

# newdesign

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## Show and tell

**Well red**  
Teaching design  
in Russia

**Class acts**  
education futures

**Sets appeal**  
theatre technology



Ligne Roset interview | Sustainable materials | Exhibitions | Design and business | Lighting



Appliances  
In the mix

Future Creative, based in Middlesex, has produced a range of dedicated handheld electronic kitchen tools for Kenwood. Chris Christou, managing director of Future Creative, worked with Johan Santer, Kenwood’s director of design and John Harding, a design engineer at Kenwood.

The designs are intended to be not only comfortable and intuitive to use but also to have a visual design language that reflects elegance and simplicity, as well as signatures from their traditional non-electrical heritage. Rather than pursuing a multi-functional approach -

which can sometimes compromise ease of use and make the tools cumbersome to use - a range of four single function products have been developed: a blender, whisk, knife and can opener.

The products were designed to appeal to younger consumers and to reflect lifestyle changes that have recently made cooking a more mainstream hobby. A combination of materials has been used on these products including soft touch rubbers, metal and plastics, which introduce an interesting tactile quality that the user will hopefully remember.

Future Creative has also developed packaging and point of sale for the products. The

‘cocoon’ packaging concept is made from recycled pulp, a more utilitarian approach to the standard blue box packaging Kenwood currently uses. The intention is to open up new sales opportunities by increasing Kenwood’s sales network from its current outlets such as department stores and electrical warehouses and move into housewares stores and supermarkets.

Lights  
Night sight

UK product design company Smallfry has designed a distinctive new range of bicycle lights for Dutch owned bike accessory brand Basta. The range features three prod-

ucts dubbed Sun, Saturn and Mars. Sun and Saturn can be recharged while pedalling or with a charger. The products have a light output of up to 15 Lux, bright enough to light a road sign at a distance.

The shape of the products is derived from the cruciform layout of the batteries, conceived to hide the true physical mass. The shapes have been manipulated so that the viewer’s eye reads the strong dominant hori-

