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Zsofia
Gutvill

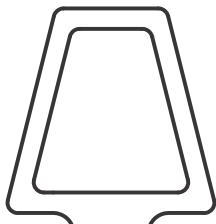
Product
Design

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.





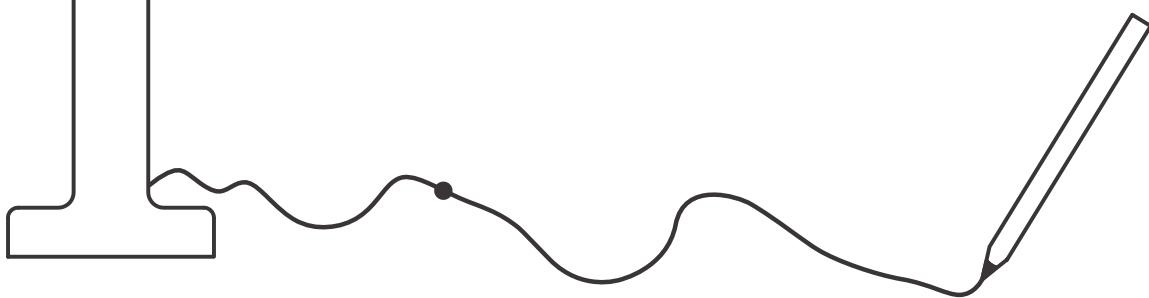
People can draw.

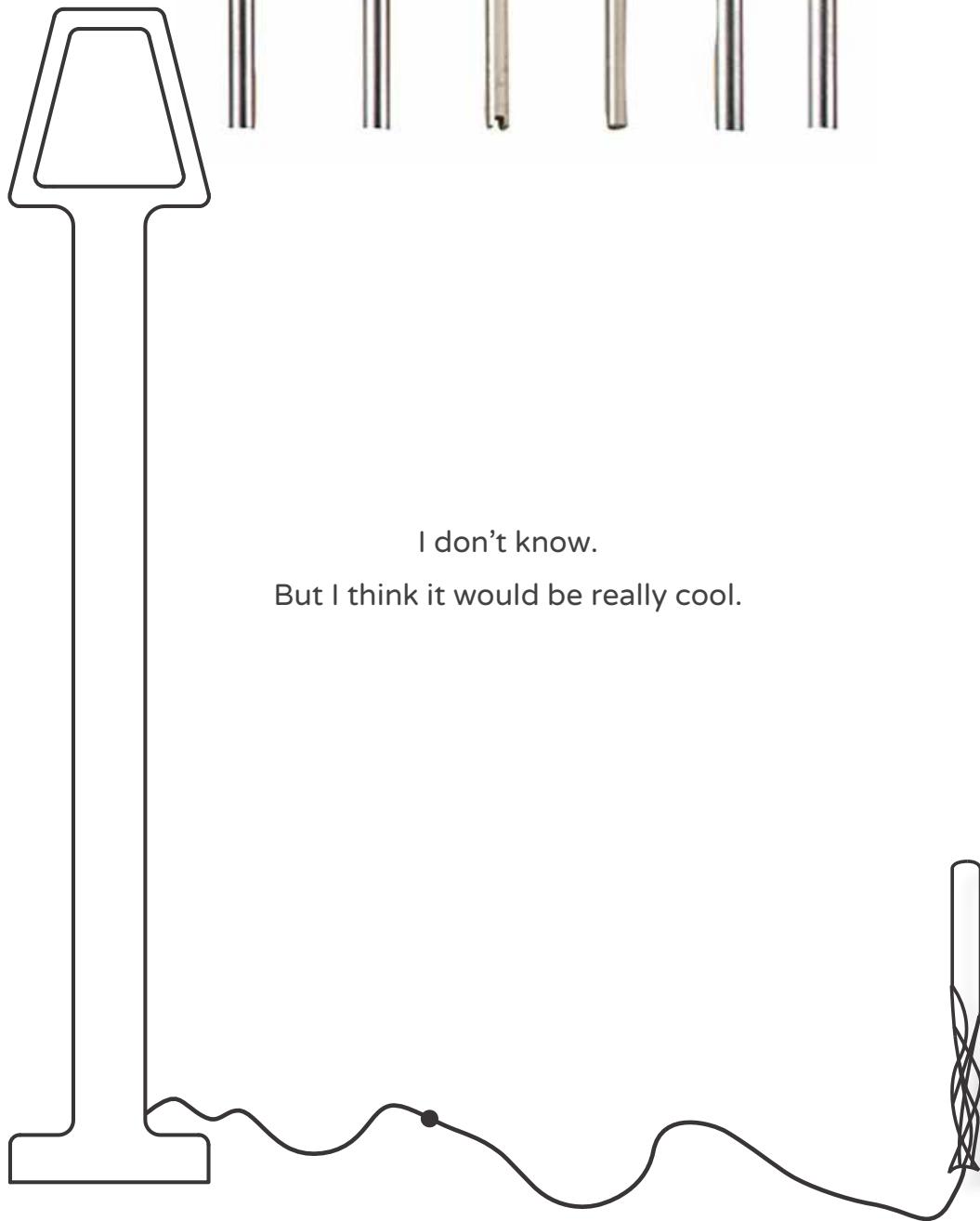
Can machines draw?

Can machines draw lamps?

Can machines draw real lamps?

Lamps that function?

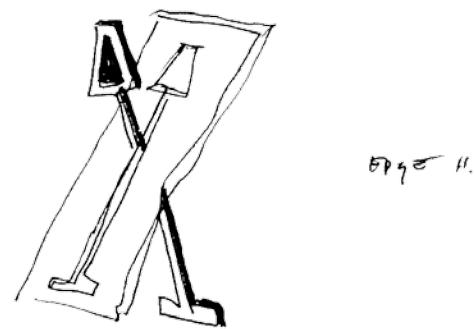
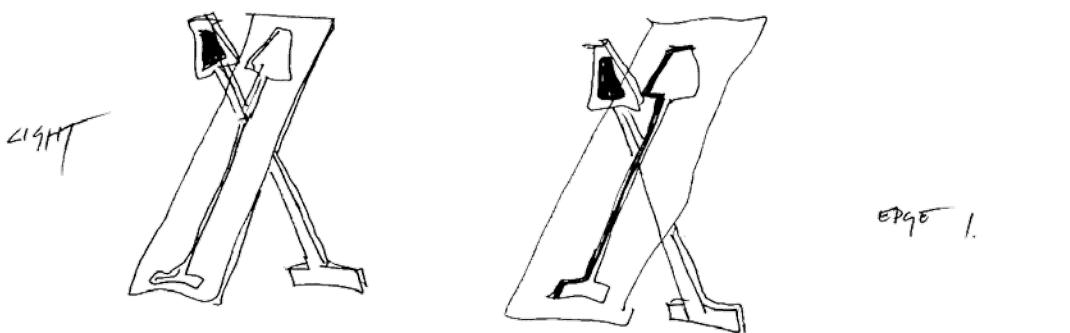




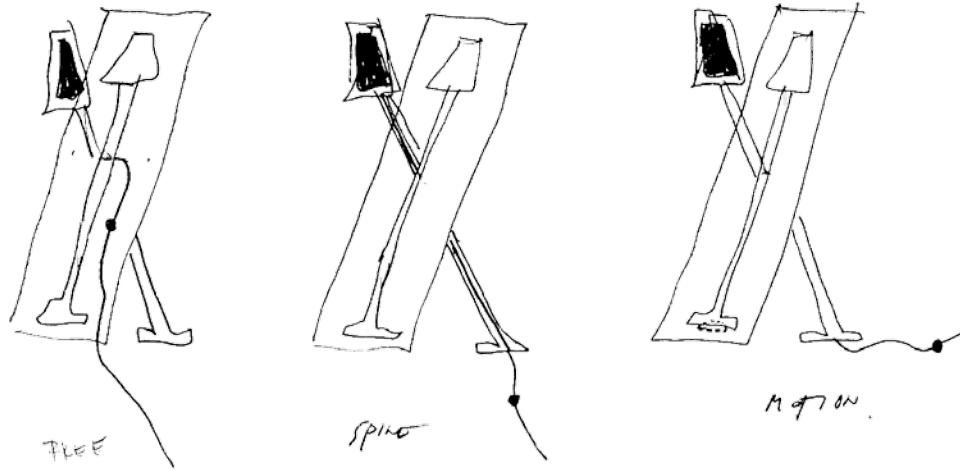
I don't know.

But I think it would be really cool.

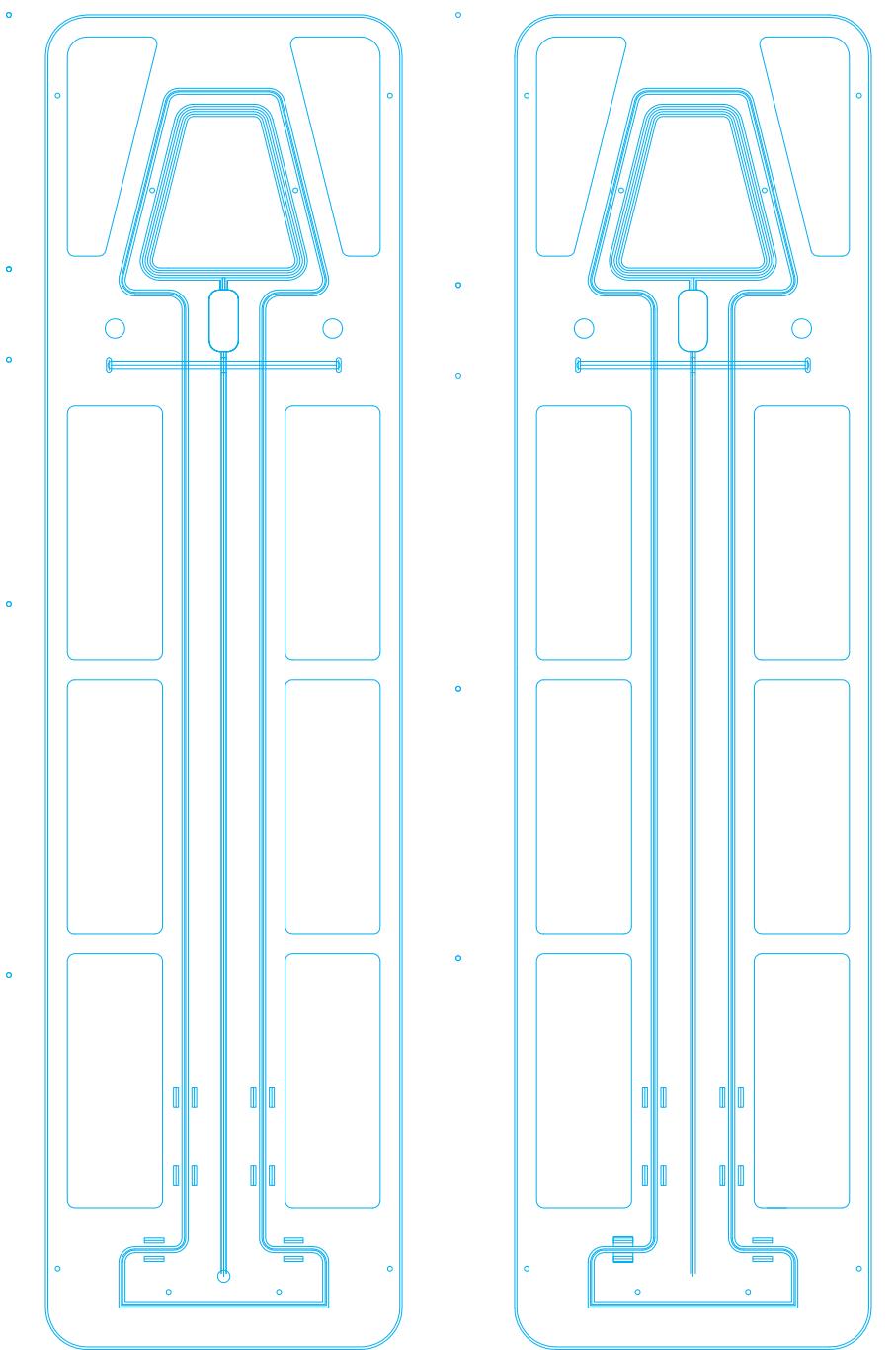
✓



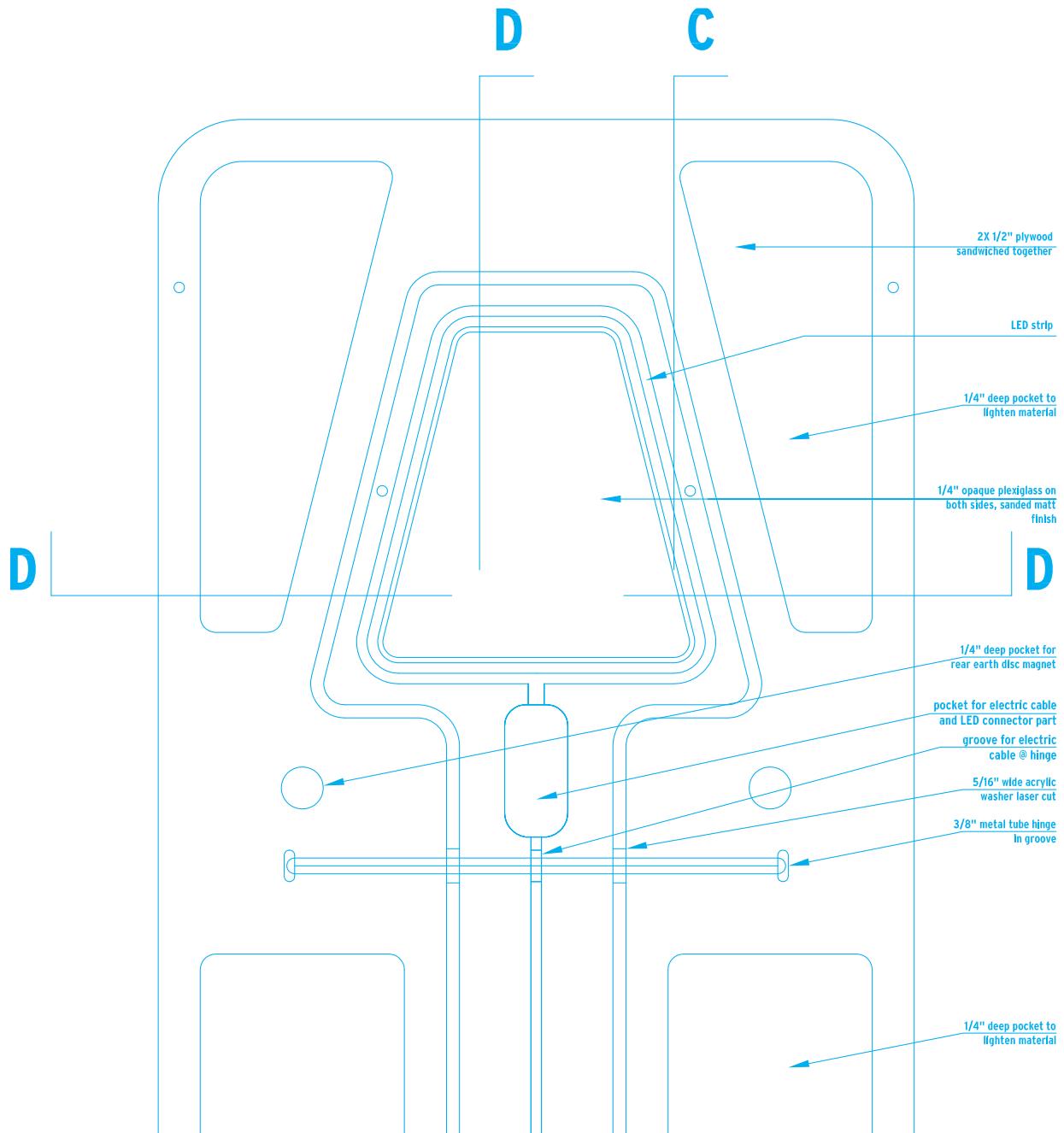
Get - support.











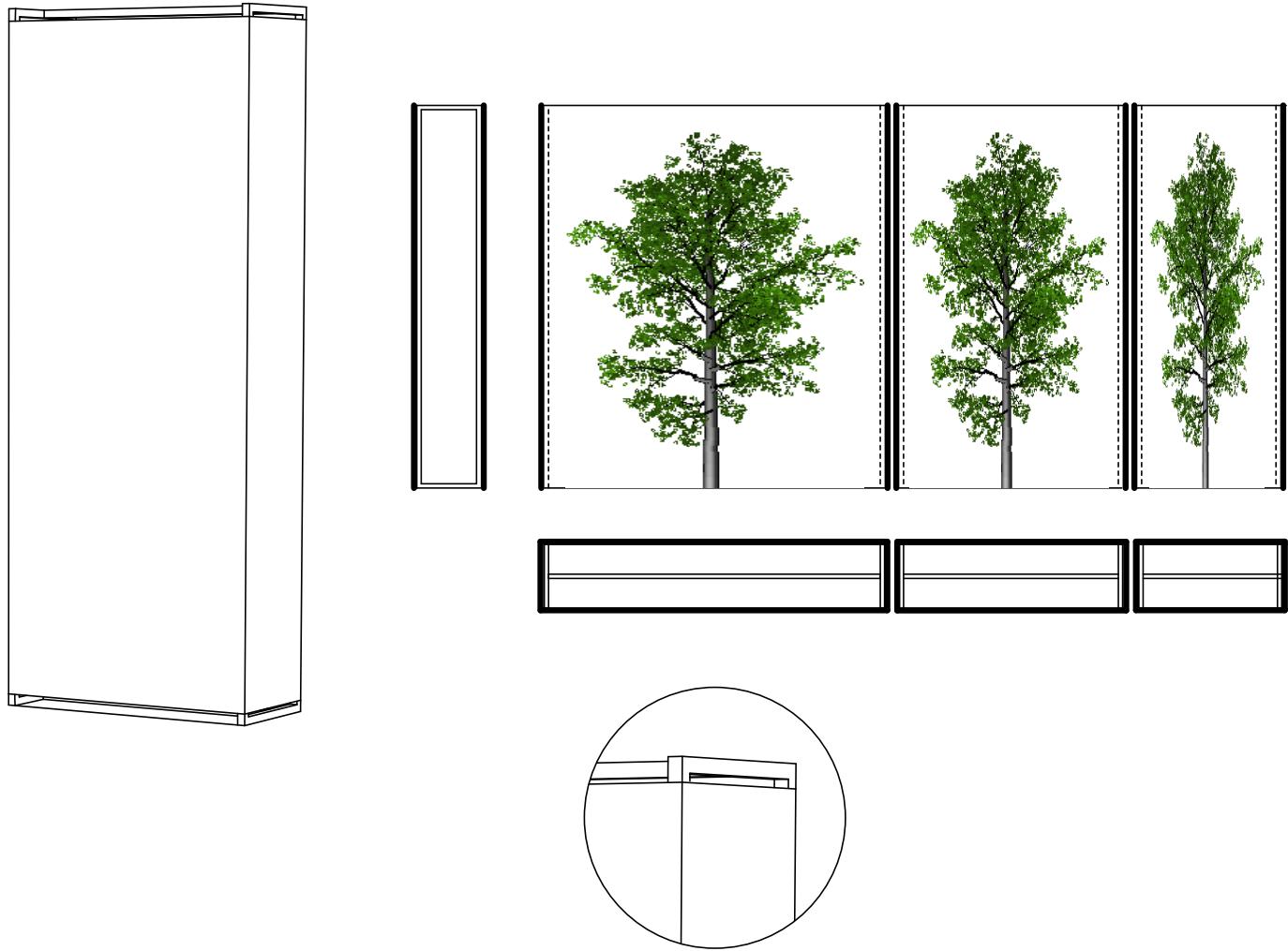


frame+

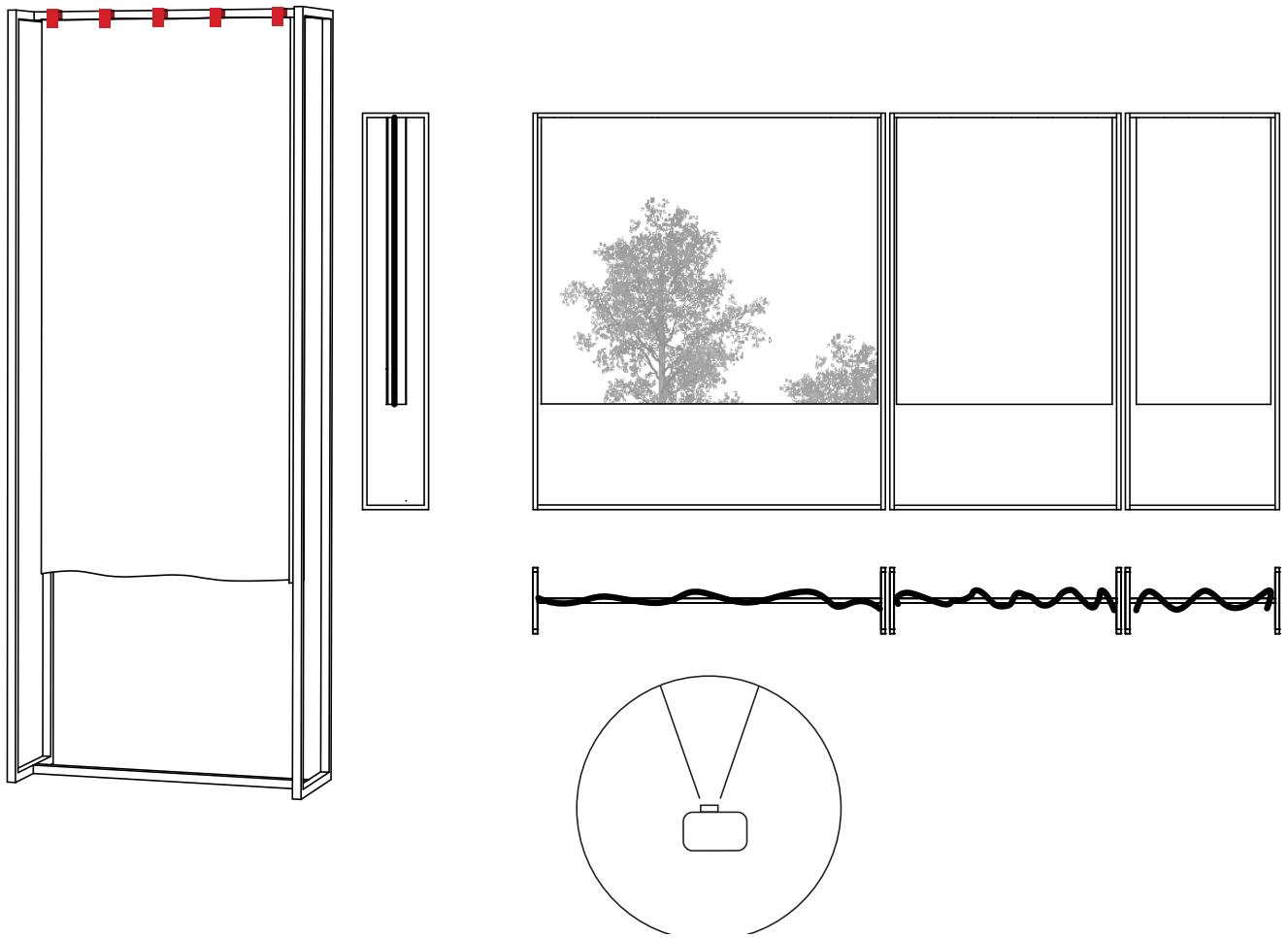
modular space divider for show room

Durable | Easy to ship | Economical

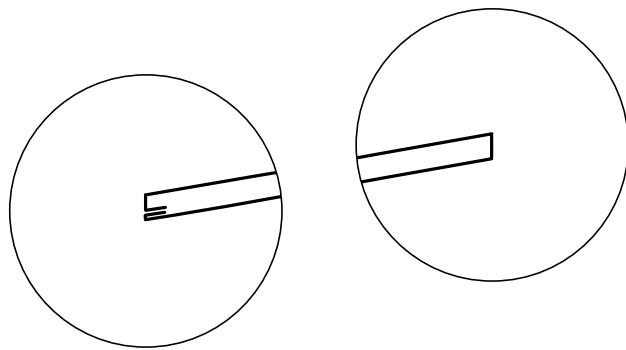
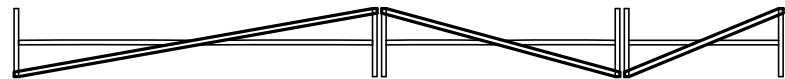
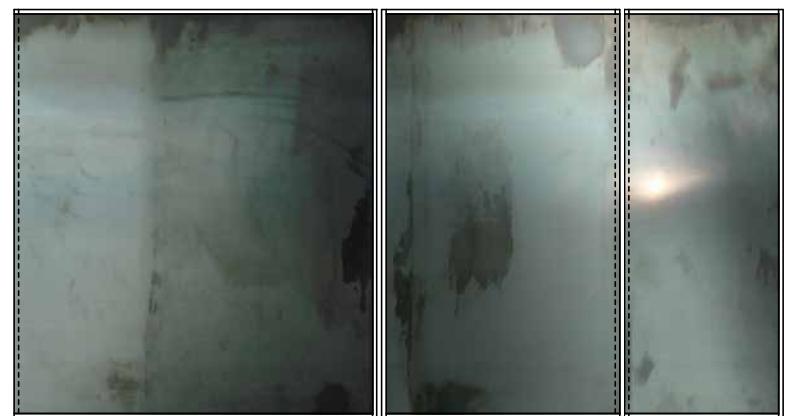
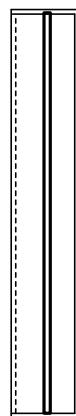
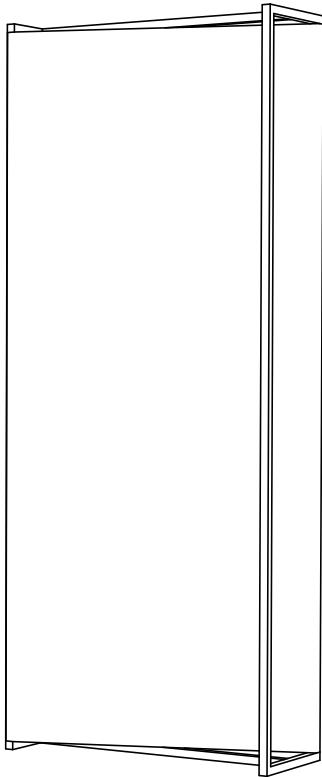
Frame to dress in seasonal intervals. Frame+ is sent to dealers once, new decoration is sent periodically.
A project of Scuola Politecnica di Design, Milan and Cassina, Poltrona Frau Group.



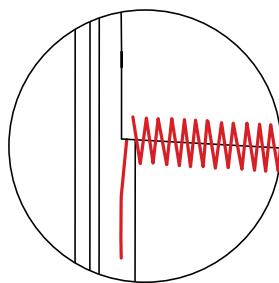
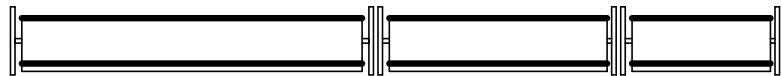
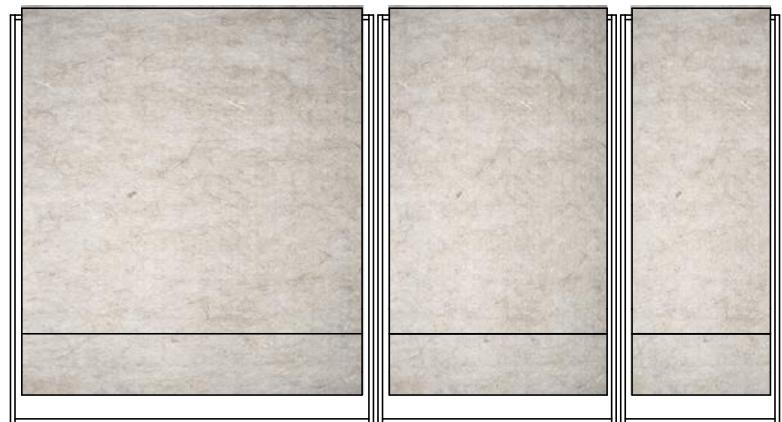
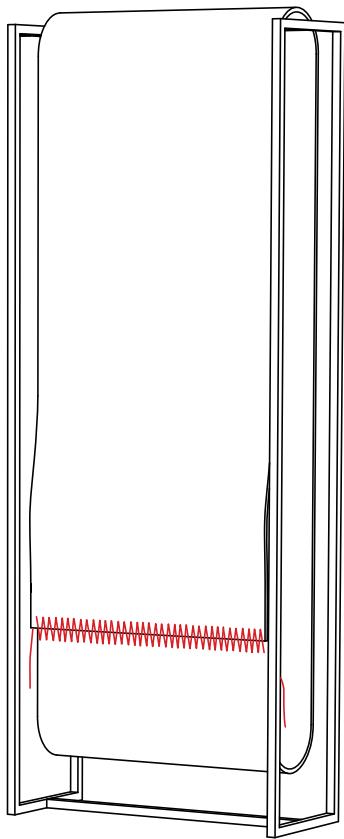
Spring—frame+ Lycra pulled over the frame. Printed image stretches according to the frame width.



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.

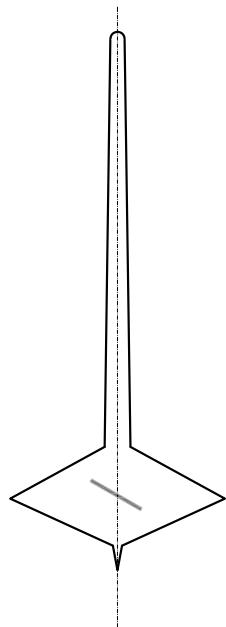
This family of spin tops provides entertainment for people of any age. Everyone in the family can have their own. It provide intriguing entertainment for kids and parents.

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.

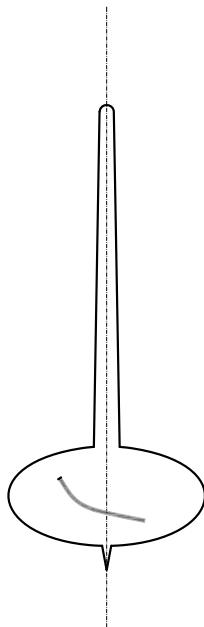


Spin top family, chalk & walnut base

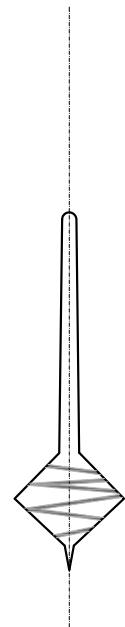
Dad's



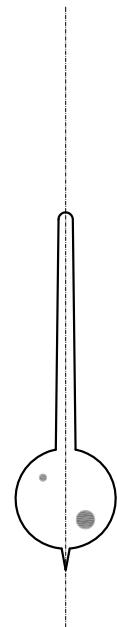
Mom's



Boy's

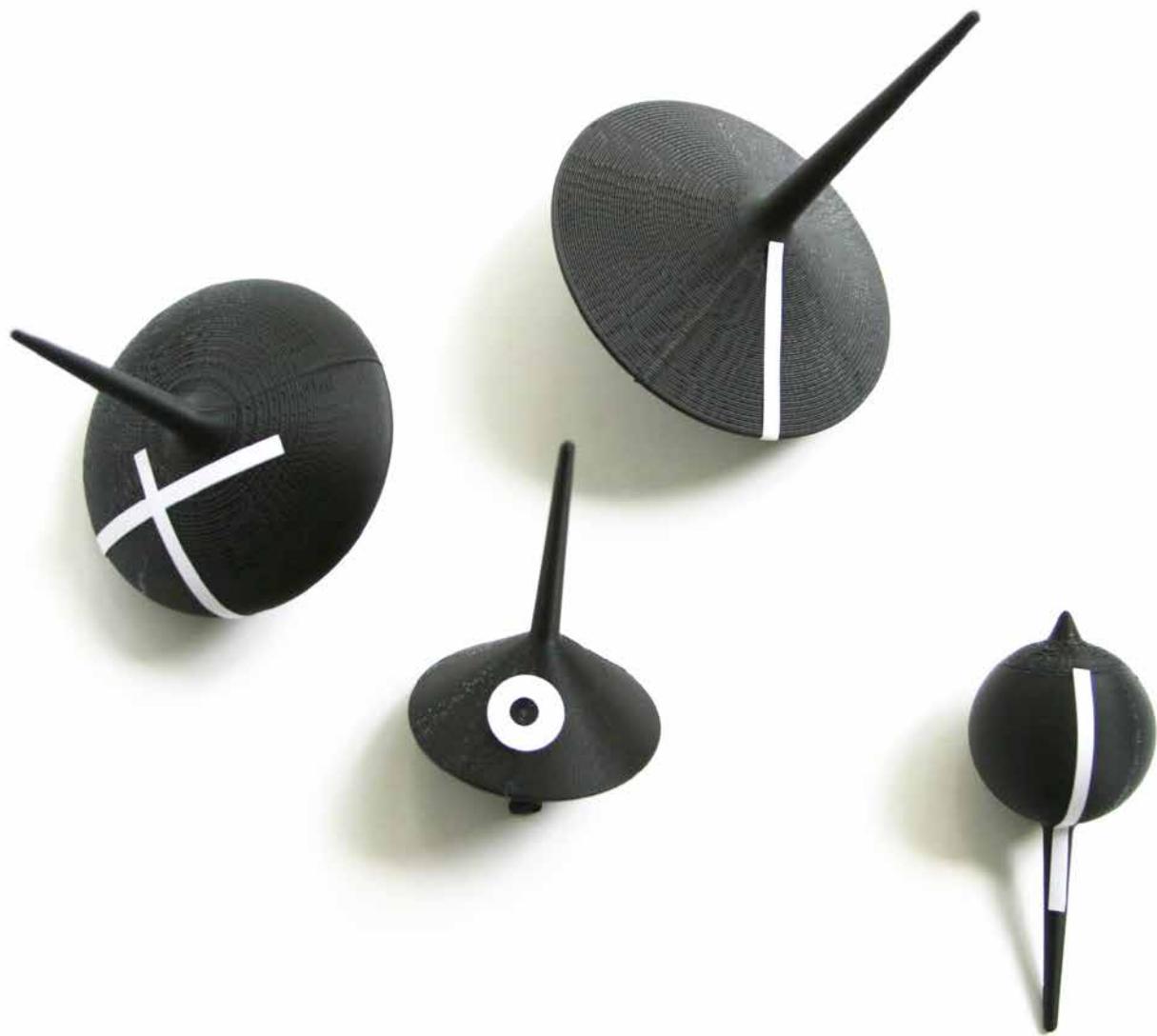


Girl's



Process—3D Printed model, ABS plastic





Tops with hand drawn graphics

flashwear prizm

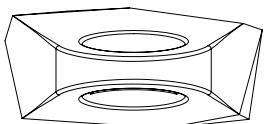
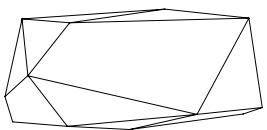
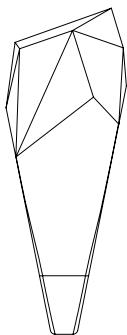
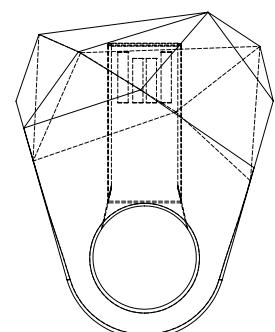
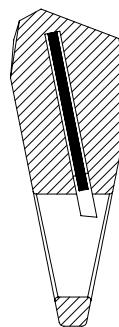
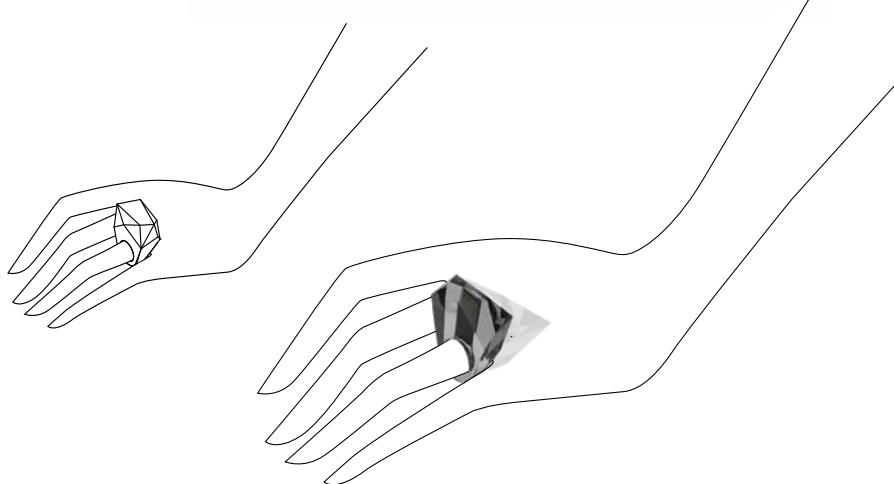
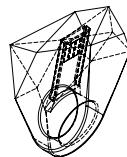
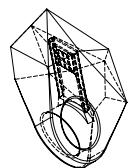
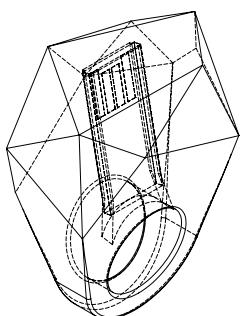
consumer electronics/flash drive

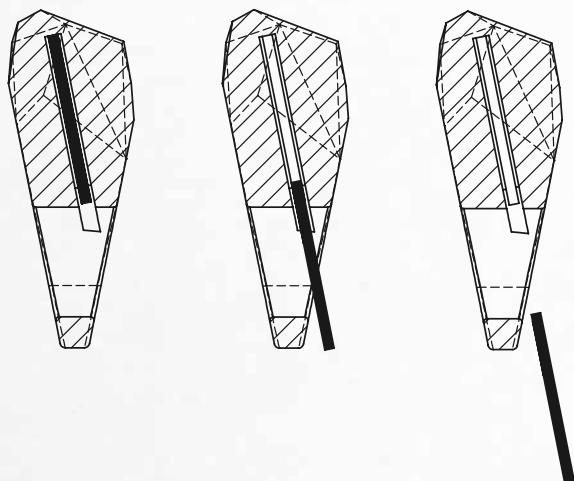
flashwear prizm© is a conceptual design. The flash-drive is incased in a gem stone and designed to be worn as flashy bling. flashwear prizm© questions value in today's society. Which one is more precious the jewel or the data on the drive? Our world is driven by computers and electronics— data has become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

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

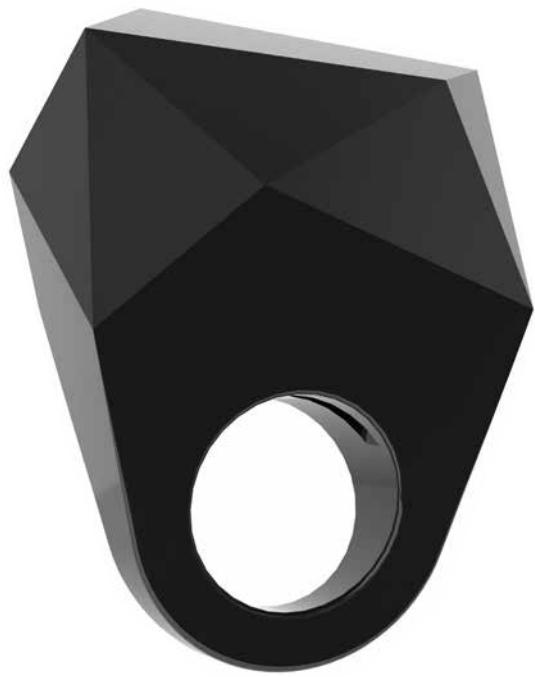
The geometry and angles have been carefully chosen to allow the flash drive to smoothly slide in and out of the ring with the help of gravity. The key to the treasure is she who wears the ring.

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

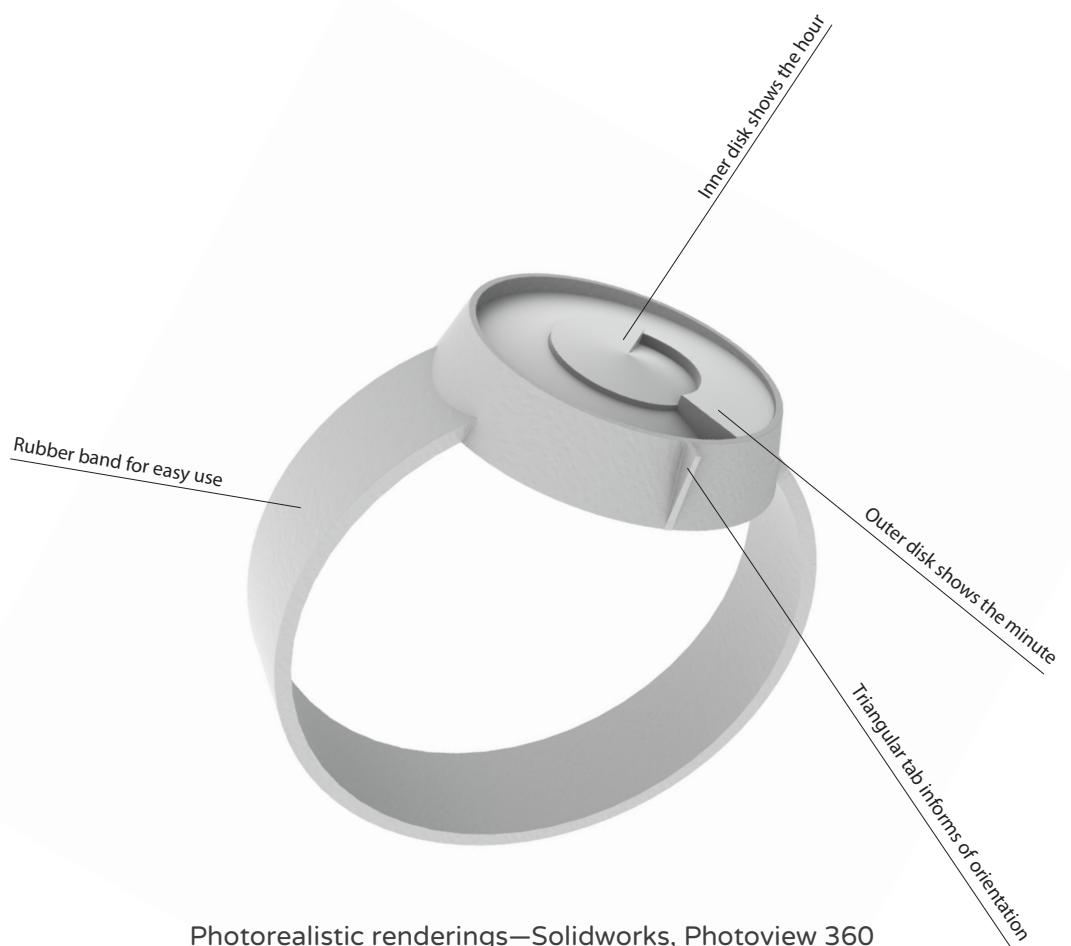
Heal-X is a conceptual design for a tactile watch. Heal-X was designed with inclusive design principles in mind. Besides looking at the face to read the time, the wearer can feel the time by running their finger along the edges of the face and arms.

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

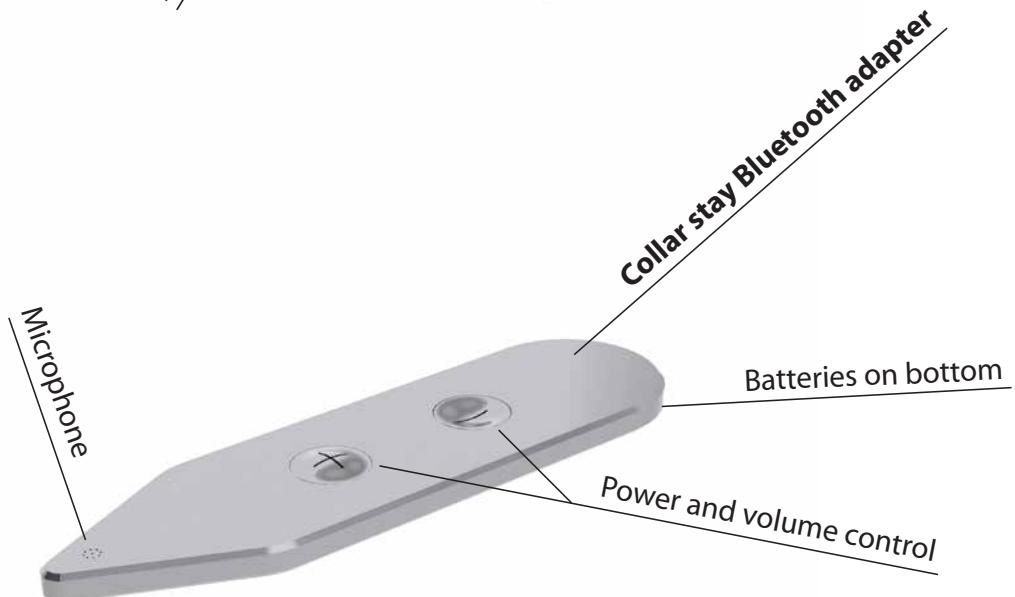
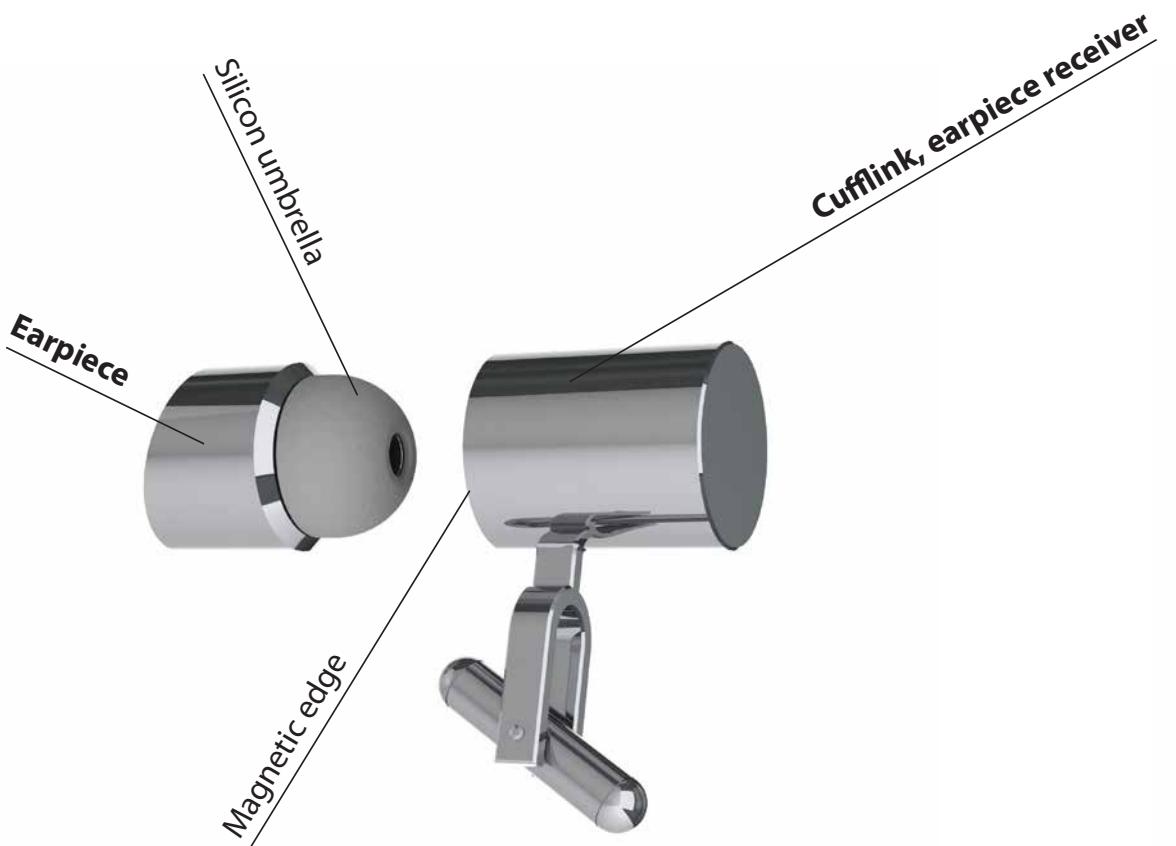
discreet

bluetooth headset

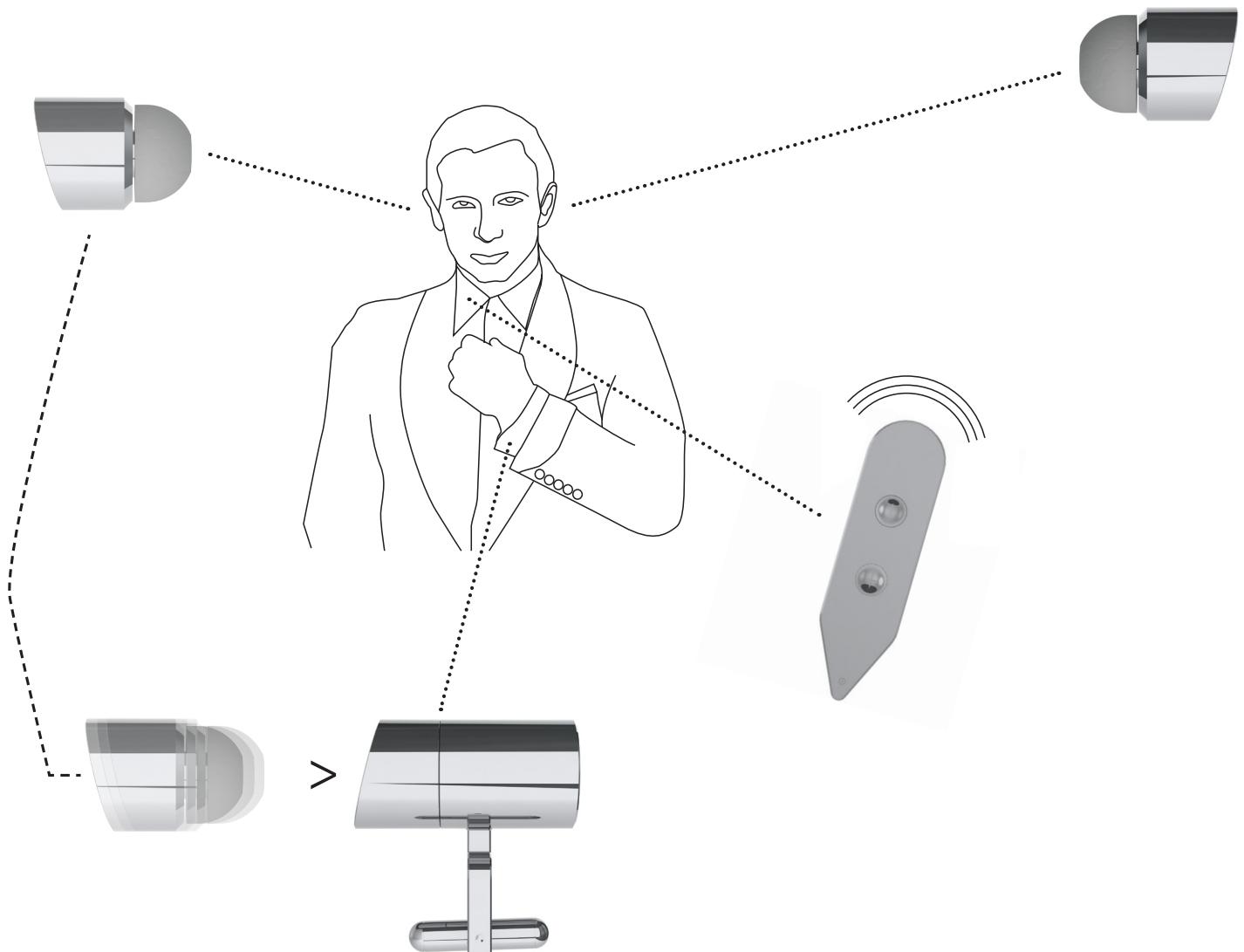
Discreet is a conceptual design for a Bluetooth headset. It allows discrete discussions for the formally dressed business person.

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.



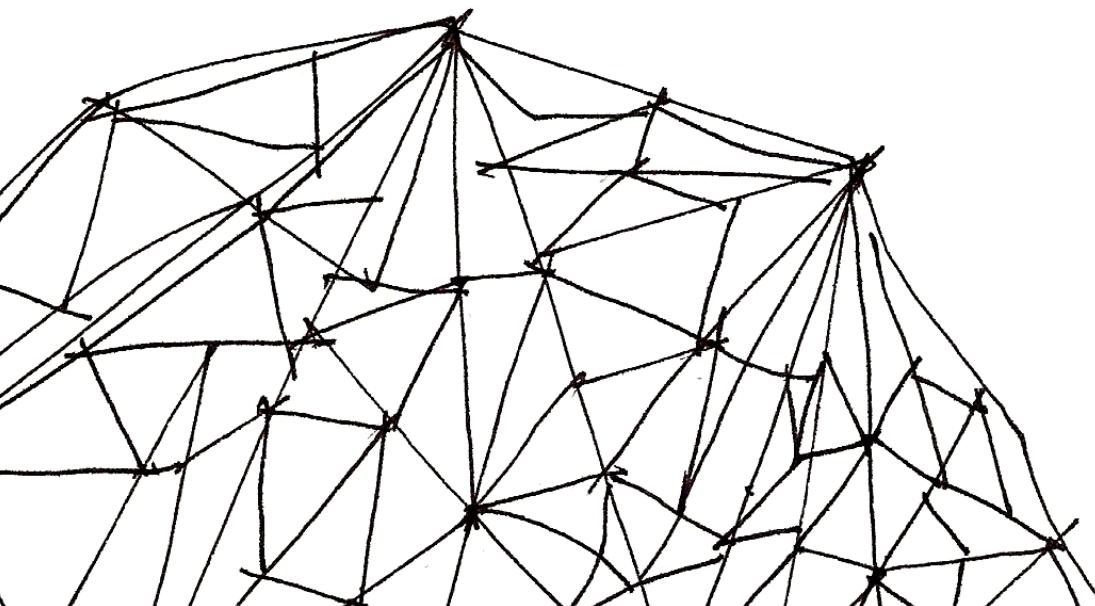
Photorealistic renderings—Solidworks, Photoview 360



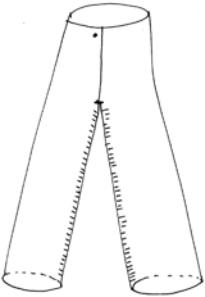
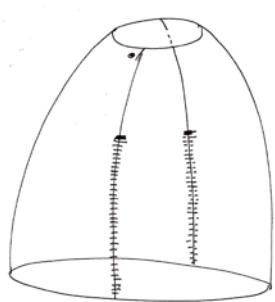
Photorealistic renderings—Solidworks, Photoview 360

rock

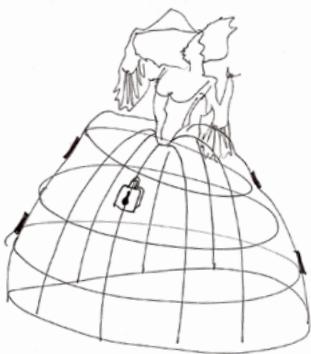
protective garment concepts



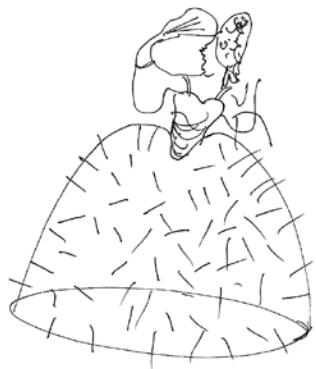
Deciphering the Catalogue Aria
from the Mozart opera
Don Giovanni



CONVENTIONAL / PROTECTIVE GARMENT III.



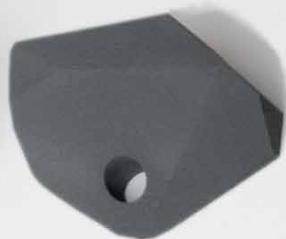
PROTECTIVE GARMENT I.



PROTECTIVE GARMENT II



OVERSIZED JEWELERY

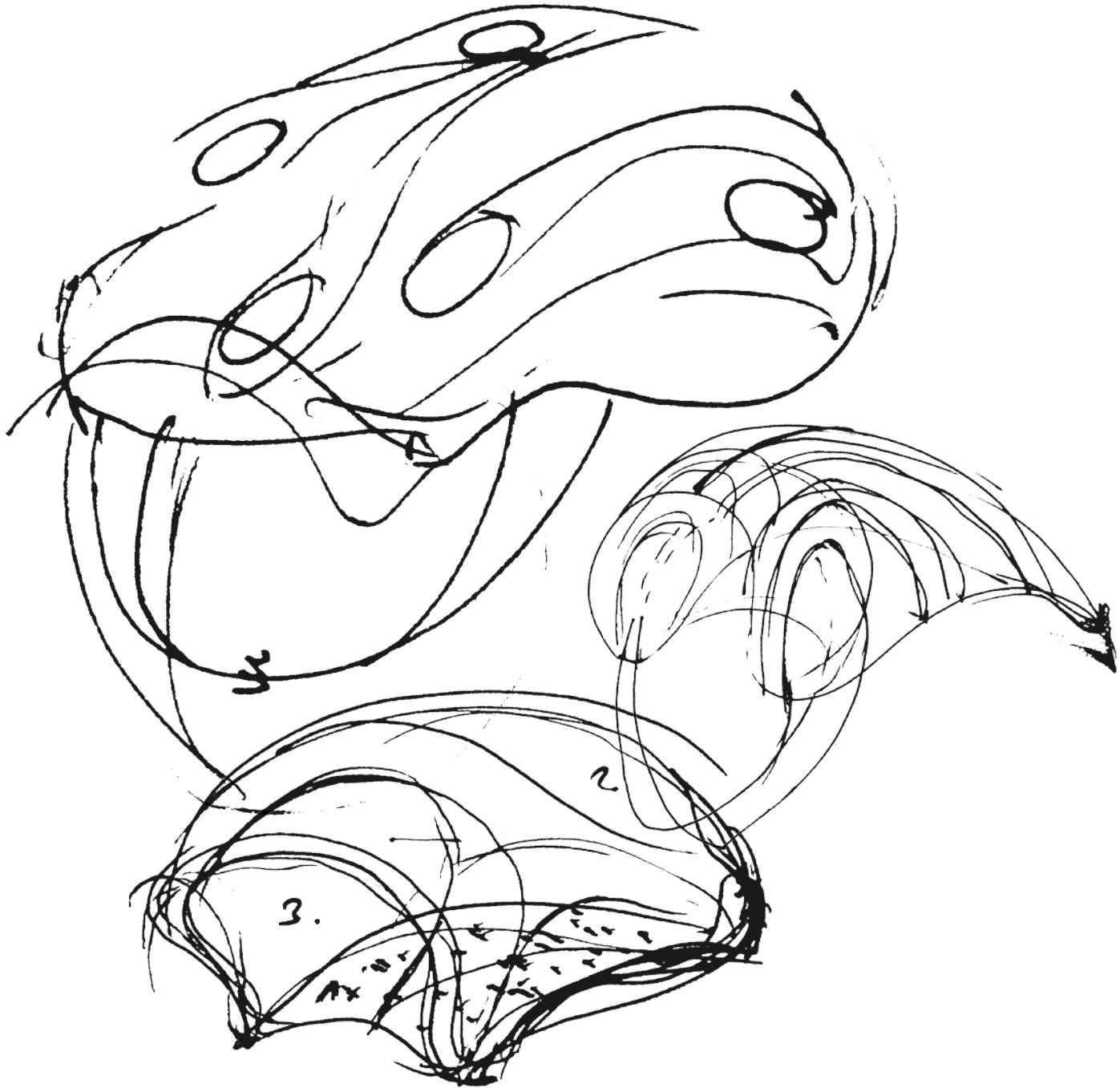


Foam models

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!"



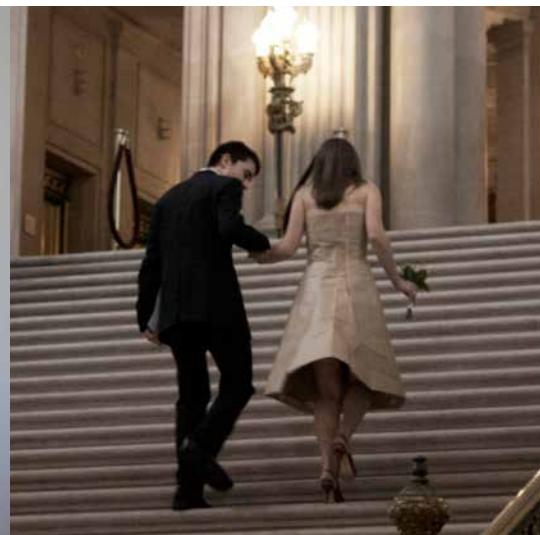
Illustration for wedding invitation



Wedding dress made out of 6 paper bags



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





aging in place

human-centered design

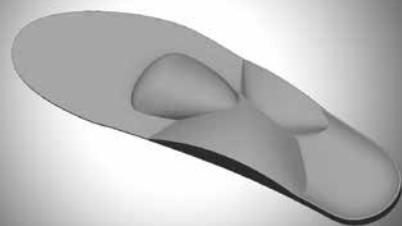
Women specific shoe brand, with just a few styles but with several different footbed choices. Every model comes in normal and wide and can be bought with 4 different off the shelves orthotics that are made specifically for the shoe. If a person has more specific needs, which is diagnosed through a thorough process of video recording and monitoring, 3D foot scanning in weighted and neutral positions, and scanning the existing orthotics if available, the person can order custom orthotics for the shoe. With technologies advancing, 3D printing custom orthotics, corrective footbeds and functional outsoles will soon become possible, feasible and make this type of system service viable.



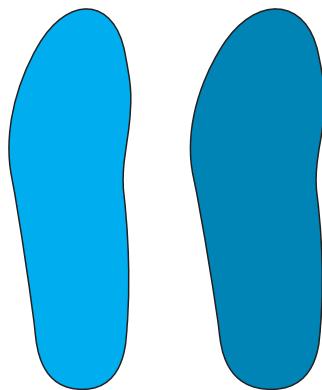
PRIDE
FITNESS
EASE

INSTEAD OF
INSTEAD OF
INSTEAD OF

SHAME
FATIGUE
FRUSTRATION

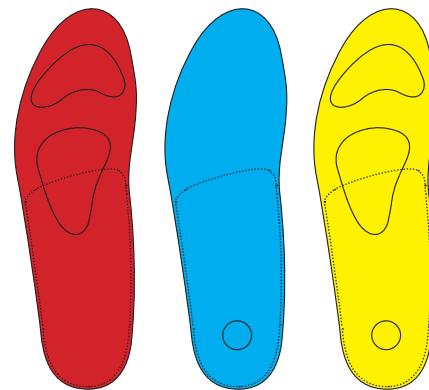


Process—Paper Prototype. 3D model, foam model



NORMAL

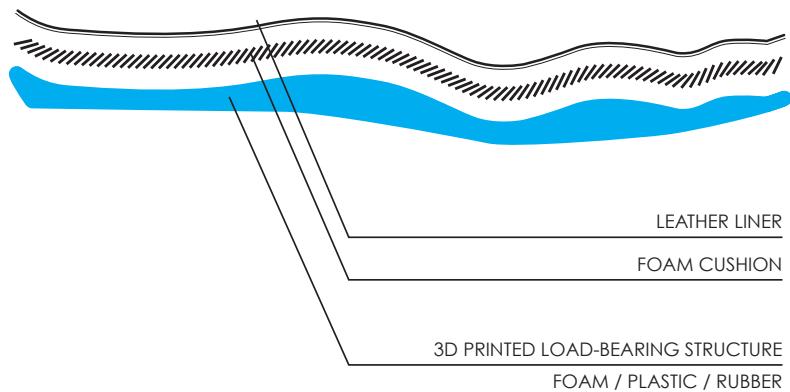
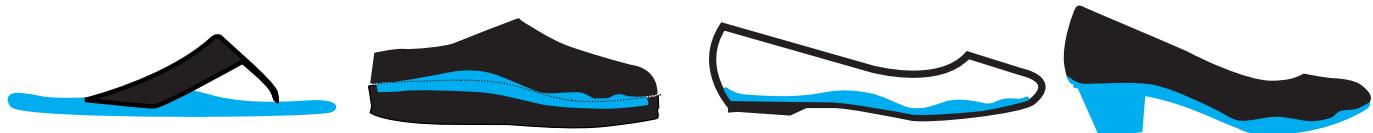
WIDE



NORMAL TO HIGH ARCH

NORMAL TO LOW ARCH

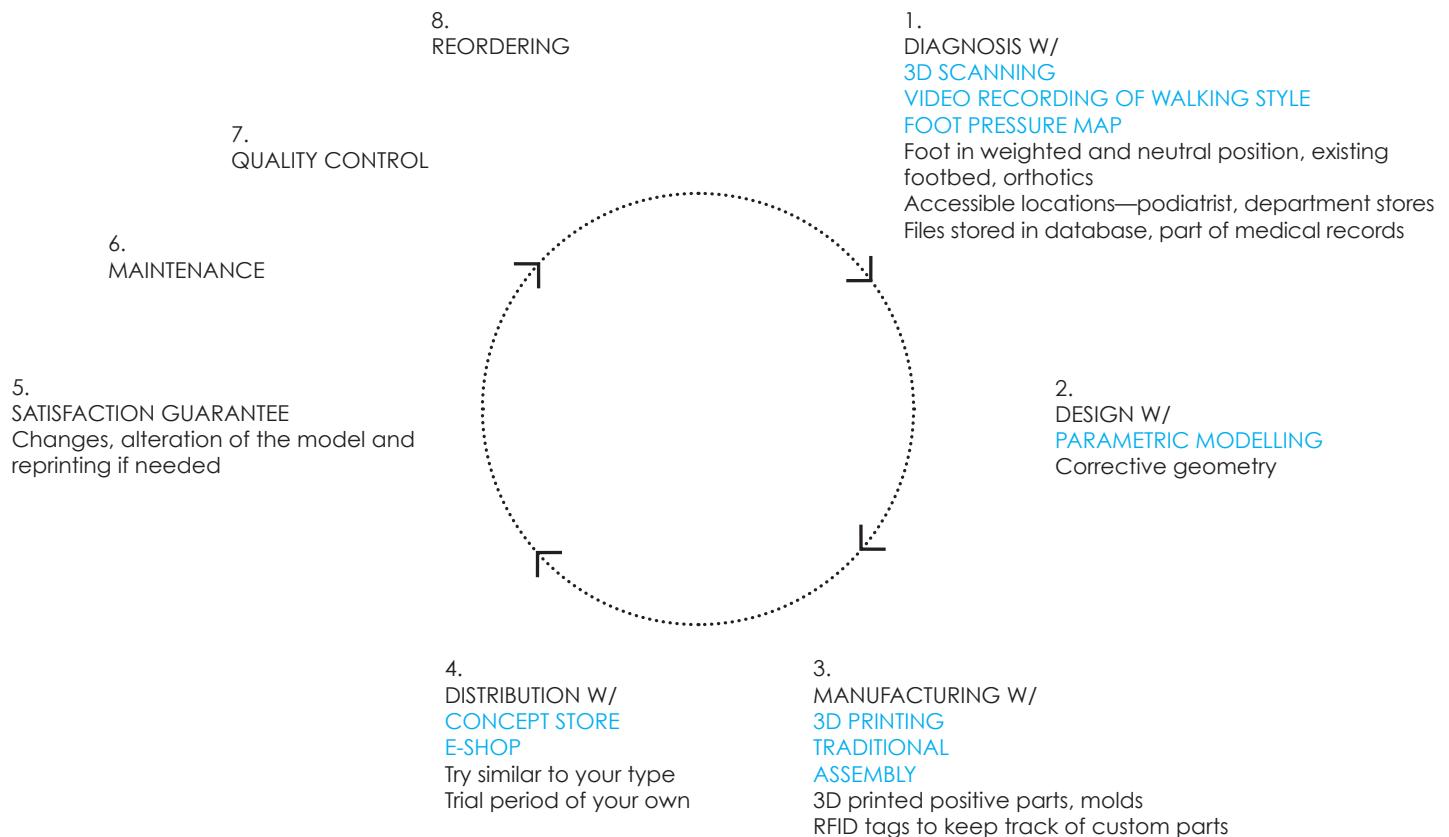
CUSTOM



CUSTOM , 3D PRINTED

MANUFACTURED TRADITIONALLY, PATTERN CUSTOMIZABLE





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.