



## Student Awards

## Case Study

### Corus / Design Wales Awards Cardiff

**Institutions:** University of Wales Institute Cardiff, University of Glamorgan and Swansea Institute

**Judges:** Darren Holmes (Indesit), Richard Eiserman (Prospect Design), Philip Harfield (Design Wales), Aled Dafydd (Corus) and Chris Ponting (Corus)



Kevin Jones' Funky Toaster

## Design excellence in domestic appliances

A 'funky toaster' and multi purpose washing machine have been declared winners at the 2007 Corus and Design Wales Eco Design Awards. The competition, which is now in its fifth year, invites product design students from the University of Wales Institute Cardiff, Glamorgan University and Swansea Institute of Higher Education to design products which follow eco-friendly design principles.

The Eco Design Awards are organised jointly by Tarfarnaubach based Corus Consumer Products, which has cultivated strong links with the design faculties of Welsh universities, and Design Wales, an organisation that works closely with education institutions and businesses to provide opportunities and recognition for designers.

This year, the brief asked students to deliver an innovative and environmentally sound kitchen appliance. As one guest judge, Richard Eisermann Strategic Director of Prospect Design and former Design Director at Whirlpool, explains "the Eco Design Awards are all about challenging existing design concepts and principles, and demonstrating ability to conceive products designed for zero waste. The best people to achieve this are students unhindered by uniformed design constraints."

From the original field of fifty briefed students, two designs fuelled the experienced judging panel's imagination. Kevin Jones, a student at the Swansea Institute of Higher Education won the Most Innovative Design Award for his 'funky toaster' - a rechargeable, and therefore portable toaster, manufactured from Motiva™ G, a robust dry wipe pre-finished steel from Corus which allows messages to be written on its casing. The judges were particularly impressed that Kevin had developed the functions of a simple product, delivering a different kind of object.

Kevin explains: "The problem I found with toasters is that they are not pretty to look at, and are usually hidden away in cupboards. I wanted to design one that stood out, that could be mobile and would fit into any kitchen environment. My design is very simple to use, with just one simple control panel, moving away from cheap buttons and levers."

Kevin's design particularly impressed Philip Harfield, Ecodesign Advisor at Design Wales who states: "Kevin's marriage of ipod style and emerging technologies in the 'funky toaster' is a great example of how using Ecodesign principles leads to innovative and better design."

A multi purpose washing machine that cleans plates and clothes won the Most Marketable Design category. With many white goods manufacturers aiming to build more eco-efficient products, the design concept by Peter Feakes from Glamorgan University appealed to guest judge and Indesit Industrial Design team leader Darren Holmes: "Emphasis on sustainable design and environmentally friendly innovations are central to white

goods manufacture and my design role at Indesit, so it is encouraging that a new generation of designers who make these considerations are graduating from our universities."

Mark Owens, Project Manager from Corus concludes: "It is increasingly important for big business and industry to embrace a new culture of sustainable design and a focus on eco-friendly solutions. Our support of these Awards, and the presence of a range of influential companies from the white goods sector, demonstrates the commitment of UK manufacturers to ensure designers with green ideals are nurtured from the 'grass roots' level."

**For advice or technical enquiries contact;**

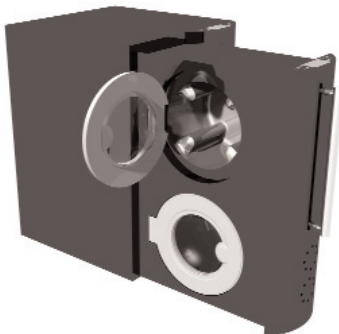
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Peter Feakes' Dishwasher/washer combo



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