

CUDDLEBUG

MADE BY NURHAYAT (ROBIN) BAYRAKTAR, REBECCA ROSIER

NAME

The product is called Cuddlebug. It means a cuddlesome person or small cuddly animal. But the “bug” part also refers to the technological part of our product.

HISTORY

Ever since humans made music, the act of gifting or sharing music is a widespread phenomena. Back in the '60s, it was common to make a mixtape for your loved ones. However, digital media such as spotify have taken over these exact same roles.

For our design project, we decided to make a physical manifestation of the love that we put in our playlists.



WHY?

As kids, one of the primary needs is play. So our parents, friends and other relatives gift us many toys. Once we grow older, we tend to leave them behind, except certain cuddly ones. Many of us grow up caring for these plushies and keep it well after we still need it.

That's why we decided to make a plush bear that would appeal to our younger brothers!

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WHAT?

As previously established, plushies are something kids will keep and even still care for later on in their lives. We decided to make a bear that holds your favourite music for you. In our case, thanks to Near Field Communication technology we can store all the data in the little fella. The vest its wearing, gives you a peek to the music it contains. To activate it, all you have to do is simply hug it.

It's easy to make your own too! All you need is a plushie, some patches and vinyl transfer paper to apply the album art and song titles.



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DETAILS

To make your own playlist visible, you can utilise anything you want to put on the jacket. We opted for embroidered letterpatches.



If you want it to last, make sure to not only use the glue the patch comes with, but also to sew it on the fabric.



ALBUM COVER

We encourage to experiment and try out anything you want to convey the love you put on the album cover. It can be a simple image, a poem or a crude doodle!

We went for an illustration, seeing as many of the songs convey a powerful message. What is more powerful than a dragon?

ADDITIONAL INFO

In order to make this assignment, some recourses were used.

The bear is a 3D model created by Hectopod on Sketchfab. We changed the color and edited the stitching pattern a little bit.

Same with the jacket, which belongs to dejan31 on Sketchfab. The sleeves were edited to be shorter and put our own patches on it.

The patches were inspired by LIRIOBLANCOart on Etsy.

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