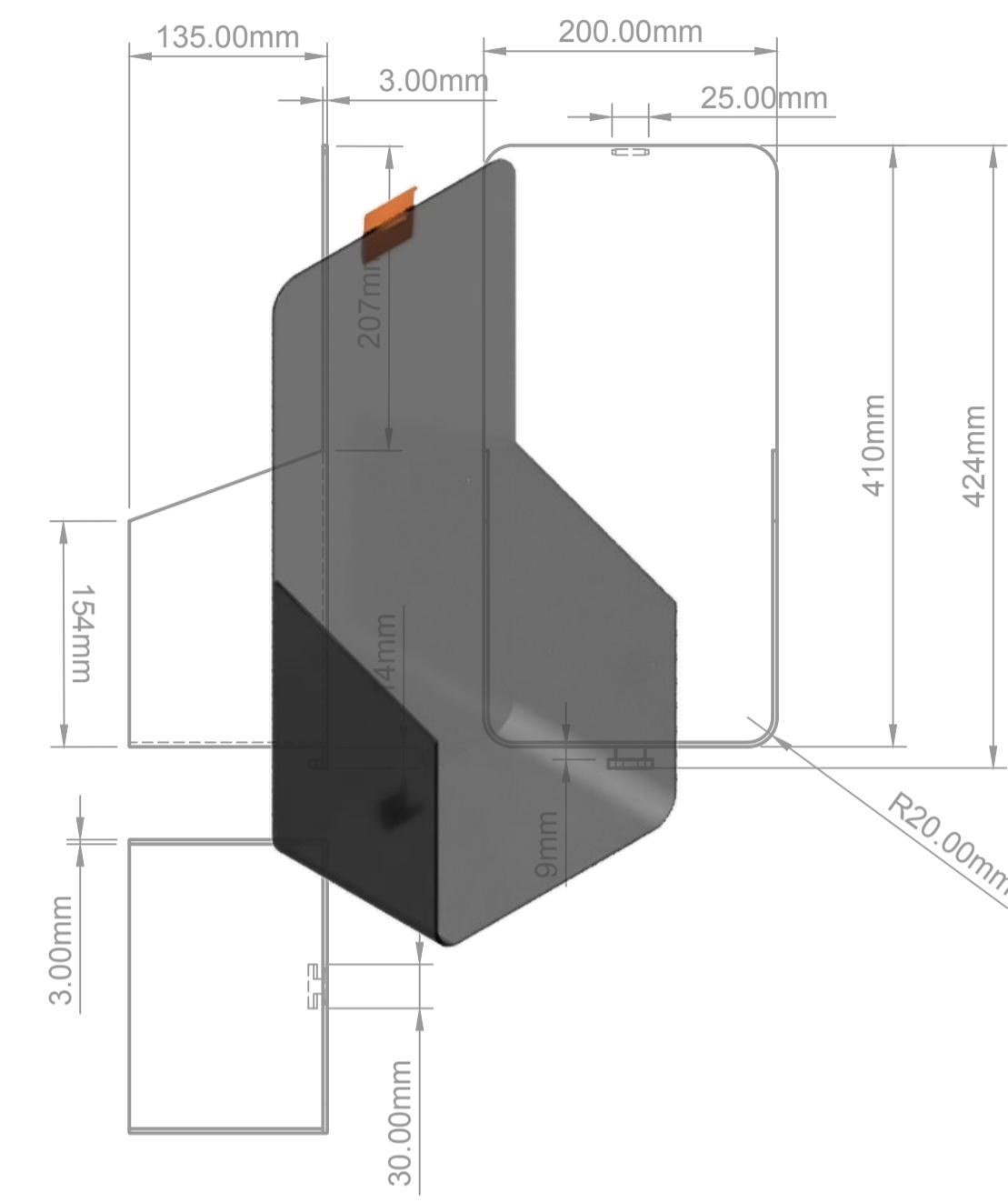
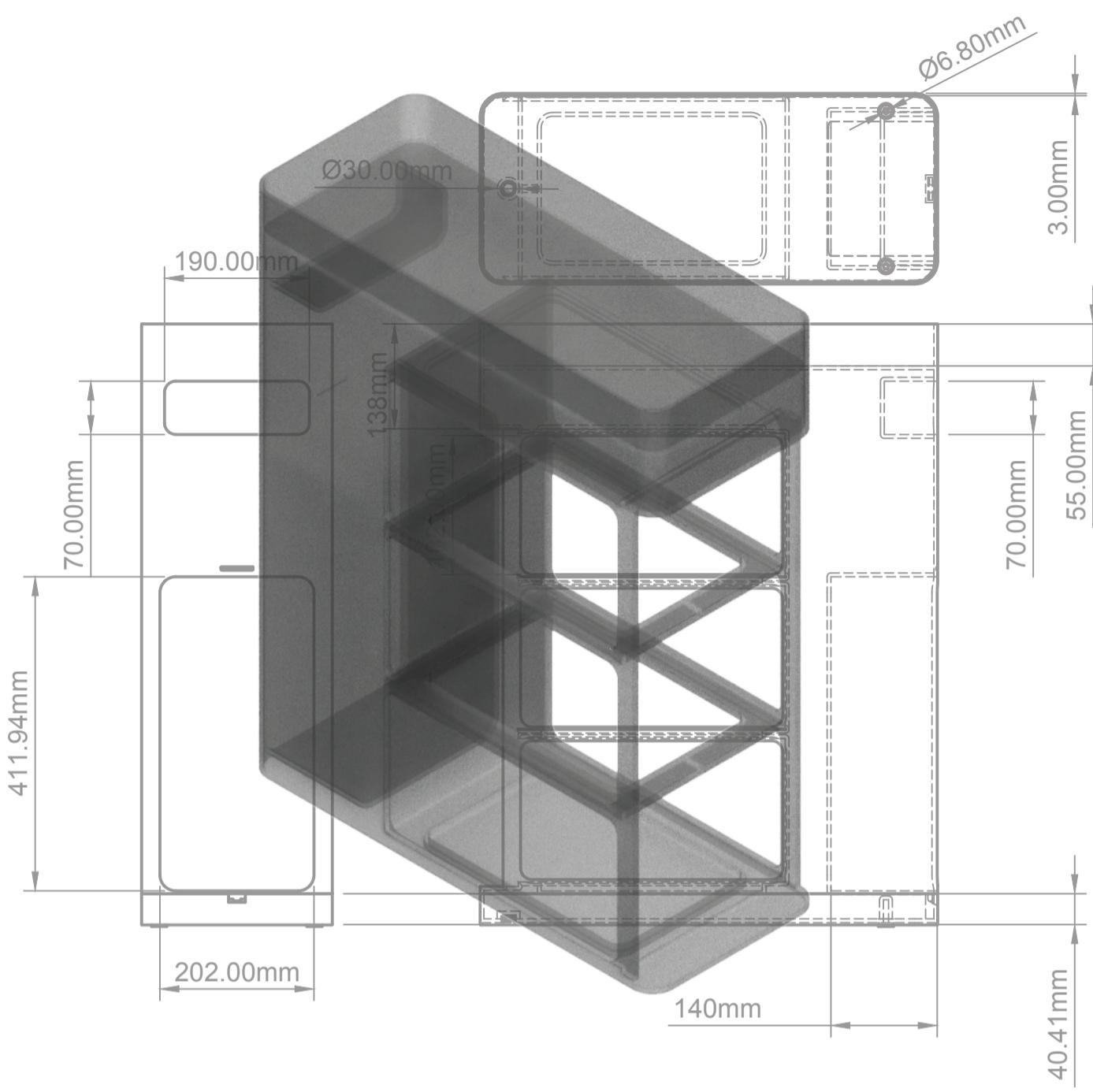
All components are manufactured using a 2-part or 3-part injection mold

Caster wheels are ready-made



MANUFACTURABILITY

PARTS



THANK YOU

