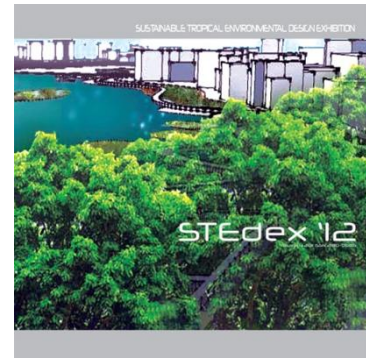


Jury Review - Designing for Human

Sustainable Tropical Environmental Design Exhibition 2012

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The term 'design' is defined as a creative activity which, at its completion, determines the multi-faceted qualities of objects, processes, services and systems in their life cycles. In the discipline of design, any particular life cycle encompasses the many stages related to the objects/processes/services' conception, production, utilization and finally waste management and/or recycling. Industrial design, on the other hand, is a sub-category of the art and design field which focuses on designing for a better life; for both users and the ecosystem.

In the 2005 World Summit, the industrial design fraternity was given a new responsibility; to sustain the 'three pillars': ecology, social equity and economic demands. This event reinforces the general principles of industrial design which require designers to practise critical research and design development; both in the interest of human beings and the world's ecosystem.

In addition to that, the agenda of social design, which among others was inspired by Victor Papanek's idea, view designers and creative professionals as having responsibility and potential to initiate real changes in the world through good design; not to merely sustain current conditions but to create improvements. In short, industrial designers nowadays are accountable not just for users' or clients' needs but also for the advancement of society, community and ecological framework.

In reference to the students' work in this current review, some level of careful ideation, idea development and detailing is seen to be present in their research processes, problem statement and the translation of its findings into a working model. While it is highly commendable that the students have displayed efforts in addressing issues pertaining to the environment, other issues could have also been investigated in working towards a more wellrounded approach to sustainability, such as those of social and economic nature.

Lastly, the students are also seen to have involved themselves in various related design fields from graphic, product, furniture to exhibition design. The experiences they gained have evidently given them the knowledge and confidence in becoming highly competent future professional designer.

Futom Shikh Jaafar

Burst of ideas! These are the words to describe the works that are presented by these students. Obviously they have engaged themselves with their surroundings to enable such pertinent ideas to be explored further.

The proposed designs are evidence of the critical observations made by the students while exercising their passion for not only sustainability but also multi-purpose, human interface/interaction, societal well being and of course economic progress.

The proposed designs are evidence of the critical and detail observations made by the students on issues such as health, comfort, safety, ease of use and simplicity. Taking the chair cum exercise equipment for the elderly as an example, it is apparent that the designer has conducted almost an exhaustive research and study in order to propose such a well thought chair that not only serves its traditional purpose for sitting but has been cleverly designed with a rotating seat to act as an exercise tool for the waist especially for the elderly. It may also be used as a physical therapy treatment. Looking at the simplicity of this product that may impact on the elderly society as well as other invalids, it surely has great market potential.

Similarly on the anti flood storage, the student has turned nature's wrath unto itself. Using the disaster to fight itself, it is very clever indeed. The product itself still offers room for improvement especially in terms of user experience, presentation, functionality and logistic. This recommendation arises from a layman's observation on the current scenario in flood prone areas where people are more or less already prepared for such recurring natural disaster.

It is also indeed very inspiring for the small and medium companies especially livestock farmers to be presented with an innovative, simple and yet practical alternative solution in preparing livestock feed. This work by the student is translating the government's aspiration to increase the country's household income through better quality industrial products. In this case more hygienic livestock feed can be produced at a faster rate thus leading to an increased number of healthy livestock in shorter time. Some improvement is proposed on the design of the compressor plate and the length of the arm including the foot pedal. This is to ensure a better market potential among the related industry players.

Based on market observation, insect repellent products have been upgraded to be more universal in terms of their application. The decision to make the product design more universal is to enable it to be placed at various locations and yet still maintains its function while being presentable. The work of the student seems to be suggesting a complete product that includes the special table with additional accessory to insert the insect repellent container. Unless this special table is tailor-made for restaurant or the likes, there is much reservation on the application and economy of scale of this project.