

OWEN MACLAREN - TECHNOLOGY TRANSFER AND THE MACLAREN B-01 BUGGY



Owen Maclaren is best known for his innovative design of a lightweight folding baby carrier. In addition, he designed the undercarriage of the famous Spitfire. The new undercarriage design, allowed the plane to manoeuvre whilst on the ground and the wheels to fold into the wings, creating an aerodynamic shape.

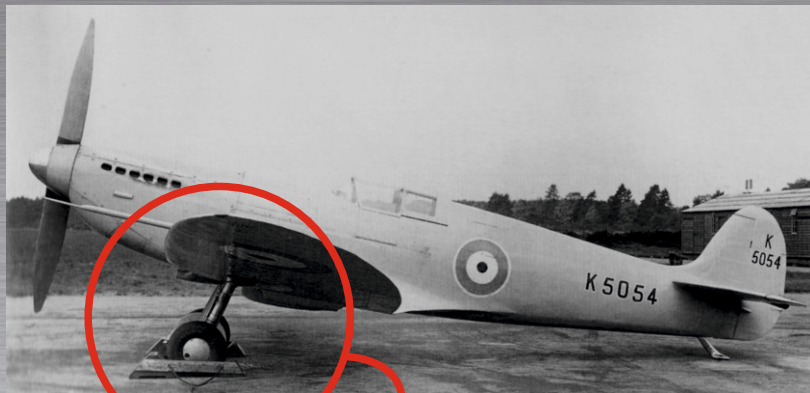
Why is the Maclaren B01 folding push chair regarded as an iconic design? Why was it so influential?

The B01 was the first folding push chair and it inspired other designers to follow suit, with a range of lightweight folding products. The high standard of his design and level of innovation set a high bench mark, that other designers tried to meet. His B-01 push chair, was a vast improvement on past designs and set new standards in terms of the materials used, folding capabilities and aesthetics.

Maclaren's use of aluminium tube was new to the design of everyday products, such as push chairs. After the introduction of the Maclaren B01, aluminium was considered as the main material for many other products. The manufacturing techniques introduced by Maclaren, in the manufacture of the push chair, have been utilised ever since.

The Maclaren B01 'stood out' from other similar products in the 1960s and is still in production today (albeit, an improved version). It has stood the test of time, which is another characteristic of an iconic product.

TECHNOLOGY TRANSFER FROM SPITFIRE TO CHILD'S BUGGY



FRONT VIEW

SIDE VIEW

FOLDED BUGGY