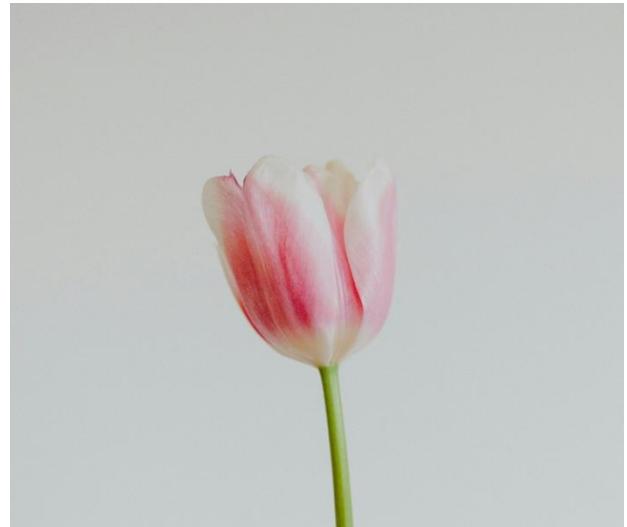


Project 1 - Whakapapa

By Billy Sipos

Brief

- **Taonga Selection:**
My chosen taonga is a ring gifted to me by my grandparents. I selected this piece because it symbolises family, gratitude, to me prosperity and in turn my whakapapa, a reminder of the people who came before me and the stories they carried. It holds deep emotional and generational significance, grounding me in who I am, where I come from and how far I have come.
- **Packaging Concept:**
The packaging will take the form of a tulip, a folded structure that opens up in layers, resembling tulip petals. This organic shape represents growth and unfolding identity, much like my own journey of self-discovery. It's also a nod to the shared cultural symbolism the tulip holds across the Hungarian, Dutch, and Austrian sides of my heritage.
- **Material Selection:**
I've chosen to work with leather due to its historic and cultural relevance across all of my ancestral backgrounds. After multiple tests, leather proved to be the ideal material: flexible, durable, aesthetically rich, and receptive to paint. Its natural strength supports the layered structure, while its texture adds warmth and authenticity.
- **Graphic & Pattern Integration:**
I've developed a pattern inspired by the tulip, integrating stylistic influences from Hungarian, Dutch, and Austrian art traditions. The motif symbolizes prosperity and growth, and combines geometric precision, simplicity, and natural realism. This pattern will be painted onto the inner surface of the leather using a hand-cut stencil, ensuring it is embedded as an essential part of the packaging's design, not just an aesthetic layer.
- **Making Process:**
 1. Stitch together two pieces of leather to form the base.
 2. Create a precise stencil of my tulip-inspired pattern.
 3. Paint the pattern onto the interior surface using the stencil.
 4. Install a discreet clip inside to hold the taonga securely.
- **Next Actions:**
All tests and iterations have been completed. The next steps are to cut, stitch, paint, and photograph the final piece. I will ensure the final documentation reflects both the conceptual and material richness of the design through thoughtful, high-quality photography.



SIMPLIFIED IDEA: **Leather ring** packaging inspired by the **tulip** motif.

Precedents

CULTURAL USES OF LEATHER



hungarian



tulip symbol

I want the
shape of
my packaging
to be symbolic
not just the
pattern

im going
follow this
tradition.



Austrian

All traditional
use of leather
use the rough
side on exterior.

Austrian



tulip
symbol

Precedents

PACKAGING - with leather

1.



definitely like
the look of stitching
maybe not this
big.

RING
safely nestled
inside leather.
Stitch TOO
CHUNKY...

CONCEPT?

fold into itself all of
the way... not too
complex

- culture & stories
are on the inside.
↳

↳ interior space
for pattern.

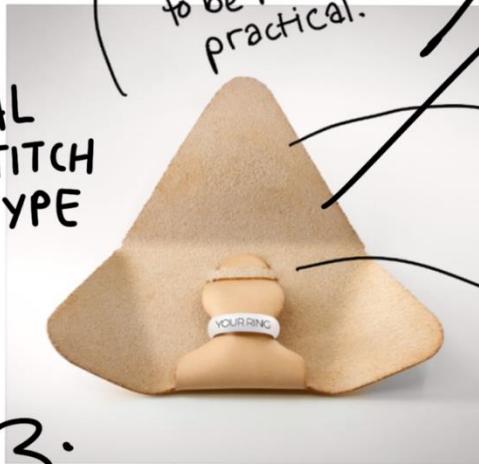
- metaphor for my
culture special to
me.

2.



IDEAL
STITCH
TYPE

3.



↳ should fold
to be more
practical.

I don't see how
these wings fold in
practically.

the way the leather
folds into itself is
really intriguing &
satisfying.

Precedents

MY 3 CULTURES USE OF THE TULIP

-in pattern and symbol.

hungarian



austrian



Have to add a pattern explore the pattern

tulip

Hungarian Tulip

Dynamic.

Dutch Tulip

realistic detail.

Austrian Tulip

Embroidery Style.

geometric

used in pottery paintings



WHY I CHOSE TULIP

I found the meaning of the tulip reflective of my personal values & culture so based my design around joint symbol.

WHY DO THEY USE IT?

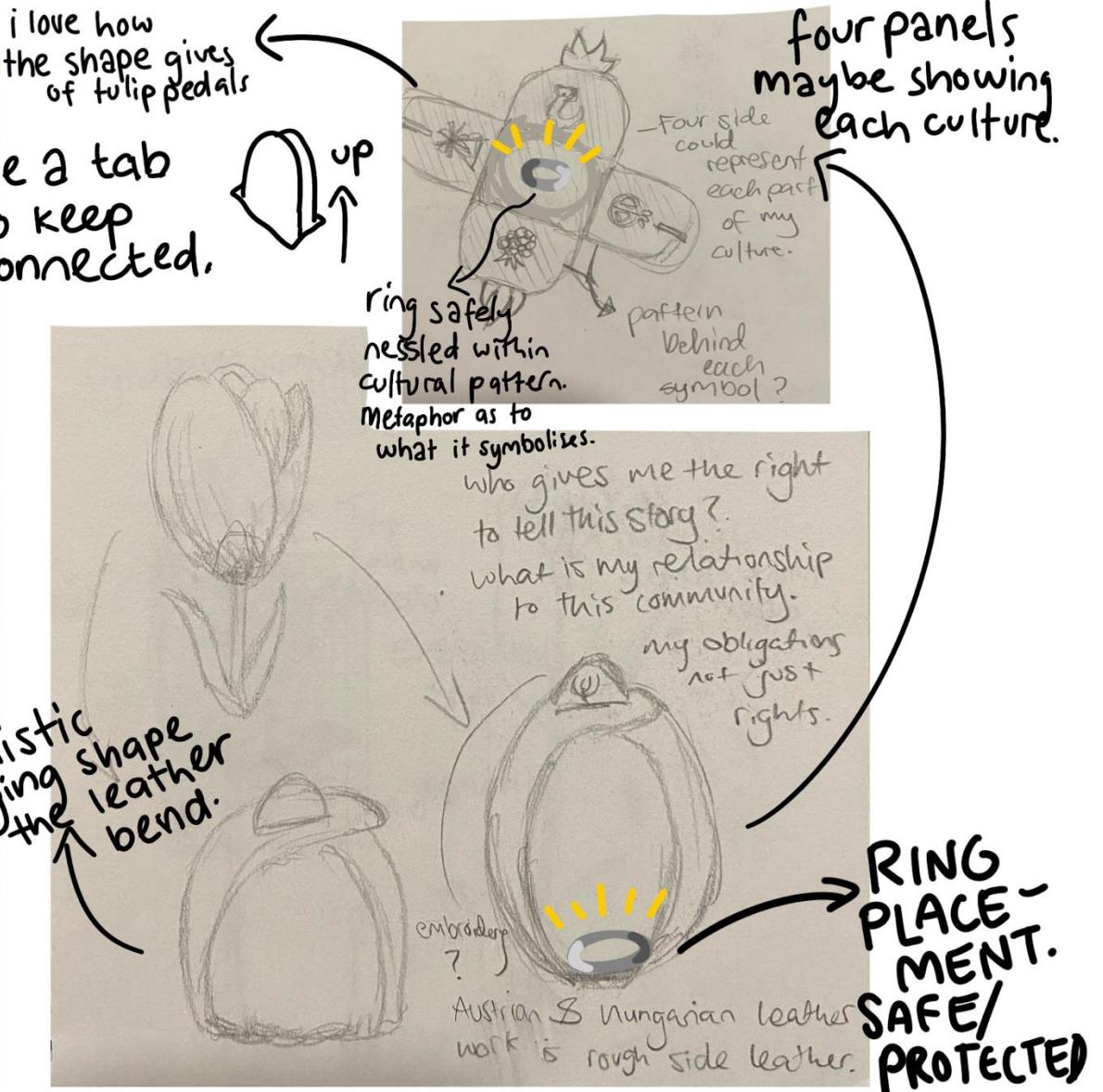
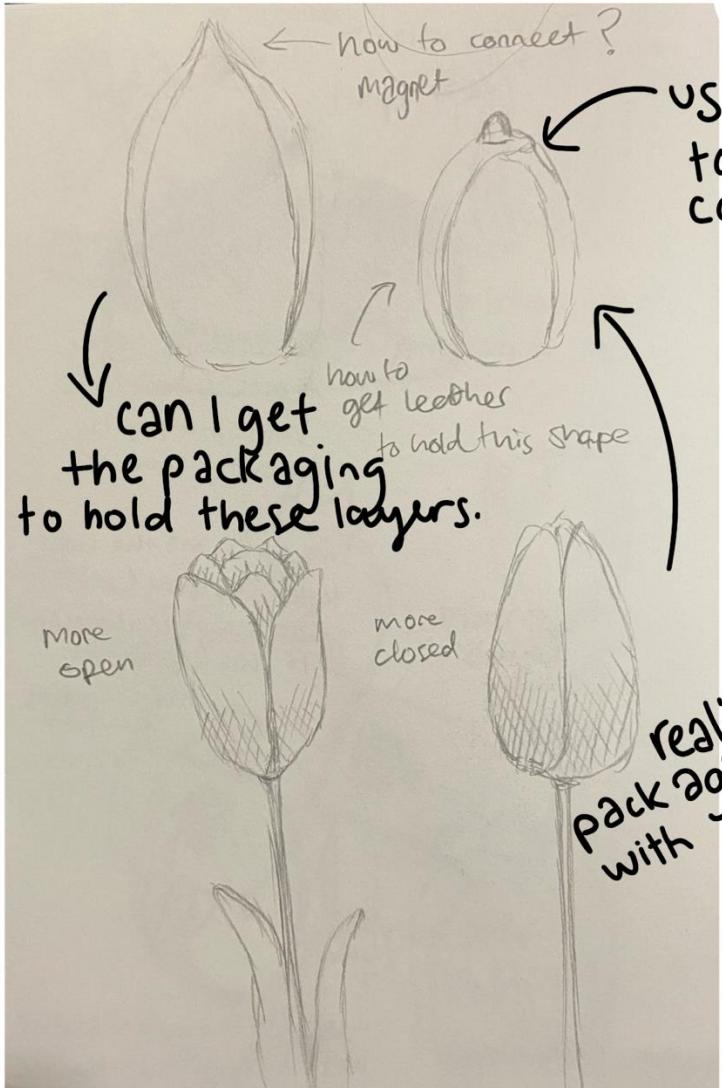
HUNGARIAN MEANING -
prosperity, growth & protection

AUSTRIAN MEANING -
perfect & deep love

DUTCH MEANING -
fertility & prosperity

Sketches

PACKAGING DESIGN – tulip inspired



Sketch Models

PACKAGING CONCEPTS, REFINING



HOLD TOGETHER
→ testing the
mechanics
of the tab
& slit.



TIME TO
TEST
ON
LEATHER.

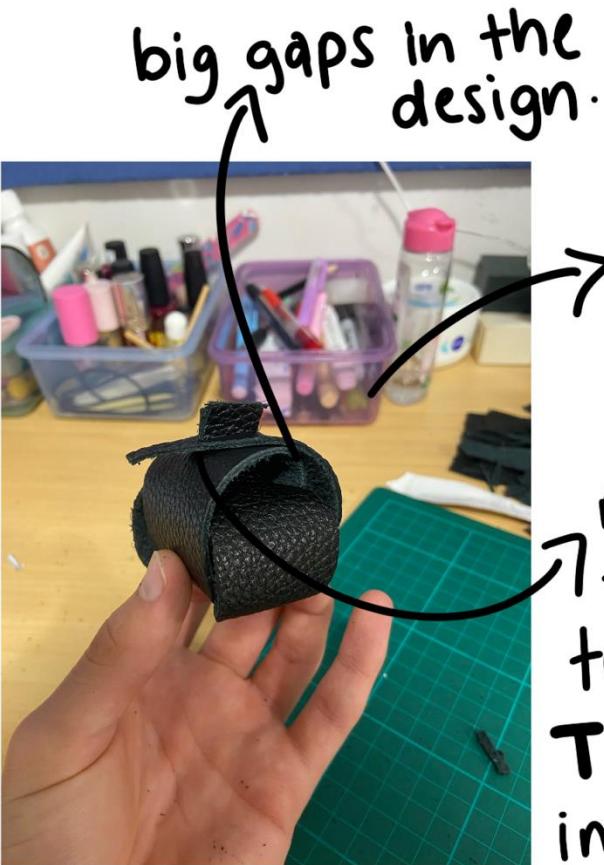


→ tulip shape coming to
life at this point.

Practice Models

PACKAGING REFINEMENTS-

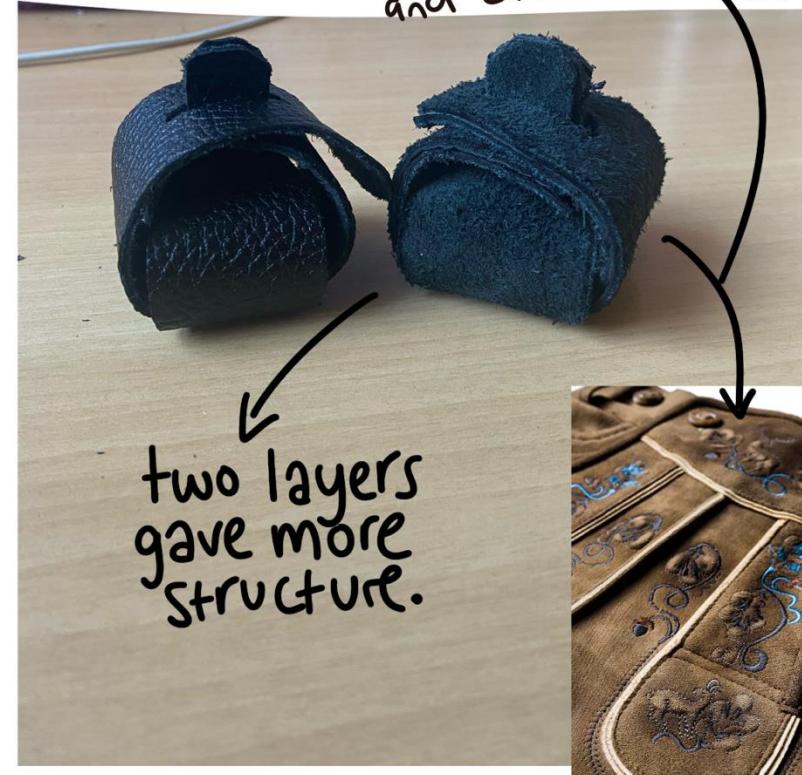
- using cheaper similar leather



→ needs more STRUCTURE
→ need to curve the overlap to give off the TULIP PEDAL impression.

rough side on the exterior. traditional technique.

as that side is tough and can handle being used!



Model Making

MAKING FINAL DESIGN -

Stitching the two panels together.

PROBLEM -

needle
couldn't
go through
leather.

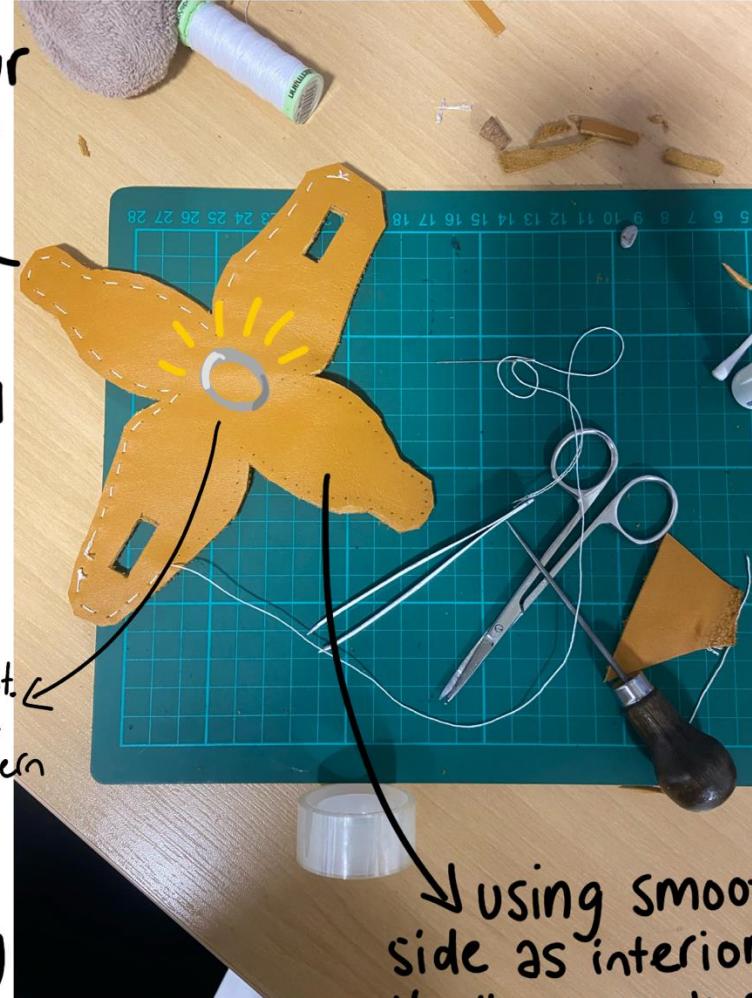


so I had
to find leather
puncturer
to pre-punch
the holes.

chose white
thread. colour
is seen in all
3 flags ↑
symbolises
honesty &
trust, cultural
values I hold
close to my
IDENTITY.

ring placement.
protected. safe.
covered by pattern
panels. as if
symbolises my
culture.

testing
paint

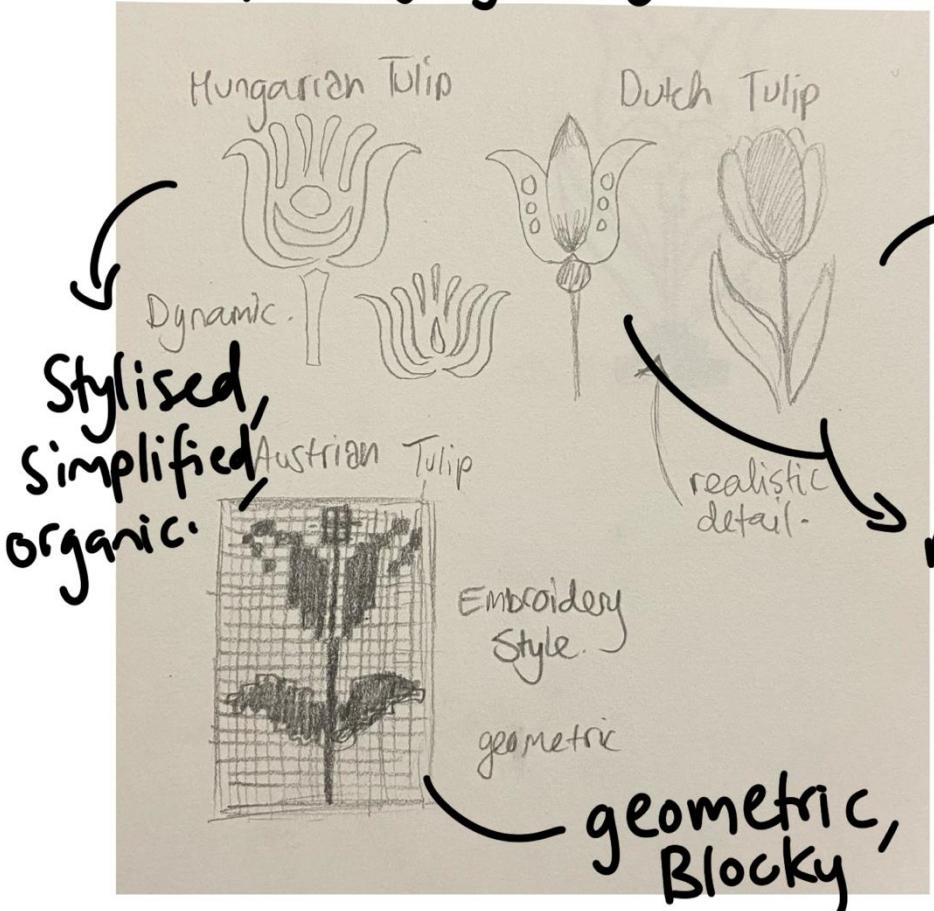


using smooth
side as interior as
it allows me to apply
paint significantly
easier.

Pattern

MAKING PATTERN -

For the pattern I want this to be connected to tulips like the packaging design.

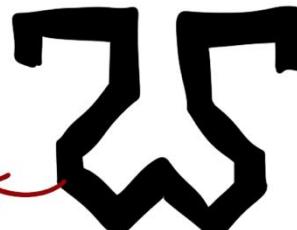


based around tulips, as each culture of my identity hungary, austria & holland use them as symbols in pattern or simply motifs. Symbolising prosperity, growth, fertility, deep love & family.

→ LOOKING HOW EACH SYMBOL IS DESIGNED

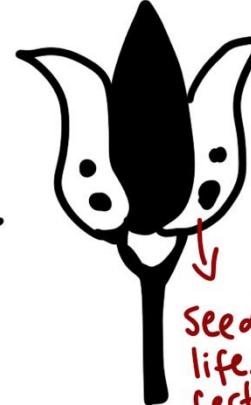
natural, organic

upside down
resembles heart,
sym. deep love.



austrian style

outwards shapes
sym. prosperity,
growth.

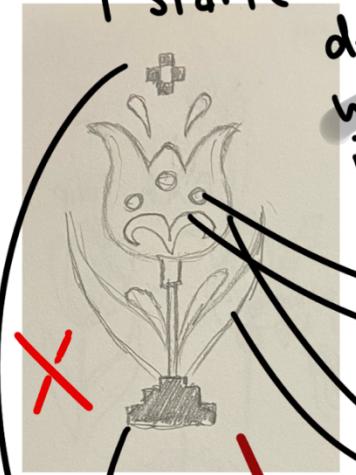


hungarian style

Pattern

PATTERN IDEAS -

Starting Off.



geometric/blocky
shapes from
austrian embroidery.

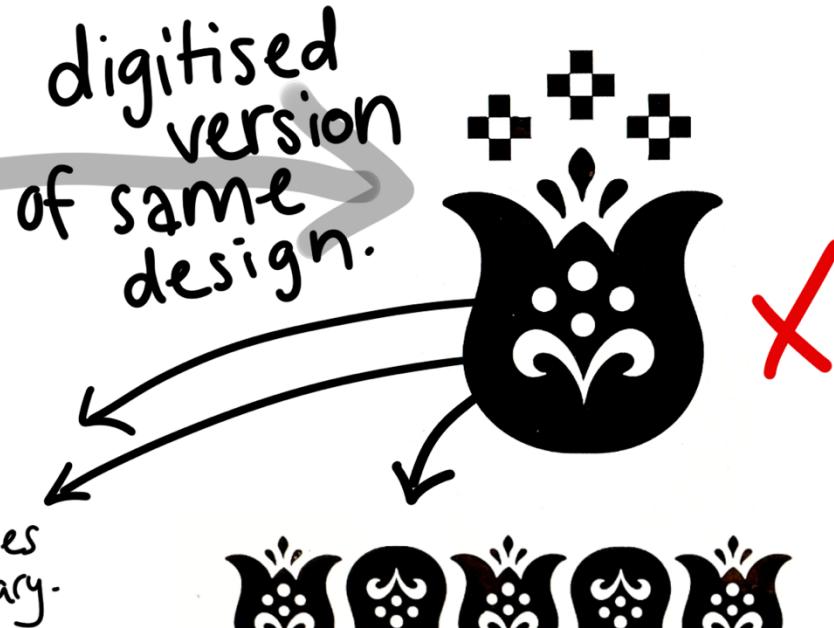
I started off with this
design which
was very literal
in combining my
3 cultures.

organic, natural
shapes from
Holland.

this felt very unmeaningful
& carelessly thrown together.

so I looked back at the parts that meant something

digitised
version
of same
design.



To ME!

Pattern

PATTERN DESIGN - ✓

upside down
resembles heart,
sym. deep love. ↗

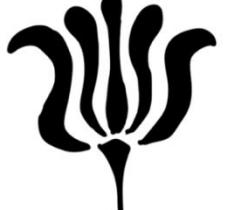


austrian style



seeds of
life, fertility. ↘

outwards shapes
sym. prosperity,
growth. ↗



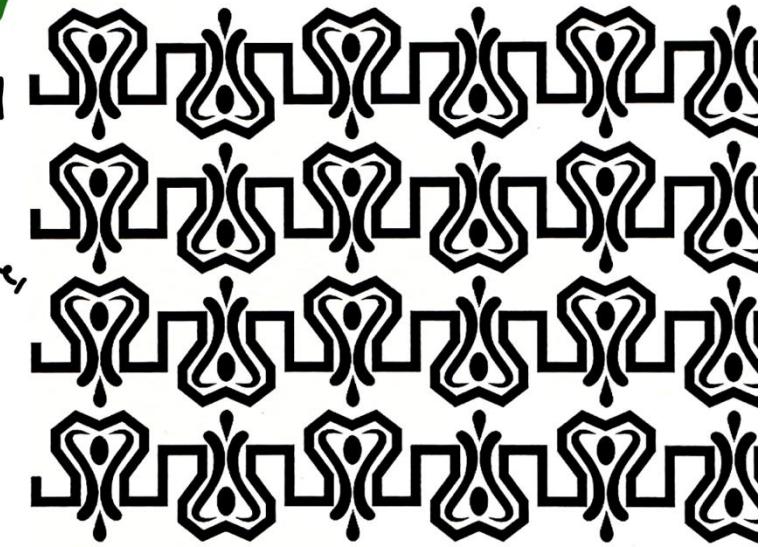
hungarian style

I want to take all of these features
such as the austrian heart shape,
the dutch seeds of fertility & the
hungarian outward shapes, prosperity.

IDEAS:



I flipped
and connected
the design
because it
created this
dynamic, cohesive,
pattern ↗

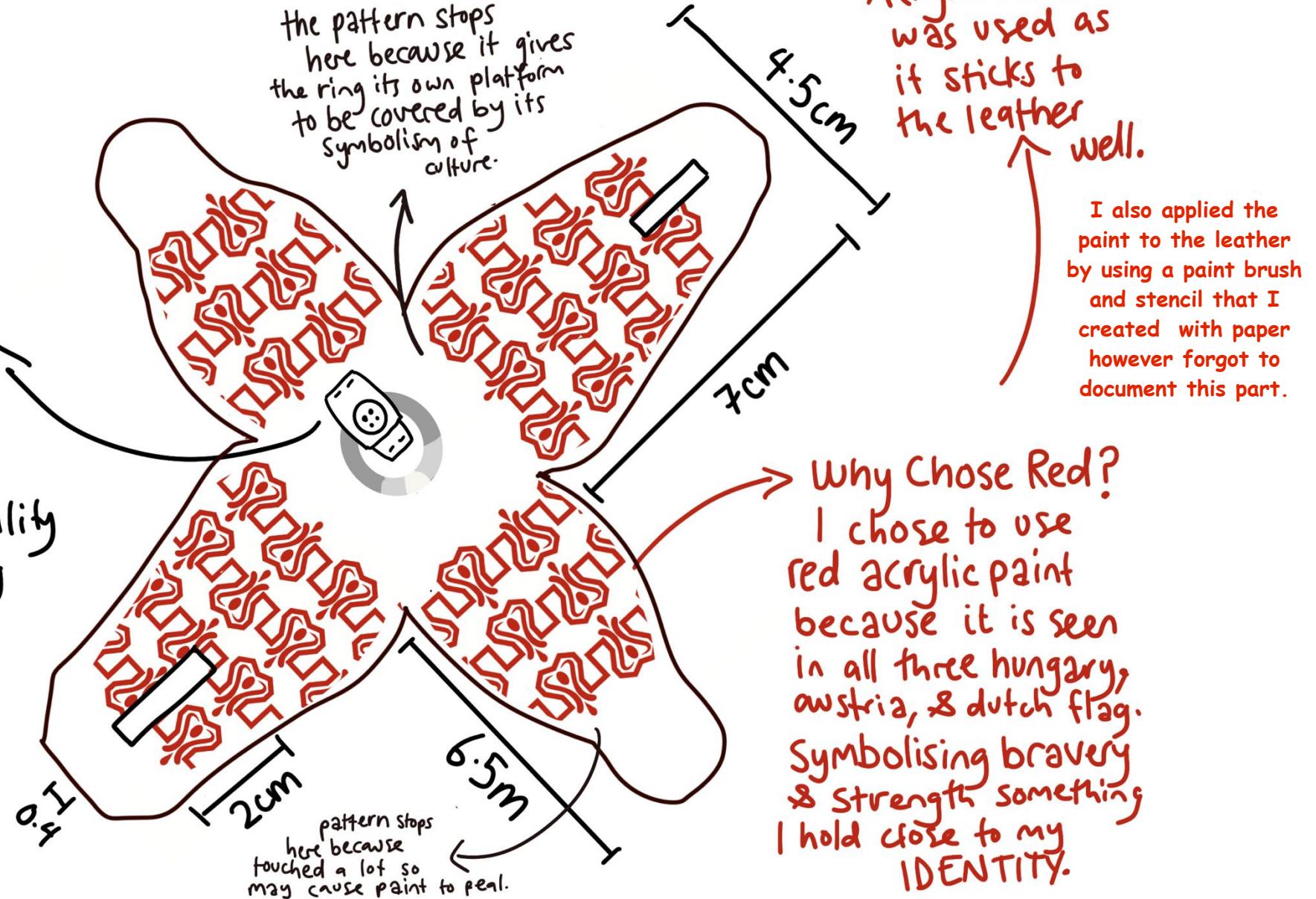


I chose this design to
base my pattern off
because all the
elements came
together really
well no empty
unforgotten space. ✓

FINAL DESIGN

FINAL DIGITISED CONCEPT -

Keeping Ring Secure.
When the leather is pushed down small gaps appear which give the possibility of the ring falling out so this button keeps it secure.



FINAL PRODUCT

