

RETAIL THERAPY 9



brief

Create a set of 10 identical giftware products to be sold through pdecollection.com

idea

Going into this project, I knew I wanted to do a plant related product and ultimately settled on a plant propagator.

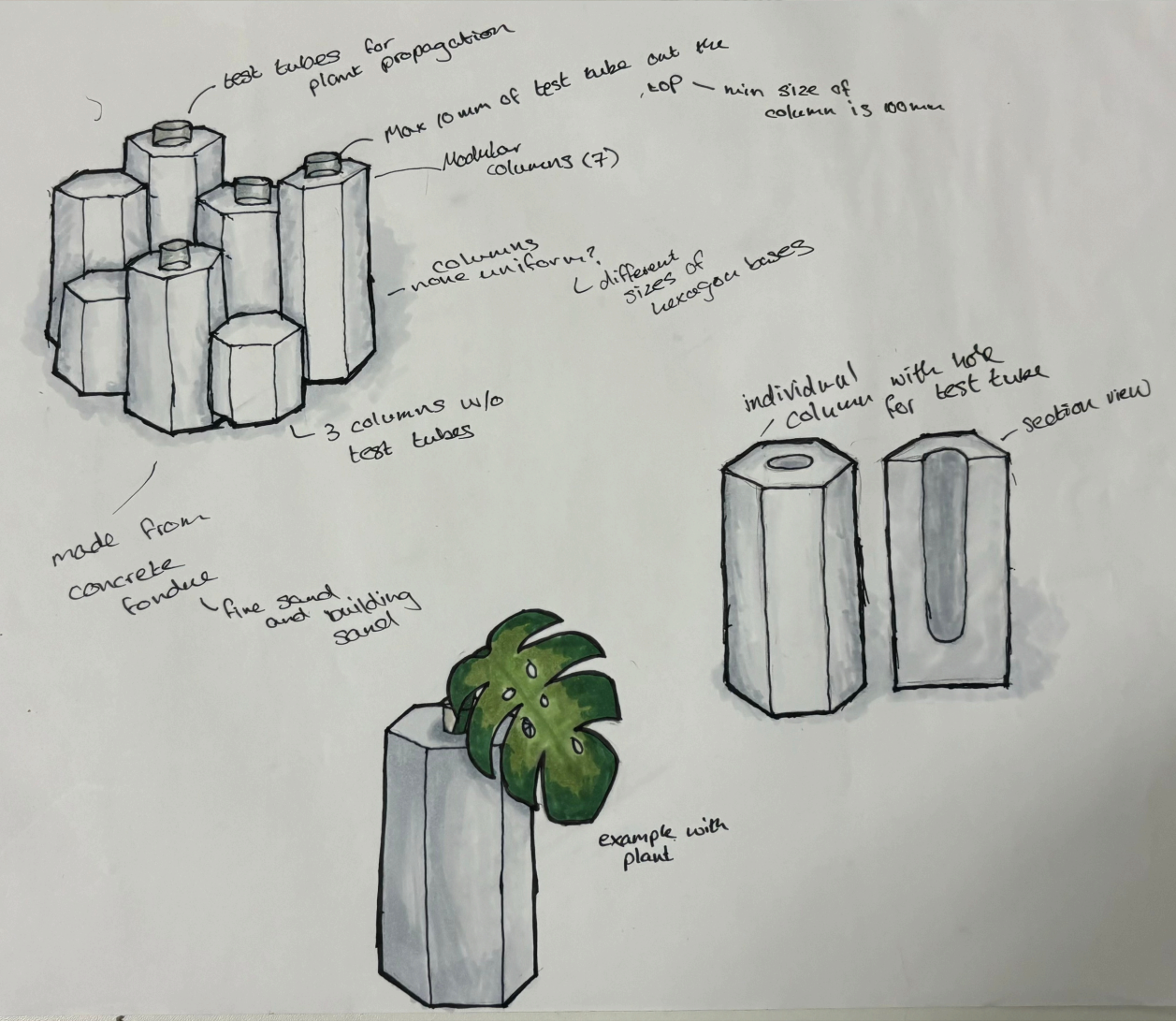
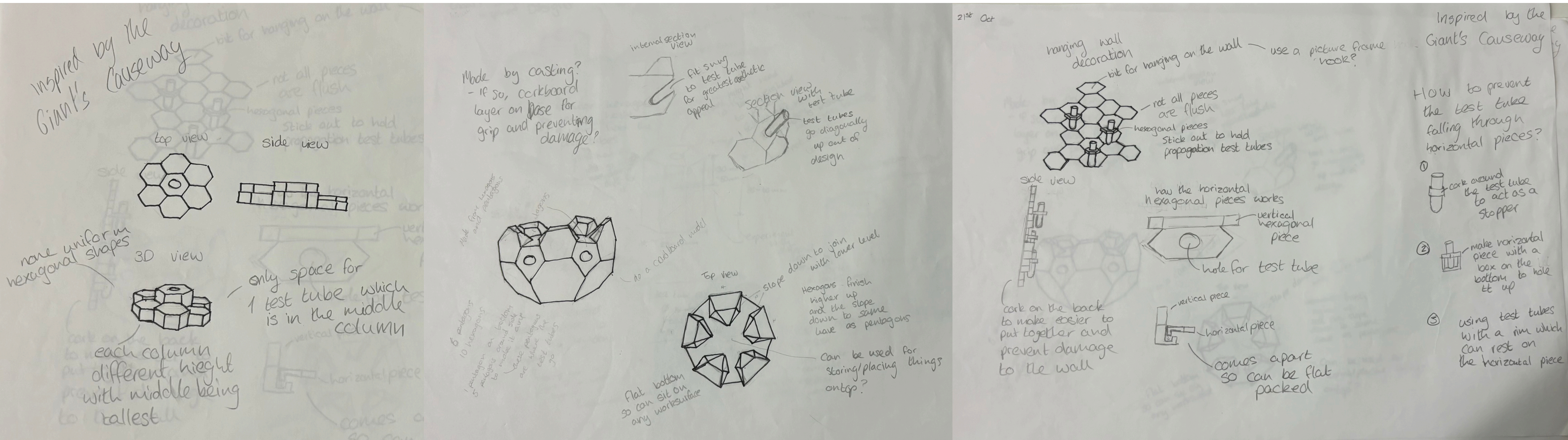
I took inspiration from the flower growth that occurred at the Giant's Causeway in Northern Ireland during Covid for my designs.

casting

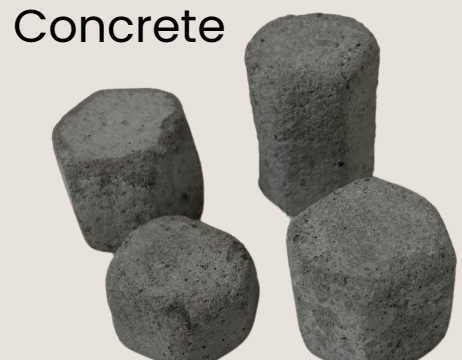
For the first time at university, we were given a brief that allowed us to explore the workshops and work with new processes and materials. I settled on the casting workshop.

concept generation and selection

Using the Giant's Causeway as inspiration, I sketched several concepts for a luxury gift item. I then evaluated them based on feasibility and how they appealed to myself, friends, tutors and family members.



material selection
A range of materials were cast and evaluated for water repellence, durability and strength which were tested by soaking in water, drop testing and being handled daily over weeks.



3d printing and cad

While exploring materials and learning new processes, I created designs on CAD, getting feedback and refining them until the final design. The final design was then 3D printing in a scale model before committing to printing the final masters for the mould making. 3D printing was also used for size exploration of the piece.



challenges

My chosen material wouldn't work after the initial successful attempt. I spent a long time testing it and trialling new ways to get it to work but ultimately had to change material. There was also the added challenge of creating a modular project. This meant I had more to do in the allotted time given for this project.



final product

A 7 part modular plant propagation station, with 4 modules for propagation and 3 for decoration, made from plaster and coated in a water resistant finish.

take aways

Resilience is important! I had many setbacks throughout the project which pushed me to be a better designer. This project also taught me the valuable lesson of when to stop and try something new.



R E T A I L T H E R A P Y 1 0 A N D 1 0 +

brief for 10

Create 10 identical giftware products to sell via the pdecollection.com website

brief for 10+

Create a minimum batch of 5 giftware items to be sold through the Kickstarter make 100 scheme.

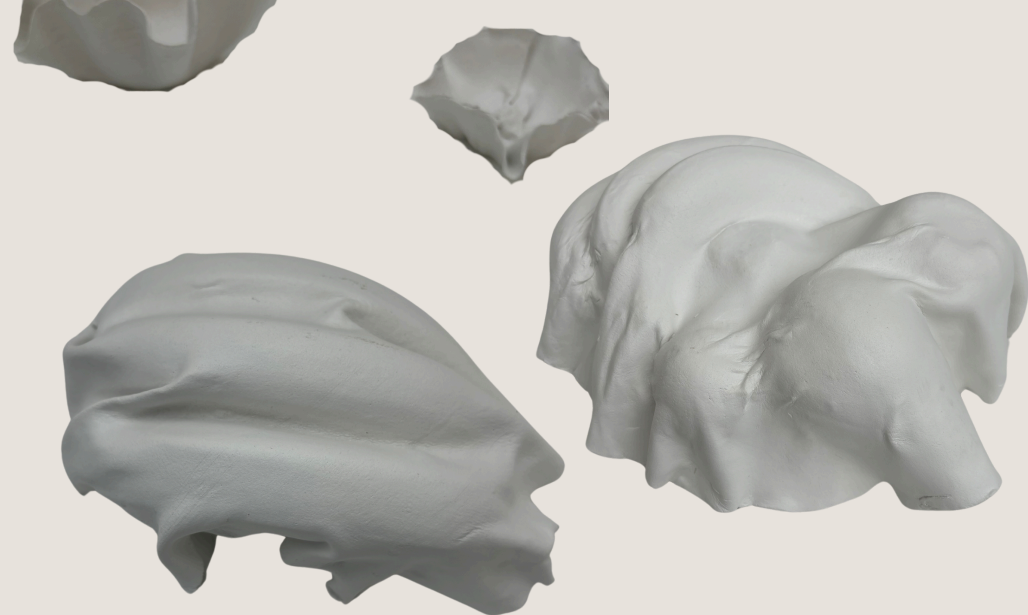
common point

The products for both 10 and 10+ all originated from the same initial idea but ended up having vastly different processes to bring to market.

time constraint and marketable products

The biggest challenge was getting high-end, quality products under a time constraint of 11 weeks from project launch to the exhibition and the website going live.





hands on approach

From the start of this project, I was in the workshop, actively working and learning. This led to a very hands on process with no sketching or CAD.

form exploration



challenges

An unfamiliar material, resulted in a steep learning curve which involved learning to reconstitute clay, prevent crack formation during drying and learning to take the knockbacks and adapt to stay on schedule.

production

Over the course of 2 days, I managed to create 11 bowls to go into the kiln. This was probably the toughest part of the project as I had a 6 day turn around to get all 11 made, fired and glaze fired.



marketing

This involved product photography, a poster to promoting our event and the videography for the promotional video.



packaging

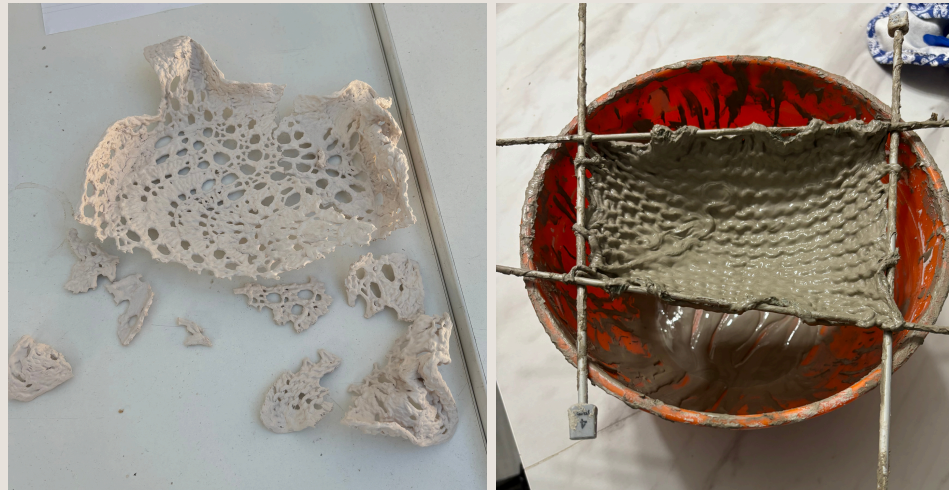
As part of this project, I had to design packaging. During this phase of the process, I used opinions from classmates to refine my packaging design.



10 +

idea

Stemming from imprinting a knitting pattern onto airdrying clay, this design was created by covering cotton knitting in clay slip, incorporating my hobby of knitting into my design work.



breakage and making the idea work

The initial tests of this design resulted in extremely fragile pottery which broke coming out of the kiln. To solve this I experimented with different techniques to increase slip thickness on the knitwear and thus, increase ceramic strength once fired.

paradox

Named this, as the knitting is eternalised in ceramic while the original knit has burnt away. Paradox is a trinket dish perfect for a bedside table or in a hallway.



idea

Stemming from imprinting a knitting pattern onto airdrying clay and the difficulties getting the paradox design to work, this design was created by slip casting in a mould created from a plaster covered piece of knitting.



challenges with clay slip

Differences in viscosity of the clay slip produced differing results resulting in learning the correct amount of additives to get to the desired consistency.

slip stitch

A bi-coloured bowl which can be used for a variety of purposes.



key take aways

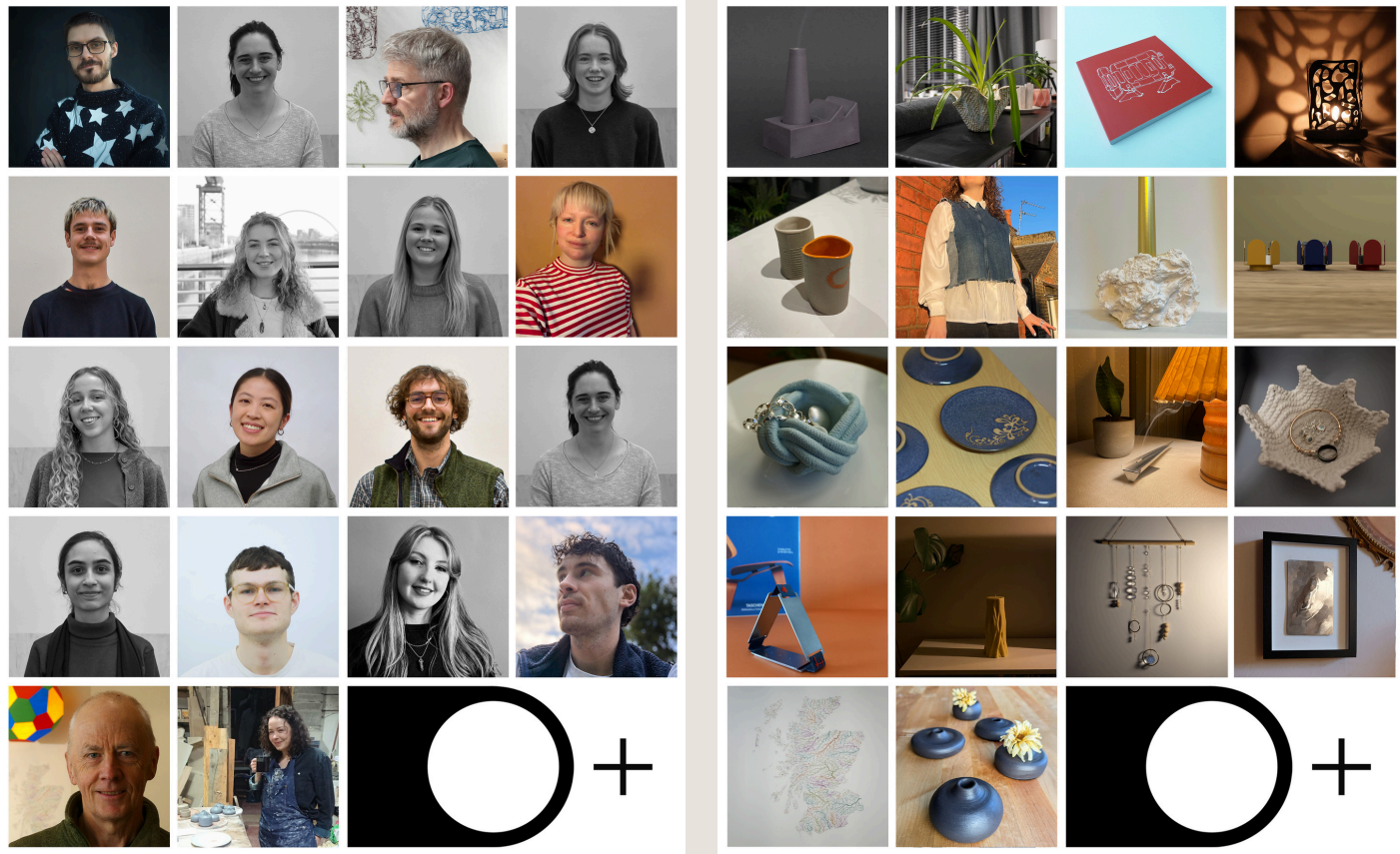
Planning for failure results in easier pivoting and better, more thorough ideas while allowing time to fix issues as they arise producing for a more streamlined process

marketing for 10+

I was heavily involved in the marketing of 10+. This involved creating posters to go up around the Glasgow School of Art and the University of Glasgow as well as creating the Instagram posts for 10+ to drive traffic to our Kickstarter.



Scan here for more information



Slip Stitch

Available now on Kickstarter



Scan for more information