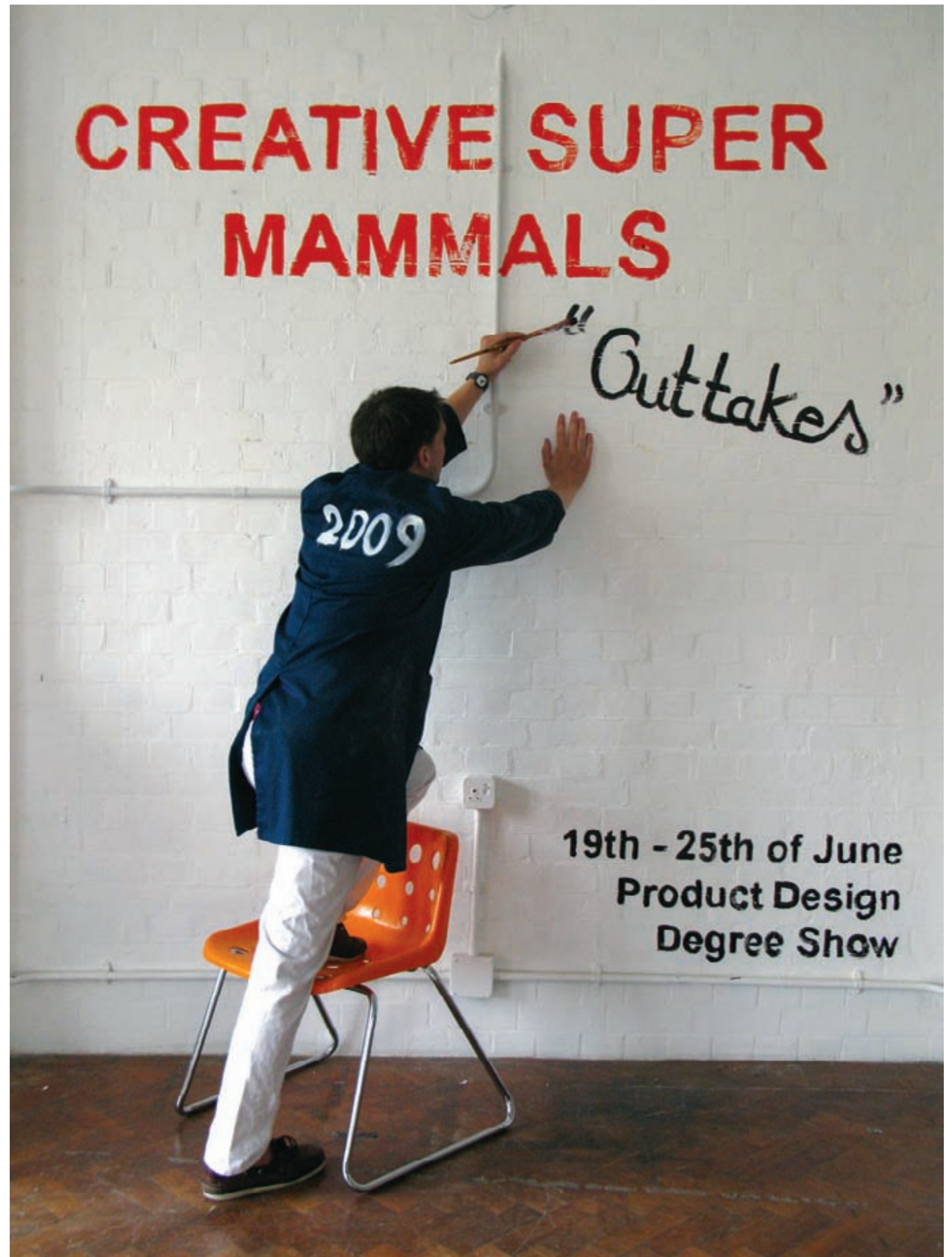
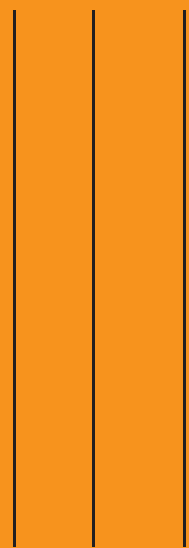


CENTRAL SAINT MARTINS
INTRODUCE THE...



Creative
Super
Mammals





INTRODUCTION

2009 THEMES

1. *No Themes*

Welcome to BA (Honours) Product Design 2009. Here you will meet a new hungry bunch of graduates, who continue to demonstrate the vast range of their concerns; from organ transportation to DIY cosmetics, you will find here – aside from an intense curiosity and creative ambition – a total absence of house-style.

2. *Business – yes please*

Our commitment to industry and commerce persists, and this year has been especially rewarding as we have been joined by Vetrerie Bruni, Procter & Gamble, The Platinum Guild, Schott UK, Design Against Crime, Nokia, & The Family of Rock, who have helped us shape this year's experience. We thank them all.

3. *Designers for Sales*

This year features many mature, highly motivated and talented individuals who are flexible and open, and more than ready to tell you about how they might contribute to commercial design enterprises. Fell free to stop and buy one. Please enjoy our show,

Nicholas Rhodes

Acting Course Director

Personally the journey is much more interesting than the destination. The stories and the paths to discovery driven by the curiosity to find out what might be around the corner and the people you meet before that final arrival hold the true moments of inspiration. Outtakes is a selection from the vast amount of design process you never get to see at a college degree show. These final year, self-directed projects ran from July 08 to February 09. Seven months of work that started out as observations, immersive research, playing, and sometimes just plain free flowing pure obsessive drawing and making.

These spreads contain a sample of insights into our culture and lifestyles with images, drawings and ideas that capture key moments along the way. The seven themes that categorise this work are not themes that have been given by tutors but have been assigned as a way to compartmentalise the areas of interest. I hope this view into our journey offers some moments to swell your imagination.

Chris Lefteri

Final stage leader

As new born graduates, we are coming out of the university jungle, we have been trained to face problems and we solve them with our different tools. A new kind of designer is rising, seeking for jobs and opportunities, and ready to change. WE ARE CREATIVE SUPER MAMMALS.

The degree show team

Course director: Nick Rhodes

Editor: Chris Lefteri

Art director: Chris Lefteri

Newspaper design: Oscar Lhermitte

Photography: John Annett

Degree show team: Marta Bakowski, Laura Helen Hasting, Oscar Lhermitte, Martin Price, Deborah Rey-Burns, Peter Franz Weber, Michael Zogg.

Many thanks to everyone who has made this newspaper possible:

John Annett, Marta Bakowski, James Barber, Laura Helen Hasting, Nina Larson, Celene McDowell, Martin Price, Deborah Rey-Burns, Jenny Smith, Peter Franz Weber, Michael Zogg.

As well as the clients and their support:

Design Against Crime, Family of Rock, Nokia, Procter and Gamble and Schott UK.

www.creativesupermammals.com



CULTURAL

There is a rising trend of cultural hybridization in Britain today. Product design can translate this trend to form new relationships between objects in the domestic environment.

Sharina Bi Abdul Rashid

Contemporary design has much in common with art objects. However, unique works of art are not affordable to most people. How can product design can make address this issue?

Yun Kyoung Oh

Design can enhance the value and experience of daily routines by elevating our appreciation of the time involved.

Laura Hasting

Children are confronted with consumer culture at an early age. How can design provide or enhance awareness of money through children's play.

Lin Fang Qian

People need to escape everyday life. Should designers use this knowledge to sell their ideas?

Gardar Eyjolfsson

High-heel shoes are the placebo of never-ending aesthetic dissatisfaction of young Western women in the 21st Century. Design can be a vehicle for exploring larger social ideas that revolve around the female body desire.

Angelica Di Gaeta

The design of consumer electronics revolves around utopian notions of absolute functionality and impeccable aesthetics. However the prescriptive nature of these seemingly perfect products maintains them into a state of stasis unable to evolve with the user denying him any emotional attachment which results to the rapid deterioration of the relationship between subject and object.

Ioannis Karagkounis

In many different cultures jewellery has both an emotional and materialistic value attributed to it. Product design can intervene in this duality.

Anna Elisabetta Zucchi

The fear of photography revealing real physical flaws of subjects is a barrier for people who are camera-shy. How can design be used to address the issue of self-image?

Xi Zhu

We are under constant pressure to look and feel younger than we are and there have never been so many products and procedures to help us 'achieve this'. There are possibilities here for design interventions.

Bernadette Wegenstein, in her book 'Getting under the Skin: Body and Media Theory', puts it like this, "In cosmetics, just as in the figurative arts, the skin has become a detached commodity. Marketers think about it in absolute, abstract and detached terms." (Wegenstein 2006:112) As with all other products skin is becoming about an individual expression, we all want to be "different from the masses". (Blaikie 1999:86) Just as we can define ourselves through branded products and clothing, we can now brand our skin through the association with a particular brand. Depending on which brand of product you use, be it a high-end fashion brand, or lower end underground brand, you communicate something about yourself to the world through your skin.

Ryan McSorley

EMOTIONAL

Fidgeting reflects a state of mind. Products and materials can be exploited to take advantage of this within a mobile phone context.

*Micronal, a material that adapts to the temperature of the environment. www.basf.com
Artificial muscle, converts electricity into form. www.artificialmuscle.com
Brian Byungkwan Min*

Anger is a normal emotion which if not expressed can lead to depression. Design can assist people in expressing their anger in positive and creative ways.
Lusine Hakobyan

Design a product that brings back natural beauty to women.
Thammaruja Dharmasaroja

Some objects could reach more poetical dimensions if they were animated. By exploring movement and enhancing enjoyment through playful interaction. Product design could re-establish the balance between practical and emotional levels.
Marta Bakowski

Wearable mourning objects including human/animal material nearly disappeared from popular use in western culture during the Twentieth Century. Design can assist in the process of commemorating the dead and maintaining bonds with the living through wearable objects.
Anna Schwaborn

The mechanical working environment of many offices can lead to loss of control and stress. Product design can be used to alleviate stress.
Shamsul Kero Islam

Mundane everyday objects with no emotional attachment encourage a throw away society. By recreating the playful and tactile relationships that children have with their artefacts product designers can add emotional significance to their product.
Charlotte Money Penny

Design can have a beneficial effect by making users aware of the sounds that are created when they interact with products.
Celene McDowell

FOOD

Candy is surrounded by great expectations, especially from children. Noticing that a large number of candy have surprisingly mundane forms, I designed three pieces of candy, focusing on the experience of sharing, even something that is commonly not shared, like a lollipop.
María Tovslid



The lifestyle preference for convenience in food often leads to an unnecessary lack of healthy personalised options for one's own dietary profile. Product design can assist in this pursuit.

With an ever-growing working population and less time spent in the kitchen, people are consuming more convenience food than ever. 'Rainbow Meals' project aimed to alleviate the battle between nutrition and convenience in food to allow consumers the option to eat fast, healthy meals. Through research into the realm of 'phytonutrients', the chemicals in food that give them their colour, I found a stimulating and healthy way to entice consumers to feel confident eating ready meals while minimising unnecessary additives to the food by including only prepared ingredients in each kit. The six colour-themed kits focus on the health benefits of eating from a wide range of colours and encourage users to eat more plant-based meals.

Purple potato gnocchi in a lemon-thyme-cashew cream sauce with purple asparagus

Gnocchi, premade—12 count, but ingredients would consist of:
 2 medium sized purple potatoes Salt and pepper
 3/4 c flour or less Garlic powder

Thyme vinaigrette
 2 tbsp thyme 1 tsp white wine vinegar
 4 tbsp olive oil pinch of salt (stir to mix)

Lemon cashew cream (make 1/3 cup)
 1/4 c water 1/2 tsp lemon juice and zest
 1/2 c cashews

- Boil asparagus for 4-5 minutes until stalks are tender. Drain and plate.
- Boil gnocchi for 2 minutes until gnocchi float to surface. Drain immediately.
- Toss gnocchi in thyme vinaigrette and drizzle with cashew cream sauce. Serve.

Vanessa Carey



Engaging with food is a multi-sensory process of discovery for young children but the learning opportunities provided by cooking processes are not being fully explored by current products on the market. Product design can extend the learning of children through what they use to cook with.
Danielle Warne



According to the world health organization (WHO) unhealthy diet is amongst one of the leading causes of the major non-communicable diseases. Can design encourage people to rethink their relationship with healthy food to gain a balanced diet?
Daizi Zheng



For over two thousand years Indian women have been creating their own natural recipes to enhance their physical beauty. 'Panchakanya' as it is known is based on five elemental steps to achieve perfect female beauty.

Step 1:softening
 1 tablespoon of pine apple juice
 1/4 teaspoon of egg yolk
 1 teaspoon of cider vinegar
 Blend all ingredients, apply on your hands.

Thammaruja Dharmasaroja

FUNCTIONAL

Shopping can be a time consuming necessity. Design can manage the experience more efficiently.
Patrick George Hyland

Nowadays shopping is not only a necessity but also a leisure activity. However for many parents shopping with children can turn into a nightmare. Design is called upon to make shopping for parents a hassle-free experience.
Daniela Draganova

Technological advancement has created electronic devices that are sometimes visually and functionally foreign to the user. Through the use of product semantics design can help bridge the gap between people and technology.
Sara Chung

Recycling plastic packaging is irksome. Design can change the perception of the way we engage with this material so it becomes enjoyable and reusable.
James Hart

Taking and injecting medicine in public is known to make people uncomfortable. Product design can change user attitude & functionality-approach of medicine into a more people-friendly product.
David Racca

Work and leisure can make contrasting demands on a single living environment. Design can help the shift between the two.
Thomas Woods

The 'art of shaving' is fading as shaving equipment is so easy to use and common. Design can provide a sense of tradition and quality whilst satisfying consumer expectations of innovative style and fashion.
George Christou



RELATIONSHIP

Many young teenage girls suffer from low self-esteem. A major reason is their dissatisfaction with their physical appearance. Design can address this issue by modifying their self-image and developing a sense of self respect.
Li Szu Tan

The attachment to material possessions and the emotions they evoke is not concerned with the products themselves but the ideas and narratives they embody through the engagement of psychic energy. Design can challenge and build on the meaning of objects in the material world by understanding the rituals and experiences that surround them where our lives are a performance in which material possessions act as props.
Martin Price



Keeping distance from strangers creates alienation in the urban situation. Design can bring new relationship possibilities to light by providing opportunities for interaction in the urban context.
Di Wu

Uses often have a superficial to mobile phones. Product design can play a key role in establishing a stronger emotional attachment between user and phone.
Emmanuel Hanson

The cultural paradigm of endlessly updating is unsustainable. Emotional durability in product design can make it more sustainable.

Long distance relationships in modern society deprive us of important human interaction with loved ones. Modern technology can play an important role in maintaining relationships over a long-distance, but in many respects they disregard important elements of human contact; Cellphone conversations provide sound bites but leave out the important visual cues of an engaging conversation, emails may represent another person's thoughts but erase the physical input of handwriting, placing the generic 'Times New Roman' in its place. A drawing of a tree in MSpaint might be your daughter's latest masterpiece, but a paintbrush tool is no substitute for the texture of a finger painting on a piece of paper.
James Barber

The perception of no time in our hectic lives in most contemporary societies is affecting the relationship between family members within a household. Design can create new experiences to help us renew and strengthen our relationship.
Crystal Lo

By evoking childhood memories product design can alleviate stress in the workplace.
Leyil Kara



SUBVERSIVE

"The Department for Children, Schools and Families said boys aged between three and five had fallen behind their female classmates partly because nursery staff tried to curb their desire for boisterous play involving weapons. Boys were more likely to become interested in education and would perform better if encouraged to pursue their chosen play." Robert Booth
The Guardian, Saturday December 29 2007

Toy guns have been stigmatised in British society. Considering them to be a very popular toy among boys Product Design should investigate this issue.
Peter Franz Weber

Radio Frequency Identification - RFID - holds many risks and advantages. Can Design prevent us from becoming the transparent individual?

We are carrying around more and more touchless operated cards (i.e. Oyster Card) that have the potential to leak private information. The technology used to make this possible is RFID. Today Radio Frequency Identification (RFID) is applied to selected products and allows touchless reading from a distance of specific product or service information. In the future RFID will cover most trade goods, packaging and even bank notes. My design project aims to protect our privacy by developing solutions to prevent your personal data from being accessed by others. One approach was to use shielding materials to protect the RFID tag that stores the sensitive information. Today there are several fabrics on the market that shield electro-magnetic frequencies. As part of my research I ran test on different shielding materials. As RFID operates in different frequency ranges, this experiments resulted in the insight that those materials aren't reliable enough to fully protect the RFID tag. And consequently don't offer consistent safety for private data.

Some samples of materials can be found at:
<http://www.globalemc.co.uk/home.html>
<http://www.lessemf.com/fabric.html>
<http://www.p-p-t.co.uk/tf-series.html>
Michael Zogg

Products cannot be prevented from a misuse of their function. How could designers take advantage of that gesture?

We are surrounded by products that all fulfil a specific function, many of them are often misused to help the user in his daily life. What is wrong in finding functions in something? Why not looking at an object only by its affordances? Why not designing useless objects, some things with unexplained attributes that cannot be rationalized by the collective unconscious, and see what people do with it?
Oscar Lhermitte

The design language often limits the function of the final object. Therefore it is worth an experiment in a transformable design language.
Young Jin Ko

Plastic surgery is a form of consumption but instead of selling a new you it is selling you control. Are users of plastic surgery becoming designers of their own bodies?
Deborah Rey-Burns



CREATIVE SUPER MAMMALS 2009



HIRE US

IVANKA ALEKSANDROVA: female, 27. Hi gorgeous, Let me tell you about me. I am fat, short, I look quiet old for my age but fortunately I am not very clever. I am looking for a young beautiful prince who will make my dreams come true and we can marry and have little kids and give them real names like Penny and 50 cent. He has to be very tall, good looking like a model - athletic, funny, intelligent, sensitive, patient and very rich as I don't drink water. If you fit the description call me :)

SANG HYUN BAE: female. Hello^^ I am from South Korea. S- Sensibility H- Happiness and Harmony B- Believable I am the person who you are looking for^^.

MARTA BAKOWSKI: female, 22. I am a young motivated designer, who likes challenges and taking risks, who's versatile and enthusiastic, who finds interest in any topics and who is always perseverating. I love Designs, which tell stories, which play with emotions and improve user-interactions. I might be that little spark that you need, so why not try?

JAMES BARBER: male, 27. Design is what you make of it, the more you put in, the greater the results. I'm passionate about design and I want to change the world.

OZLEM CANSIZ: female, 33. Creative & task persistent, with established industry experience. Effective, high connectivity team player who relishes challenges & has quick & adaptive learning style. Product & Fashion design skills in developing concepts to manufacture. Well travelled with a robust appreciation of cultures, rituals & fashions & an ability to anticipate future trends.

LUIS BARCELÓ CARREIRAS: male, 25. I'm ready to start contributing in a professional design environment. I'm proactive and focused; I like to work in group and achieve goals that make everyone excited of being involved in a project. My approach to product design is based on pragmatism, innovation and fun. I'm interested in consumer electronics, medical design and design management.

LUSINE V. HAKOBYAN: female, 23. My design thinking is focused on balanced use of natural sources and reuse of wasteful materials. Human behavior and their well being also play an important role in my design outcomes. Usually, I tend to build up a positive background for my products, trying to stay away from commercialism and standardization.

WAI KIT RICKY CHEUNG: male, 24. Hi my name is Ricky, I am good at graphic skills, sketching and quick idea generation. I have been working for graphic/product freelances between Hong Kong and UK for over two years. Therefore, I have achieved a lot of intensive marketing knowledge and have good understanding of customer's needs. Aiming for the highest and never give up.

GEORGE CHRISTOU: male, 22. An enthusiastic individual who is constantly influenced and inspired by people and his surroundings. Working well amongst others and benefiting from the buzz of design and the positive thinking of a creative team. Always keeps an open mind and his thoughts and influences are often reflected in his design ideas.

SARA CHUNG: female, 24. Perfectionist. Precise. Persistent. Hard working+Team player. Seeking purposeful and collaborative design job. Guaranteed moneys worth :)

NAT DHARMASAROJA: female, 23. Young creative product designer with illustration skills. Enjoy the diversity of culture. Eager to learn new ideas and information Work well both in team and individually. Flexible with space & time. 07595707468 or natdharma@yahoo.com.

ANGELICA DI GAETA: female, 21. Designer Wouter Stokkel said: "It's art if it can't be explained. It's fashion if no one asks for an explanation. It's design if it doesn't need explanation." Drawing and painting my ideas to develop concepts is my art. The functionality of my products is design and soliciting people's needs whilst being trendsetting I conceive as my fashion.Unique-ness, a talent I try to nurture and make mine. Work needs to talk for the person behind it. My products need to represent me.

DANIELA DRAGANOVA: female, 34. Graduating in 2009 BAPD at Central Saint Martins College of Art and Design. Previously studied Industrial Design at Berlin University of Arts (2004-2007). My product "Flexiboard" is now in production by the German company ALNO AG. I hold a MA degree in Textile Design from National Academy of Arts in Sofia. Fluent in English, German, French, Bulgarian.

MATTIAS ENVALL: male, 27. When I work in the workshop, shaping a material to let a form slowly develop in my hands, I can loose track of time. It's like communicating with the material, giving it a body to live in. Then to combine that form with a function and give it a use is what I consider the beauty of Product Design. Design for me is people, fun, understanding, communicating and living.

GARDAR EYJOLFSSON: male, 27. Contextual, conceptual thinking is key to create more meaningful products. By digging deeper into people's minds, playing with people's perception and emotion and pushing the boundaries every time, I want to create objects using materials and manufacturing techniques that will last. I want quality at the expense of quantity: Objects that will last for generations, hopefully gaining additional value as they get older.

MATS GABRIELSON: male, 41. Old truths are falling apart and new patterns emerge – we live in a great era. Imagine the possibilities! Senior junior designer with long range radar and solid business skills. 10 years in global structured finance, a stint lecturing Strategy and Sustainability in Design and 3 years of design exploration equals a strong strategic design force for your organisation.

EMMANUEL HANSON: male, 22. I am based in the UK but willing to work anywhere, I would say my designs tend to have more emotional attachment towards them. I enjoy designs that have more emotional meanings behind them. For example the reason why someone would keep a certain object but would throw away another when its use is complete. I would like to add also that I am a bubbly person who enjoys working with others, and is willing to give 100% in what ever I do.

JAMES HART: male, 21. The ability to pursue new ideas and concepts is as interesting to me as solving problems; using new technologies and materials; and integrating functionality and aesthetic qualities. In me you will find a passionate character who seeks to exceed expectation.

LAURA HELEN. HASTING: female, 21. I MAKE GREAT TEA. www.laurahasting.co.uk.

JAN HENZDEL: male, 27. I am a trained engineer pattern maker with 7 years experience. I have a zeal for materials, design and manufacturing techniques. My outlook to reconcile the desire for individuality from a society accustomed to mass-produced 'perfection'. www.henzdelandhunt.com.

KAYDEE HOLLINGSHEAD: female, 23. Being a designer is a dream come true and I am passionate and privileged knowing I am in position that enables me to influence the lives of others through my own imagination. As an employer I guarantee you a focused, creative, driven and ambitious approach to design in order to produce outstanding results, not just because it is my job, but because it is who I am.

MINA HONDA: female, 23. I love people, I love people smiling around me. Since I moved to London from Japan, I have been trying to let myself involved in various fields of art such as music, textile, and architecture. So, now I am equipped with wide points of view to design product which make people happy and creative!

LOUIS HOWE: male, 22. I am a highly motivated, proactive person, am calm under pressure and enjoy working to deadlines on projects. One area that interests me is the design of multifunctional products.

WEI HUNG HSU: male, 24. Design is everywhere-it's what drew you to the last piece of furniture you brought and it's what made something enjoyable. For me, design is a method to communicate and to share which brings possibilities and joys into everyday life. As a designer, I'm seeking to create simple/usable product that satisfy the user as well as the design company. E-mail: johanny74831@hotmail.com.

RORY D. HUGHES: male, 22. I am a cultured, well-rounded individual with 6 years experience in the field of design.

PATRICK HYLAND: male, 22. I have a passion for problem solving. The prospect of seeing the final product in use, drives me to create and design from scratch. I am an innovator. I design products which could become an everyday product; that is my dream - to launch my own brand, leading to a series of products for the world to use and benefit from. Studying Innovation Design Engineering at the Royal College of Art will further my ambitions to be one of the best in the design industry.

SHAMSUL KERO ISLAM: male, 23. I like products that are rich in narrative, and with my design process I try to create narrative through addressing emotional needs. I believe that I can add value to the design process by creatively interpreting patterns in behaviours or rituals and turning these into engaging design directions.

YUKI IWATSUKI: Japanese, female, 21. I lived in Italy and Germany for 3 years each and this gave me an opportunity to absorb different cultures and get inspired by their great designs. My focus in my projects is to design products that serves as more than just products, but something that brings emotional values and engagement to the users.

JEONGWON JI: recently got her BA in Product Design from the Central Saint Martins College of Arts and Design in June 2009. Born and raised in Seoul, South Korea and now based in London, UK, she is primarily interested in recreating everyday objects that reflect her own analysis as well as observation on ordinary people, urban life, and social change.

RYAN JONES: male, 22. I consider myself a confident young man, I'm eager to develop my design skills in the area of lighting. As a visual communicator, it is my passion to be involved and play a significant role in an industry that excites me.

LEYIL KARA: female, 24. I love to be in design process of products, more than being a problem solver, iam a problem finder who is trying to find problems in different life styles, environment and circumstances. I believe, finding problems and understanding them is the best starting point to get the best design results.

SOO KYUNG KIM: female, 27. I have been constantly aware of human in natural environment. My whole years staying in London opened my eye to gardens and modern cultural richness from one of the most fascinating cities in the world. Recently I have developed such green works at furniture and consumer electronics such as mobile. And my favourite dish is sushi.

YOUNG JIN KO: male, 29. Design is the subject makes me using everything I have. It makes me to use my experiences from several backgrounds such as air force, mechanical engineering, work placement /exhibitions as well as product design to re-define the meanings of elements of objects. Email: Genie_inthe_bottle@hotmail.com.

NINA LARSSON: female, 26. Creative product design student, soon to be graduate, is now seeking work in the near future. I am always eager to learn, and live for the creative energy you get when you are passionate about what you do - which I am. Commitment and devotion is how I would describe my relationship to design and the way I work.

SOOHYUN LEE: female, 23. I am creative and active to work in groups but also in individual, carrying out design projects by solving problems.

KWANG HOO LEE: male, 29. Pick me up! If you want something different or exclusive identity. There will be enough time to kick me off. rokmc8753@naver.com

OSCAR LHERMITTE: male, 23. I want to change the world. You can help me. www.oscarlhermitte.com

AARON LIU - male - 24 - I draw inspiration from the things around me what I see, smell, feel and touch. I use design to illuminate the world around me. I thoroughly enjoy sketching and developing ideas and model making. In addition I have proficient knowledge in 3D CAD software. I would relish the opportunity to share my ideas and work as part of your team.

WILLIAM LO: male, 24. As Enzo Ferrari said: "My Favourite Ferrari Is My Next One". I regard myself as a keen learner and extremely enthusiastic towards my work; I cherish the opportunities to gain hands-on experience in various different areas.

CRYSTAL LO: female, 23. Why a designer should employ you: I am a professional, I have the training, I have the experience and I am a veteran.

YAN LU: male, 23. With background in product design, I am interested in exploring the relationship between people and objects, as well as the ways they affect each other. It is also one of my aims to break the barriers between new technologies with people's daily life, by involving it into those familiar objects and behavior.

EMESE MANDZAK: Hungarian, female, 23. Emese likes challenges and wants to contribute to various design projects to create something great!

CELENE MCDOWELL: female, 20. Good at: lots of things including drawing, model making, using computer's, researching things. Enjoy: Gric, Gampar, Wong, Lohmann, stuff about sound, materials and interactions, roaming the streets of London at night on a bike, drawing anything and everything, taking photos of people when they aren't watching, seeing live music and going to depressing indie clubs.

RYAN MCSORLEY: male, 24. Enthusiastic, personable and open-minded young designer seeks employer. Looking for that special company/studio which will help me make the leap from college life to professional life. Hard working, deep thinker who wants to commit. I have a GSOH and love country music. If you like what you read get in touch!

BRIAN BYUNGKWAN MIN: male, 27. 'Progress means simplifying, Not complicating' Bruno Munari.

CHARLOTTE MONEYPENNY: female, 22. I try to design emotionally durable yet functional objects that encourage user relationships and interaction, making the object linger in the consumers mind. I believe it's important to observe and question daily life and make each day more memorable through objects and the materials they are made from. I aspire to work as part of a team designing anything from product to furniture and packaging taking inspiration from all over the world.

MAI OHASHI: female, 25. I have studied graphic design for three years in Tokyo before I came to London. The reason why I chose product design is that I really enjoy and love making. For me, design makes people's mind enrich and happy. I want to make products, which have a universal sense of appeal and bring a smile to people's face as many as possible. My aim of design is "smile design", which has a sense of fun and heart-warming.

NIKOLAOS PAPADOPOULOS: male, 21. A designer should employ me because I am willing to work hard and set my sense of self on the side for the sake of accomplishing something valuable as a team of people. I have a holistic approach towards projects which allows me to foresee the positive outcomes they can bring. I think on my feet and act with what is at hand, rearrange, send the connections, the good vibrations for people to work efficiently as a hub.

RUBEN 'MICHEL' PARIENTE: male, 23. I have always been involved in artistic things since I'm a child, but Product Design gave me the opportunity to do concrete things. Because I am quite a concrete person in practice, not in theory... After a year studying Product design, I decided only to work on concepts that had environmental issues. Outside University I'm a DJ and promoter, trying to become producer.

SANGWOOK (WOOKIE) PARK: male. My interests and passions are based on "achieving for the best".

MATTHEW PATEMAN: male, 24. I am interested in everything 3d, interactive, to do with multimedia, the world wide web and communication – how people interact with a product and how people use or abuse a product. Enjoy working in a team, late nights – not a problem. Programs I use are InDesign, Illustrator, Photoshop, Flash, Flex, Graphite and Rhino. Not afraid of a challenge.

TAYLOR PHILLIPS-HUNGERFORD: male, 22. I have been given the chance to combine a very rigid technical background (began university in the US) with a very loose and conceptual understanding of design and then go on a use these combined skills to approach problems as opportunities and create more robust and unique concepts.

MARTIN PRICE: male, 21. Inquisitive london based fox seeks quirky design den.

LINFANG QIAN: Born in china, which is the biggest manufactory country and will graduate in one of the most famous design school in British, combination of two cultures, I will consider objects side effects and the substances used when I design it. "Be a designer must reconcile their own standards of aesthetics, quality and ethics with the requirements of the intended commercial purpose of their work."

DEBORAH REY-BURNS: female. Well travelled and experienced brunette seeks worldly design company (small or large) to share late nights and tight deadlines. Interested in a resourceful, creative and experienced team player - who's willing to go the extra mile? Why not contact me, I am certain our relationship will grow into something special (all continents will be considered).

MEAGAN ROBERTS: female, 22. Meagan Roberts has recently completed an internship with design property developer Yoo. She is planning to stay in London to follow her goal of becoming a professional designer, focusing on furniture design as well as home ware design.

ANNA SCHWAMBORN: female, 23. Has been and is working for AlexanderMcQueen and Vivienne Westwood since two years parallelly to her studies at Central Saint Martins College of art and design. She is going to continue her Masters programme Fashion Womenswear at the Royal College of Arts. She is a creative, self-motivated, dependable person who is always willing to challenge herself and work hard.

THOMAS SERVANTE: male, 22. I have an ability to design something out of the ordinary while staying focused on the objective set through either an individual or a client. I am a hard working member of the team and I try to make the most out of any challenge. Most importantly I should be employed for my passion of design and thirst for knowledge!

SALLY SHAW: female, 26. I am merely an apprentice in search of a mentor who can guide me in the right direction. I have been fortunate enough to have worked in the fields of Architecture, Product design, Fashion Buying & Investment Banking. My philosophy is to listen and to understand; the more you know, the more you realize you have yet to learn for if we are not open to new ideas we cease to grow.

JENNY SMITH: female, 22. Areas of Interest: Packaging, brand strategy and researching consumer trends. Enthusiastic and focused. After graduation I hope to have an internship to expand my work experience before seeking full time employment.

BONGHEE, BONNIE SON: female, 23. Having lived in the UK and South Korea, I have learnt to adapt quickly, be flexible and open-minded. I consider myself to be hard working and also energetic. My training in Art and Design have challenged and developed my abilities to come up with original ideas and create products using a variety of means. Through training and practice, I have learnt how to observe, analyse, design and express my ideas in a methodical manner.

LI SZU TAN: female, 23. Young and passionate seeking good company who just cannot resist raspberry & lychee macarons. Guarantees to be fresh and inventive. Loves people-watching and finding unusual insights to create new interactions which make people smile. Enjoys working as a team to make dreams become reality. Fancy meeting outside the box?

MARIA TOVSLID: female, 24. Enthusiastic about design and wants to learn more.

DANIELLE WARNE: female, 22. I'm organized, thoughtful and methodical in my approach to design, and enjoy the balance between the logical and creative. I believe in the importance of observing and understanding people in order to define and resolve specific design issues.

PETER FRANZ WEBER: male, 29. I am a hardworking, versatile, creative individual with a very useful mix of professional and interpersonal skills. If you can inspire me for your projects I'll move mountains for you. www.peterfranzweber.com

MATILDA WIGG ERIXON: female, 26. I have always been looking at life through a magnifying glass. The little belief of mine is that design could wake us up from the slumber of everyday life, stir us around a bit & inspire us to take action. From a simple observation that can improve the quality of life to a vain conception found in a fashion magazine. Design is everything & I want to be a part of it!

THOMAS WOODS: male. In retrospect, my approach to design is to observe and draw inspiration from behaviour and rituals. I trust what I understand: the design I aspire to revolves around a logical, robust, hands-on approach to physical structures, materials and processes. I especially enjoy collaboration with clients, team members and external specialists.

DI WU: female, 22. With background in product design, interested in exploring the interpersonal behaviors as well as those subtle emotions caused by human-to-human interactions. I try to change the specific aspect of daily objects to add new functions and encourage new types of interactions between human and objects.

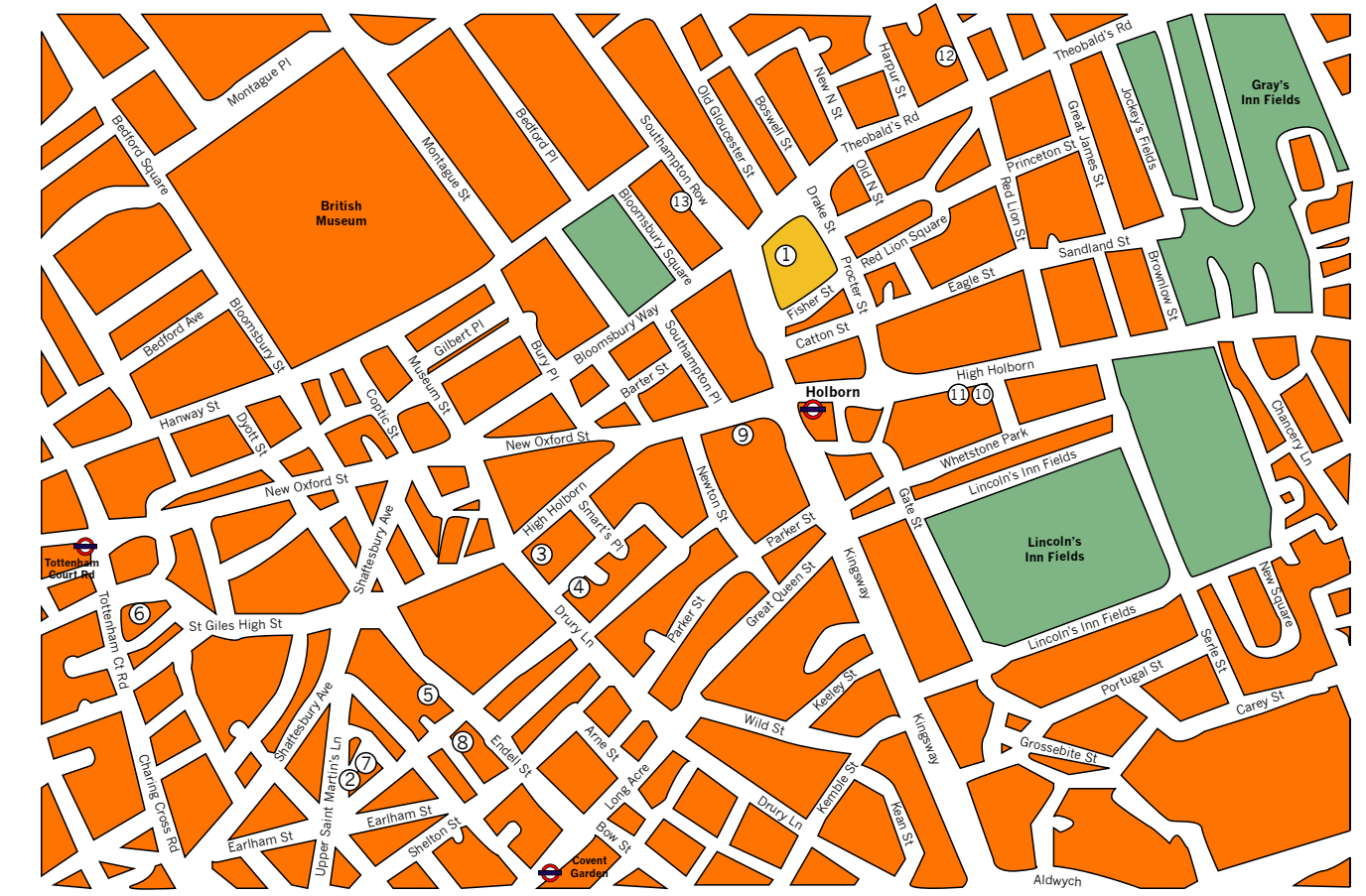
DAZI ZHENG: female, 23. I am a passionate person who is bold in creativity, precise in detailing, understanding various design and technical skills. More importantly, my multi-cultured background allows me to widen my perspectives and taught me to communicate and achieve the perfect outcome.

XI ZHU: female, 25. With background in product design, focus on electronic products, interested in find out design opportunities from affect, emotion, and subjective experience to achieve physical and spatial aspects of interactions, also have work experience in exhibition and web design, excellent at computer skill.

MICHAEL ZOGG: male, 41. Modest Swiss Army knife fighter looking for open minded collaborations to save the planet – who says we can't try – and make life a little more interesting. Practical forward thinker always aiming for the big picture even though short-sighted (wears glasses now), dances tap when needed – michael@zogg.net +44 77 2652 2548.

ANNA ELISABETTA ZUCCHI: female - 22 - Young, energetic, half Italian, half American 22-year-old female. I am an efficient, enthusiastic dreamer with practical solutions, determined but playful, flexible and resourceful, and culturally savvy. But most importantly I'm in love with design and I'm more than proficient at creative solutions. Fully available and ready to commit.

DIRECTIONS



SOME NICE PLACES TO HAVE A BREAK

- 1 *Rosemarys Café*, restaurant inside CSM. Usually crowded with students. Around 3-4£ for a meal.
- 2 *Monmouth Coffee*, excellent coffees and pastries. Rustic and French, we recommend the Cappuccino and almonds croissant for about 2£.
- 3 *Ecco*, Italian-pizza-sandwiches. Simple and nice. Sit-down or take away. Try the Ecco Special!
- 4 *East Thai*, smart Thai restaurant. Around 10£ per head. The Phad Thai, green curry and Tom Yum Ghong will be the best choice.
- 5 *Rock + Sole*, fish and chips, crowded place with outdoor seatings. A huge plate of fish and chips for 9£.
- 6 *Assan*, busy Korean restaurant. No hesitation for the spicy pork with rice and Kimchi stew at 6£.
- 7 *Food for Thought*, vegetarian restaurant. For 6£, they'll give a delectable quiche.
- 8 *Scoop*, best known for their gelato. 2£ a scoop. Try the coffee/Hazelnut!
- 9 *Princes Louise*, the nicest pub of London. Taste their Alpine Lager for only 2£.
- 10 *Yo Sushi*, sushi trendy restaurant. From 2£ per sushi, the chicken dishes are not to be missed.
- 11 *Itsu*, modern sushi restaurant. From 1.50£. The vegetarian sushi have got their reputation.
- 12 *Danny's*, wraps-smoothies-salads. Rustic, friendly. Around 4£ a wrap. The Italian wrap is the one to go for.
- 13 *Hummus bros*, chilled out place to have hummus. From 4£ a portion. Order the chicken hummus without a doubt.

HOW TO GET THERE, FROM HOLBORN TUBE STATION

1. On leaving the station take the exit on the right hand side (exit 2).
2. Head for the traffic lights slightly to the left, in front of the exit (staggered).
3. Cross and turn left.
4. Follow this road into Southampton Row; walk straight ahead until you reach the crossroads. Follow the road round to the right and you have arrived.
5. Central Saint Martins entrance is located on your right.
6. Walk into reception. Then take the staircase located to the right. Walk up the stairs. Take the second set of doors. It should say 'Second Floor'.
7. Enter through the double doors and immediately on your left is the door to the 1st floor studio. You have arrived at the show.