Emergence - Graduate Show 2007

Welcome to Emergence Design! A collection of works from the 2007 industrial design master graduates of Lund University. After five years, Emergence Design is the final and largest celebration of our education. This booklet/sketchbook is a selection of our master’s degree projects and accompanies three design exhibitions and a “behind the scenes” in depth online exhibition, each showing examples of industrial, service, product, theoretical and conceptual design from this year.

The graduate show will be exhibited at:

The Form & Design Center - Malmö, 24th of May - 10th of June
The IKDC - Lund, 3rd - 14th of September
The London Design Festival, 20th - 24th of September

Industrial Design - Lund University

The inception of manufactured objects is meaningless without the focus on people; the consequential intricacies and responsibilities for those involved in the field of design have been extensively debated. A once somewhat obscure vocation has matured to become an amalgamation of culture, sociology, technology, research and economy. It has evolved into what could be described as the first truly global profession.

Faced with rapid change, designers must dynamically adapt to different roles, acting as initiators, communicators and up-front problem solvers. To that end, much expert knowledge, critical awareness and a passion for transformation is a prerequisite. These competencies cannot be acquired on a theoretical level alone, our aim is to enable students to orient themselves in the limitless field of design, to stand the test of their motivations, actions and results.
Anton Breman, Deborah Georgsson, Carl Hagerling, Emilie Hallgard, Katarina Ivarsson, Robert Nightingale, Anna Åberg, Micael Palmgren, Martin Pråme, Kajsa Westman, Christian Sterngren, Sara Sveninge, Susann Hertz, Kristian Paljasma, Ksenia Yakunicheva, Daria Toma
The caravan industry is currently under threat, predicted to decline rapidly in the next few years. If the industry is to survive and continue to be competitive it must change its strategy and get in touch with current customer trends and to satisfy future markets.

By providing a service that combines the best part of several worlds; tourism, hotels and camping, Spot provides a semi-mobile hotel system that adapts to tomorrow’s tourism industry. It takes into consideration where the customer wants to travel and what they want to explore.

Anton Breman
Signals in western society indicate the importance of individuality, flexibility and experiences. These are the parameters that are the foundation for Spot and future business. By providing a product that adapts to the user, an emotional bond is created between the customer and the brand.

Flexibility and scalability strengthens the company against external forces. Providing a bespoke service design concept, that frees the customer from the location constraints of the previous tourist accommodation model. Spot - Be where you want to be. Not where you have to be.
RU - Rapid Unit for fast access to the scene of an accident

The RU consists of a medically trained fire fighter on a motorcycle with the most important range of tools attached to the vehicle, in order to save lives before the fire truck and ambulance arrive at the scene of an accident. The RU gets to the scene first and sends visual information to the fire trucks, ambulance, police and if necessary the ER doctors, in order for them to prepare the rescue mission. I choose to focus on fire fighters because of the societies dependence on them, their workload and the fact that very few fighters are active in their profession up to the age of 65. Field studies and interviews with people involved in

Deborah Georgsson
the emergency rescue operations were conducted. Interviews with accident victims were also held in order to find out how they feel in a situation like a traffic accident. From that the idea of a small, fast and accessible unit grew. Some of the issues that have been brought up was the visibility of the vehicle, what tools to bring, what the work schedule could look like for the RU when on site and what kind of skills the RU person should possess.
The Blimp

Every night when I go to bed I hope that I will have the "I am a flying hero dream". I don't know if this wish was be inherited... But when my father was young he had a dream just like mine, but when he woke up he still believed he could fly.

Carl Hagerling
So filled with faith he went to the highest point where he lived, “Gråberget” in Gothenberg. And then, he jumped. He broke some bones and realized he could not fly. A generation later and maybe a little wiser I wanted to create something that would actually fly.
This diploma work was executed in collaboration with TerraNet AB, a company developing a new technology for mobile communication. It is a peer to peer technology that requires no external networks and no operator, since the units form their own network. This allows free of charge phone calls and texting.

The project is focusing on Kenya and combines the mobile phone with the idea of a digital wallet, using the TerraNet-technology. Mobile banking is advancing quickly in developing countries, they are practically skipping regular banking, and instead going straight from cash to mobile banking.

Emilie Hallgard
JASPER has a mobile phone mode and a wallet mode. The wallet mode is separated into two parts: Locked Account and Open Account, the equivalent to a bank card and cash respectively. JASPER also has an analogue part, since a system like this is unlikely to replace cash completely.

JASPER allows its user to save money in a safe way, it offers a safe, simple and charge free way to send money to family and friends and can also simplify and encourage business activities in developing areas.
Crafts are trendy! So is the creation and making of crafts. In Sweden we have a long and rich tradition of textile techniques, exercised by women in olden times for both economical and personal reasons. Today most of the new trends in crafts come from America and are no longer for economical reasons but personal ones.

I wanted to explore the old Swedish textile techniques and find out why there are so few practicians for some of the craft disciplines. My answer to that is that it feels inaccessible and the results are not up to date. The specific technique I have focused on is the making of lace, which is almost on the verge of extinction. The

Susann Hertz
result of my project is a do it yourself-kit for the making of lace, with material, tools and instructions. This is an attempt to persuade more people to try it and to take on bigger and more difficult projects on their own. Many of the textile techniques have complicated instructions with a lot of text and to make the instructions more intuitive and simple has been a big part of the project. The aim was to let my instructions work as a template for other kits and other techniques.
www.greenpollution.org - Become green from the inside out.

GREEN POLLUTION is a web based open source forum where you can share experiences and listen to others on how to gain a sustainable lifestyle. In a personal perspective, GREEN POLLUTION is about your resources, your time and your energy. The global perspective it is about our world. When looking into the everyday life of people we discover and explore the needs and desires of consumers and companies, which generate a huge source of knowledge. By integrating this information into the design process we can create green products and offer a way to eco-consumption. China is one of the fastest growing
economies in the world being led by new consumers who aspire to a western pattern which in turn creates a boom in lifestyle consumption. We should go straight to the source and offer an eco-brand for the Chinese market. Design is an important tool to apply to these challenges and must involve the concept of sustainability, no longer is it acceptable to just create products without awareness of their impact. Cold rationality and fearless objectivity together with technology is what environmentalists have been trying to use to free us of our predicament, but with minimal success. We need action now to communicate important issues.
The Water Shelter project responds to the needs of rural populations in developing countries who live in areas of recurring floods, with a geographical focus on the Zambezi basin in Sub-Saharan Africa. The starting point for this project was to design for persons and situations that require innovative, intuitive and compassionate thought. Whilst realising competitive solutions for a cause that I feel is truly worthy of design. The design provides the user with the necessary tools and information to migrate temporarily and efficiently. Encouraging self sufficiency at each stage of the flood. The bespoke design addresses four vital needs: shelter, drinking water, product transport and information, whilst reflecting social traditions. The design incorporates two distribution systems, a water collection system (which harvests and filters rainwater) and the Water Roller (which is used to transport the shelter, possessions and water). For family transition shelter the design uses local materials to increase in size and promotes a template for planning sustainable communities. Finally the design offers a structural template for permanent housing upon return or relocation. This project was carried out with in-field contacts from the UNHCR and NGOs in Mozambique and Zambia.
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Child+Play - The Bongo Concept

Bongo is a fun game concept for children. The idea behind this project was to encourage teamwork through play and interaction.

Creating a synergy between two players and the product. With this diploma project I wanted to have fun and execute my full design process holistically.

Kristian Paljasma
From the research to ideation and sketch models, from prototype to final solutions and through to the packaging and graphics. This project was carried out in close collaboration with children from several day-care institutions in Lund.
Christelle is a green boat concept set to be released in the year 2020. I have repeatedly questioned every detail of the design, to ensure better boating for tomorrow’s customers. We have seen numerous attempts of environmentally friendly vehicles introduced over the past few years, especially from car manufacturers. But not a single proposal for sustainable motor boating.

Global warming has recently been brought to everybody’s attention and I believe things have to change. We can’t go on consuming resources as if there was no tomorrow. But to go green is often equal to big expenses and Christelle is no exception. The method

Micael Palmgren
used to propel this boat is very expensive today but will become a lot more affordable in future. My research indicates that it will be commercially viable in the marketplace in the next 10-15 years. This concept is designed to hit the market prior to that date as part of a rental boat service. The unique modular design is able to change skin on the spot. This gives limitless choice in configuring the boat for many purposes, from short day trips on the lake to longer journeys at sea.

Specifications:
Length: 7,45
Beam: 2,50
Range: 3h +
Speed: 12-18 knots
Electric/Hybrid powered
This is a simplistic Blu-ray player that connects wirelessly to your television, leaving you free to place it wherever you wish in your living space. When you want to watch a movie, you place the box by your seat and operate it directly (there is no remote control). The whole idea of the device is that it should be manageable, accessible and impressionable. At the beginning of the project, I was very interested in how products can leave room for the user to have his or her own interpretations and a personal take on what the identity of an object is or how and in what context to use it. I became aware of the concept of appropriation.

Martin Pråme
which proved descriptive of the phenomena I was trying to understand. The reason for working with home electronics was simply that I identified it as a group of products suffering from lack of appropriability. This incentive was simply too obvious to ignore. I started my project as a literature study, examining appropriation, ambiguity and related concepts. After having decided to make a Blu-ray player I’ve researched user groups through mood boarding, scenario creation and interviews. It has also been crucial for me to research the technologies involved.
ADM - The Analogue/Digital mixer

ADM is a concept for managing music productions on a mixerboard. The concept is based on visualising the actual route of the audio signal, using traditional paraphernalia in a structured way and in different combinations.

Mixerboards have gone through a tremendous process of development since the first analogue mixers. Since the introduction of digital mixers the possibilities for audio management have become even greater.

Christian Sterngren
The design of today’s mixer board offers an array of control possibilities. Much has been gained but some things have been lost. Other things are the same, perhaps due to necessity or perhaps out of plain habit.

The concept includes a way of visualising the actual signal so that the user knows exactly how and where the audio signal is being manipulated. Also the possibilities of integrating the vintage feel of the analogue mixer boards has been explored.
This project was inspired by my Swedish heritage, my experiences from travelling, studying and working in various places in Europe. Mixed with my interest for simple and smart solutions and my love of snow. People have always transported themselves and their goods on snow. Motor powered vehicles have replaced traditional means of transport and are causing environmental and aesthetic problems. My vision is car free towns/villages in order to preserve the atmosphere in the mountains. During the development

Sara Sveninge
I researched, sketched and prototyped desired functions. The design considers the impact of the winter climate on the materials and user, as well as security issues and off season storage. The result of the project is a human powered sled for transporting people, luggage, winter sports equipment and shopping bags. It increases mobility and will be provided for the arriving guests at the local train station. The product unites traditional alpine environments, nature and high tech winter sports equipment.
This is a portable entertainment product, worn with focus on the visible expression. It offers a new user experience, questioning the concepts; accessory and functionality. Whilst exploring the boundaries and properties of these and what they have in common. Aiming to make this accessible in a new way, this symbiosis is the essence of the concept.

Daria Toma
The design incorporates a different approach to wearing and using functionality “on the go”. The project started with the idea: that the inside should be concealed and the outer part exposed. The appearance is essential, the overall impression is what the observer will receive. The façade can offer a user privacy and individuality in the sense of the “unobvious”.
The Hot Stuff project is a concept for the future use of technology in kitchen appliances. It addresses kitchen products that use heat as their primary purpose, such as the kettle, coffee maker and toaster etc. The designs range from being applicable today to possibilities for tomorrow.

I started this project by asking people what they thought about their kitchen appliances, they often answered that they were hard to store and were left on the table or not used at all, just stored in a cupboard somewhere. The more appliances they had, the more sockets they needed, leaving the kitchen full of elec-

Kajsa Westman
trical cords and plugged in appliances. This insight together with the emerging trend of electromagnetic induction stove tops in modern kitchens, inspired me to combine the two, to use the induction stove top as the sole source of energy for small electrical kitchen appliances. This approach lead to products that are completely cordless and reduces the amount of electrical components that are required in the manufacturing of each product. Introducing... Hot Stuff!
Smart House for the disabled

The interaction of a human with man-made space in different historical periods, from ancient times until now is traced throughout the project. The aspect of disability is a limitation, that at the same time triggers an innovative approach to the organization of space. Using this approach one can look into the future relationships between a human and an artificial environment. The initial step of the project is the wheelchair "Mantis", which provided extra 3D freedom. The next step was reflecting present relations between a human and an artificial environment.

Ksenia Yakunicheva
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The initial step of the project is the wheelchair "Mantis", which provided extra 3D freedom. The next step was reflecting present relations between a human and an artificial environment, conceptualised by a project of an installable bathroom for the disabled. The innovative "out of the box" concept of the "Smart house", reflects the future development of artificial space around a human. Providing a disabled user with an experience similar to the feeling of weightlessness that an astronaut experiences inside a cosmic station. The project of the "Smart house" is seen as an introduction to subsequent research on a Ph.D. level.
GoPro - Golf Teaching Aids

GoPro is a product family consisting of 5 teaching aids for golfers. They are covering the most crucial parts of the golf swing. They all work as a reference for better understanding of the swing, and supervises the body to do the right movements.

After taking a golf lesson with a golf pro and feeling exposed and uncomfortable and when wearing existing teaching aids, I was challenged to improve the design and function of them.

Anna Åberg
The project resulted in one functional model for the posture, which has proven to work out with results above all expectations, and four 3D models of teaching aids for the grip, the swing plane (top right picture), the half way back position in the swing and the impact position (when hitting the ball).

This master thesis has been made in cooperation with Lars Hägglund, Lars Hägglund Golf Academy. Lars is a golf pro, professionally training golfers. He has helped me to understand the swing and has also helped me to carry out the user tests that were done on the posture teaching aid.
To receive medical care at home is steadily becoming more popular. As Swedish laws guarantee treatment at home if desired, actions must be taken to ensure that these requests are met without the patient suffering. Possibly the biggest problem where home and work environments collide, is proper lighting. Often leading to security and ergonomic inconvenience for the medical personnel. The Companion is a mobile lighting concept for home nursing and home help, equipped with a 1W power-LED that is dimmable in three steps and can be conveniently used as a task light for personal security. The device can be fastened

Daniel Brandt
with a clip to clothing, hung around the neck by the adjustable strap or simply placed on the nearest flat surface. A completely sealed technical solution with induction charging assures hygienic usage and easy cleaning. The highly flexible design provides better patient security and will be found useful in many other areas besides medical care. The project was initiated by the Swedish Work Environment Authority in Stockholm and supported by a number of lighting technology companies such as Arnell Ljus & Form, Luxo and ProSeal AB.
For more information about the exhibitions, projects and the students, please visit [emergencedesign.se](http://emergencedesign.se)

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