

European Single-Use Camera Project

Central Saint Martins College of Arts Design Workshop

IN LONDON / 17 – 21 September

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Project Focus | Iconic European Designs

* By Simon Bolton



Lancia



Alfa-Romeo

Loewe



Lamy



B&B



Paul Smith



Dualit



Miele



Bellini



Braun



Project Focus

What is European Design?

* By all teams – ‘

European Design’



Search criteria

User interaction – experiencing the handicapped



Search criteria

User interaction – experiencing the product



Data collection

Hoxton_UK

Hoxton

SIGN/AD.



AGE



FASHION



FOOD



INTERIOR



Data Analysis

Extracting Key words

5



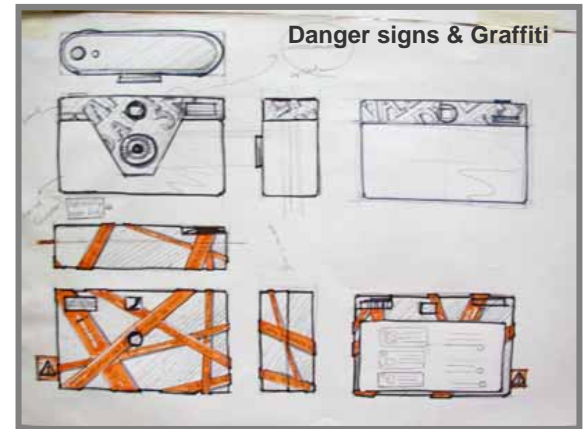
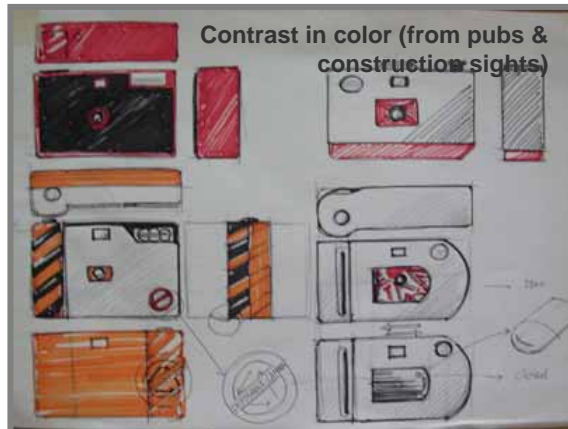
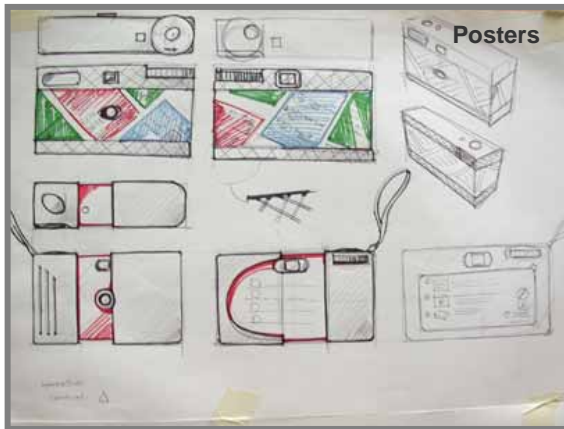
Decoding | Concept & Keyword

5

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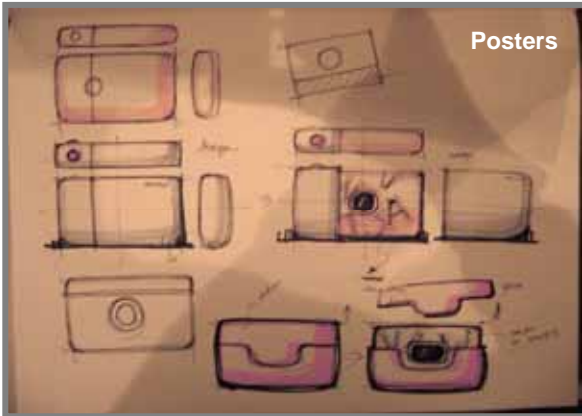
Key words (from the research)	Key words (from European design)	Color	Material	Shape	Finish
Urban	Culture				
Diversity	Wit, Fun, Artistic, Satisfaction	Faint	Stone		Matt
Raw	Breaking, Instinct, Emotional	Black & Red	Wood	Raw	
Authenticity	Historical		Cement		Worn
Visible	Iconic, Variety, Cross thinking				

Ideation | Idea Sketch



Ideation

Idea Sketch



Posters



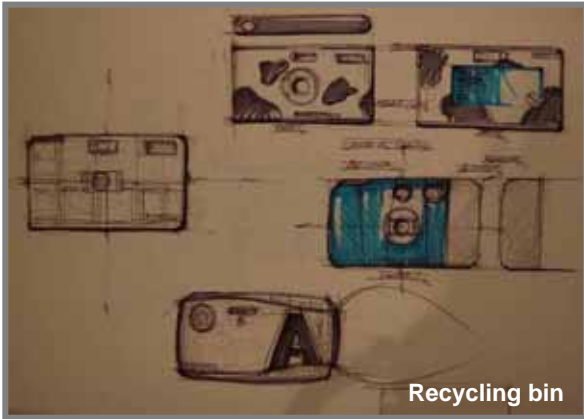
Pub lights



Traffic sign & Pub lights

Ideation

Idea Sketch



Recycling bin



Beer bottle



Graffiti & Danger sign

University of the
Arts London * *
Central * *
Saint Martins *
*



The end