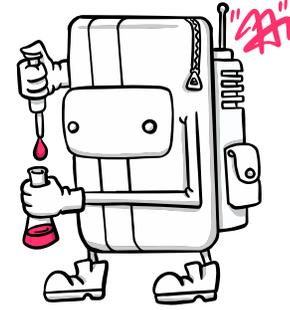




# JACOB LEBLANC DESIGNER





# A BICYCLE FOR MARTHA STEWART LIVING

## ESTIA

### WHO IS KAREN?

To design for Martha Stewart Living, we created Karen: the ideal **representation for the readership** of their magazine. A **49-year old mother of two**, Karen is **an avid cook and baker**. She's also the primary **decorator** of her suburban New Hampshire home.



### KAREN'S NEEDS ARE HERS

For Karen, a bicycle is a **stylish and enjoyable** way to take a **casual ride around the neighborhood** or down **to the local shops**.

**Comfort, grace, and ease of maintenance** were key. It also needed a **nostalgia factor**: we wanted Estia to remind riders like Karen of the **Schwinn and Peugeot classics** of their childhood.

## WHAT'S THE BIG IDEA?

Estia would be a **cruiser bike** that would fill all of Karen's needs. The **unique "scooter" style** would ease short trips, while the graceful curves and soft tones evoked **classic American** and stylish Dutch bikes. **Long handlebars, a plush seat, and fat tires** would keep her comfortable. Practicality comes from a **large basket and solar-powered headlamp**. Our goal retail price was **\$400-500**.

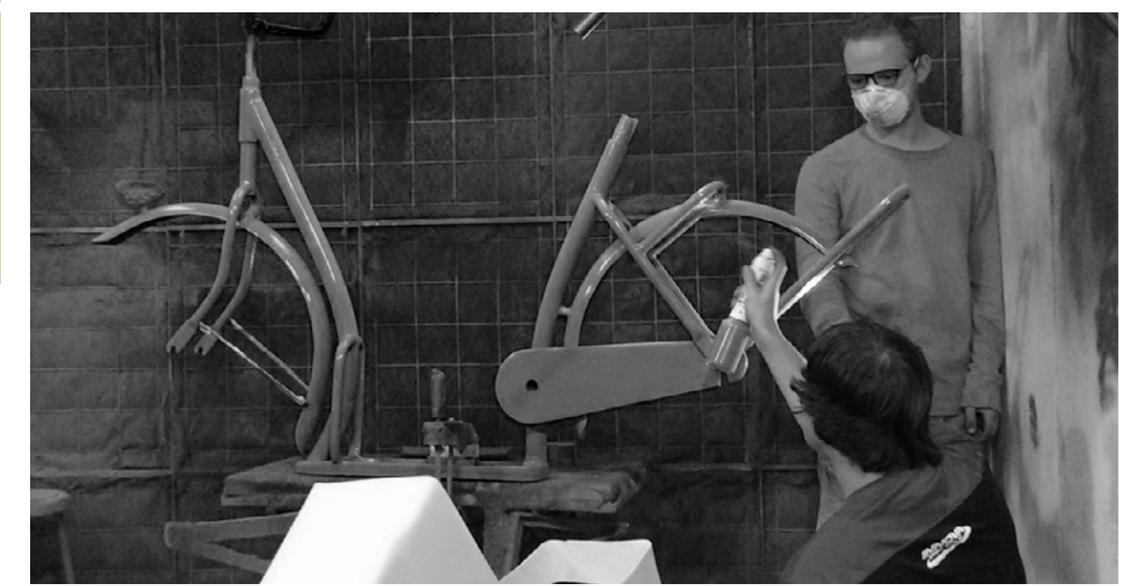
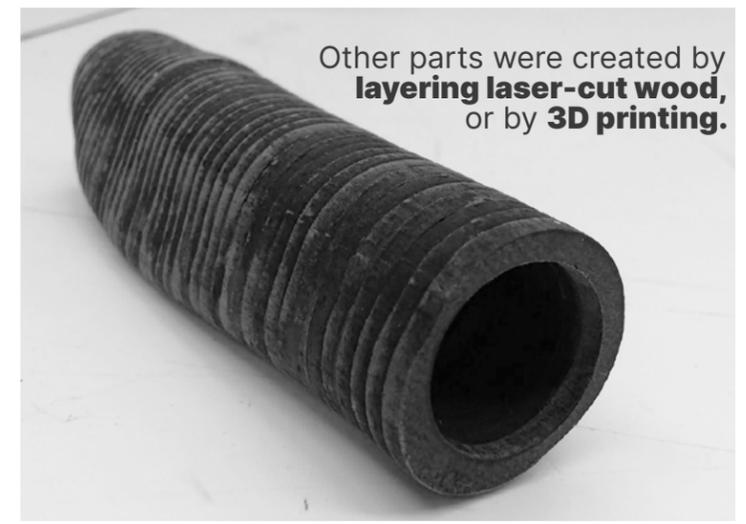
## ESTIA IDEATION AND DIRECTION



### 3D TO PVC

As a **CAD model was created**, parts were transferred into two-dimensional sketches from which **foam molds were constructed**. The final bike frame was constructed from **PVC piping**.

## ESTIA MODEL CONSTRUCTION



# ESTIA FINAL MODELS



## NO-SLIP SCOOTING

Estia can be used as a bicycle or as a simple scooter. **Unobtrusive pedals** can be pushed aside or removed entirely, and every foot surface contains a **rubberized texture** to avoid slipping.



## STOP & GO

Elegant brushed steel brake and shift levers control the **rim brakes and a 3-speed internal gearbox** that won't rip clothes. Leather handles are soft and warm.



Multiple color options inspired by the style of Martha Stewart Living



solar-powered light for safety and ease of maintenance



large, removable basket for local shopping trips

unique 24" wheels allow lower seat and pedals



A  
FAN  
FOR  
MIELE

**Miele**

# GUST



## WHO IS MIELE?

A German manufacturer of high-end home appliances for over 100 years, Miele is known worldwide for vacuums. Miele's products are notable for their **intuitive functionality**, and for a corporate objective of making products that **last a minimum of 20 years.**



Miele's vacuum designs are defined by:

**rounded, glossy ABS shells & dark bases**

**informative material breaks & simple buttons**

**instantly identifiable touch points**



## WHY A FAN?

Miele have already proven themselves masters of **air dynamics, silencing, and filtration.** A home fan could make use of that technology, as well as **compete with Dyson:** Miele's main rival in the vacuum industry. A fan is also an opportunity to **broaden Miele's nonpermanent appliance catalogue.**



## WHAT MAKES A MIELE FAN?

Miele's fan needed to embrace the company's design philosophy, while also meeting the following features & benchmarks to be competitive in the high-end fan market:

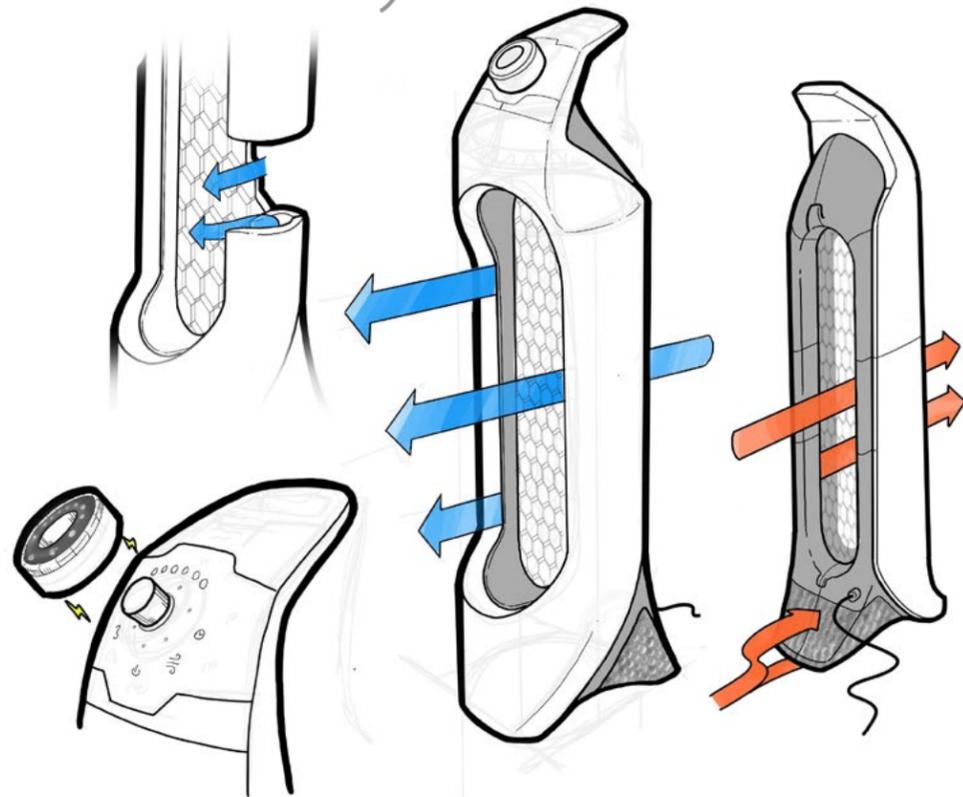
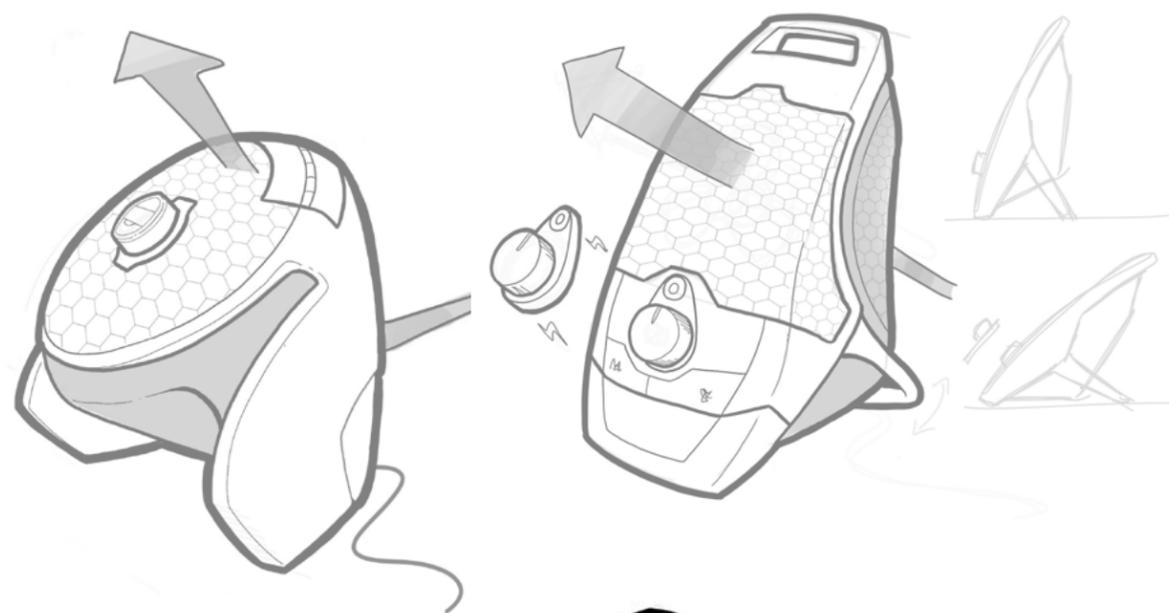
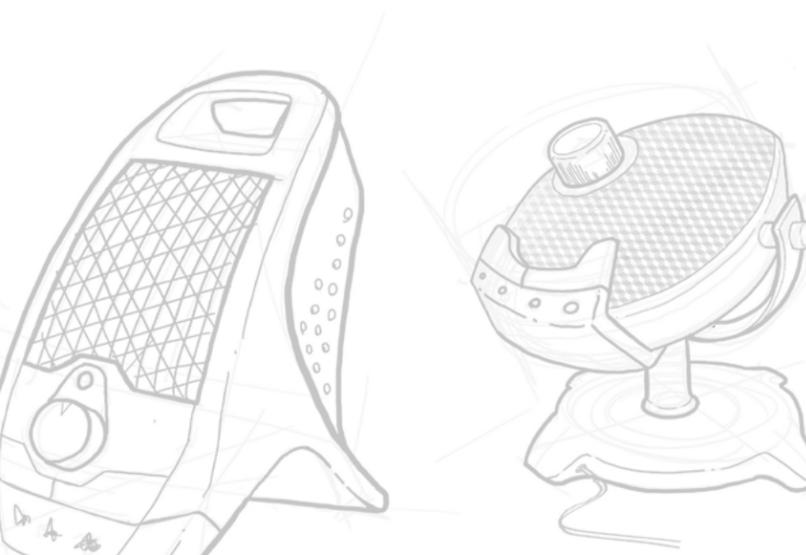
**price \$149-249**

**4+ speeds**

**docking remote**

**fits into modern home**

**power competitive with Dyson**



# GUST FINAL DIRECTION

The bladeless tower fan concept was chosen for its **high power, slight footprint, safety, and unique charm.**

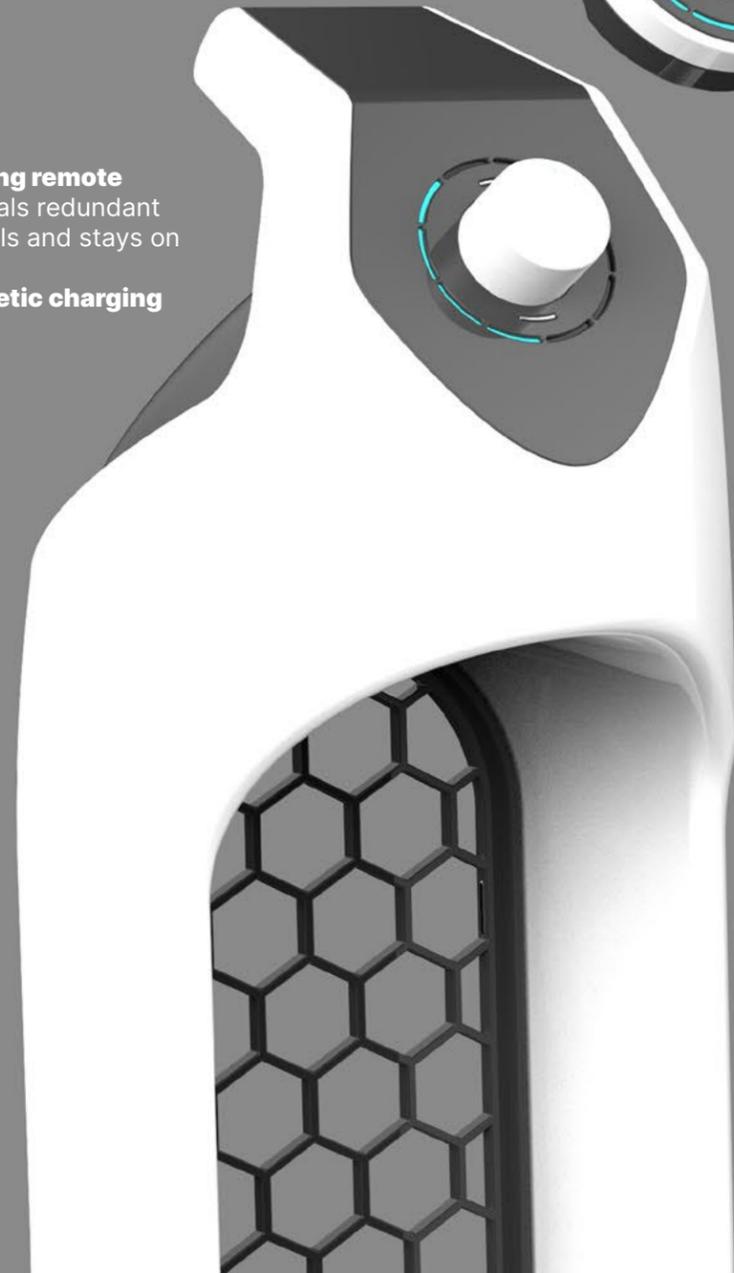
Its ABS shell and hexagonal grill mimic the Miele vacuum line, and provide a simplicity that directs attention to tactile points. GUST would be available in two colorways: Miele Red and Blizzard White.



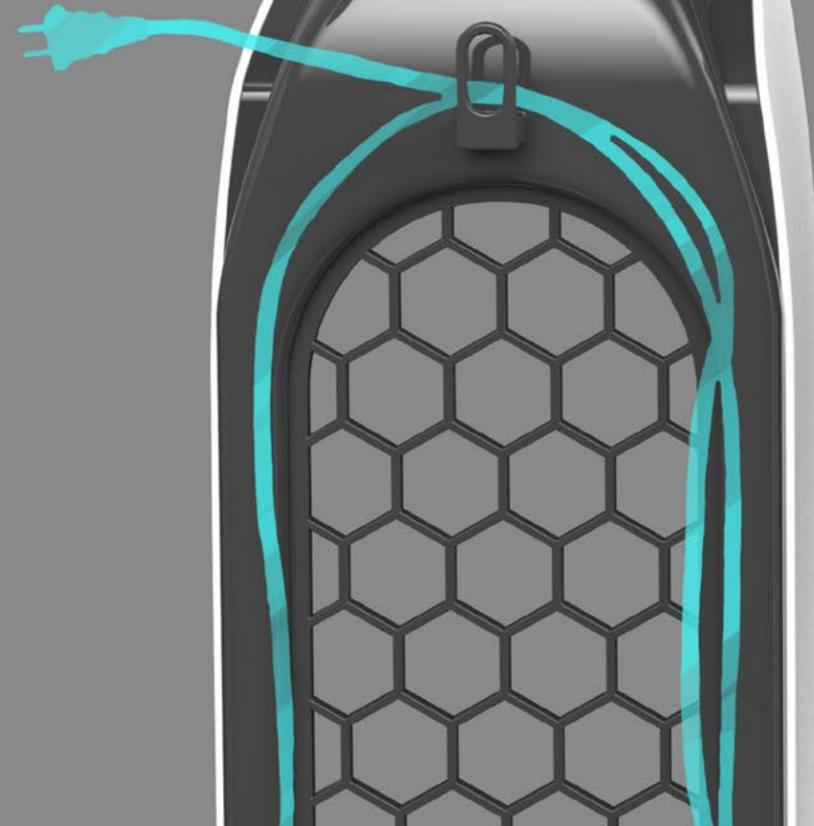
**10 LEDs** indicate speed controlled by the **spinning white bezel**



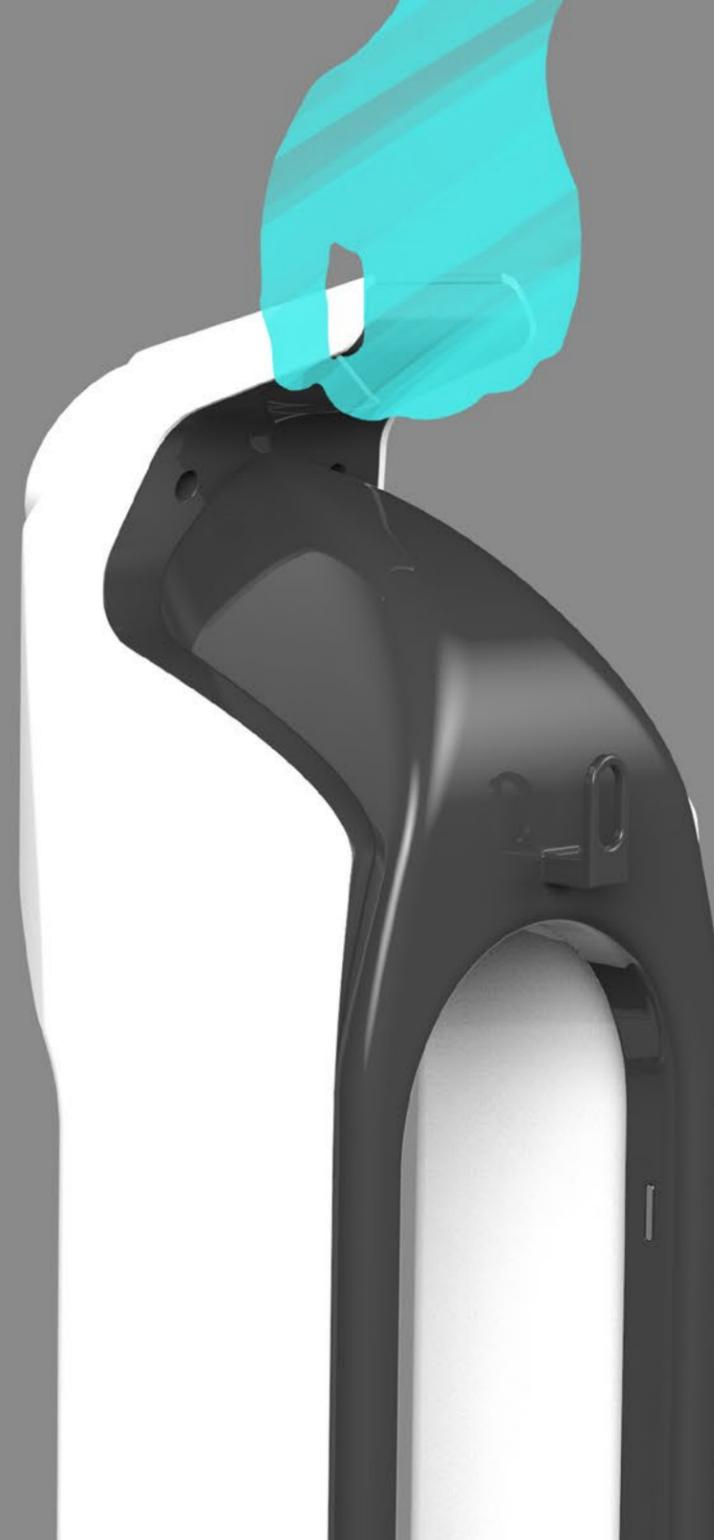
**docking remote** conceals redundant controls and stays on with **magnetic charging ports**



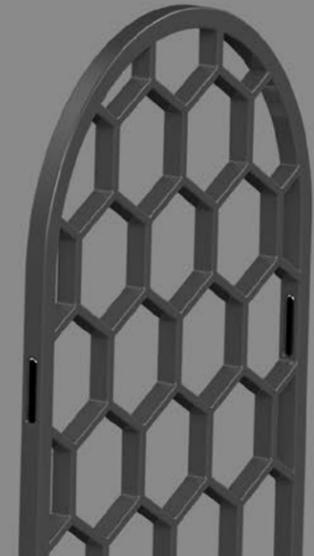
**integrated cord wrap** mimics form & matches Miele's stick vacuums

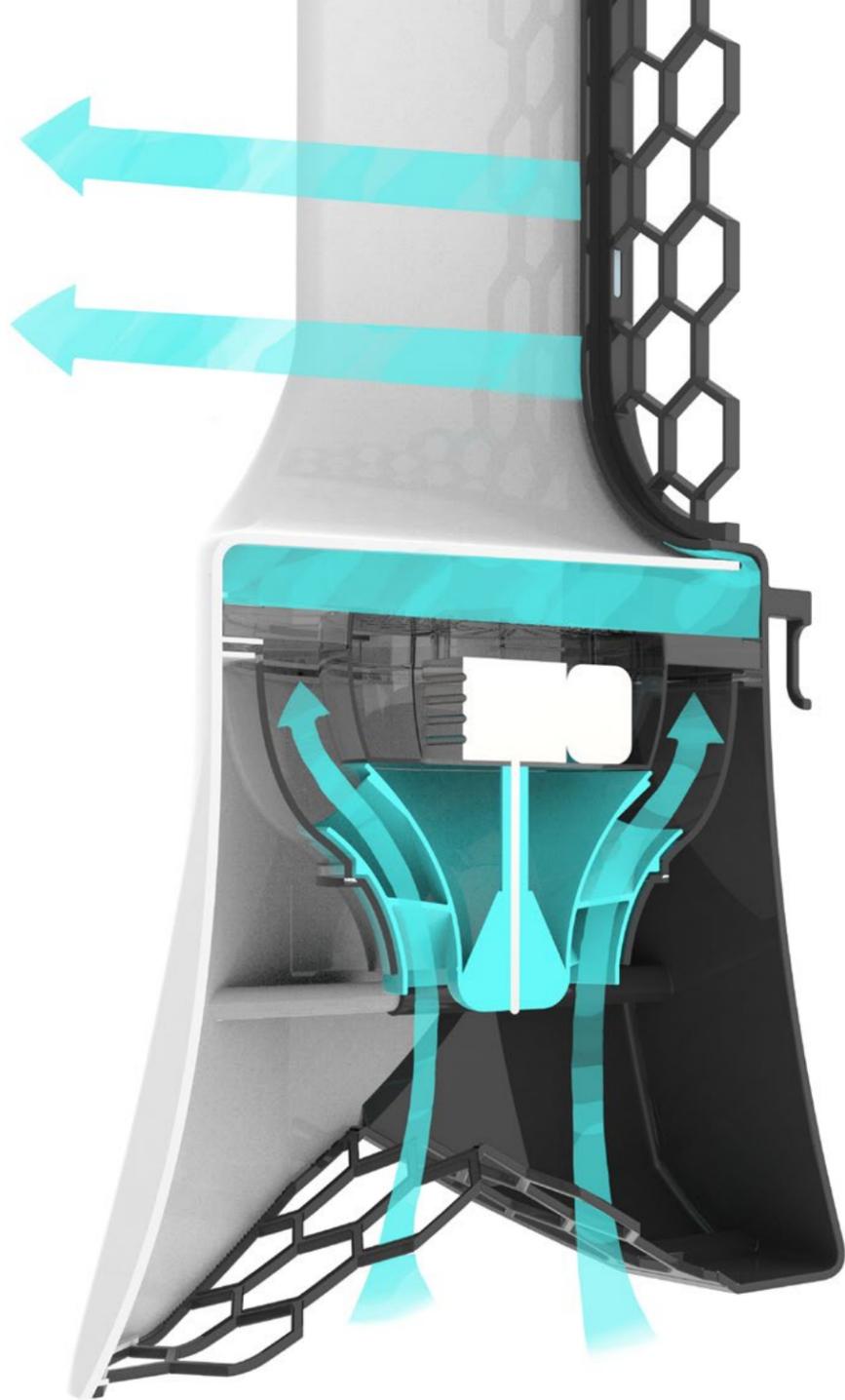


**easy to lift** and move around



**magnetic hex grill** provides structure & brand identity, and is easily removable





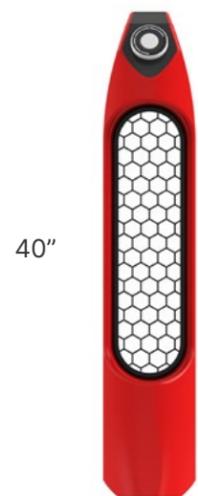
## IS IT REALLY BLADELESS?

Instead of traditional blades, GUST uses a unique **conical impeller fan** in the base. Air is pulled from below the unit rather than behind it, and is forced into the hollow loop of the unit's body.

When enough air is pulled into the body, it is forced out across the airfoil along the inside of the loop. Using **Bernoulli's principle**, the curved surface of the airfoil accelerates the air, and additional air is pulled in from behind the unit.

## PARTS

- |                         |                          |
|-------------------------|--------------------------|
| 1. control bezel        | 17. motor                |
| 2. remote front housing | 18. motor housing bottom |
| 3. remote LED housings  | 19. impeller fan         |
| 4. circuit board        | 20. air flow funnel      |
| 5. remote back housing  | 21. bottom grille        |
| 6. body mounted knob    |                          |
| 7. magnetic charging    |                          |
| 8. knob assembly        |                          |
| 9. body-mounted LEDs    |                          |
| 10. circuit board       |                          |
| 11. front shell         |                          |
| 12. control shroud      |                          |
| 13. rear shroud         |                          |
| 14. rear shell          |                          |
| 15. motor housing top   |                          |
| 16. style grille        |                          |



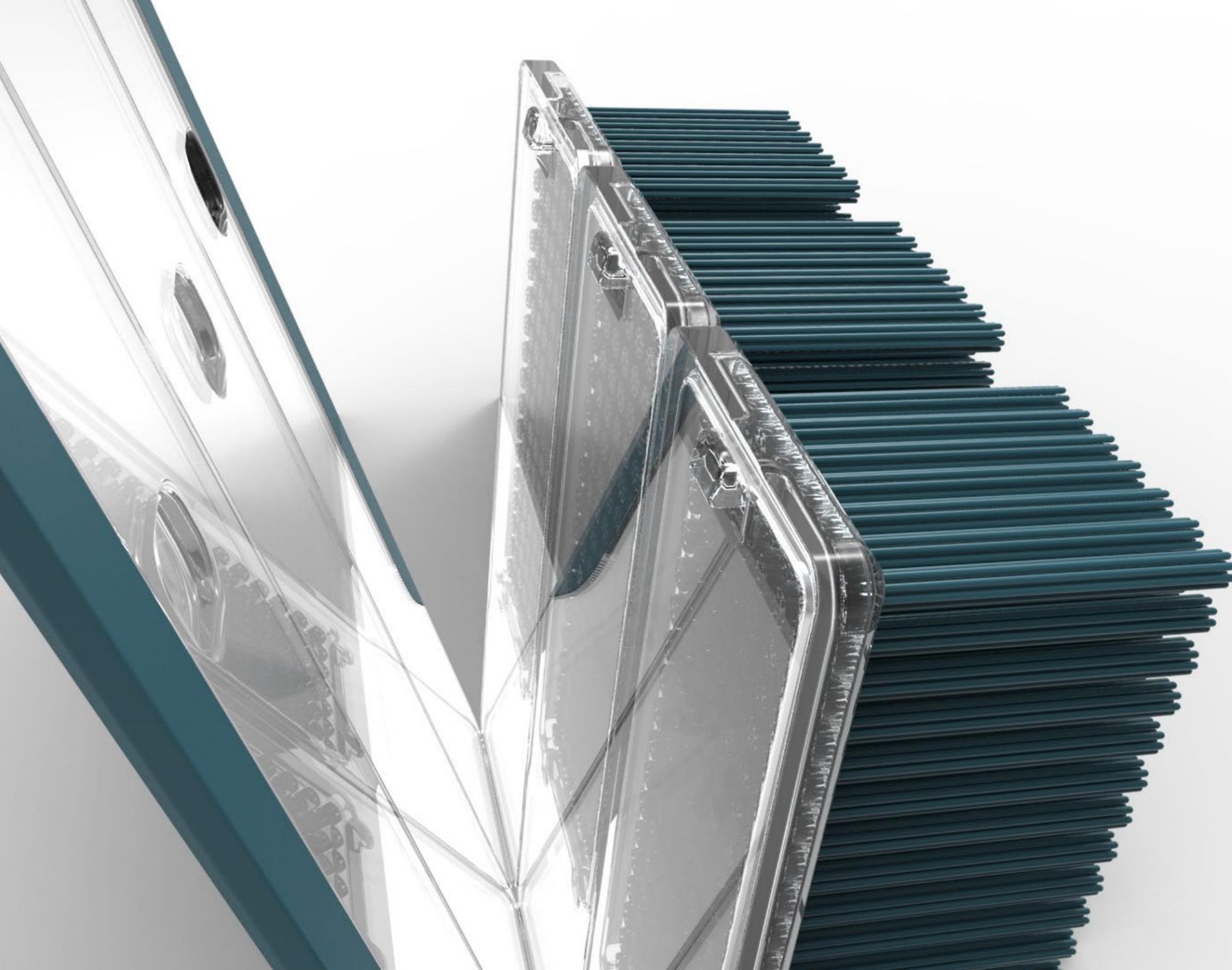
9"



10.75"

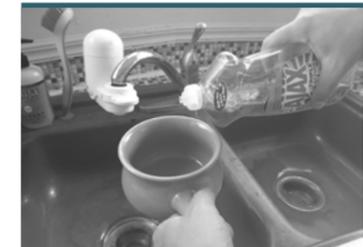


exploded view



# THE FAST FOLDING DISH WASHING SOLUTION

## ORI



### WASHING BY HAND

The process of washing dishes by hand was investigated through product comparison, analysis, and surveying. From these processes, we learned the following:

**More than 1/2** of survey respondents listed washing by hand as their **only means of washing dishes**

The average person spent about 2 hours per week washing dishes, and preferred to wash them all at once rather than as used

Most common complaints concerned the **time spent cleaning, the lack of versatility in cleaning tools**, and the poor ability of most to cope with **wet or dried foods**

### FOCUS POINTS

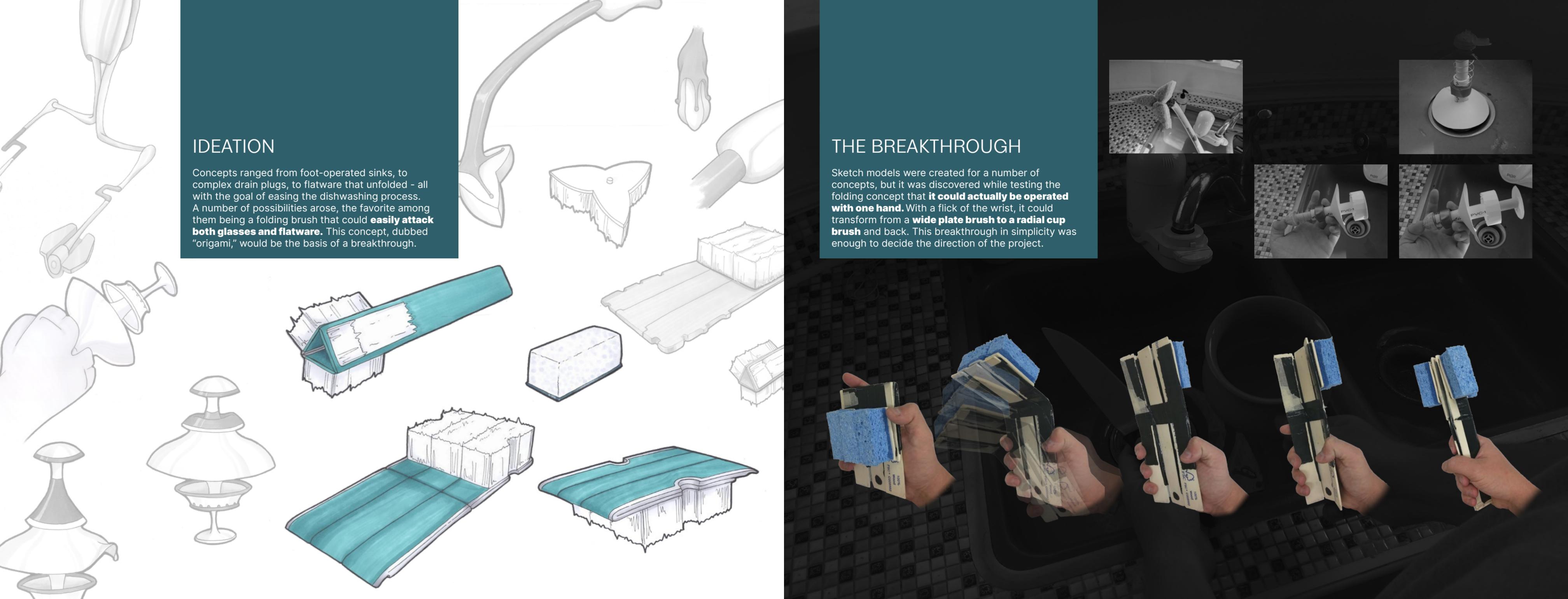
Specifics to focus on were decided as follows:

**Versatility** - one tool for every job doesn't make sense

**Efficiency** - make the most of time, water, and effort

**Dealing with waste** - removing food waste should be easy and safe



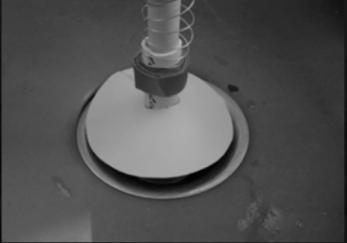


## IDEATION

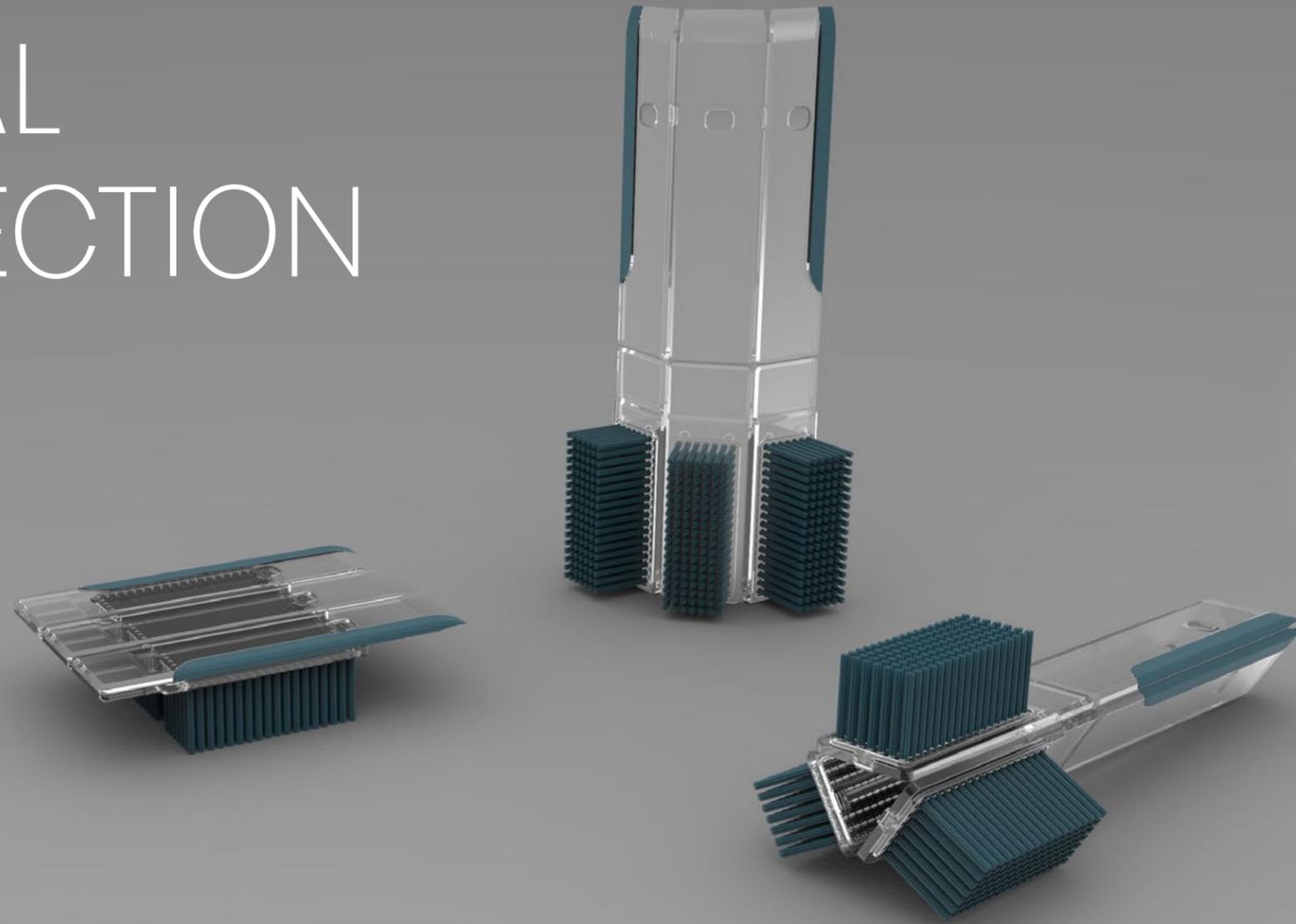
Concepts ranged from foot-operated sinks, to complex drain plugs, to flatware that unfolded - all with the goal of easing the dishwashing process. A number of possibilities arose, the favorite among them being a folding brush that could **easily attack both glasses and flatware**. This concept, dubbed "origami," would be the basis of a breakthrough.

## THE BREAKTHROUGH

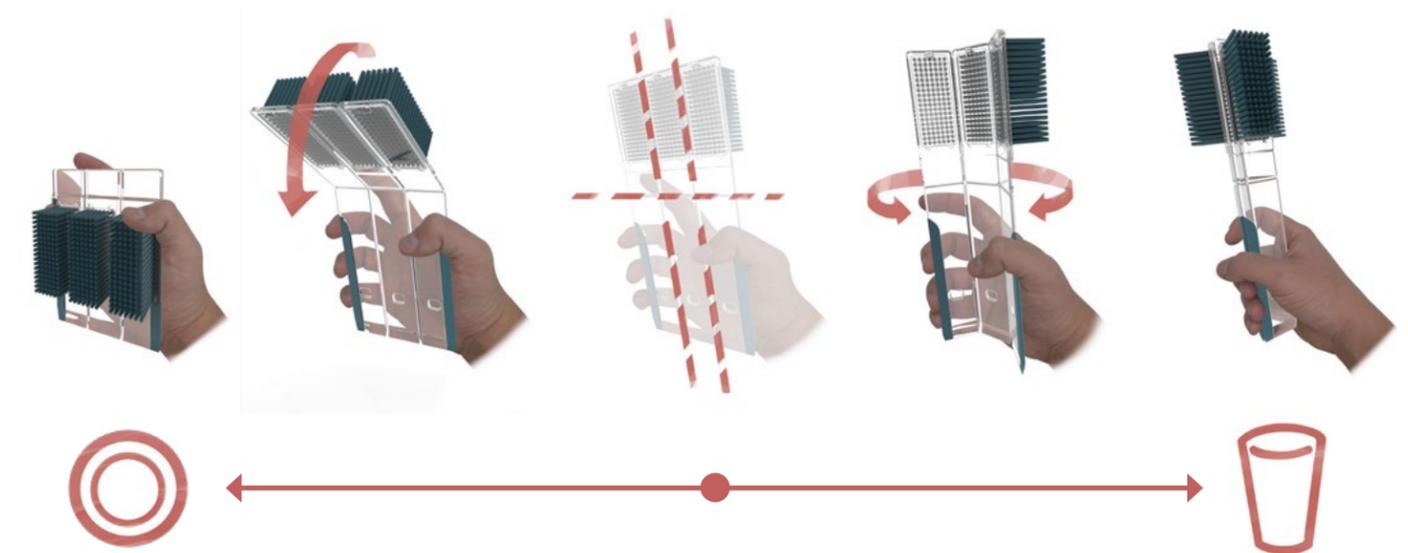
Sketch models were created for a number of concepts, but it was discovered while testing the folding concept that **it could actually be operated with one hand**. With a flick of the wrist, it could transform from a **wide plate brush to a radial cup brush** and back. This breakthrough in simplicity was enough to decide the direction of the project.



# ORI FINAL DIRECTION



ORI's plastic body makes use of three axes created by **live hinges**. These simple mechanisms last for hundreds of thousands of uses, and can only fold one way, simplifying the transformation. **Silicone overmolds** provide a positive grip.



3.6"



1"

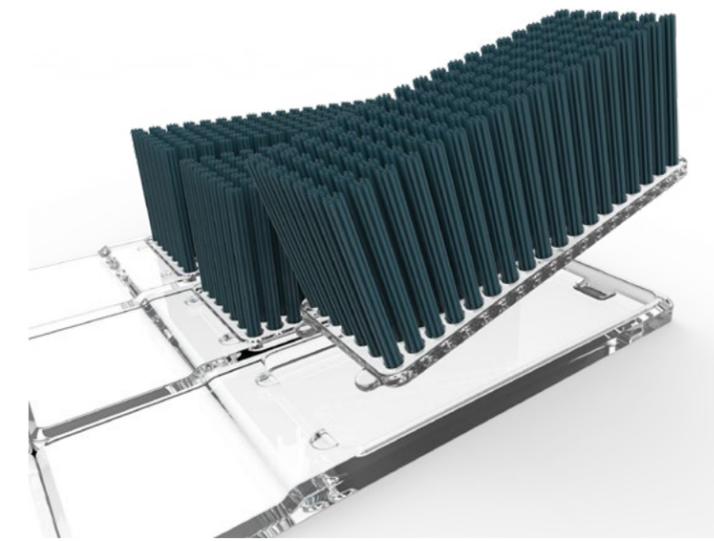
9"

An **integrated scraper** on the bottom of ORI makes removing dried food easy.

.125"

## REPLACEABLE HEADS

ORI features easily replaceable brush heads that can be swapped out in seconds. Dirty brushes can be cleaned in the dishwasher or replaced altogether.



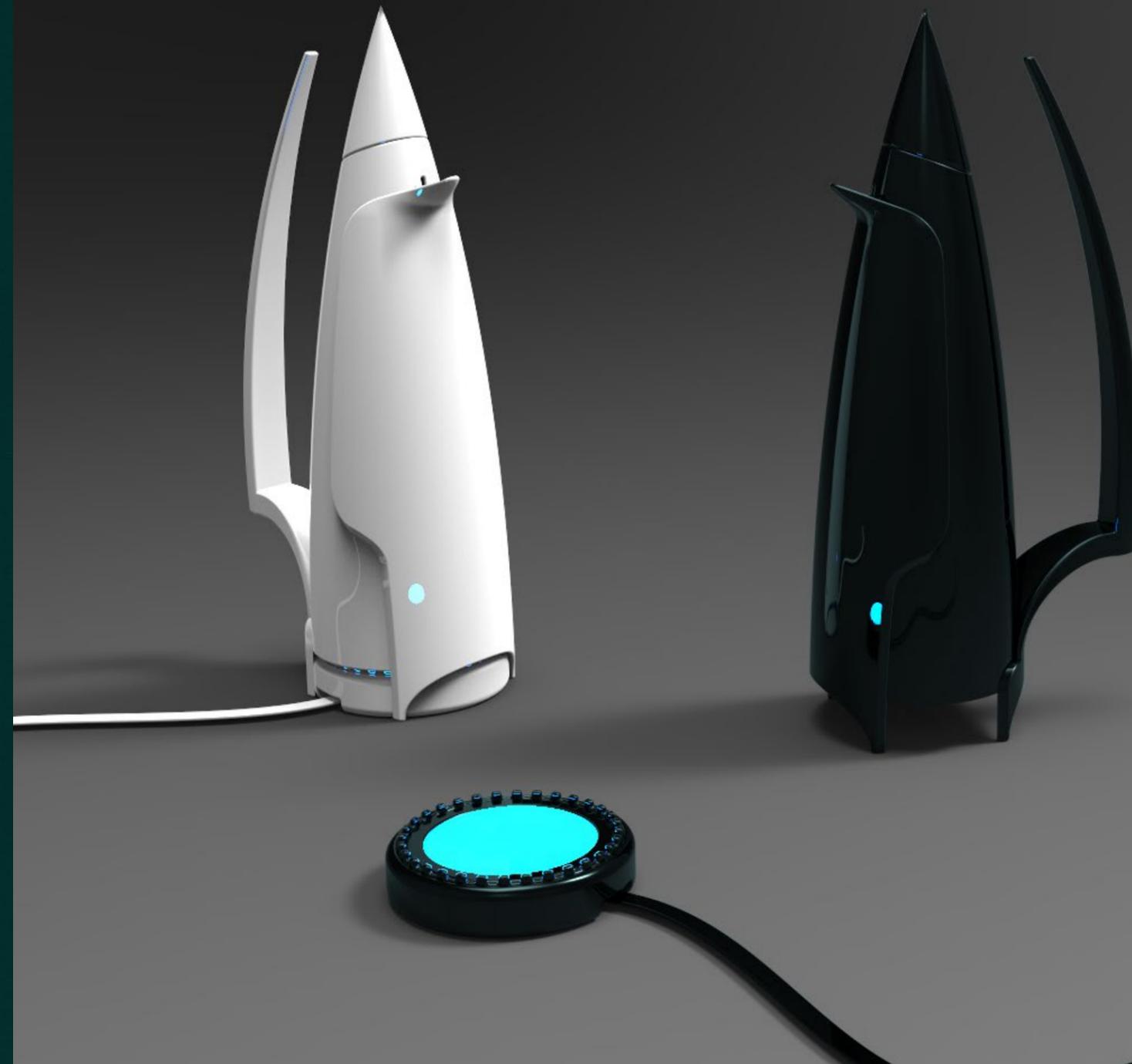
# QUIRE HANGER SYSTEM

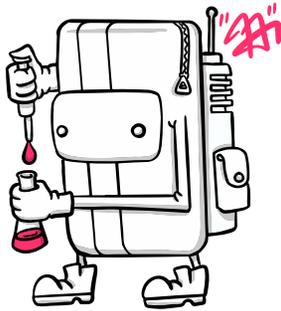
**QUIRE** is a hanging system designed for Doug Mockett & Co. It can be folded and arranged in an infinite number of ways, and won't rip your clothes.



# ARA TEA KETTLE

**ARA** is an aesthetic study inspired by time in the Czech Republic. It combines modern materials and finish with classical architectural forms and medieval motifs.





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**Thank you!**