

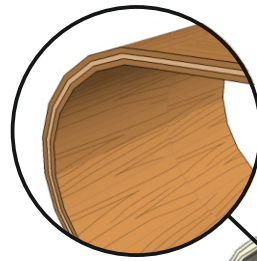
# DEVELOPING AN IDEA - BASED ON MATERIAL PROPERTIES

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I have decided to select a material first and then develop an initial design, based on the materials properties. Flexi ply is a 'flexible' form of plywood. It can be formed into 'curved' shapes with relative ease. It is quite light and strong. Plus, it has a natural wood finish.

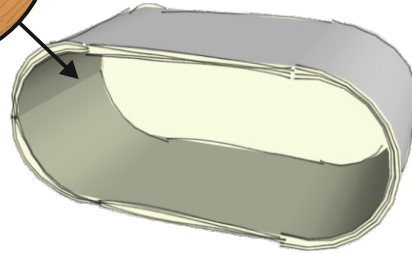
Composed of several layers of thin plies.

I intend to use this property of flexibility, to help me form an initial design / idea.



The curved layers of flexi ply can be clearly seen. The flexi ply has been formed into a shape that could not be produced by any other wood based product.

A jig could be made to hold the layers of flexi ply together whilst gluing.



I think this simple shape is aesthetically pleasing. It avoids sharp edges and corners.

A docking station will be added to the top. This will be centrally located.

The unit is at a convenient and comfortable height for an average user.



The beech finish gives a light brown, grained finish. It is a natural finish and the materials can be recycled at the of its life cycle.

PLYWOOD BACK

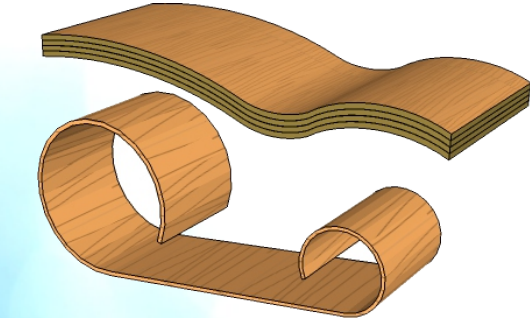
FLEXI PLY BODY

PLYWOOD FRONT

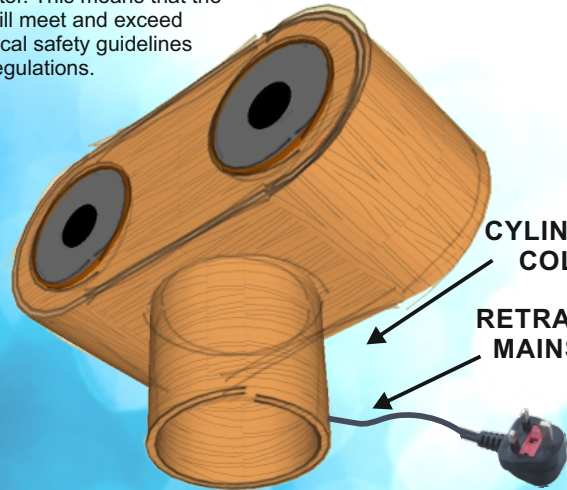
SPEAKERS

The two speakers remind me of two giant eyes, staring forward, at the user.

This is a compact unit, easy to handle and transport. Relatively easy to disassemble at the end of its useful life time. The materials can then be recycled.



Flexi ply is a good electrical insulator. This means that the unit will meet and exceed electrical safety guidelines and regulations.



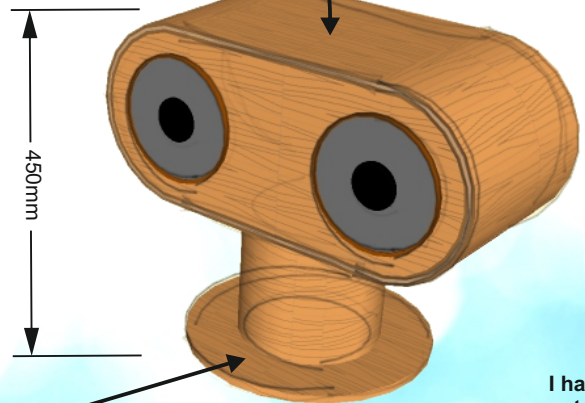
CYLINDRICAL COLUMN

RETRACTABLE MAINS LEAD

Retractable mains lead, retracts back into the column / stand automatically. It only extends to the amount wanted by the user. When unplugged, it winds back into the column automatically. This is a safety feature.

The cylindrical column is lightweight and lifts the speakers to a good ergonomic height for a seated user.

The column adds further, to the shape and form of the overall design, without over complicating it.



I have added a base to ensure stability. It will stop the unit from 'toppling over', if knocked or pushed.



Simple large buttons have been added, to control the unit (inclusive design). They are 'retro' in style and very easy to use (ergonomically designed). The unit will also be sold with a sophisticated, programmable hand held control unit.

I have taken advantage of the natural flexibility of flexi ply to form an individual and unique design.



**CLIENT OPINION:** My client likes this simple and yet stylish design. It could be manufactured within the budget allowed (£50). The products life cycle has been assessed and consequently, material that can be recycled has been used. It can be disassembled easily, as there are very few parts / components (with the exception of the electronic components). Overall, my client likes the style of the design.