

GARY

ROWE

PORTFOLIO



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PORTFOLIO



DESIGN METHODOLOGY

UNDERSTAND

Understanding the user, the problem and the need. My approach involves getting under the skin of the problem – how it effects the user and why they need a solution in the first place. Empathizing with the user, eliciting stories and asking 'why' questions uncovers deeper meanings.

OUTLINE

Defining what stood out during the observation and what patterns emerged; if something interesting came up, I prefer to ask "why"?

CREATE

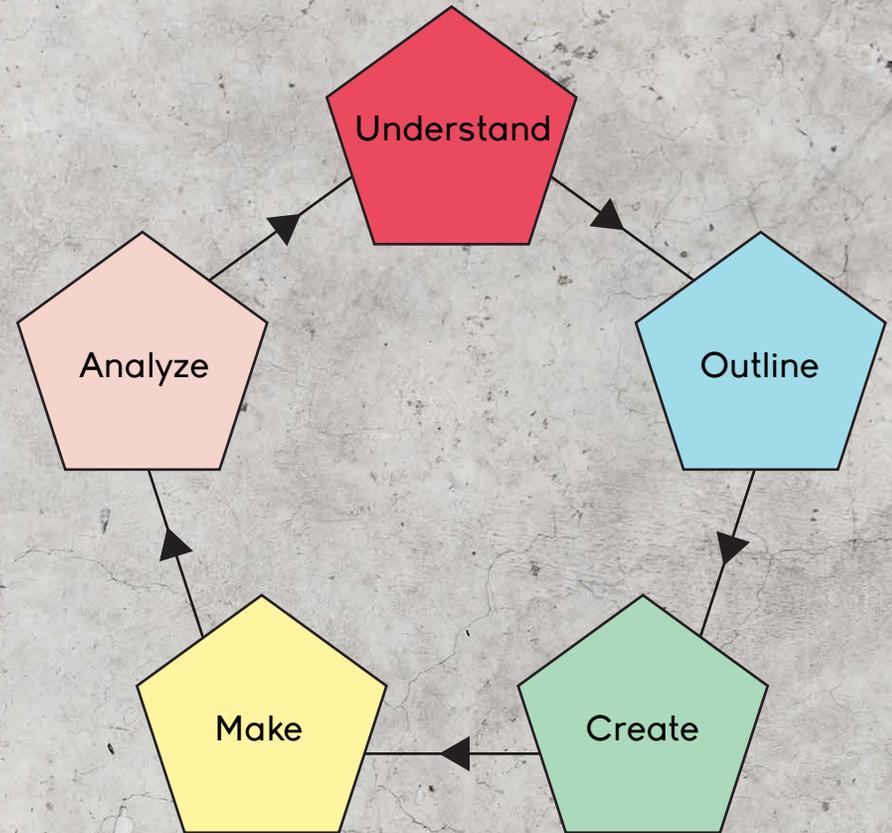
A free-flowing process of ideation flowing from the well-defined and clearly constrained problem statement. Separating this from the evaluation stage is important so as not to hinder the flow of ideas.

MAKE

Picking 2-3 of the best creations, usually via a vote, and start building. This can be with whatever materials we have on hand, but most importantly, just start prototyping.

ANALYZE

Putting the prototypes in the users' hands, without too much explanation is important. Let them ask the questions, interpret, and allow them to switch between different models so they can make a comparison.





BOUNCEPAD

BOUNCEPAD | ORIGINAL RANGE

OVERVIEW

During a three year period working for Bouncepad as a founding member of their design team, I was a crucial in helping design much of their product range. During my time, we increased the product range from 2 to 15 products, and added multiple configurations across a modular system that amounted to around 2500 different SKUs.

The Bouncepad Original range of products was the initial product family launched, and is still the most adaptable tablet enclosure system in the world.

The system turns consumer tablets, like the iPad, into digital touch-point kiosks, through a range of secure products that were initially designed for the retail market.

It is a modular system that makes switching tablet, adding peripherals, or even changing mounting options as simple as possible.

Desk, Wall and Floor mounted options were designed with a wide range of viewing angles to create the most ergonomic experience possible.



PROBLEM

The feedback our design team received from retail clients was they were looking for new and innovative ways to engage and interact with their customers. Creating a truly omni-channel experience was critical for retailers, and extending this experience inside the store was equally as important.



The idea of using the iPad as a retail tool spawned out of a series of custom projects our team had completed, and afterwards we spent time drafting out potential use cases; what became apparent is that the possibilities were infinite. We agreed to build a product line based around the iPad's slick, premium design that aesthetically was an extension of the tablet, but crucially allowed the app and experience to take center stage.

SOLUTION

Our objective was to make the Bouncepad products seamlessly blend into the most beautiful and high-end retail environments. Designed with a high level of detail and utilizing premium materials, the enclosures were designed to be an extension of the iPad's iconic design aesthetic.

The streamlined form, light design and detailed finishes were an instant success in the market, and offered the perfect recipe for high-end retailers implementing digital touch points. We collaborated with brands such as Comcast, Verizon, Clinique, Luxottica, Adidas and Converse.



BOUNCEPAD | CUSTOM

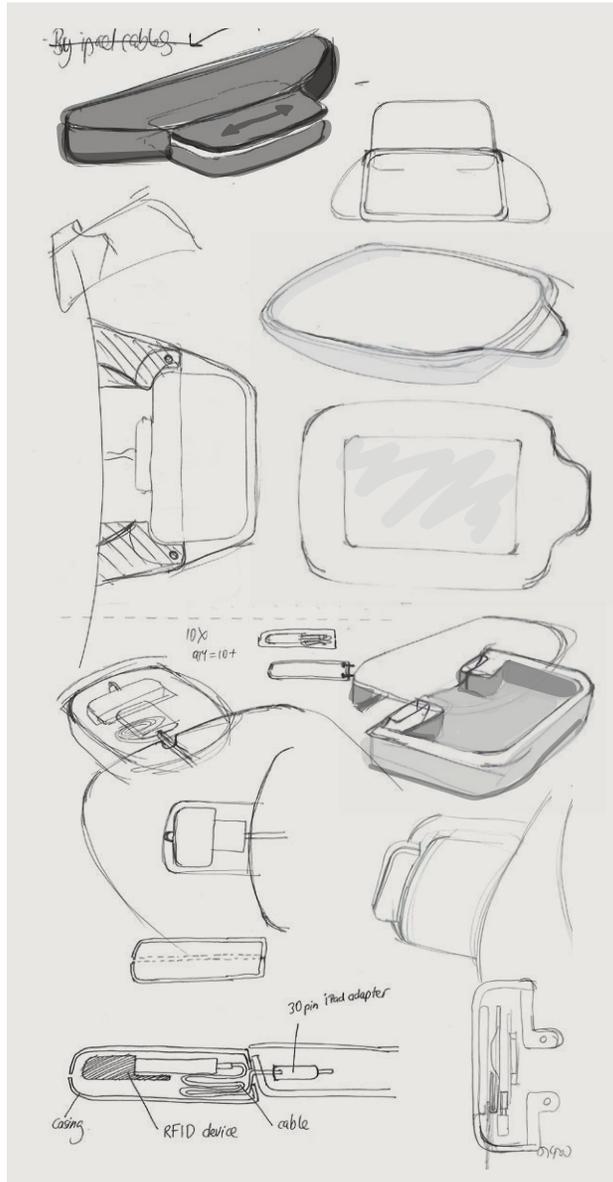
OVERVIEW

Growing the product range organically often meant that new products started life as custom project requests. New industry use-cases allowed us to feel out demand in the market before committing to launching products in full.

We completed some incredible custom projects including an augmented reality solution for the London Eye, one of London's busiest tourist attractions, and an augmented reality bicycle tour of the Olympic Park that resided on top of Anish Kapoor's ArcelorMittal Orbit.

We also helped create a custom card reader solution for a startup whose mission was to transform the bar experience through self service beer taps and table service, and now operates in over 20 countries.

IDEATION, DEVELOPMENT & PROTOTYPING



PROCESS

Once the custom project was pass from our sales department to the design department, we then qualified the opportunity by examining the following points:

- QUANTITY OF UNITS
- COMPLEXITY OF DESIGN
- TIMESCALES
- NEW MARKET OPPORTUNITY
- BUDGET
- BRAND ASSOCIATION
- MARKETING OPPORTUNITY

IDEATION, DEVELOPMENT & PROTOTYPING





STUDIO WARM

STUDIO WARM

OVERVIEW

London based designer Corinna Warm and her Studio Warm team work with retailers and manufacturers such as CB2, Moooi, Heals, Made.com, Swedese and Innermost.

During my time with the design team, we developed a complete new collection for the Warm brand, and showcased the new collection at the SaloneSatellite section of Salone del Mobile, Milan. The show was a huge success and several of our designs were picked up by manufacturers that year including Swedese and Innermost.

Out of the collection, I specifically managed the complete creation and development of two product lines, the Sayulita Coat Stand and the Slip Pendant Lamp.

Managing both projects from start to finish involved completing all research, innovation, development, modeling, testing, manufacture development, vendor sourcing and managing those relationships.



EXPLORATION

Slip was an extension of an exploration into the use of ceramics, more specifically bone china in the lighting industry.

After spending time researching existing uses of ceramics in the lighting industry we found there were very few examples of experimentation and unique modern designs.

Because working with ceramics was new to us, we consulted with a local bone china expert who advised us on best practices and limitations of the materials.

SKETCHING & IDEATION



CONCEPT DEVELOPMENT



STUDIO WARM | SLIP

INITIAL PROTOTYPING

We developed a design that initially involved a two-part design with an outer layer of black ceramic with incisions to let the light through, and an under layer of bone china. Bone china is a translucent material and projects a warm glow when lit underneath.

We then worked directly with ceramics manufacturers based in the World Capital of Ceramics, Stoke-on-Trent, England.



SOLUTION

The manufacturing process was simplified when we took the product to market; we decided to eliminate the outer layer due to challenges with manufacturing process, and quality inconsistencies.

The final products is produced in the World Capital of Ceramics: Stoke on Trent, England, celebrating English Heritage and the nation's pottery industry. The pendants are slip cast, fired and coated in a clear glaze. They feature golden twisted three-core cords and brass detail at the top of the shade.



STUDIO WARM | SAYULITA

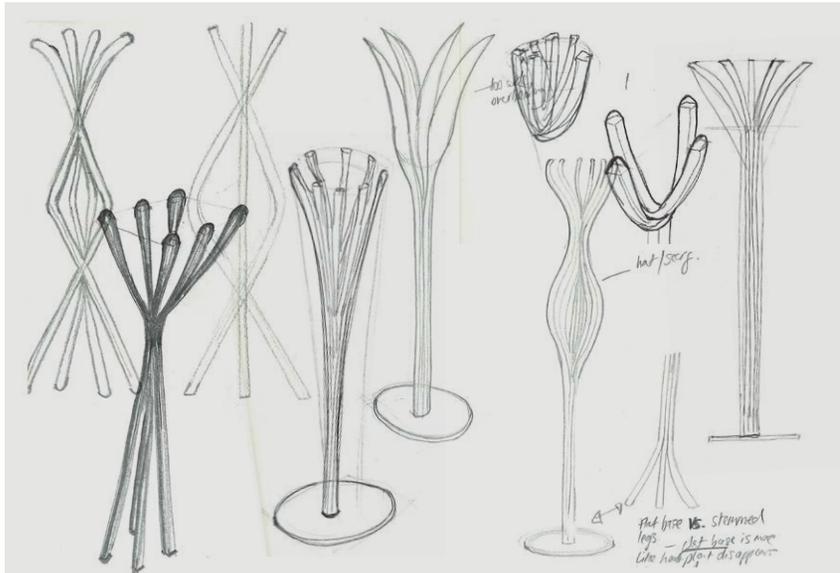
EXPLORATION

Sayulita was born out of the desire to create a high end, organic-feeling coat stand that mirrored elements of nature.

We took inspiration directly from the flora world and began to develop concepts that echoed the form of a flower blooming, with the petals or stems acting as the hooks.

SKETCHING & IDEATION

The initial ideation stage experimented with the notion of various segments meeting as one, and different ways to store



CONCEPT DEVELOPMENT

We took the initial ideas into CAD quickly, and perfected the profile of the coat stand, and refined the number of segments to the design. We took the decision to keep the design as minimal and simple as possible with the final design offering a very sculptural aesthetic.



SOLUTION

Eight perfectly formed stems concertina together to form a circular shape that flowers at the top to create the perfect stand.

We worked with a local steambending manufacturer to develop and refine the design, and we worked tirelessly to get the product down to a viable market price.





ANIMALHOUSE

BOSTON WAREHOUSE | ANIMALHOUSE

OVERVIEW

During an internship working for Chris Raia Industrial Design in Somerville, MA, the design team worked with Boston Warehouse to create a new line of kitchen utensils themed around various whimsical animal characters. The products were sold nationwide by retailers such as Target and Amazon and were featured in the Oprah Magazine.

PROBLEM

The objective was to produce a modern and sophisticated design with high end finishes while maintaining a lighthearted approach to the designs. We took inspiration from some classic Alessi kitchen accessories as well as interrogating a wide range of existing utensils out in the market to assess form, ergonomics, performance, quality and materials.

It was important that each product told a story about the animal, and the way the utensil functioned became intertwined with the shape of the animal or how it moved in real life. This brought a natural familiarity and light heartedness to each design that made the products attractive and comforting.

RESEARCH



Collection of 'Oxo Good Grips' utensils we bought for research and testing.



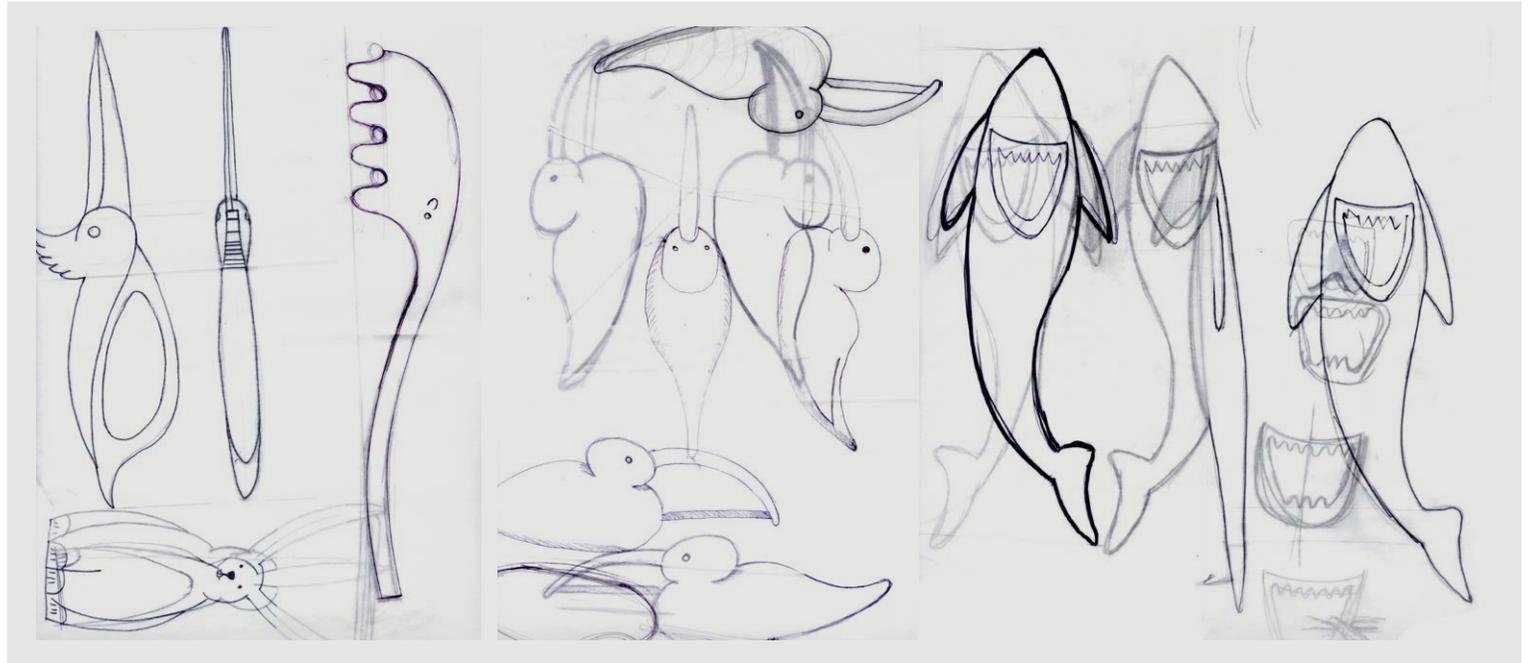
Classic Alessi designs served as inspiration for detailing, finishing and materials.

BOSTON WAREHOUSE | ANIMALHOUSE

DEVELOPMENT

We spent time working on the profile shaping of the designs to get the right curves and outer body form that felt well balanced. We quickly modeled the designs light density foam and then high density foam, perfected ergonomics and anthropometrics.

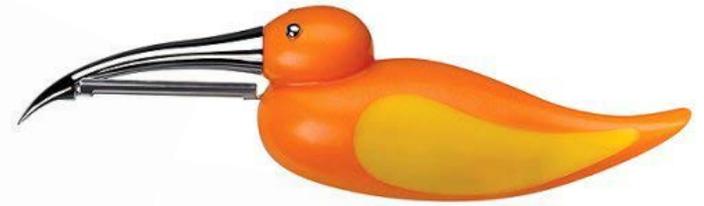
Getting the utensils to feel comfortable and secure across a range of different sized hands was crucial. Form and comfort were important, but function and performance were absolutely critical. We spent a great deal of time testing our prototypes with different people to perfect these components and getting key feedback to improve the designs.

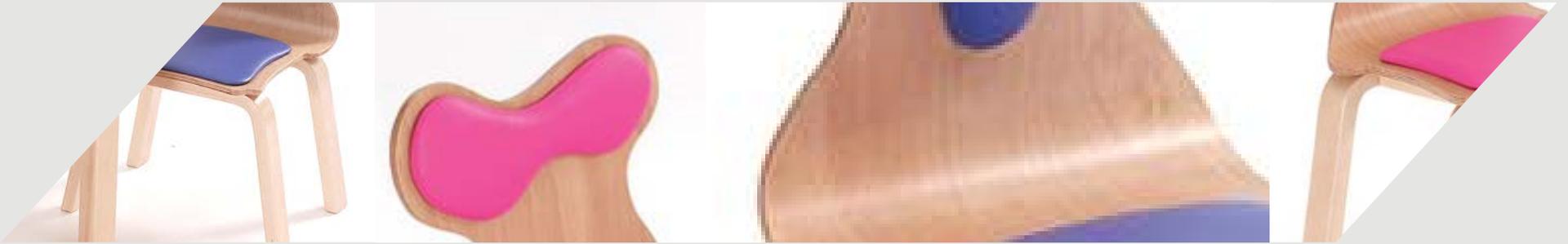


SOLUTION

The Animalhouse range was then developed with manufacturers in China and was finished and branded in co-operation with Philips Design.

The products were manufactured using injection molding, and some incorporated soft grip pads that improve the usability of each utensil. Chrome details were then used for some of the utensil's functioning parts.





LOLLIPOP

BARTON FURNITURE | LOLLIPOP

OVERVIEW

Barton Furniture is one of the last remaining contract furniture and upholstery companies left in the once booming town of Long Eaton, Nottinghamshire, England. Their approach is to make long lasting simple wooden furniture for schools, banks, restaurants and hospitals.



PROBLEM

During my time at the company, along with working on a variety of custom projects, I designed and developed in full a completely new range of children's chairs and tables. The objective was to create a durable, modern design that would inspire children through form, color and function.

During the research phase of the brief, we found that most children's furniture currently available to the contract market either consisted of polypropylene or similar cold materials, and were often uncomfortable to sit on for long periods of time.



SOLUTION

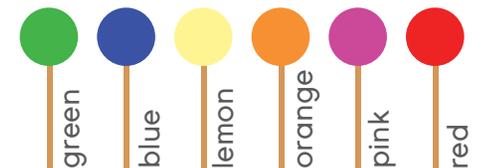
We decided to pursue a bentwood design with bold colors and a range of different shapes. We wanted to inspire and challenge children in their environment, and also give schools options when it came to their furniture. The seat shell was bentwood along with a bentwood 'U' shape leg design. Classic mortise and tenon joints were used for added strength.

The curved and asymmetrical shapes offer more aesthetic and textural stimulation for children. The variety of each design represents the diversity in our classrooms today and encourages children to embrace this concept.

The product range is now being sold as part of Barton Furniture's core range.



COLOR OPTIONS





BOO

PROBLEM

BOO was a personal project for a design competition. The objective of the project was to design a piece of furniture for the home of the future in 2030. The most consistent finding during the research stage was that the continual subdivision of homes into condos meant that homes will continue to get smaller, and our furniture will need to become more versatile and adapt to many different uses.

The path was chosen to design a multi-functional modular chair system.

IDEATION

During the ideation stage I aimed to experiment with forms that were taken directly from nature. The decision was taken to use bentwood laminated bamboo, which was new to the market, as it is not only sustainable from a material standpoint, but is also one of the least wasteful ways to produce furniture.



PERSONAL | BOO

CONCEPT DEVELOPMENT & PROTOTYPING

Scale card models progressed into full size high density foam models. These were tested and retested with a wide range of forms to make sure the chair was ergonomic and universal across all three seating positions. A final prototype was then produced for the competition out of plywood and bamboo veneer, due to the inability to invest in tooling at the time.



SOLUTION

Boo combine three different seating positions in one, allowing the user to completely reconfigure their room setting from dining to lounge and vice versa. This space-saving design comes with a detachable magnetic seating cushion and is supplied as a flat pack design. It is made from a combination of bentwood and solid wood bamboo, and the upholstery is made from 100% organic wool.





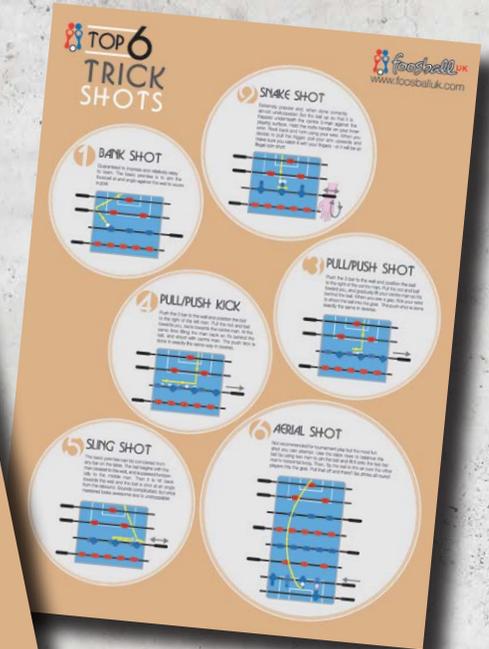
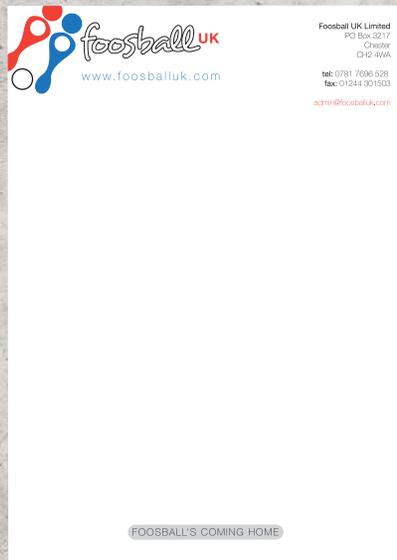
BRANDING & ARTWORK

BRANDING & ARTWORK

GARY ROWE

PROBLEM

Foosball UK are a startup in the North West of England, aiming to be the biggest provider of foosball tables to pubs and bars in the country. At the time, they were keen to build a foosball playing culture in the UK, through their distribution of tables and creating a community by hosting tournaments and events across the country.



SOLUTION

Foosball UK required a complete brand development, visual identity, stationery and advertising collateral. We went for a retro visual identity, which mirrored the classic graphics of the 70s Soccer World Cup and Olympic events.

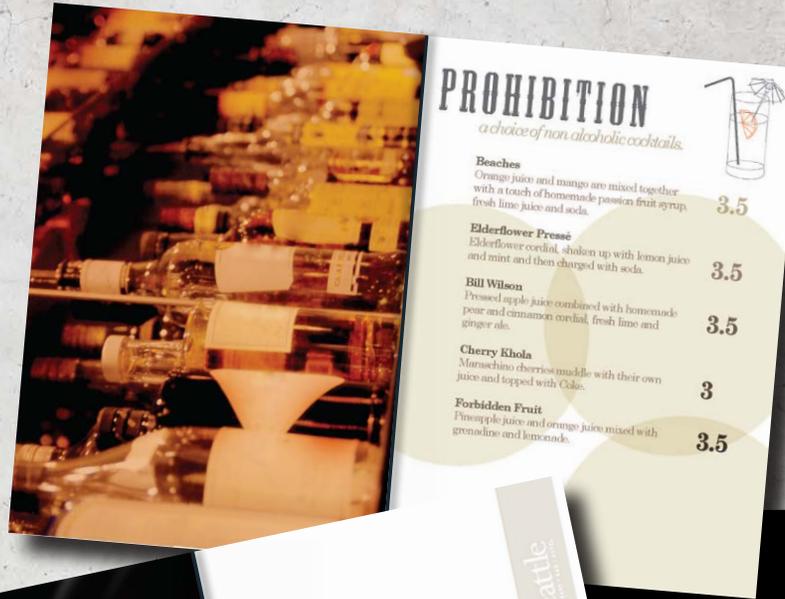
BRANDING & ARTWORK

PROBLEM

Seattle Bar & Restaurant is part of a top hotel based in the Marina area of Brighton, England. The bar wanted to bring their cocktail menu to life, and were keen to tell the story of each drink, to educate customers of the origins of drinks and their spirits, liqueurs and bitters.

SOLUTION

Utilizing a prohibition themed visual language blended in with simple line based illustrations we created a stunning booklet that was a huge hit with the hotel's customers and locals too.



PROBLEM

Tracy Byrne Group is a London based health group consisting of a consulting arm, podiatry services, and a complimentary health clinic. All four businesses required individual identities while maintaining their relationship with the parent group.



The company was keen to implement nature based illustrations in the logos, and we settled on natural pastel colors, which all came together on the group identity. Along with the visual identity, they required a full stationery set, and exterior signage designing for the clinic.

SOLUTION



tracy byrne
PODIATRY



holistic health



tracy byrne
CONSULTING



tracy byrne
GROUP





THANK YOU



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