

CONNECTED OBJECTS

INDUSTRIAL DESIGN FOR OUR TIMES

BY ROBERT ALLISON

INDUSTRIAL DESIGN FOR OUR TIMES

We live in a connected world, with connected objects where also the design process is now connected.

Design and communication tools today make possible to design objects anywhere in the planet with less consumption of resources less testing and a quicker time to market. Being able to see 6 months ahead in the electronic market is already incredible in a field where the life cycle is extremely short.

Most of the clients and the supplier involved in the production of these designs never met each other because this is what modern design tools can do: all shared, all connected, all real time.

All the projects that you see here have been conceived in the last 5 years, some of them were sold in Apple Stores or in big chains, some others didn't leave the prototype stage. But all of them bring little innovation either in their function or shape.

Looking at the geography involved in these products, maybe you will discover that it's not necessary to have big infrastructures to develop products and everyone can have a space in the chain regardless of geography or economy.



TOBIA REPOSSI

He studied Architecture at Politecnico di Milano and Product Design at Kunstakademiets Arkitektskole in Copenhagen.

He is a registered architect with almost twenty years of experience in architecture, interior and product design. He worked for major Chinese market leading companies among which Tencent, ZTE, Huawei, TCL, as well as European and American brands.

He designed shops, corners, showrooms, hotels, exhibitions, museums, offices and products for interior and outdoor, as well as furniture, electronic appliances and accessories.

His works have been selected for the Compasso d'Oro Prize, Design Index, Mediasstars, Modern Decoration Award, A'Design Award and Red Dot Award and published in magazines and newspapers.

He's been teaching Design at Politecnico di Milano Faculty of Design and IED (European Institute of Design) and is the Director of the Arkin Innovation Hub of Arucad Arkin University of Creative Arts and Design.

He co-founded IDA (Italian Design Association) that reunites all the Italian professionals in China and promotes the culture of Italian design.

He established successful design and communication companies like ZonaUno Design Agency, TR & Partners in Shenzhen and Mobili in Cartone a cardboard furniture company.

FOREWORD

If I were to describe Toby's work and research, I would attribute it more to a multidisciplinary method than to the romantic investigation of the previous century. The only pattern that I see in a way connected to Romanticism is the theme of travel as a dream and a life choice to discover this cross over. Toby tries to change our lives with small gestures and the tenacity of a true innovator.

He was able to keep an eye on the research part of the design process in China, as well - a place where boundaries are moving quickly, and the pace doesn't seem to allow for this research process.

So if someone was to think of these objects, they would find an infinite series of scenarios and new and innovative applications which are difficult to constrain by trying to fit them into a stylistic theme.

The sole common pattern is the continuously changing geography of the process.



GIORGIO TARTARO

Giorgio Tartaro is a journalist, involved in various communication projects. He is the TV face of Italian architecture, interior and product design.

I have worked together with Toby on the design of science exhibitions for over twenty years . We share an interest in the way wireless and, more generally, how technology changes man and society. Our roads took divergent paths but, in the end, we have really been walking in parallel all this time. And here we are again, talking about the same things; celebrating innovation, technology and design.

I am honoured to open the catalogue of this exhibition, which displays smart and connected objects. These can all be seen in a way as the descendants of the revolution that began more than 100 years ago with the invention of wireless, which today, in the era of the Internet of Things, connects objects in a way that was unimaginable even only twenty years ago.

I know some of the projects in this exhibition up close - I was involved with a few of them. All of them are 'intelligent', in the sense that they are designed and made with 'smart' and surprising materials or because, in some way, they improve users' lives.

Smart and connected objects will spread in all commodity sectors, from home control to mobility, from the world of supplies to factories 4.0, for production control in all fields from agriculture to medicine, from transport to education.

Many schools and many designers find it hard to fully comprehend the extent of this revolution that is equal to, if not greater than, that brought about by the ubiquitous use of plastic. We must find new ways of imagining, designing and producing everyday objects. I believe that in this exhibition you will find some indications as to where the design world may go in the next few years.

MASSIMO TEMPORELLI

Physicist, anthropologist, writer, entrepreneur, scientific communicator,
president and co-founder of 'The FabLab'.



If there are 9,591 km between Silicon Valley and Milan, 6,129 km between Milan and New Delhi and 12,418 km between New Delhi and Silicon Valley, then the objects designed by Tobia cover all these kilometres. And any of those places could be anywhere else - China, Paris, Cyprus - nothing would really change.

Files fly across the ocean, 3D models transcend geographical boundaries. Ideas certainly put in the miles in a world that fits the size of a screen. What matters is not where you are, but the time zone you work in. In a certain time-zone, you could be between Europe and South Africa, in another, you could be between Japan and Australia. What counts is the specific knowledge, the technical skills, flexibility and speed.

The production cycle is as dynamic as it is contemporary: the concept is conceived firstly as software content - in start-ups usually in the US or Europe - and then secondly it is sent to the designer - who plans the outer shell and its aesthetic form - and then thirdly it is sent for production in, say, China. There, electronic miniaturisation and cost benefits can be exploited. In a short time, the idea has travelled around the world after which it hits the market as a finished product - the result of three separate but equally fundamental experiences.

The entrepreneurial speed of the United States and their rapid funding encourage start-ups to prove themselves in a real market. Italian design brings its touch of elegance and knowledge of materials and shapes, while Asian production allows the creation of electronic components.

The contemporary designer is a practical intermediary "in-between" a concept on the drawing board and the industrial production chain, with an assembly line as long as the earth's circumference. In an environment where success or failure is always just around the corner, effective communication breaks down geographical, cultural and religious boundaries.

The objects in this collection show us the connection between tradition and innovation and between artisanal and mass production. The local or national concept of 'made in...' acquires a new meaning of 'made between...' i.e., between different continents and this concept gathers together different cultures and technicalities. Nowadays, objects do not require geography or origin and, in a global market, they are accessible to everyone.

None of these devices pretends to be iconic, yet they all contain a certain degree of novelty and innovation. They accept that in the modern market they will probably have a short shelf-life - for a season or a year, at the most.

But that's the beauty of it: - always wondering what the next one will be!



FIAMMA COLETTE INVERNIZZI

Architect, Interior Design researcher, writer, design PR, chocolate lover.

The first photo was taken by Joseph Nicephore Niepce in 1814 and the world changed radically since that event. The world had to wait until 1936 to fully understand exactly what had happened.

In that year, in his renowned article, "The Work of Art in the Age of Mechanical Reproduction" (Das Kunstwerk im Zeitalter seiner Technischen Reproduzierbarkeit), Walter Benjamin revealed the event in all its glory. The subject was, without doubt, limited not only to the field of art. Production was redefined based on the concept of self-fabrication in the social and individual spheres. You were now able to hang, even in your bathrooms, if you so wished, copies of unique artworks, hitherto viewable only in the most distinguished museums and art galleries. While concepts were being redefined in art, radical changes occurred in the design field that is itself undoubtedly intertwined with art. The concept of "aura", described by Benjamin, suggesting that photography could not communicate the poetic soul, had radically changed.

At that time, Baudelaire was fulminating against mass-produced unbreakable aluminum kitchenware which was replacing the unique porcelain objects found in homes. Again, according to Baudelaire, no printing machine could write poetry. The reproducibility of photography and the unique possibilities of mass production have completely changed the world. The meaning of the very idea of uniqueness had altered. In the future, uniqueness in the art field was attributed not just to craftsmanship but to design. This paved the way for originality and self-fabrication in the field of design.

Like Niepce, Chuck Hull unknowingly rearranged the chess-pieces, so to speak. In the 1980s, he produced the first 3D printer signifying that now you were able to produce anything designed within a computer, in your own home. And the design didn't have to be yours! You could now download any object designed and 3D scanned by anyone else and make it your own creation. You even have the right to make changes to it!

As a designer, you can develop products without even having a physical office and produce and test them yourself. You can go through life without even seeing the face of the clients you work wherever they are in the world.

The motto, 'self-fabrication is the latest great revolution the world has seen', describes the last link in the process of becoming an individual. This is particularly notable in these days when there is an ongoing debate on Industry 4.0.

MUSTAFA AKKAYA

Digital Sculptor and digital fabrication expert, associate professor at Arkin University of Creative Arts and Design (ARUCAD).



HEADPHONES STATUS AUDIO

These were the first Bluetooth headphones with a multi-material finish in the body. The aim was to cut out the inessentials and focus on what matters: impeccable sound, premium materials, and high-quality components - like the driver units, which are comparable to those found in far more expensive professional products.



Year: 2017
Company: Status Audio
Country: USA
Production: China
Market: Global
Units Sold: >20k
Market life: Present

VR GLASSES TWISTED REALITY

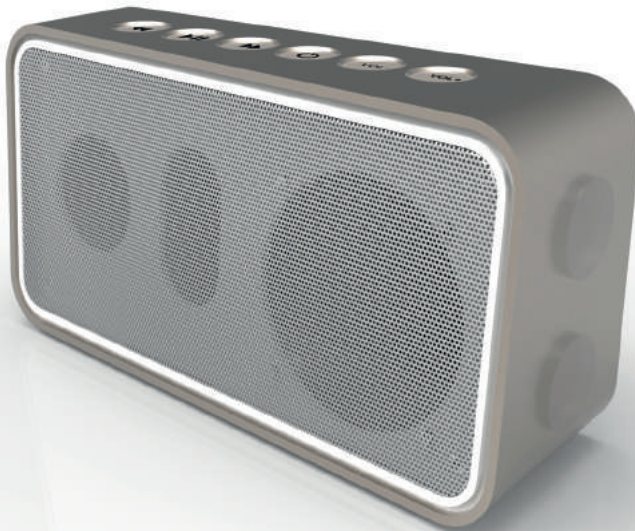
VR Glasses are often cheap pieces of plastic that users keep in their drawers. Revel was the first luxury product in this market. Covered in Primo Fiore leather from Florence, these were the first truly stylish VR glasses. Revel also solved the mechanical problem of holding the phone by means of a nano-technology-based sticky pad instead of the usual heavy mechanical spring-based clamps. This keeps the headset comfortable and light for longer use.



Year: 2016
Company: Twisted Reality
Country: Holland
Production: China
Leather: Italy
Assembly: China
Market: Europe
Units Sold: >5k
Market life: 1 year

BLUETOOTH SPEAKER

This oddly shaped speaker was designed as a trial by a Bose supplier. It can be placed either horizontally or vertically and, with its Bluetooth 2.0 capabilities, is able to form a multiple audio array system. Due to both a lack of a proper distribution channel and an exclusive agreement with Bose, the company ceased production of the speakers.



Year: 2016
Company: Kerry Audio
Country: Vietnam
PCB Design: Vietnam
PCB Production: Vietnam
Production: China
Assembly: China
Market: China
Units Sold: >1k
Market life: 1 year

SPEAKER LAMP RELEXEMENT

This speaker-lamp is one of the first bluetooth-enabled colour-changing lamps with integrated speaker produced before the 'Internet of Things' revolution. The E27 attachment device allows for multiple mounting possibilities - as a pendant lamp, a floor lamp or even as a table lamp. The product has received several design awards and became available in Apple Stores worldwide in 2013. The device that you see here is the battery-powered mini version that was produced one year later.



Year: 2014
Company: Relexement
Country: China
PCB Design: China
PCB Production: China
Assembly: China
Market: China
Units Sold: >20k
Market life: 1 - 3 years

ROUTER ZTE

This prototype router - more a futuristic concept than a real product - was designed for the giant ZTE Corporation and was part of shape research on office routers that didn't look like internet appliances. It never left the prototype stage.



Year: 2014
Company: ZTE
Country: China
PCB Design: China
PCB Production: China
Production: China
Assembly: China
Market: Global
Units Sold: None
Market life: None

BLUETOOTH SPEAKER KERRY AUDIO SMALL

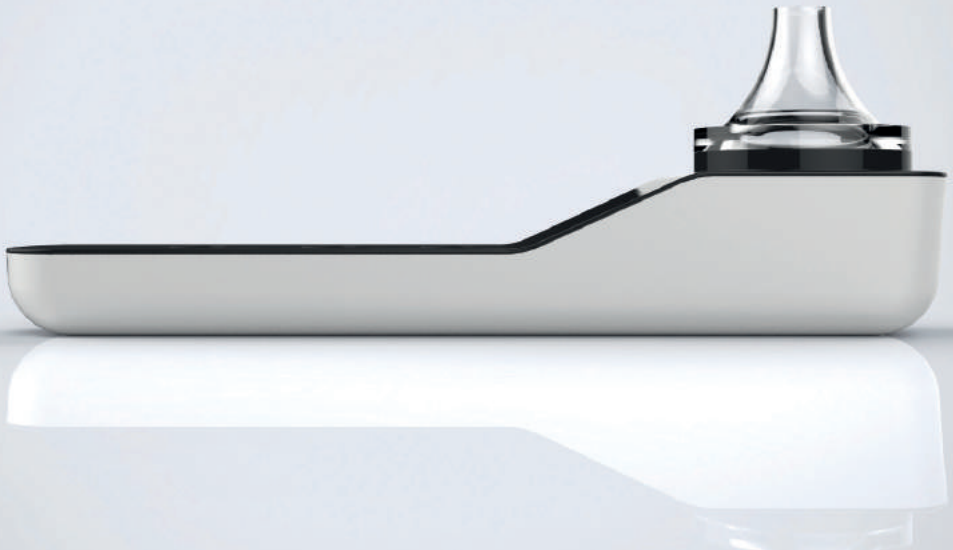
Portable Bluetooth speakers have rapidly become must-have devices as outdoor companions for days at the beach, nights out by a bonfire and picnics in the park. Rapid advances in Bluetooth connectivity and miniaturisation plus economies of scale have resulted in this class of mini-speakers becoming extremely affordable. This has encouraged a burst of creativity in the design of the speakers, where a certain novelty of style or function is added to the basic function of the speaker. This speaker, for example, is also a phone holder for both portrait and landscape positioning. The exterior shell has been coated with a special rubber finish for extra grip.



Year: 2016
Company: Kerry Audio
Country: Vietnam
PCB Design: Vietnam
PCB Production: Vietnam
Production: China
Assembly: China
Market: China
Units Sold: >1k
Market life: 1 year

MASSAGER HAAN

This Body Massager was designed for Haan, a Korean company with a large market in the USA. The device is based on the 'cupping' process - an alternative treatment therapy that works on the principle of suction and negative pressure which, it is believed, can loosen muscles, encourage blood flow, and sedate the nervous system. Cupping is used to relieve back and neck pains, stiff muscles, anxiety, fatigue, and a host of other complaints.



Year: 2012
Company: Haan
Country: South Korea
PCB Design: South Korea
PCB Production: China
Assembly: China
Market: South Korea
Units Sold: >10k
Market life: 3 years

HEADPHONES HISOUND AUDIO

The quality of music in any headphones depends upon the drivers used in the headphones. For most audiophile and bass headphones, dual-drivers ensure the quality of the sound, especially superior bass enhancement and a richer audio experience known as 'deep sound'. Hi Sound's colour-coding of the ear-buds also made for great simplification of use and their presentation box was a huge step up in functional and aesthetic quality.



Year: 2013
Company: Hi Sound Audio
Country: China
Production: China
Assembly: China
Market: Global
Units Sold: >100k
Market life: 3-4 years

SMART CAMERA VISTA COOLR GROUP

This fridge camera was designed for Coolr Group in California, USA. The Smart Camera is mounted on the inside of the refrigerator door where it keeps track of stock and manages orders. It can be mounted in supermarkets and stores to monitor a product's shelf life and is directly connected with the stock-management system. The system was devised with Amazon's fully automated shipping warehouses in mind.



Year: 2018
Company: Coolr Group
Country: USA
PCB Design: USA
PCB Production: China
Assembly: China
Market: Global
Units Sold: >20k
Market life: Present

ITRAQ TAG

The iTraq is a credit card-sized GPS card that can determine its position using cellular triangulation that allows it to be located anywhere in the world where cellular service exists. It defines a virtual boundary in the app allowing iTraq to keep track of your loved ones and your valuables. Once iTraq moves out of the security zone, the mobile app sends an alarm and a notification. iTraq is easily chargeable with a wireless induction charger and it has been an Indiegogo best seller.



Year: 2017
Company: iTraq
Country: Russia
Production: China
Market: Europe - USA
Units Sold: >20k
Market life: Present

E CIGARETTES KANGERTECH

E-Cigarette producer Kangertech in Shenzhen requested a concept design for a new slim e-cigarette. Through a rigorous process of market research, four 'basic' user types were identified; businessman, career woman, technician/worker and millennial. Designs addressing the aspirations and desires of these four types were created, hence the 'power tool' style of the e-cigarette aimed at the technician/worker, or the chic, sophisticated style aimed at the career woman, etc.



Year: 2016
Company: Kangertech
Country: China
PCB Design: China
PCB Production: China
Production: China
Assembly: China
Market: Global
Units Sold: >100k
Market life: Present

SECUR'EGG AITIVITY

The Secur'Egg is a security router designed for Aitivity that keeps an eye on your Wi-Fi network. Shaped like an egg, it has light notifications and it couples with iOS and Android Apps to provide parental control, connection acceptance or blocking, update of vulnerable devices, bandwidth control and management of connected peripherals.



Year: 2018
Company: Aitivity
Country: France
PCB Design: France
PCB Production: China
Assembly: China
Market: Global
Units Sold: >10k
Market life: Present

CARDBOARD FURNITURE

Triple cardboard is a very light material, easy to transport and assemble and environmentally friendly because it's completely recyclable. It's ecological, recycled, light and cheap. In organising events and designing booths and the furniture to be used in them, the question is, how can fairs, events, temporary shops and showrooms be built avoiding a huge waste of material? The solution is really quite simple: use CARDBOARD! One of its many beauties is that cardboard can be readily and easily customised with pre-spaced, digital prints. The series of products that this example belongs to, is entirely made from 80% recycled and 100% recyclable cardboard. So, when you buy or use cardboard furniture, you have done something extremely good for your planet.



Year: 2005
Company: Mobili in Cartone
Country: Italy
Production: Italy
Market: Europe
Units Sold: >10k
Market life: Present

SWITCH NUKE AITIVITY

This home device was developed with Arkin Innovation Hub in Cyprus for the French company, Aitivity-now based in the USA. The Switch Nuke allows full control over multiple-use networks by over-riding wi-fi connections using the same network. It's particularly useful for office and home, for example, during important Skype calls, on-line gaming, or simply as an inventive way of getting the kids to the dinner table. The product was developed from scratch at break-neck speed - just 2 weeks, and presented at the CES consumer technology fair in Las Vegas in 2019. This is a global product, with software development from the USA, electronics and plastic shells from China, and creativity from Cyprus, making it a truly connected product.



Year: 2019
Company: Aitivity
Country: France
PCB Design: USA
PCB Production: China
Assembly: China
Market: Global
Units Sold: >10k
Market life: Present

SMARTPHONE CONCEPT ZTE

This Smartphone, among others, has been designed for one of the largest phone manufacturers in Shenzhen and represents a conceptualisation of the future market of smartphones. There is a strong accent on multimedia with twin external cameras, two selfie cameras, panoramic view, a double screen for multitasking and a lateral touch bar that changes status according to which Apps are running, VR/AR functionality (due to the folding mechanism, the space of the VR Headset is sensibly reduced). Elements of this design will be used to develop a new market product later this year.



Year: 2015
Company: ZTE
Country: China
Production: China
Market: Concept
Units Sold: None
Market life: None

URBAN MODULAR SYSTEM FIMA

The Fima company specialised in urban furniture and outdoor game areas but differed from their competitors because of their atypical service based on renting. For this reason, their structures had to be assembled and disassembled quickly. Two aluminium joints were designed that allowed the creation of infinite structures and combinations. Although metal was used, the number of welds was kept to a minimum. Unfortunately, this product never reached the market due to the rising costs of the raw material.



Year: 2012
Company: Fima
Country: Italy
Production: China
Market: Europe
Units Sold: None
Market life: None

E CIGARETTE ESON

This e-cigarette was designed for Eson, the Chinese producer of top-rated e-cigarettes and vaping accessories for all of the best-known worldwide brands. The revolutionary handle gives the consumer a more comfortable experience and an easier way to charge the battery.



Year: 2015
Company: Eson
Country: China
PCB Design: China
PCB Production: China
Production: China
Assembly: China
Market: Global
Units Sold: >50k
Market life: Present

BAIJIU BOTTLE YANGHE

This design was developed for Yanghe, the third-largest producer of liquors in China. In particular, Yanghe is famous for its Baijiu rice wine, a strong unflavoured distilled liquor, similar to Italian Grappa. The company was looking for two bottles in different price ranges to replace its iconic and well-known bottle designs. The design was developed with mathematical criteria, researching all the various shapes of Baijiu bottles and then subjecting the results to a survey where consumers were asked to describe what they saw in those designs.



Year: 2017
Company: Yanghe
Country: China
Production: China
Market: China
Units Sold: >100.000.000
Market life: Present

MAIA SMART BRACELET

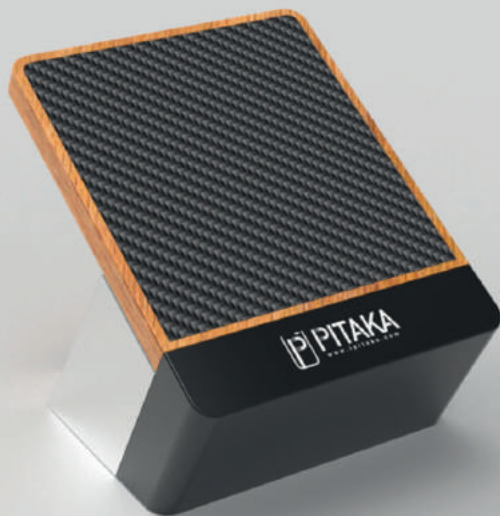
This bracelet is designed for users with a heart attack risk. It detects a possible heart attack and makes an emergency call to a previously specified number. It also detects strong impacts or falls.



Year: 2016
Company: Maia
Country: Malaysia
PCB Design: Thailand
PCB Production: Malaysia
Assembly: China
Market: Asia
Units Sold: >20k
Market life: 1 year

PHONE CHARGER PITAKA

This phone charger concept was designed for Pitaka, the company famous for its carbon fiber accessories. The induction Qi charger works with the Pitaka exclusive magnetic cover.



Year: 2017
Company: Pitaka
Country: China
Production: China
Market: China
Units Sold: Unknown
Market life: Present

SMART HUB

The Smart Hub is designed for the Coolr Group in California, USA. Generally intended for cool rooms, trucks or industrial spaces, it is used to monitor temperature for health and safety purposes. By being GPS-enabled, the completely sealed unit can track the date, time and temperature of a shipment and owing to its small size, it is suitable for discrete tracking. A phone app reveals the collated information which can be vital for safety and insurance purposes.



Year: 2018
Company: Coolr Group
Country: USA
PCB Design: USA
PCB Production: China
Assembly: China
Market: Global
Units Sold: >20k
Market life: Present

VASE DROP MARMO

Shaped like a tear-drop that always keeps in balance due to the weight of the base and the water inside it, this vase is a playful and aesthetic take on an everyday item.



Year: 2018
Company: Marmo
Country: Italy
Production: China
Market: China
Units Sold: <1k
Market life: Present

MOSQUITO BAND ZAPKITO VISIONED

This silicon rubber bracelet, impregnated with mosquito repellent liquid, solves an important production and pricing problem. Because the repellent-impregnated part should not be in direct contact with the skin of the user, these products are usually thermally welded at prohibitive cost. This product solves the problem by using two different bands held together with clips that also allow for adjustment for different wrist sizes.



Year: 2016
Company: Visioned
Country: France
Production: Vietnam
Assembly: Vietnam
Market: Global
Units Sold: >1 Million
Market life: Still sold

CANDELABRUM NARCISO MARMO

The Candelabrum Narciso Marmo is a mirrored steel gadget that reflects copies of a single arm but which gives the illusion of seeing a full circular candelabra.



Year: 2018
Company: Marmo
Country: Italy
Production: China
Market: China
Units Sold: <1k
Market life: Present

FINGERPHONE

This device is a phone for people who don't want to carry a phone. Suitable for outdoor sport or for children, the device is only able to receive calls, call three emergency numbers and play music. The ring has raised pins, like braille and the shape is asymmetrical, both of which allow interaction with the device without actually looking at it.



Year: 2012
Company: Fingerphone
Country: China
PCB Design: China
PCB Production: China
Assembly: China
Market: China
Units Sold: >30k
Market life: 2 years

FOOD TESTER SINOFLY

This device tests the sugar content and radiation levels in fruit, vegetables and meat. Connected with its own Android and Apple app, it tells the user if the product is safe for consumption. Conceived for hospitality and restaurant facilities in China after recent food industry scandals, it has also been successful as a consumer product in Europe.



Year: 2017
Company: SinoFly
Country: Italy
PCB Design: Russia
PCB Production: Vietnam
Assembly: China
Market: Europe + China
Units Sold: <5k
Market life: Present

VR HEADSET 3rd EYE

This device was designed for the Chinese company, 3rd Eye - which, at the time was the technological leader in the field. Due to their miniaturisation capabilities and superior firmware, functioning prototypes with a streamlined designed were developed which featured elements that are still unavailable in today's market. After a successful presentation at CES 2014, the company aborted the product because it was too unlike the bulky black box made by Oculus Rift, instead producing what was basically a copy of the Oculus. They disappeared the same year with only a few units sold. Nonetheless, you can still see details of this design, like the head back support, in contemporary VR headsets.



Year: 2014
Company: 3rd Eye
Country: China
PCB Design: China
PCB Production: China
Assembly: China
Market: None
Units Sold: None
Market life: None

AUTOGRILL BOTTLE

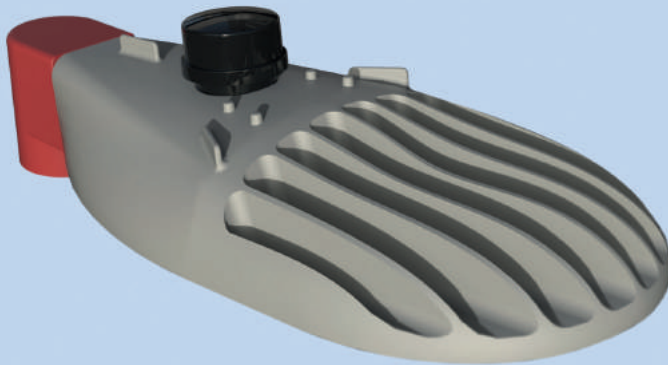
Coca Cola Europe requested a design for a new style of refillable Coca Cola bottle for Autogrill, the Italian-based multinational catering company. The design brief clearly stated 'plastic'. It was put to Coca Cola that plastics were one of the primary causes of pollution on the planet and that Coca Cola itself was responsible for a great deal of the plastic trash in the garbage patches in the Atlantic and Pacific oceans. For this reason, an aluminium bottle was proposed. This, of course, didn't go down well with the Coca Cola until Barack Obama asked the company for \$30 billion to help clean up the Atlantic garbage patch. Coca Cola called back immediately and to this day the bottle is still aluminium and still going strong.



Year: 2009
Company: Coca Cola
Country: Italy
Production: Malaysia
Market: Europe
Units Sold: Unknown
Market life: 1 year

STREET LIGHT EASTFIELD

These sleek street lights, based on LED technology are designed for Shenzhen Eastfield Lighting Co and intended for the American Market. The top has a fin for affixing pigeon spikes and cooling radiator fins. A top-mounted light sensor allows for automatic on/off switching and the streamlined design is in stark contrast to traditional street lights. The LED technology is now, not only very widely used but is mandatory in Europe.



Year: 2017
Company: Eastfield
Country: China
Production: China
Market: None
Units Sold: None
Market life: None

SMART SWITCH HONE LEAF

This is a touch light switch with on/off and dimming functionality. The curved body and the shaped corners allow the user to interact with the device even in the dark.



Year: 2016
Company: Hone Leaf
Country: China
Production: China
Market: China
Units Sold: >10k
Market life: Present

TRAIN SERIES

This was a new series of train ticket machines for Beijing MSHD Technology Co., the traditional supplier for Chinese train station machinery. The company wanted to redesign all their products: a desktop ticket printer, ticket emitter and, most important, the platform entrance gate. All the machines were rethought as a series with common characteristics. New features like LCD screens and LED strips were introduced to guide the traveller through the entire process. With this new design, the user can insert the ticket into the machine from every direction, thus saving precious time. The company intends to install the machines in thirty new train stations all over Asia and in two years expects to enter the European market.



Year: 2016
Company: Twisted Reality
Country: Holland
Production: China
Leather: Italy
Assembly: China
Market: Europe
Units Sold: >5k
Market life: 1 year

BLUETOOTH SPEAKER KERRY AUDIO MEDIUM

The clamp device which holds the phone gives this speaker the appearance of a friendly Pac Man. It's been the greatest market success and inspired other companies.



Year: 2016
Company: Kerry Audio
Country: Vietnam
PCB Design: Vietnam
PCB Production: Vietnam
Production: China
Assembly: China
Market: China
Units Sold: >10k
Market life: 1 year

BAIJIU BOTTLE PEARL RED

Baiju is a common grain liquor in China and the bottle is usually a regular cylinder. This cube-shaped design and the fact of it being shorter in height than traditional bottles facilitates transportation, packaging and shelf positioning in supermarkets. The bottom of the the base is shaped like the mountains where the liquor is produced.



Year: 2014
Company: Pearl Red
Country: China
Production: China
Market: China
Units Sold: >1 ml
Market life: Present

iPAD SLEEVE

This is a set of sleeves for MacBook Pro and iPad with different positioning and functions.



Year: 2016
Company: JCPal
Country: Germany
Production: Italy
Market: Europe
Units Sold: Unknown
Market life: Present

IPHONE COVER PITAKA

Pitaka specialises in carbon production, and with them, at an astonishing 0.3 mm, the thinnest cover with a magnetic mounting in the world was developed!



Year: 2017
Company: Pitaka
Country: China
Production: China
Market: China
Units Sold: Unknown
Market life: Present

SMARTWATCH

This is a smartwatch, specially designed for kids between 3 and 9 years old, which unfortunately never left the concept stage. The technological part is a plastic shell that can be removed and inserted in different silicon rubber cases that suit different ages and uses. The product contains a nano sim card to call two previously recorded numbers and a third number for help. It also receives SMS messages and is easily chargeable via MicroUSB. The Android and iOS App can check the position of the watch at any time and send personalised instructions or vibration alerts.



Year: 2014
Company: SGL
Country: China
Production: China
Market: None
Units Sold: None
Market life: None

POWERBANKS MAIKII

Maikii Powerbanks were awarded the Silver Medal for Digital and Electronic Devices at the A'Design Award in 2016 and are a clear move away from the tired functionality and cheap plastics of their competitors. These power banks are an ideal combination of design and quality and suits the needs of both the promotional and retail market.



Company: Maikii
Country: Italy
Production: China
Assembly: Italy
Market: Europe + USA
Units Sold: Unknown
Market life: Present

USB DRIVES MAIKII

Maikii is a major player in the so called 'freebie' promotional market: products that are branded with the name of a company and usually given away for free. They also sell royalty based products by Lucasfilm, Pixar, Disney and others, so they required devices that could be easily rebranded but that were also comfortable inside a manager's leather suitcase. These USBs were designed with an eye to appearance, using gold, silver and shiny plastics. They are still a top seller for the company and have been much imitated by their competitors.



Company: Maikii
Country: Italy
Production: China
Assembly: Italy
Market: Europe + USA
Units Sold: Unknown
Market life: Present

iPhone DOCK

This product was created at the time when everybody was fighting over the sizes of Apple accessories because the iPhone Plus series had recently been released onto the market. As well as a stand, this dock also acts as a memory booster for the phone and solves the size problem as it can be used on both sides.



Year: 2013
Company: + Dot
Country: Switzerland
PCB Design: Thailand
PCB Production: China
Assembly: China
Market: Global
Units Sold: >10k
Market life: 1 year

PACKAGING KIKO

This series of products was born out of a new fashion, popularised by YouTubers known as “depotting”. This is simply the practice of removing a makeup product from its original container and placing it into a more practical packaging. The first commercial cosmetic packaging was designed with ‘depottable’ pans. Women and professional make up artist can now create their own colour palettes and play with different sizes of packaging. This product has contributed to creating the commercial success of the company that started selling more pans and less packaging.



Year: 2010
Company: Kiko Milano
Country: Italy
Production: Malaysia
Market: Europe
Units Sold: Unknown
Market life: Present

JOGOROOM VIRTUAL SHOP ASSISTANT

The Jogoroom Virtual Shop Assistant is an intelligent device that identifies garments introduced into a changing room (by barcode or RFID) and shows available sizes and colours, as well as categorised recommendations to complete the 'look'. The client can request, via the device, other sizes and colours, which shop assistants receive in real-time on a watch. The customer can choose at any time between the 'display mode', which displays the selected items together with the various colours and sizes available and 'mirror mode' which makes personalised recommendations relating to style, colours and matching garments. The device allows for colour and size selection, requesting a shop assistant and adding to the shopping cart.



Year: 2016
Company: Jogotech
Country: Spain
Production: China
Market: Europe
Units Sold: Unknown
Market life: Present

THERMOMETER VISIOMED

Visiomed is famous for its non-contact thermometer that is widely used in both the consumer and professional market. Their original thermometer resembled a gun and it was immediately understood that a less 'threatening' redesign was required. The product proved to be revolutionary in its field and set a new design standard for competitors as well. Together with the oximetry and blood pressure monitor, it is the ideal kit for patients to monitor their own condition which they can then relay over the Internet to doctors. This can be particularly significant in rural areas of China where hospitals are few and far between.



Year: 2014
Company: Visiomed
Country: France
PCB Design: France
PCB Production: China
Production: China
Assembly: China
Market: Asia + Europe
Units Sold: >20k
Market life: Present

PASSWORD MANAGER KEYM8 EREVERSE

This product was designed for Ereverse, an American company that specialises in web security solutions. The unit memorises the user's passwords and payment methods and, when connected via USB, sends the information to any designated device (computer or tablet). When not in use, the connected device is not able to access personal information. It is especially useful for flexible office environments or for situations, such as in families, where computers and tablets are shared by different individuals.



Year: 2020
Company: Ereverse
Country: USA
Production: China
Market: Global
Market life: Still in Development

CICLIPEDE

Ciclipede was a startup venture which was never a commercial success although there are still a few prototypes used by beta testers in Milano today. The Ciclipede was supposed to be the first 26" foldable bike made to fit into the trunk of a car, designed in Italy and produced in China.

Although the foldable bike concept with big wheels has been around for a long time, their folding systems always pivot in the centre of the bike, making the movement difficult, the product heavy and space-wasting. The Ciclipede had a new 'sliding' folding system that folded the bike automatically making the product perfect for commuting.



Year: 2012
Company: Ciclipede
Country: Italy
Production: Italy - China
Market: None
Units Sold: None
Market life: None



ROBERT ALLISON

He is from Brighton, UK and graduated from the School of Oriental Studies at Durham University. He has had a long career as both teacher and copywriter in Europe, Turkey and Cyprus. He is currently the Content Manager for the Arkin Innovation Hub, where he describes his role as 'uncertified Jack-of-all-Trades'.

ART ROOMS

Chairman of Arkin Group: Erbil Arkin

Author: Robert Allison

Product Design: Tobia Repossi

Graphic Design: Nurcan Özcan

Art Rooms Director: Oya Silbery

Publisher: Art Rooms, Kyrenia

Print: Söylem Printing Press, Nicosia

First Edition: October 2019

500 copies printed

ISBN: 978-9925-7410-9-0

Special Thanks: Erbil Arkin, Tahir Pirgalioğlu, Kemal Erdi

© Art Rooms, Girne / Kyrenia - Cyprus 2019

