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Zsofia  
Gutvill

Product  
Design

# riders wallet

Minimalist wallet design for Spurcycle

A super slim, durable wallet designed to carry only what matters. Resists sweat, odour and clutter. A minimalist card holder with single card pocket plus single bills pocket. Made out of nonabsorbent, highly-durable material, holds 5-8 cards plus a few bills; shape and material constrict around range of cards. The process: prototyping, prototyping, prototyping. From quick and dirty prototypes to getting the smallest, finest details right. Searching for an opportunity for functional innovation, while making an interesting, beautiful, nice to interact with and long lasting product. Always keeping it simple.



LIGHT & THIN



ALL WEATHER



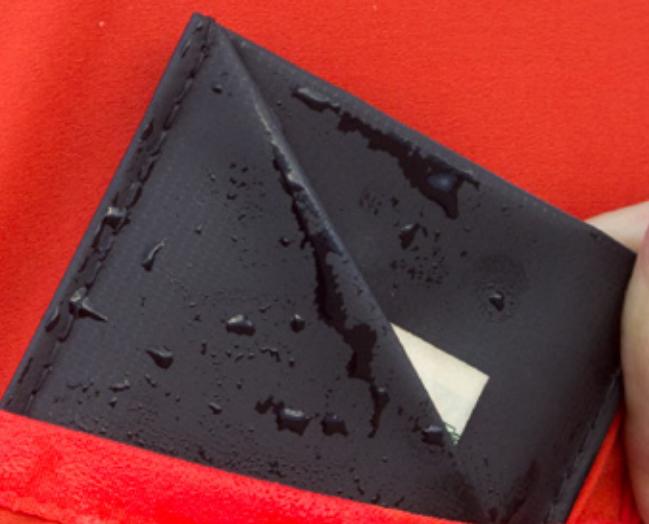
DURABLE



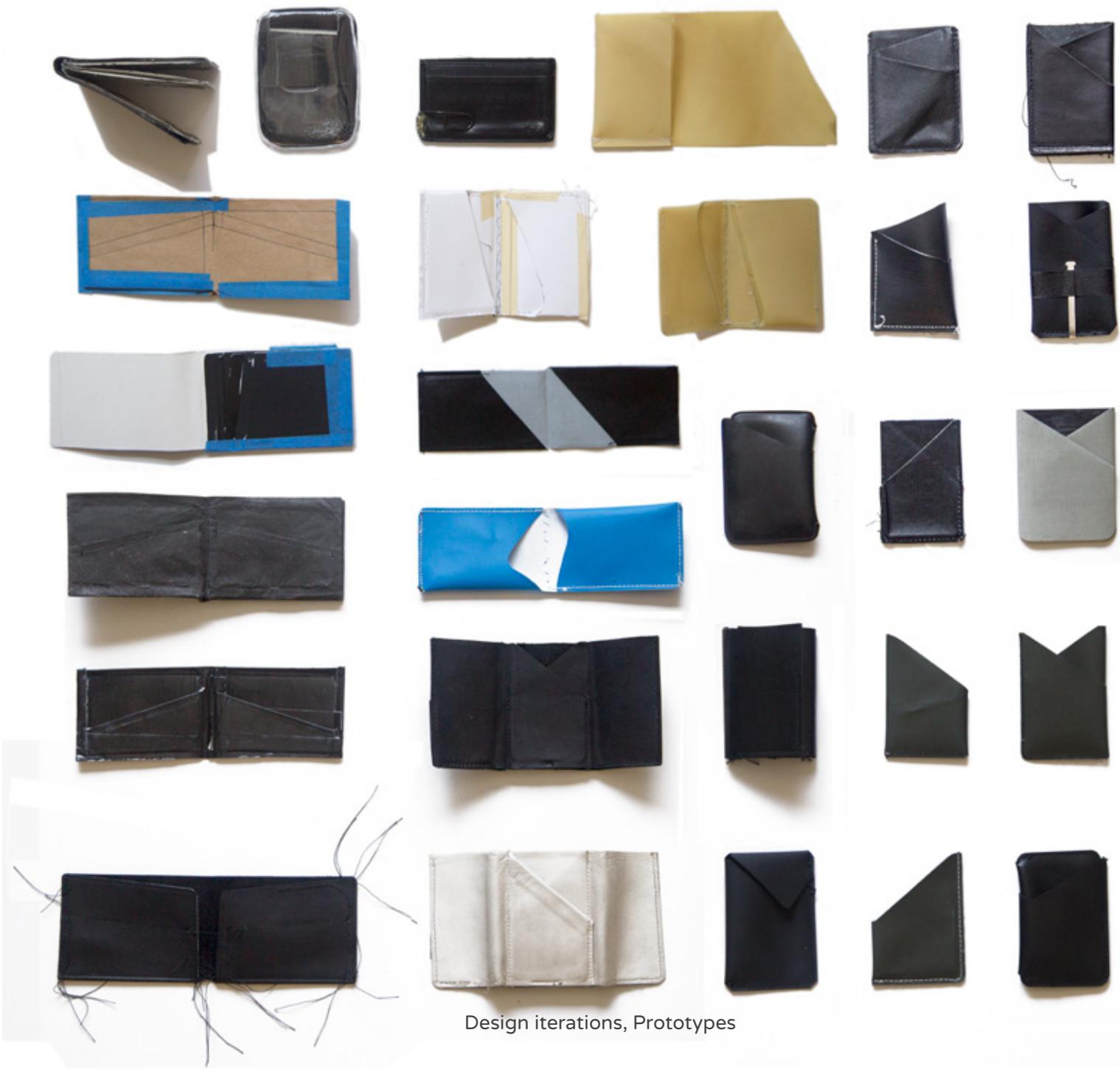


“NEW YORK STYLE”

LEADER



"BELGIUM STYLE"



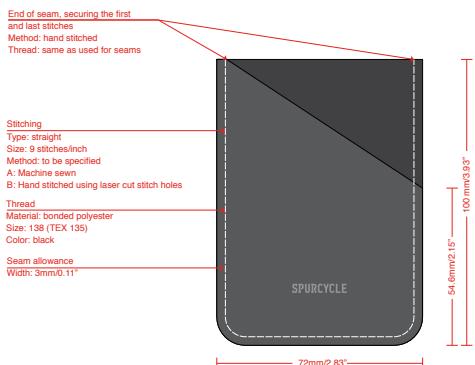
Design iterations, Prototypes

# SPURCYCLE

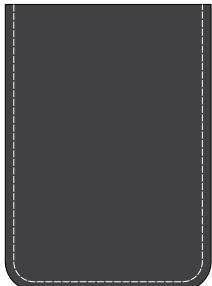
## CARD HOLDER

SCALE 1:1, MAY 6 2015

ASSEMBLED VIEW, FRONT



ASSEMBLED VIEW, BACK



# SPURCYCLE

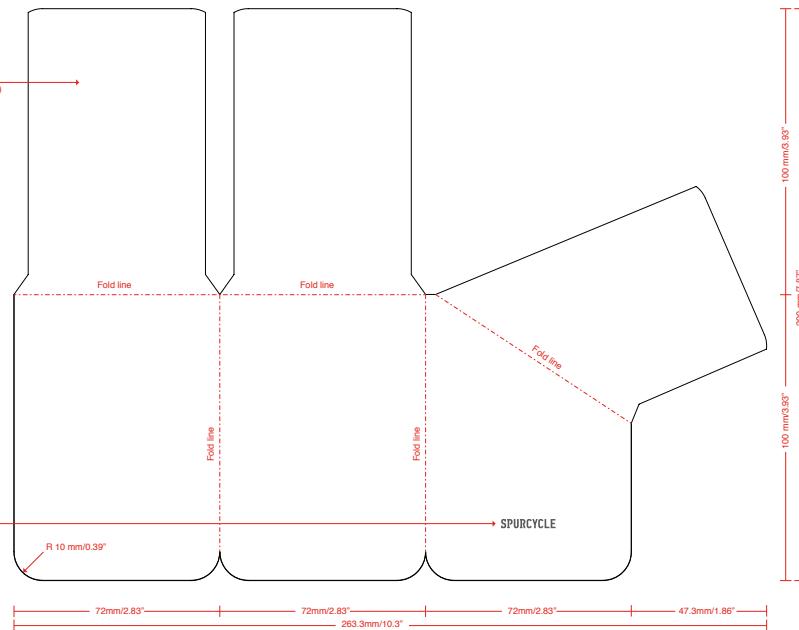
## CARD HOLDER

SCALE 1:1, MAY 6 2015

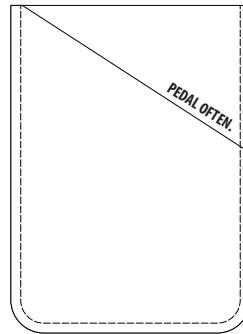
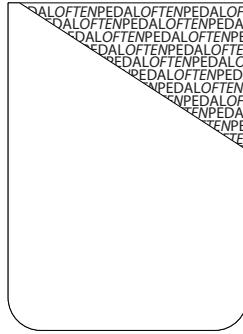
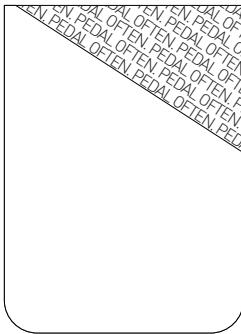
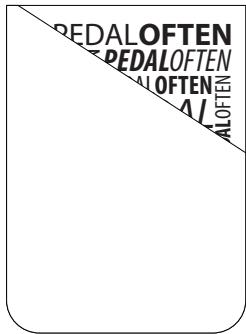
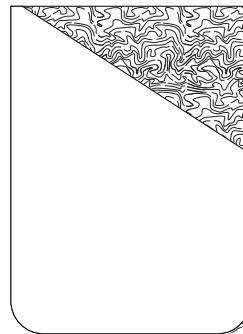
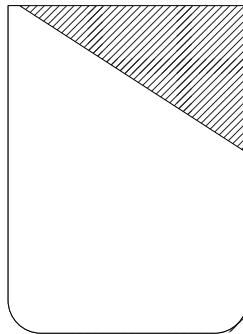
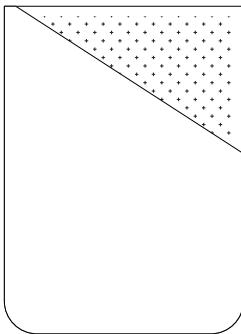
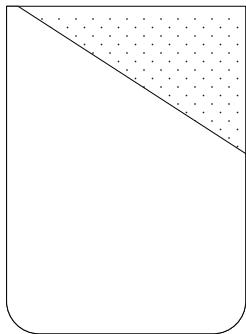
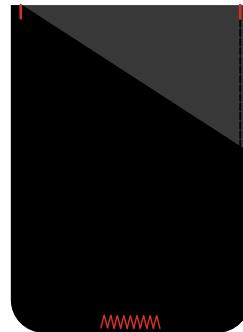
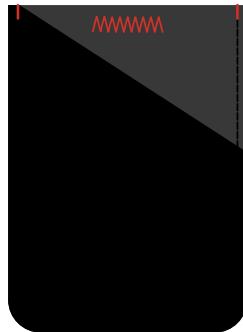
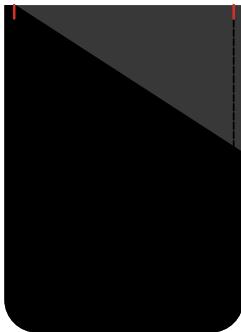
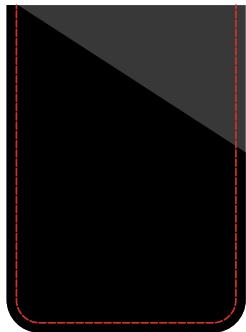
DIE PATTERN OF SLEEVE

Sleeve  
Material: TPU (Thermoplastic Polyurethane)  
film laminated with 250DN nylon  
Thickness: 0.35mm/0.03"  
Color: black  
Method: laser cut

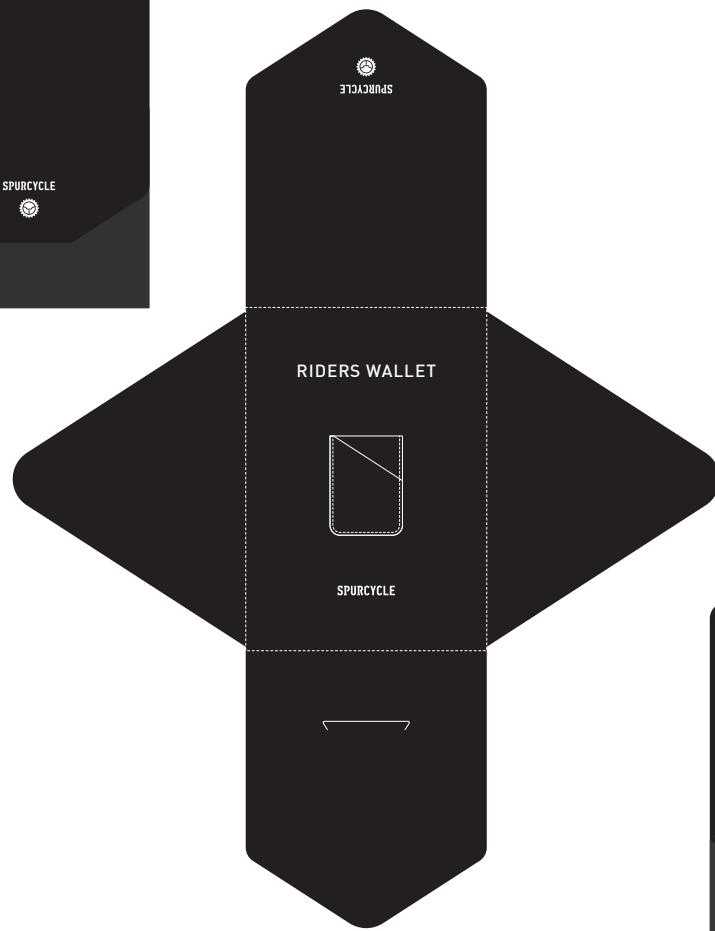
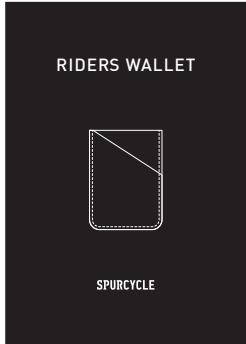
SPURCYCLE Logo  
Method: laser etched



Technical drawings, RFQs based on contours exported from Solidworks.



Accents considered: color thread, hand-finished seems, bar tack reinforcement, laser-etched patterns.



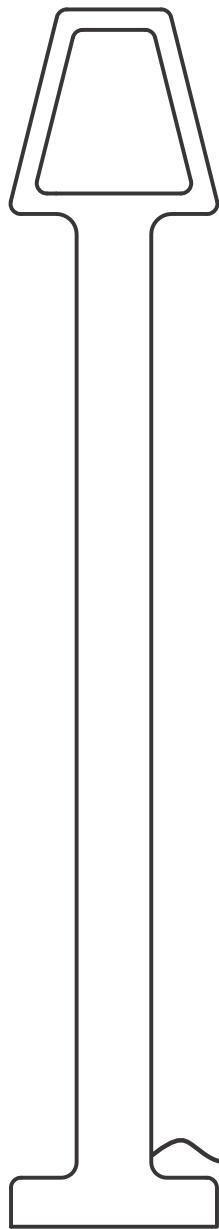
Wallet packaging: custom envelope constructed from a single sheet of card stock,  
foil stamped on both sides, folded and tucked.

# myLamp

CNC, rapid prototyping

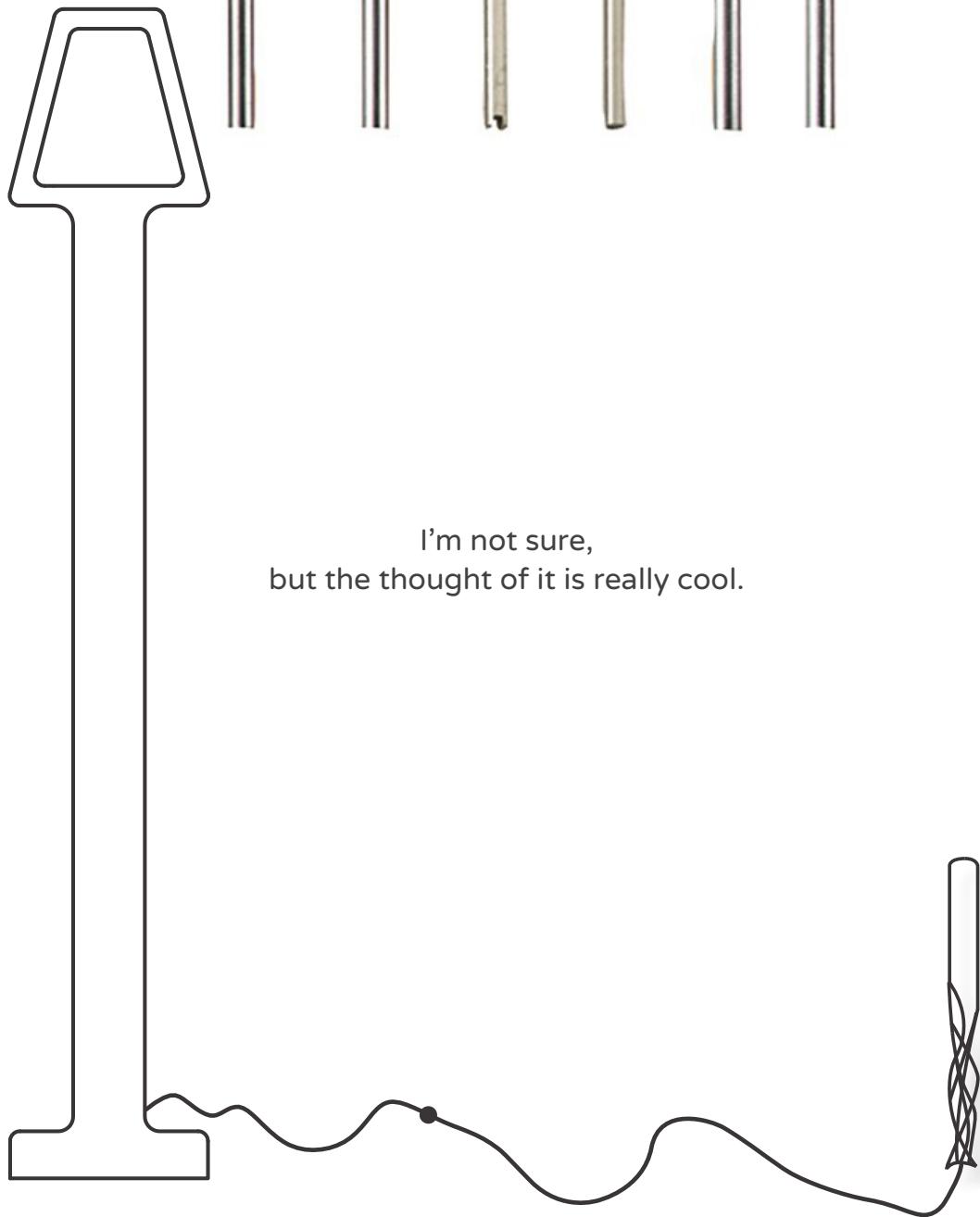
The concept of myLamp is strongly driven by the technology and materials given for the project. The silhouette of a traditional lamp shape is carved into the wood by the CNC router. With the addition of a simple metal hinge and two acrylic washers, the lamp can rotate out of its plane and stand on its own. Efficient, low voltage LED technology is encased in between two acrylic lenses. The overall width of the structure is 1" keeping the form streamline. For commercial use the weight of the lamp should be reduced. Providing access to the LEDs should be considered.





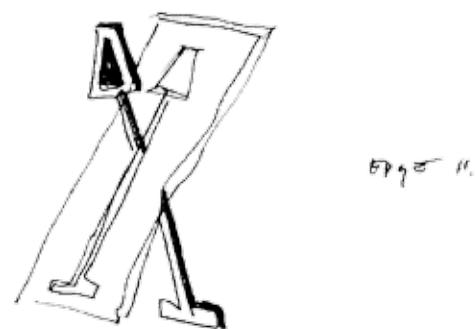
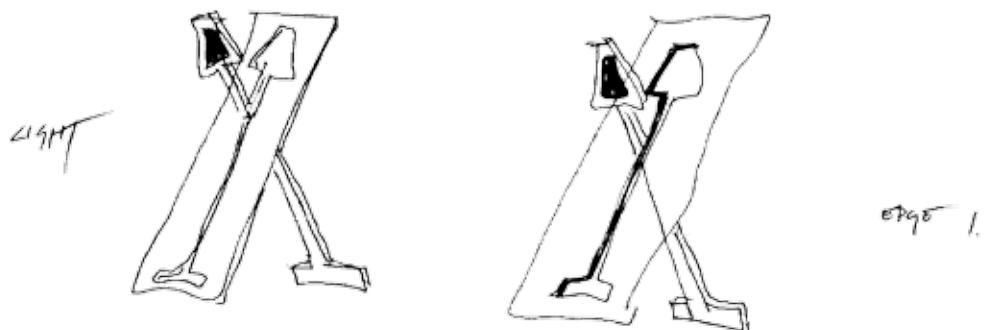
People can draw.  
Can machines draw?  
Can machines draw lamps?  
Can machines draw functional lamps?  
Lamps people want?



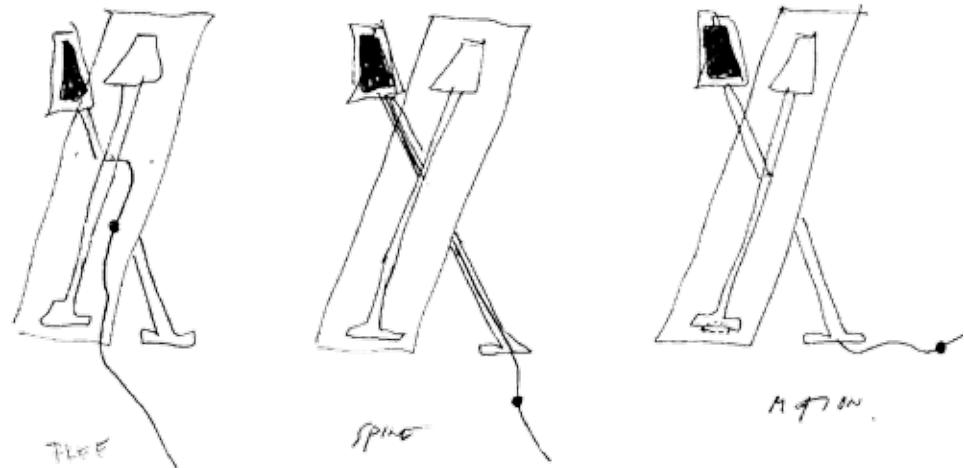


I'm not sure,  
but the thought of it is really cool.

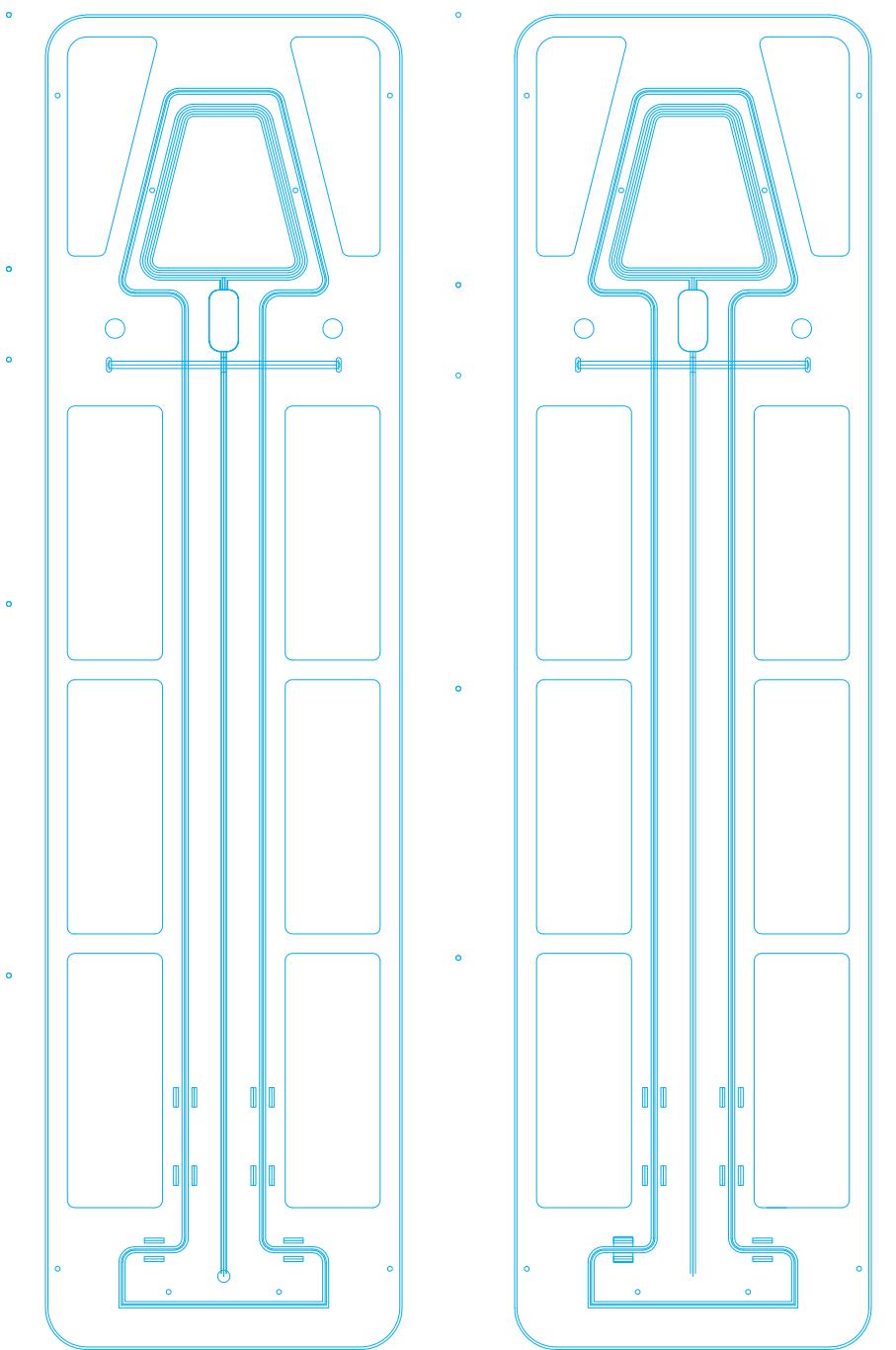
✓



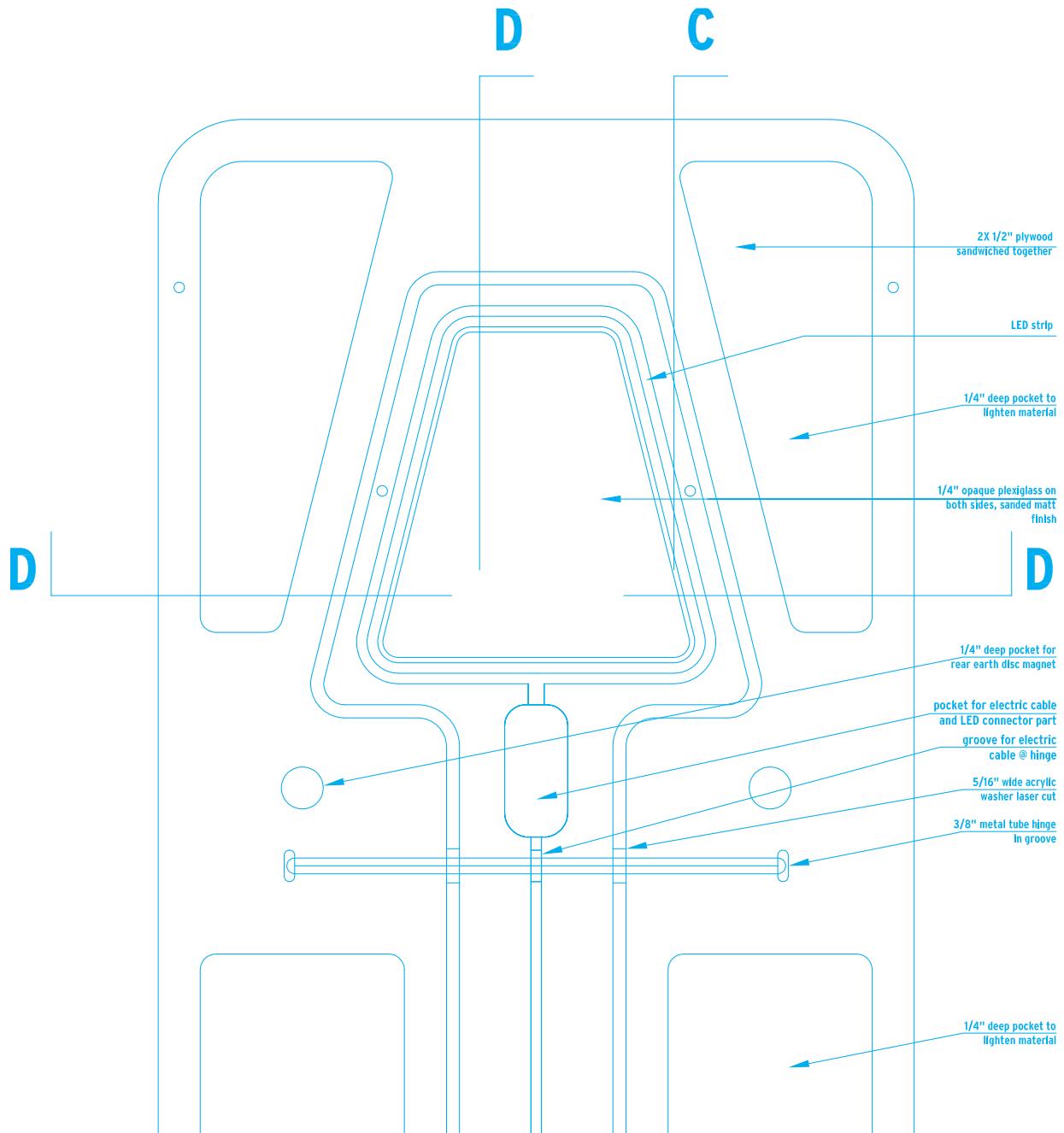
gap - injec.











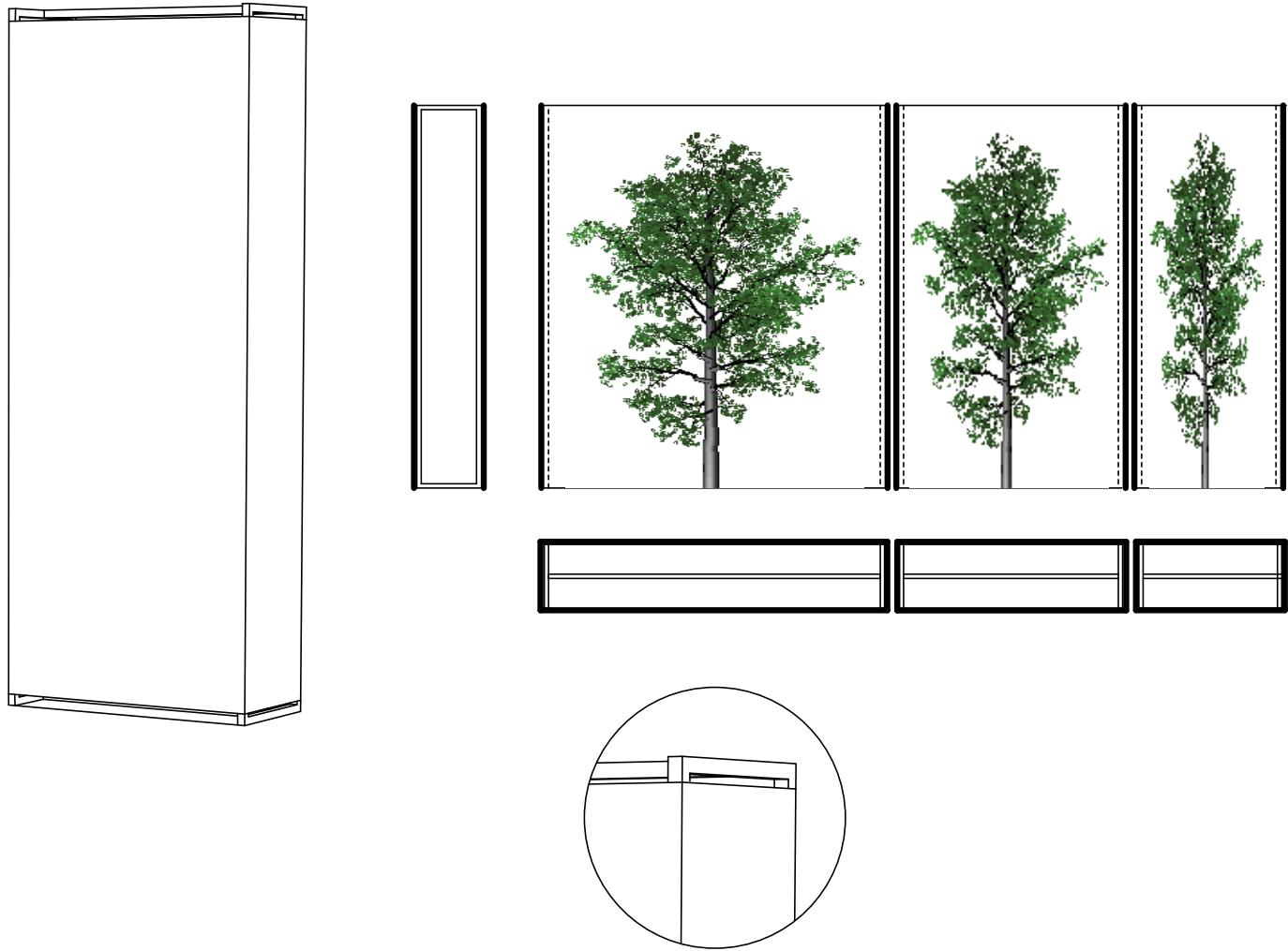


# frame+

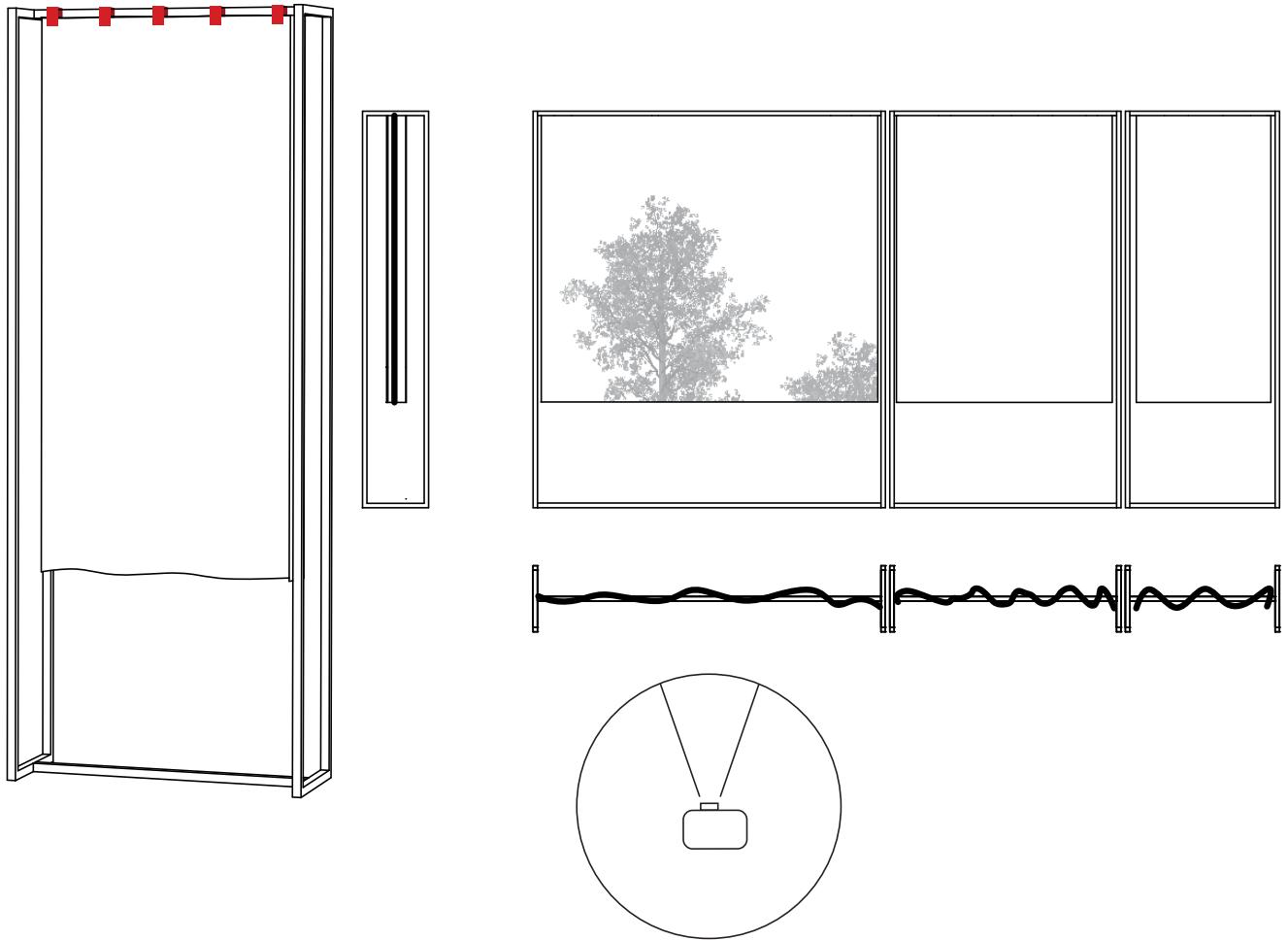
modular space divider for show room

Durable | Easy to ship | Economical

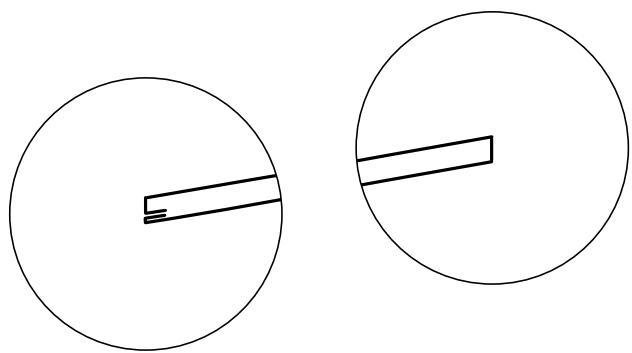
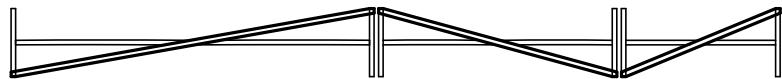
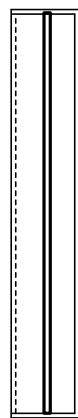
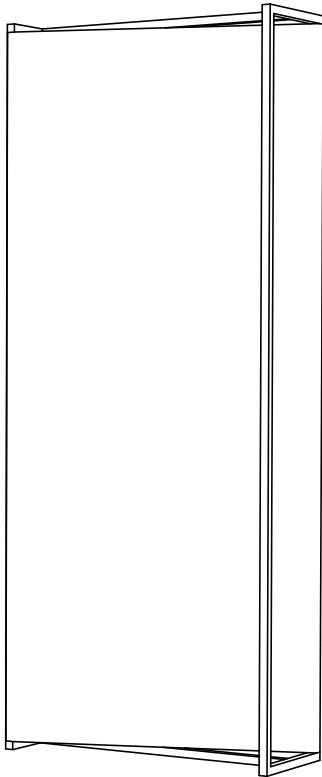
Frame to dress in seasonal intervals. Frame+ is sent to dealers once, new decoration is sent periodically.  
A project of Scuola Politecnica di Design, and Cassina (Poltrona Frau Group), Milan Italy.



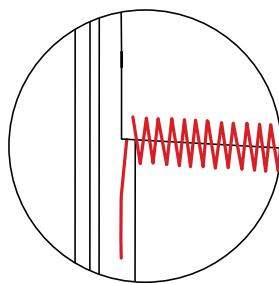
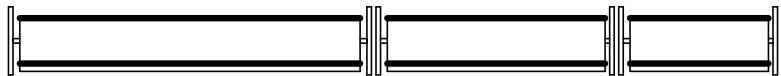
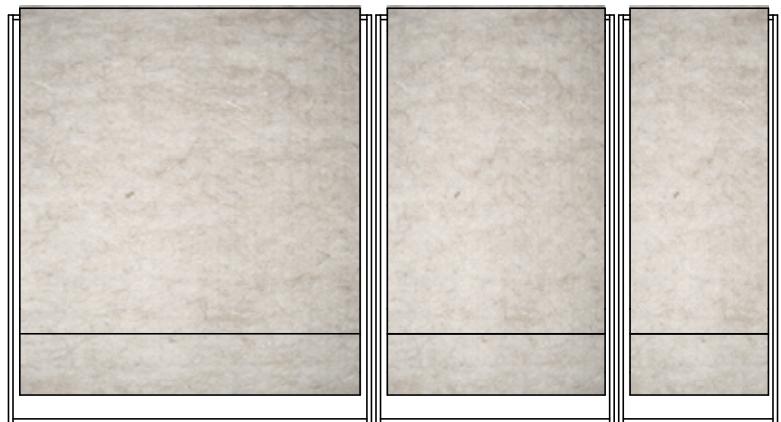
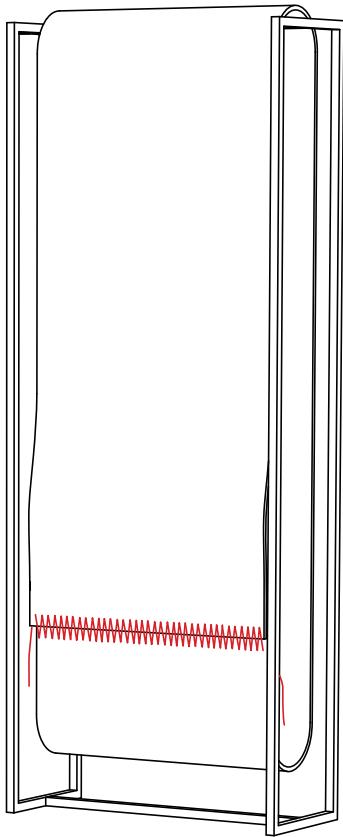
Spring—frame+ Lycra pulled over the frame. Printed image stretches according to the frame width.



Summer—frame+ light curtain hung on the frame. Shadow of slightly moving tree projected on it.



Spring —frame+ metal sheet wrapped around frame.



Winter—frame+ thick wool felt wrapped around frame.



Visualization (3DSMax, Photoshop)—Cassina showroom, Meda, IT



# szvit (suite)

## timeless toy

The design brief called to “Conceptualize, design and build a product not only for today, but for several generations to come.” With today’s abundance of product and toys, how to break the spell of the “[take, make, waste](#)” approach to manufacturing and consumption.

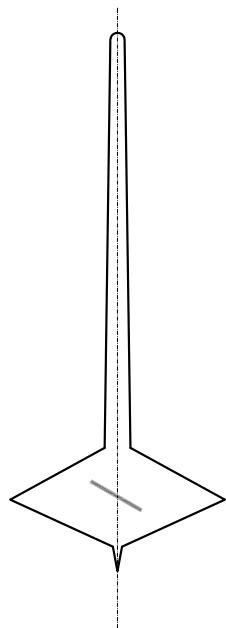
This family of spin tops provides entertainment for people of any age. Everyone in the family can have their own. It provide intriguing entertainment for kids and parents.

- 1. Spin>Watch>Wonder:** Watch the playful move of the top. Wonder what makes it possible.
- 2. Spin>Wait>Decide:** Time it! Who can spin it longer? It becomes the ‘go to thing’ when deciding about arguments and ending small fights. Similar to flipping the coin or rolling the dice, but with a slightly more influence on the outcome.
- 3. Draw>Spin>Explore:** It is your canvas. Draw on it, explore and learn. Made out of tempered ceramic, the surface serves as a canvas for decoration, exploration of form and movement. The drawings are applied by chalk and can be easily removed by wiping off the marks.

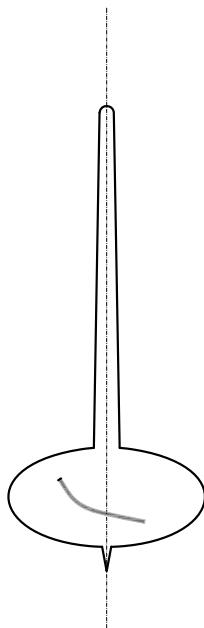


Spin top family, chalk & walnut base

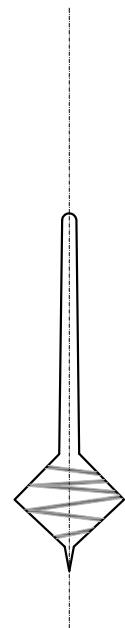
Dad's



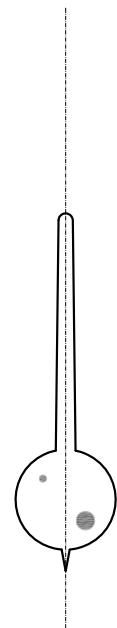
Mom's



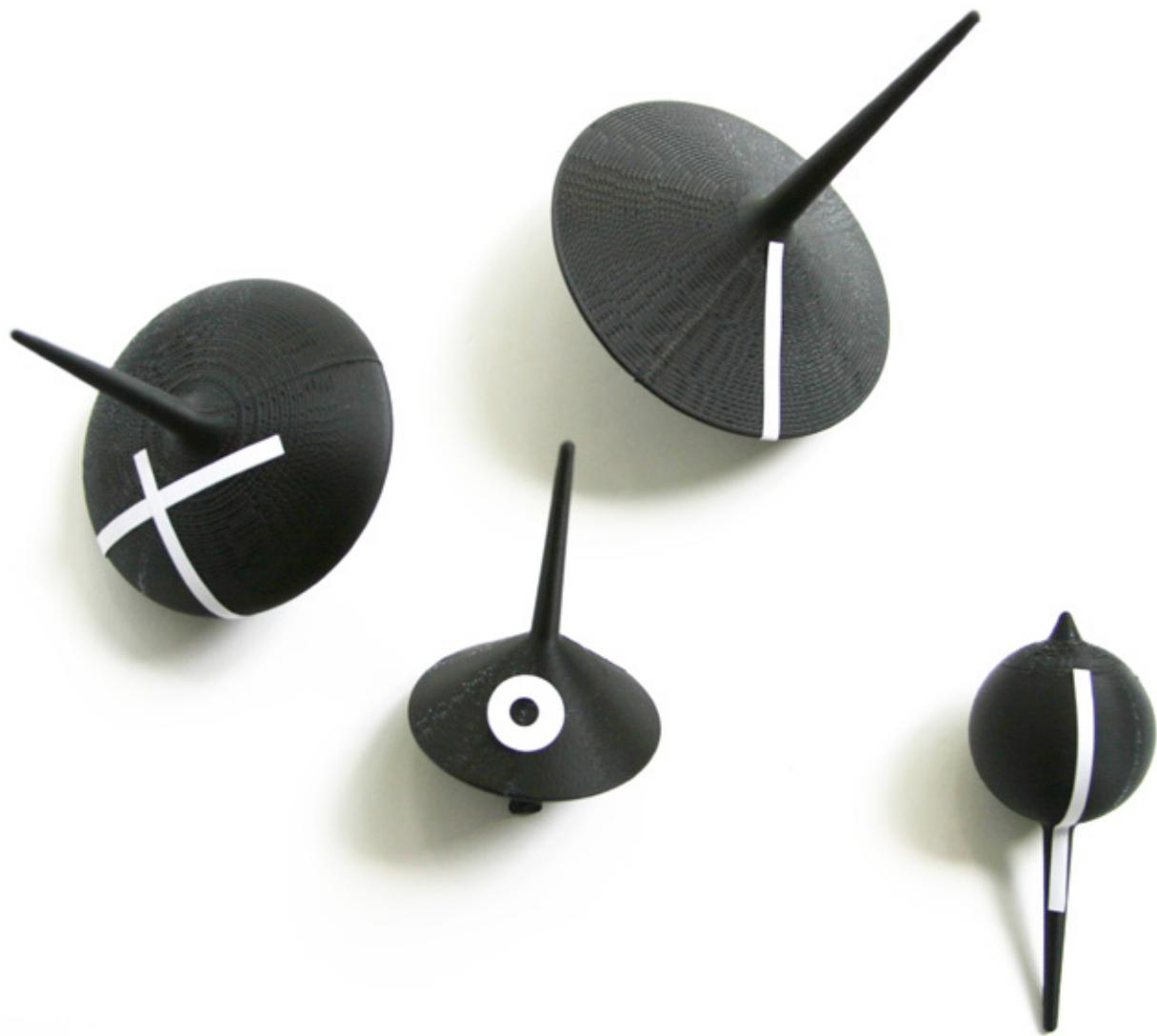
Boy's



Girl's



Process—3D Printed model, ABS plastic



Tops with hand drawn graphics

# flashwear prizm

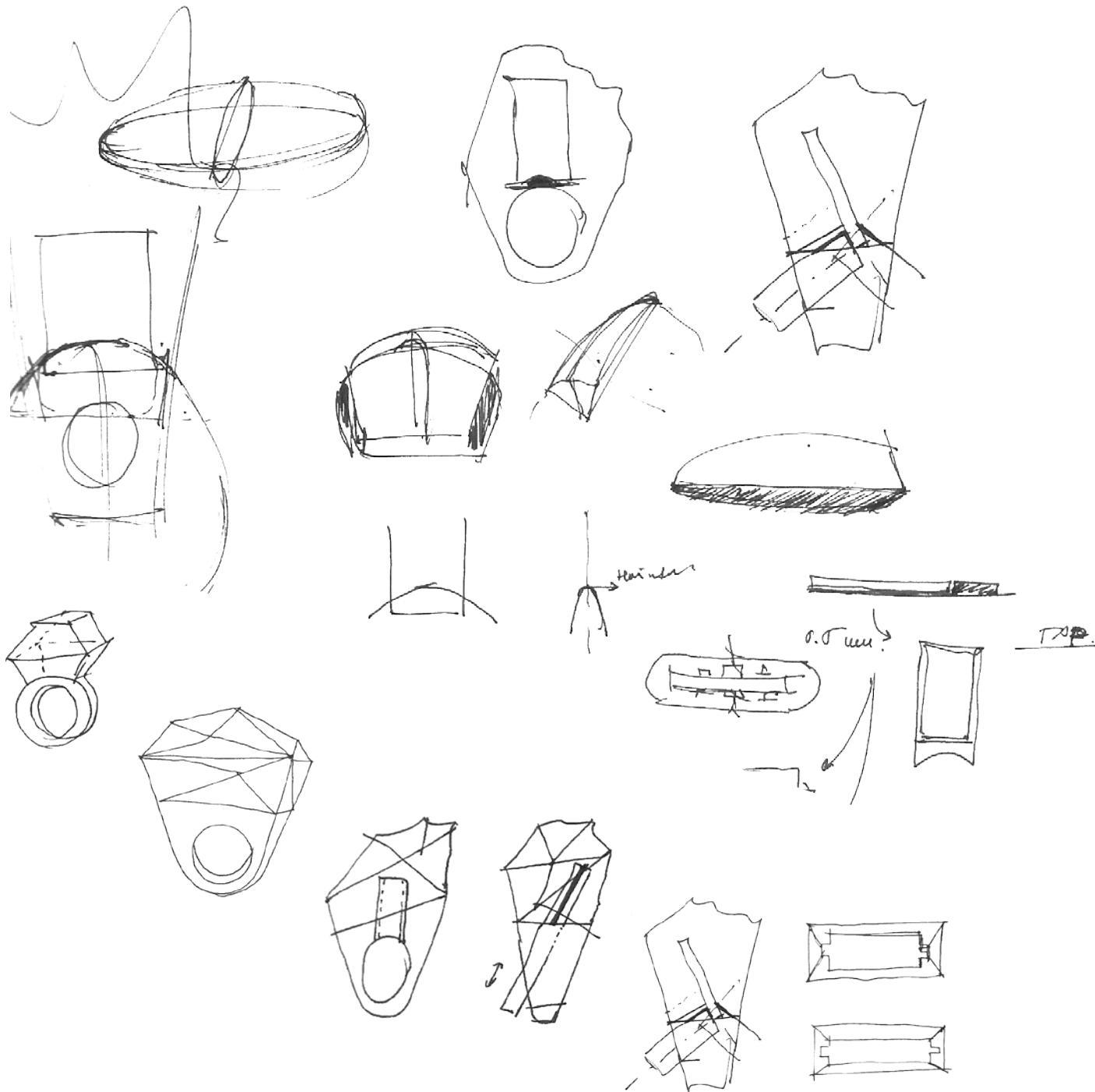
## consumer electronics/flash drive

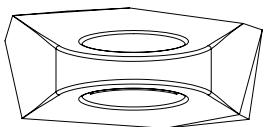
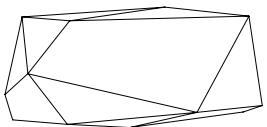
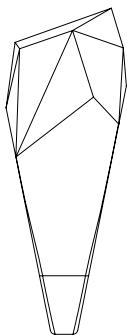
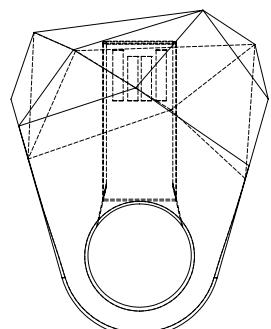
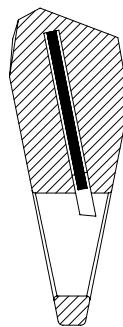
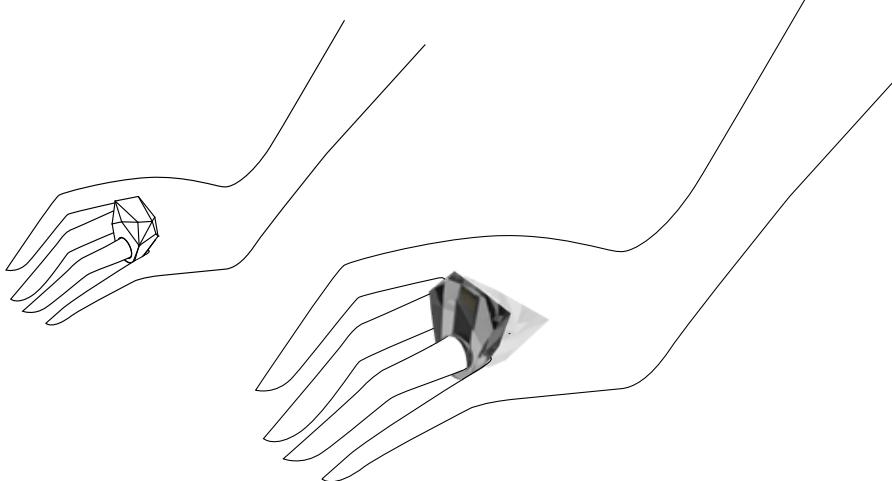
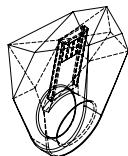
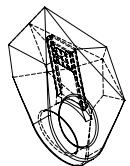
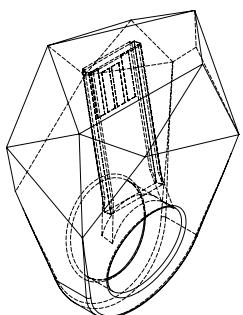
flashwear prizm© is a conceptual design. The flash-drive is incased in a gem stone and designed to be worn as flashy bling. flashwear prizm© questions value in today's society. Which one is more precious the jewel or the data on the drive? Our world is driven by computers and electronics— data has become power.

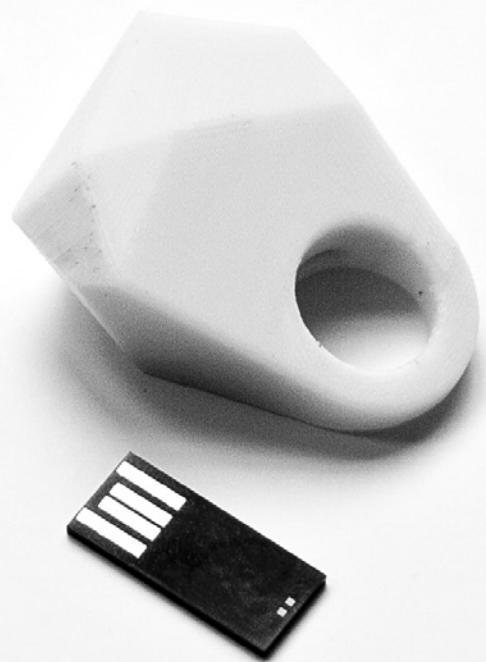
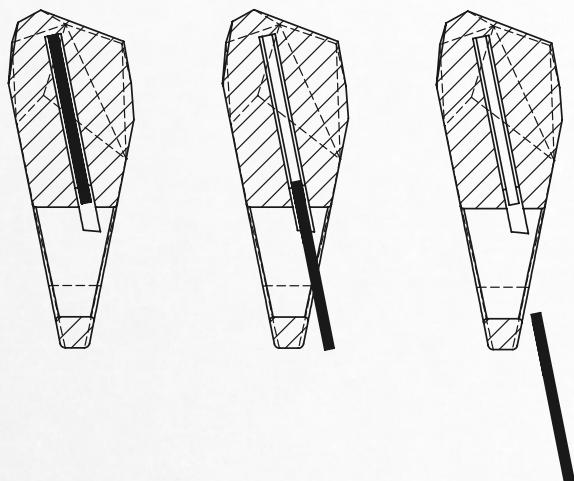
flashwear prizm© is designed with two materials in mind—coal and diamond—which translated to black slate and clear glass.

The geometry and angles have been carefully chosen to allow the flash drive to smoothly slide in and out of the ring with the help of gravity. The key to the treasure is she who wears the ring.

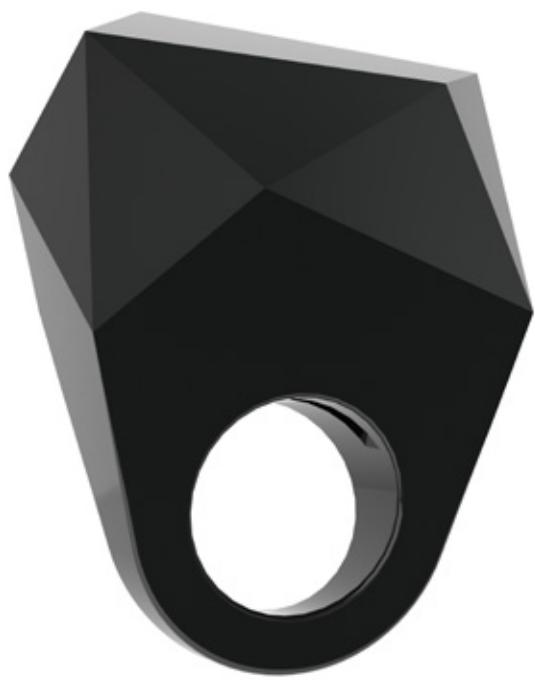
The functionality is similar to a simple mechanical lock with hitch pin. When the ring is worn on the hand the flash drive is locked in its cell. When it's off the hand the flash drive is accessible. Spacers on two sides of the track protect the flash drive contact surfaces from getting scratched.







Process—3D Printed model, ABS plastic



Photorealistic renderings—Solidworks, Photoview 360.

# heal-X

## tactile watch

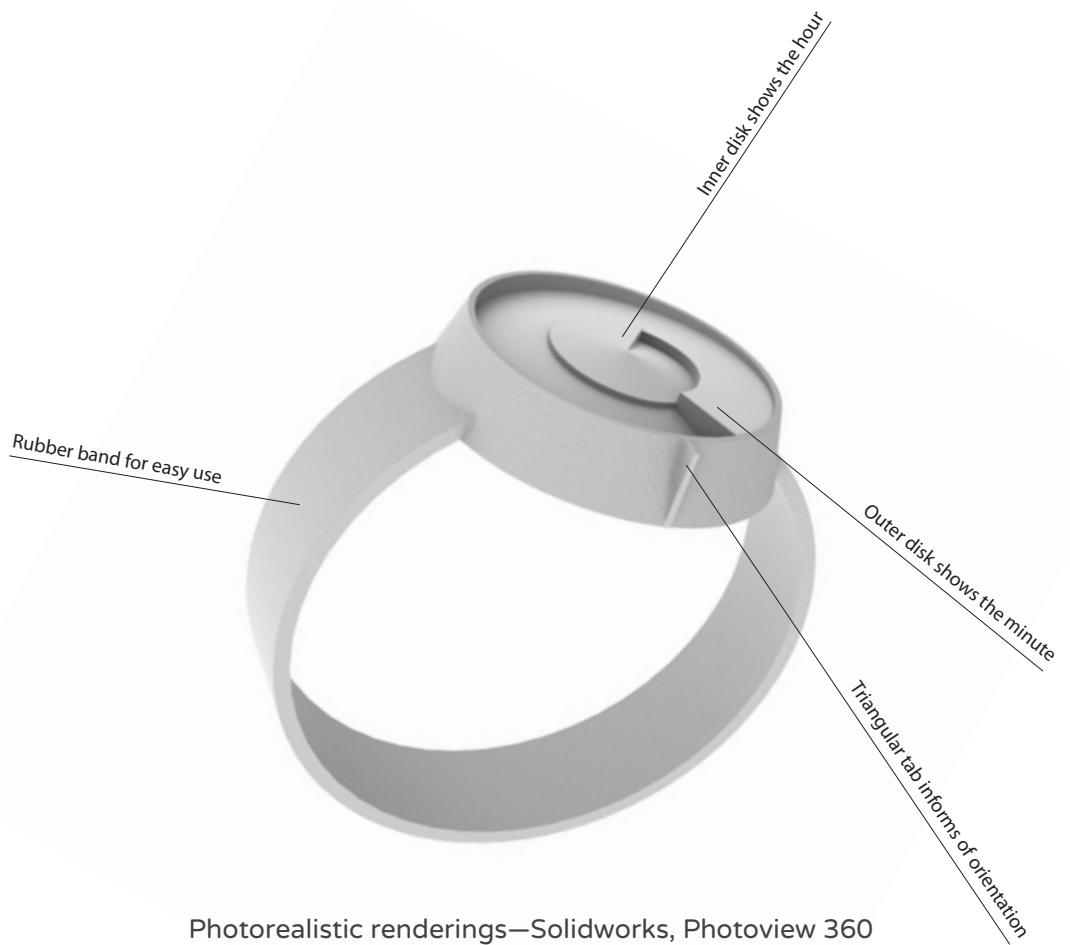
Heal-X is a conceptual design for a tactile watch. Heal-X was designed with inclusive design principles in mind. Besides looking at the face to read the time, the wearer can feel the time by running their finger along the edges of the face and arms.

A helical spiral connected to a center point constructs the geometry of the surface face. The surface is then sliced into two concentric disks that rotate independent of one another. The inner disk shows the hour, the outer disk shows the minutes. At 12 and every hour once the long arm passes the small, the surface becomes continuous with only one slit running from the centre to the perimeter. Any other time the arms separate opening up more edges.

Design for the disabled including the visually impaired is often designed with concentrating only on the function often making things look like medical equipment. There is less variety and less good design available for them. Heal-X is a watch that can attract and suite people with perfect vision as well and the visually impaired or blind.

\*The scope of this work didn't include the mechanism of the watch, which would certainly be a challenge.

\*\*heal-X was strongly inspired by the work of Hans Donner—Timension.



Photorealistic renderings—Solidworks, Photoview 360

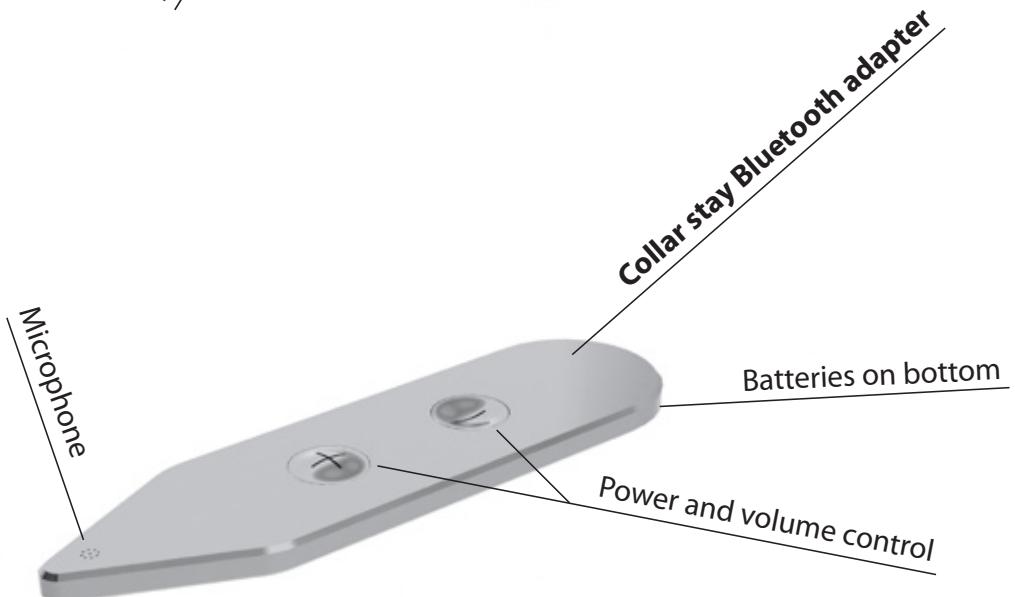
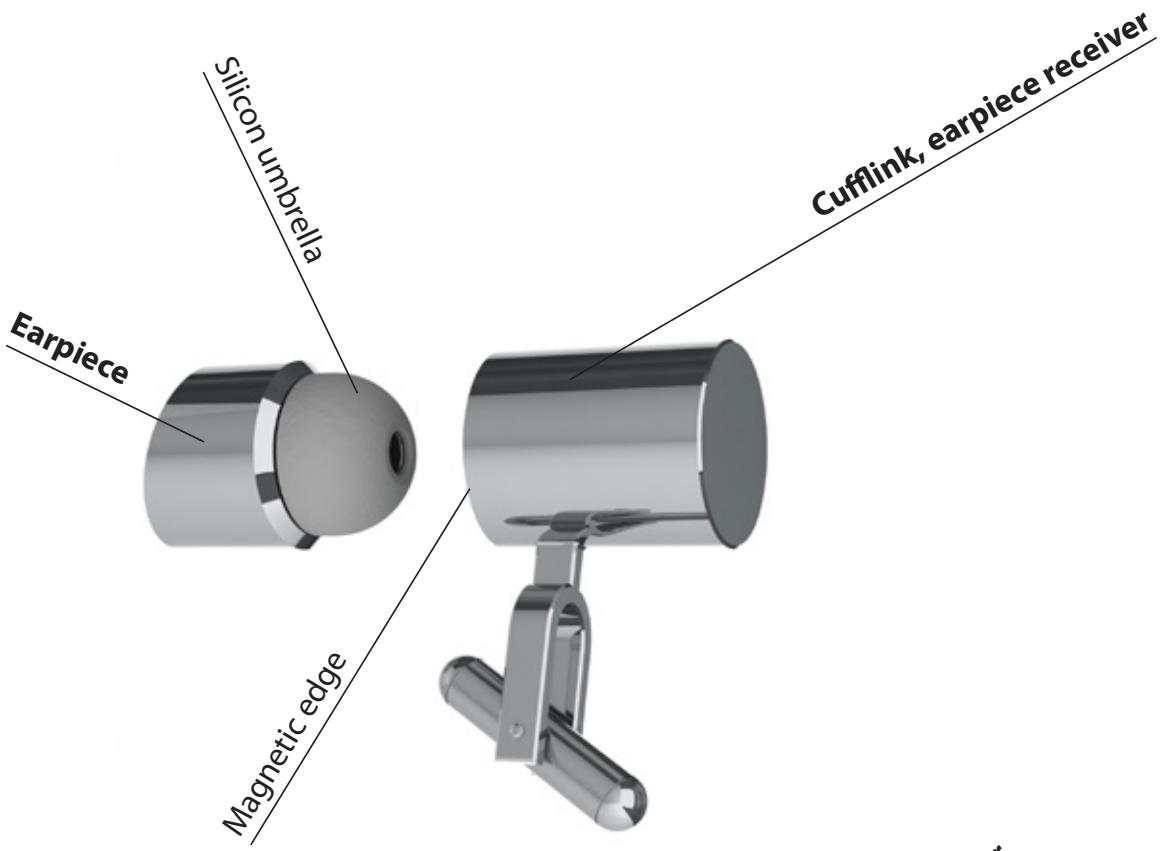
# discreet

## bluetooth headset

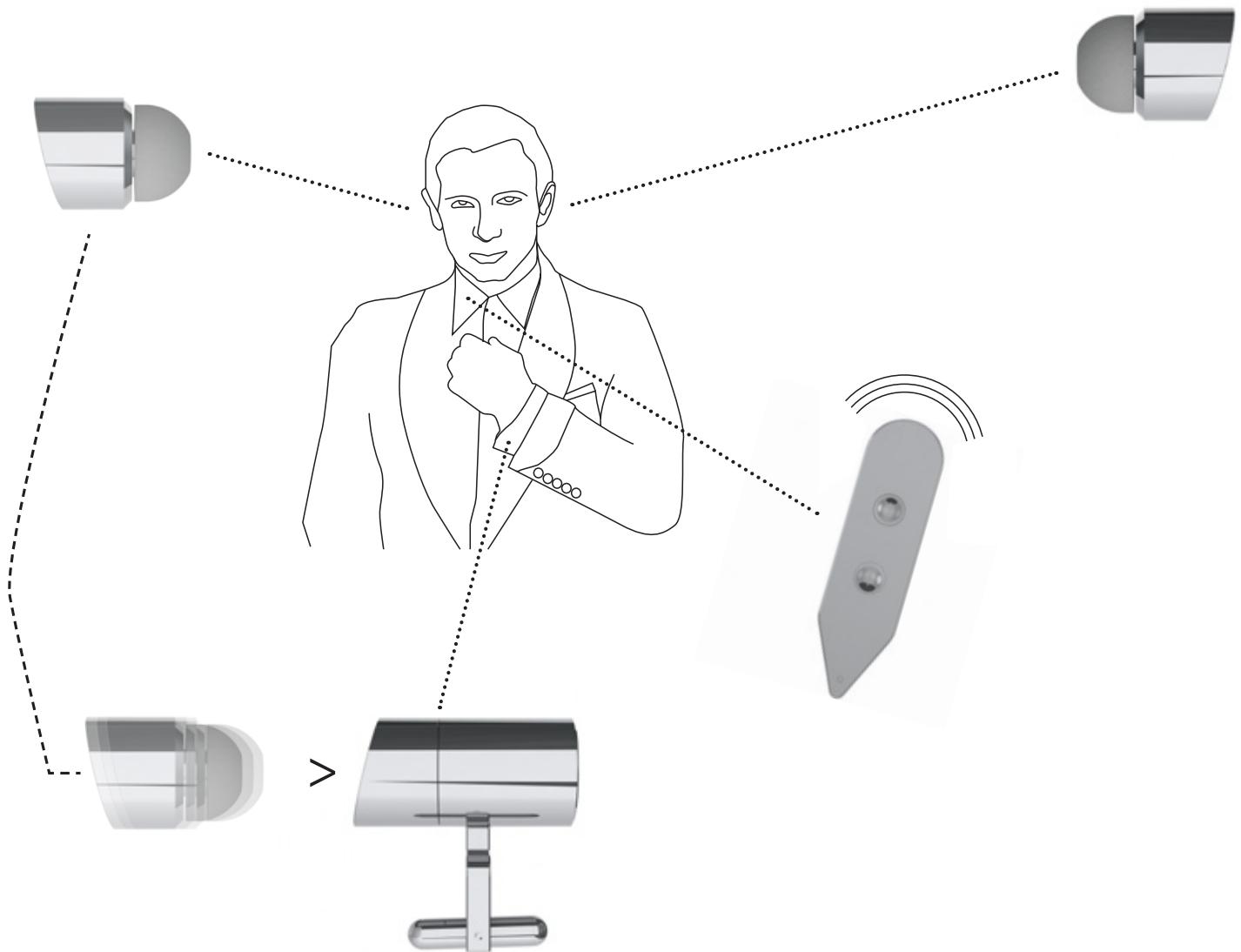
Discreet is a conceptual design for a Bluetooth headset. It allows discrete discussions for the formally dressed business person.

The set includes two earpieces, one Bluetooth control and a pair of cufflinks. The ear pieces communicate with the Bluetooth device and remote control through a low frequency wireless connection. The Bluetooth device is inserted into the fitted shirt's collar—it functions as a slightly oversized shirt collar stay. The earpieces when not in use can be attached to the cufflinks with magnetic edges, hiding and protecting the silicon umbrella of the earpiece.

Discreet is the ultimate device for secret agent style conversations.



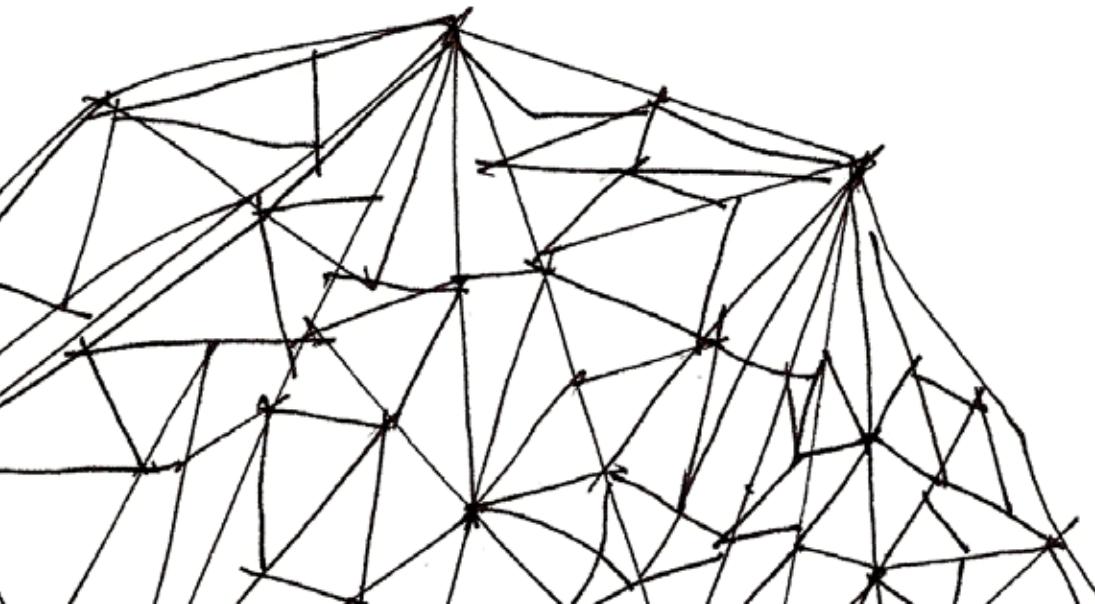
Photorealistic renderings—Solidworks, Photoview 360



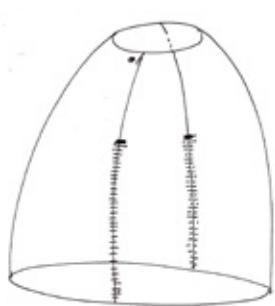
Photorealistic renderings—Solidworks, Photoview 360

# rock

## protective garment concepts



Deciphering the Catalogue Aria  
from the Mozart opera  
Don Giovanni



CONVENTIONAL / PROTECTIVE GARMENT III.



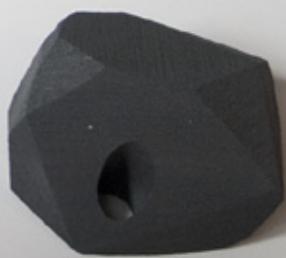
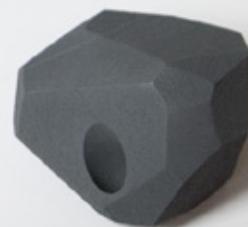
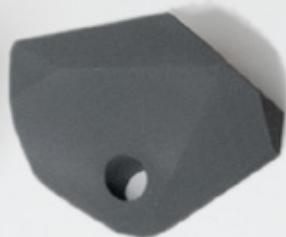
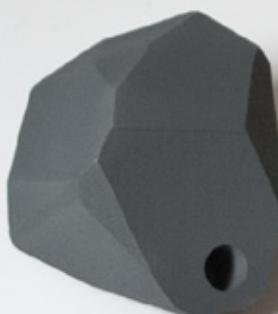
PROTECTIVE GARMENT I.



PROTECTIVE GARMENT II



OVERSIZED JEWELERY

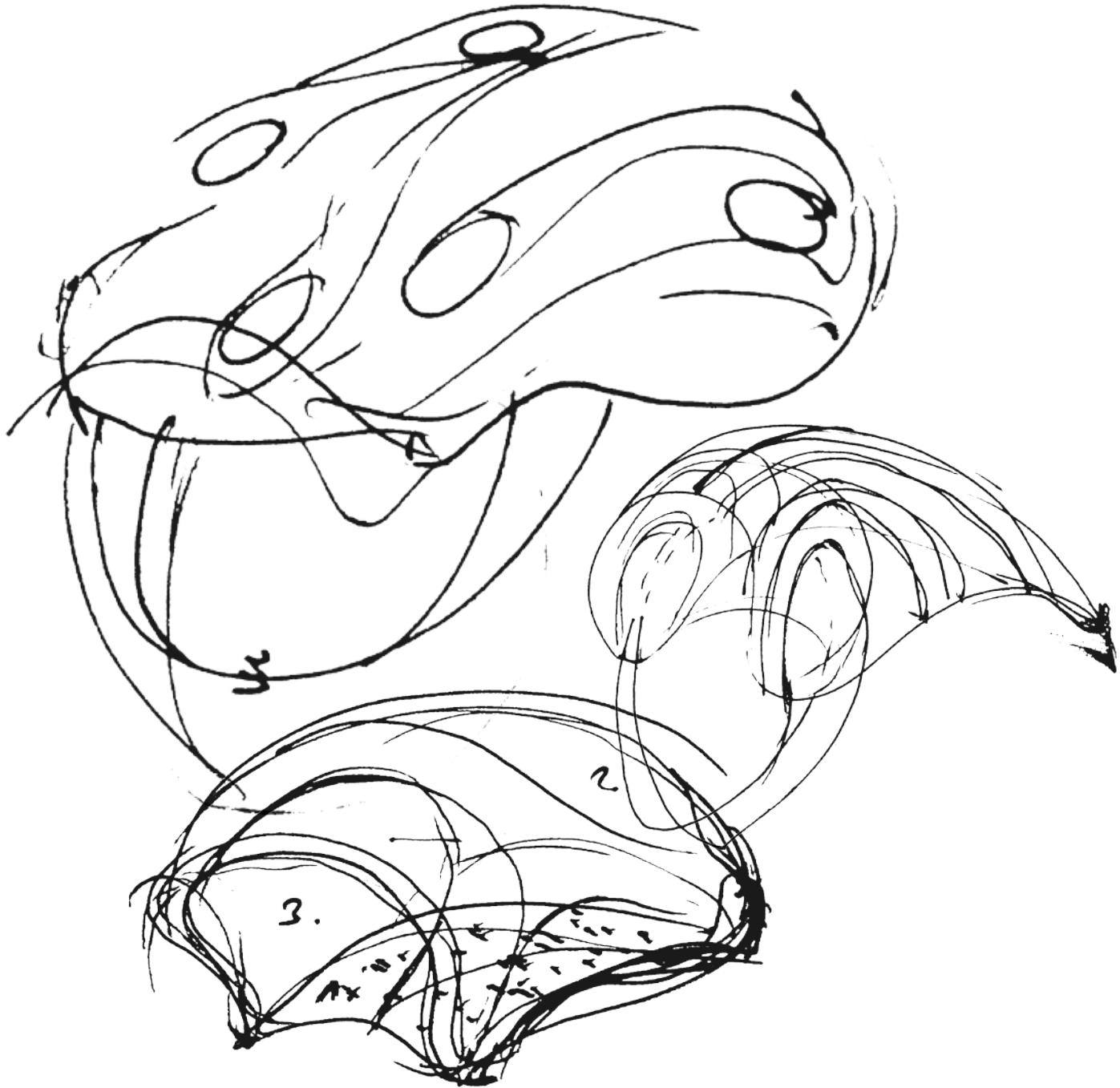


Foam models

**ride in style**  
bike helmet for the city



Wool felt, polyester yarn, fabric stiffener







bridal couture  
wedding dress



— "...you can wear a paper bag, I don't care!"



Illustration for wedding invitation



Wedding dress made out of 6 paper bags



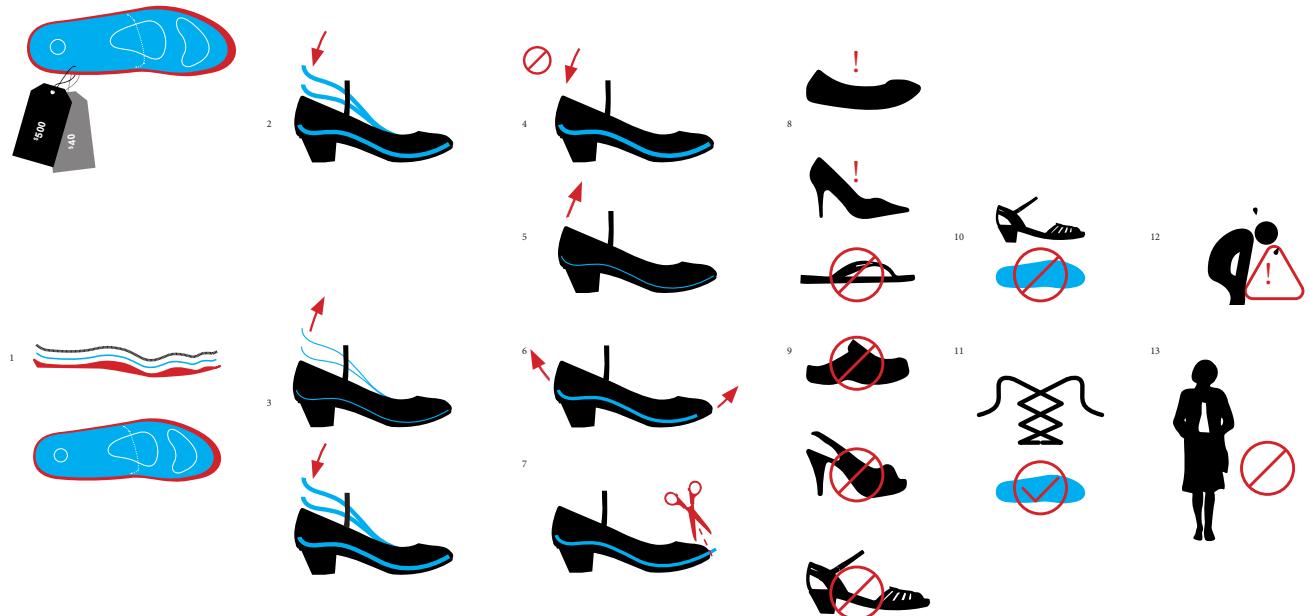
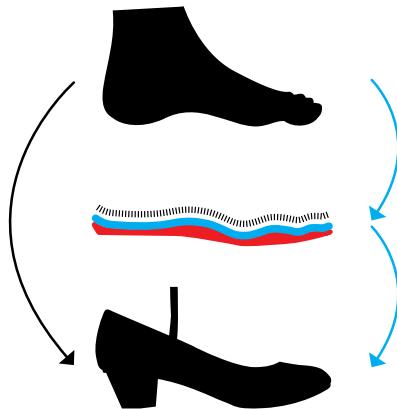
Paper bags, cotton thread, velcro, artist tape. Hand sewn.



# from the ground up

A woman's line of dress shoes  
offering functional arch support

The goal of this project was to design an orthotic-shoe combination to achieve a perfect fit while improving the fitting and purchasing experience. Besides designing a line of dress shoes that are comfortable, supportive, and stylish, my research proposed a service system that utilizes additive manufacturing technologies, to promote health and mobility.



1. The problem—a gap between the shoe and the orthotics

2. Regular shoes: orthotics are placed on top of an existing footbed

3. Shoe with removable insole:  
factory insoles get replaced by own

4. Orthotics too thick >  
fit is too snug, heel slips  
5. Orthotics too thin >  
Heel counter cuts  
into Achilles  
6. Orthotics too short >  
orthotics move  
7. Orthotics too long >  
need to be trimmed

8. Certain types of women's shoes are very problematic to fit

9. Others don't accommodate  
orthotics at all

10. Certain styles are worn without  
orthotics

11. Closed shoes are worn all the time

12. Compromising comfort if not wearing  
orthotics

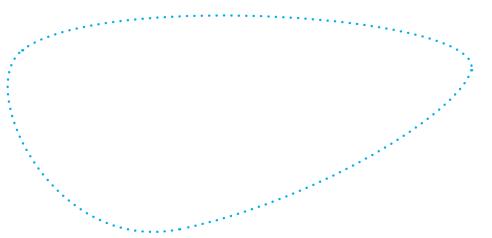
13. Compromising style if wearing less  
types of shoes

## The problem



Style

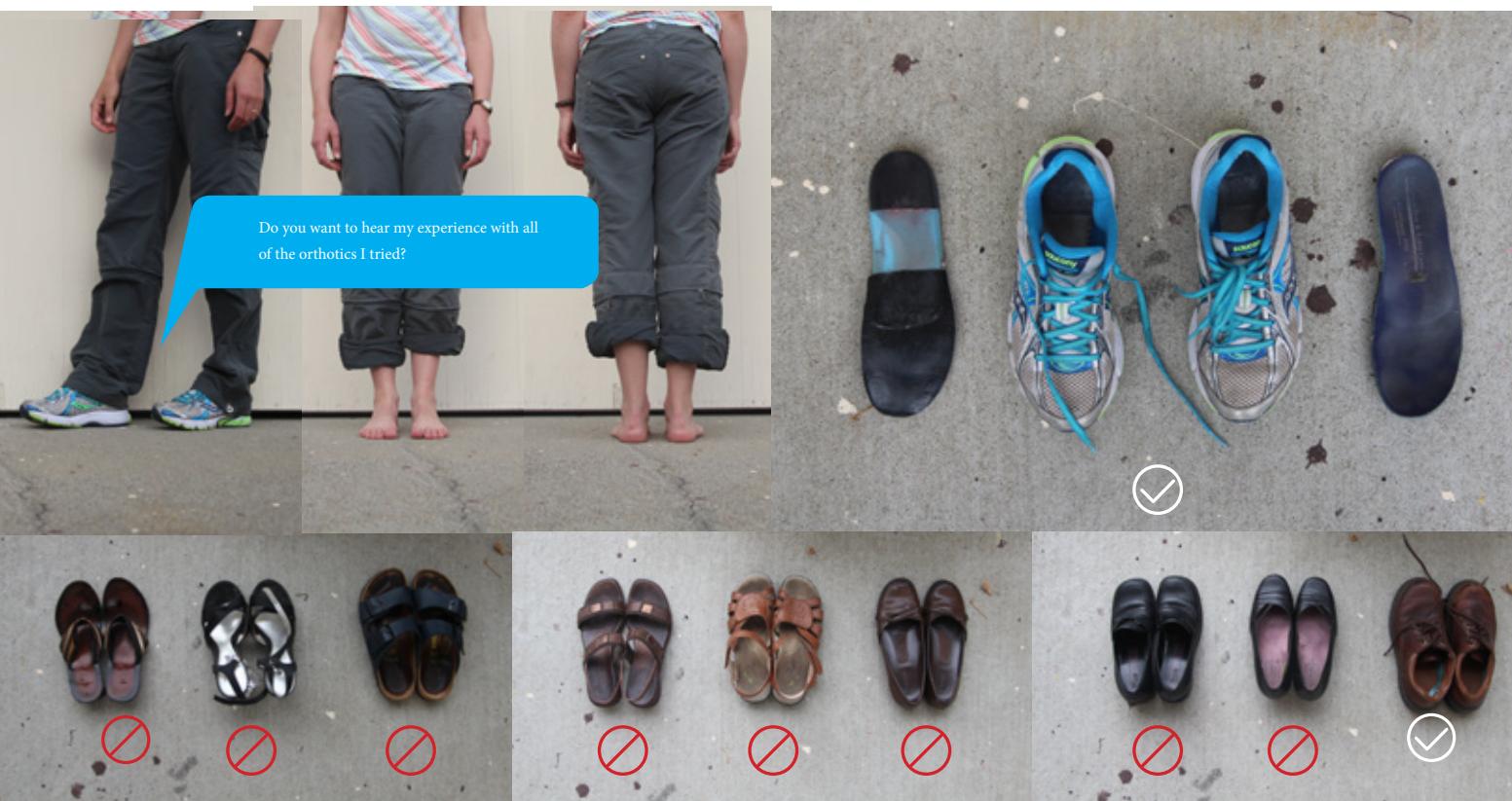
Comparative analysis of existing products



Personalized support



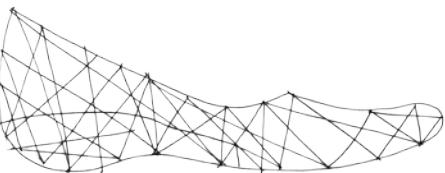
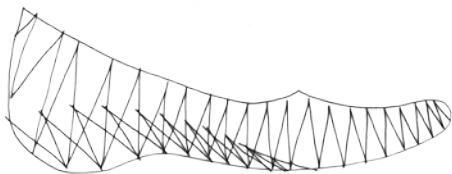
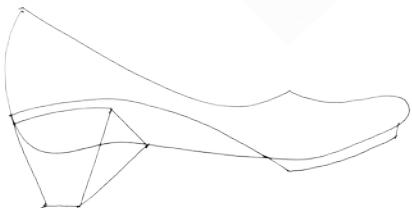
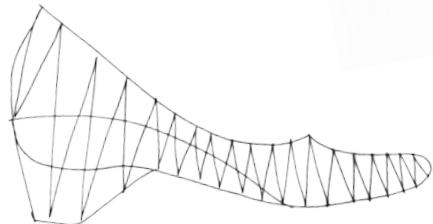
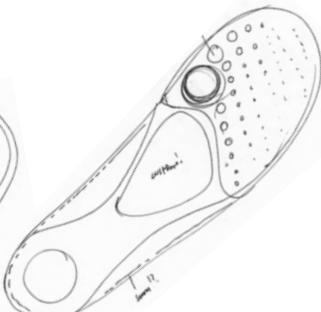
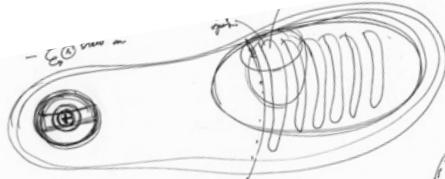
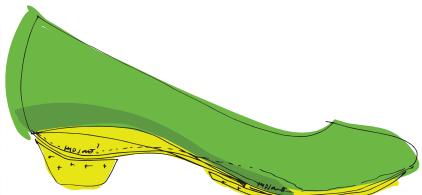
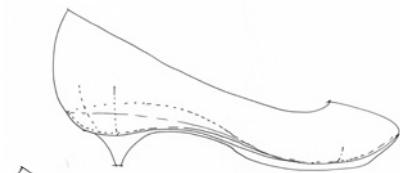
Comparative market analysis

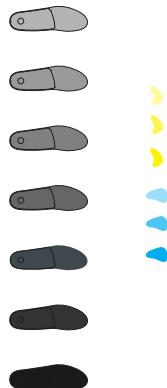


Extreme user interview & photo ethnography



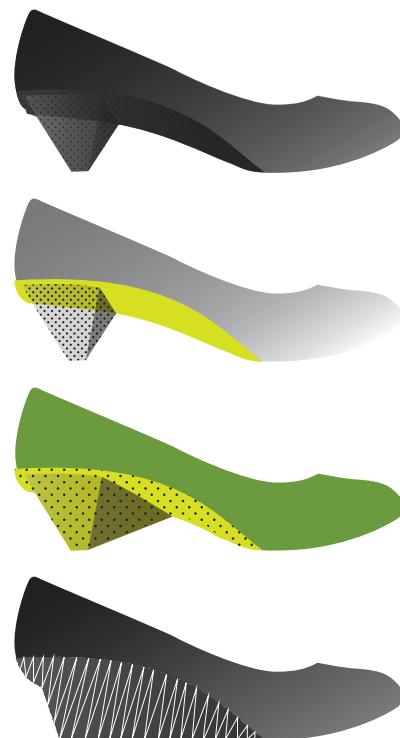
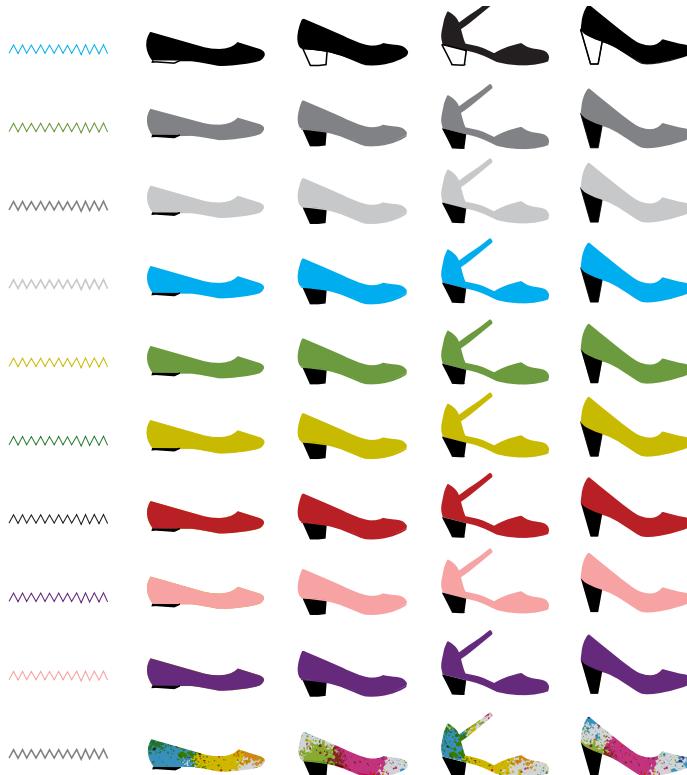
Paper prototypes and foam model





Made-to-order leather upper is manufactured using traditional methods

Functional arch support, which is personalized to provide a custom fit, is 3D printed



Proposed solution



Upper design, pattern making, sewing of leather upper for ballet flat



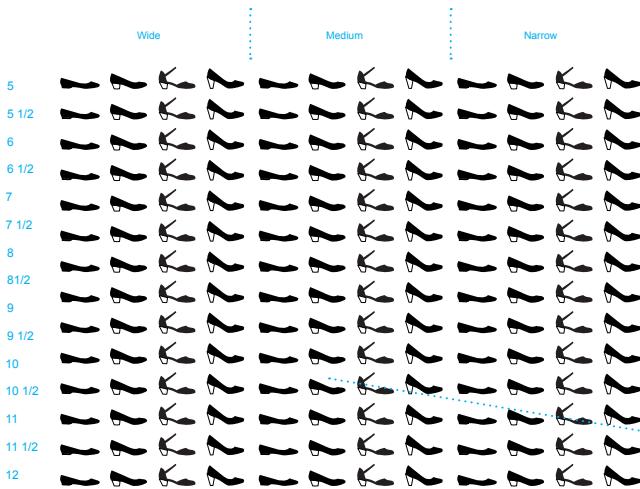
Outsole design that functions as an arch support



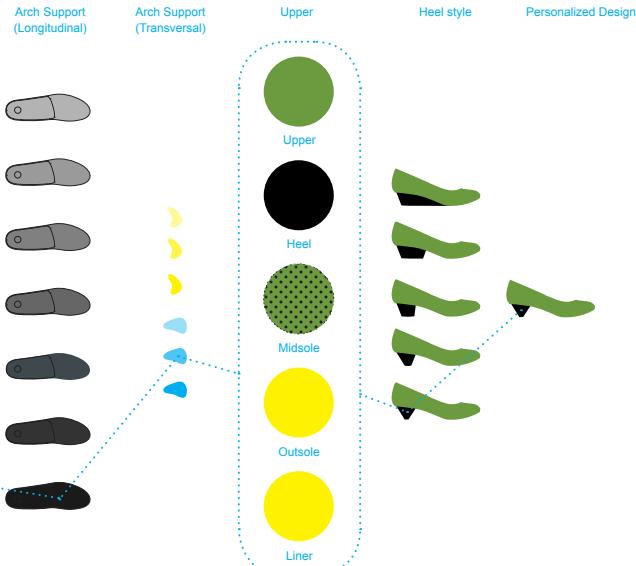
3D visualization—ballet flat with different color and pattern options



Grading of the last, made to order shoe upper



Personalization of design, prefabricated orthotics (outsole) types.



1. After one of the four shoe types is chosen by the person, software finds the closest match in digital inventory based on foot scan

Made to order / made to measure service system, customer journey map



#### Assessment, evaluation and scanning

Assessment, evaluation and scanning by appointment are available at the concept store. Alternatively, any other specialist captures the person's foot geometry and the foot scan data is made available with the person's consent to the shoe company of choice. The contours of the foot get captured by 3D scanning with every heel position the person considers wearing. The foot geometry data is stored in a database. If the person wants her existing arch support to be recreated—it will be scanned, and later transformed to outsole design.

#### Corrective geometry is created by software

Specialist creates corrective geometry using a computer with special software and parametric modeling. Preferably the same person who scanned the foot, and talked to the person would overlook the process done by the computer. Data becomes part of the medical history.

#### Concept store—fitting

Based on foot scan and corrective geometry the right size shoe upper and proper arch support (closest geometry) is selected, and the software makes a recommendation. Previously designed outsoles are kept in stock for fitting, the upper and outsole are temporarily connected and available for the person to try the fit.

#### Online store—personalization of design, purchasing

Personalization of shoe design (colors, heel style) by customer using an interactive screen and physical swatch books. Technology is showcased in store. Purchase made in store.

#### Manufacturing

Traditional manufacturing technologies are used to make sewn leather upper. Outsole/arch support is 3D printed. Upper and sole get connected.

#### Customer is waiting for the shoes to be made

Customer waits for shoe to be made and shipped within 2 weeks

#### Shoes arrive

Customer is happy with the personalized design and proper arch support in her dress shoes that fit perfectly. Can be reordered any time.

#### Customer service—return is made if necessary

If customer is not satisfied, she can send back her shoes and can request modifications or a refund.

films

## myTime[line]

Timeline project, a 7 minute first film, that made me think about my own future and the World's, and, which also features some of the products shown here.

Thank you.