

DEBUT 2011
»IMPORT / EXPORT«

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DEBUT 2011 »IMPORT / EXPORT«

Debut is the new-generation platform of the VIENNA DESIGN WEEK and is intended for advanced students and young professionals from the field of product and industrial design. The format was set up in 2009 and is a cooperation project with the James Dyson Award and the James Dyson Foundation. Every year an independent Debut jury selects ten projects from the Austrian submissions for the international James Dyson Award; these are presented as part of the festival programme.

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JURY

**Isabella Natter-Spets
(designforum Vorarlberg)**

**Christian Knechtl
(New Design University /
knechtlArchitekten)**

**Lukas Feireiss
(Studio Lukas Feireiss / Professor design
strategies, Kunstuniversität Linz)**

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Claudia Baer

»Nanuq«

Jessica Covi

»Mobilysis«

Gartner, Silberfeld, Strobl, Genov

»Fiaker«

Erol Kursani

»Soundguardian«

Philipp Maul

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Georg Milde

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Barbara Mozdyniewicz

»Sunbrella«

Stefan Ponsold

»Kineti Collar«

Students of Interior Architecture & 3-D
Design, New Design University

»Pop Up – Pot Up«

Vera Wiedermann



1 / Hand gripper



2 / Video camera handle



3 / Multi-tool



4 / Tennis racquet tape



5 / Adhesive handle bar tape



6 / Transformers toy

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7 / Human skeleton



8 / Bicycle brake lever



9 / Biceps training



10 / Shoe with attached wheels



11 / Dymaxion car, Buckminster Fuller



12 / Corvette, 1968



13 / Aqua Ray, remote-controlled fish



14 / Handbiker



15 / Metamorphosis butterfly



16 / Mezzandro stool



17 / Leg muscles



18 / Wrist training ball

»Wisb« Claudia Baer



FUNCTION

Wisb (walking impairment sport bike) is a sport device for people with no or limited leg function. It's a combination of a handbike and a wheelchair and it is possible to choose between two different seat modes. Mode 1: An agile sports wheelchair (high mode) for indoor use and comfortable driving in the city. Mode 2: A recumbent bike (low mode) for cross-country and long distance trips with better power efficiency and aerodynamics. The users will of course switch between the modes independently and remain seated while doing so.

INSPIRATION

A handbike is a bike for people with no or limited leg function and it's powered solely by the arms. There are two basic types: The adaptive-bike, which fits to every commercial wheelchair and is usable outdoors as well as indoors. The second type is

the recumbent bike for sporty rides on the road...

DEVELOPMENT

»The wheelchair is for me as important as your legs are for you« stated a consulted wheelchair-user. So it comes that the design of the wisb derives from the formal shape of the musculature of the human leg. After interviews and a selftest had been made the technical demands for Wisb became clear and could eventually be solved. The requirements were: The users should be able to switch positions independently, go backwards, change gears and had to have a fixing brake. In addition to that, boarding and deboarding had to be easy.

LINK

<http://www.jamesdysonaward.org/Projects/Project.aspx?ID=1703&RegionId=3&Winindex=0>



21 / Miniature ski-doo



22 / Ski-doo toy



23 / Polar bear toys



24 / Hand warmer



25 / Snowboard goggles



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27 / Apple pro mouse
1999



28 / Headlights Audi A7
2011



29 / Chain drive



30 / CO₂ graph



31 / Dog sled



32 / Ultra light helicopter



33 / First skidoo sled



34 / Various snow scooters



35 / Snow hawk



36 / Ultra-sensitive stereo
microphone



37 / Sport exhaust sound
absorber



38 / Swing arm suspension

»Nanuq« Jessica Covi

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FUNCTION

From Jessica Covi comes an innovative green Alpine vehicle - she addresses the important issues of emission, ambient noise as well as safety.

INSPIRATION

Current models contribute to ambient pollution with combustion motors - the environment is polluted for animals and humans. Covi's goal is to offer alpine communities an ecologically friendly alternative to their gas-guzzling predecessors.

DEVELOPMENT

Driver safety is improved through ergonomic seating position and steering mechanisms which improve vision and maneuverability at high speeds. Digital Information about the terrain, communication and GPS-systems, as well as directional indicators.

LINK

<http://www.jamesdysonaward.org/Projects/Project.aspx?ID=2100&RegionId=3&Winindex=0>



41 / Anatomical model



42 / Military storage boxes



43 / Ice packs



44 / Sandglass



45 / Filter for pipe holders



46 / Charcoal

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47 / Camera filter for special effect



48 / Microstrainer



49 / Toy holsters



50 / Phosphate-free round filters for soil examination



51 / Pair of braces



52 / Cyclone assembly



53 / Acupuncture human body model



54 / Backpack helicopter



55 / Principle of dialysis



56 / Dialysis equipment



57 / Bottle hydration belt



58 / Mobile scooter



59 / Golden ratio



60 / Police vest



61 / Hospital dialysis equipment



62 / Polarisation filter

»Mobilysis«

Gartner, Silberfeld, Strobl, Genov



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FUNCTION

Mobilysis is a brand new mobile dialysis system aimed at people with kidney failure. By using Mobilysis, patients have the choice when and where to undertake vital blood-cleaning instead of spending hours of their time in specialized centers. Dialyzing liquid is pumped from the containing belt into the abdominal cavity in multiple cycles, where it cleans the blood through the peritoneum membrane. Lethal urea is thereby transferred from the body into the liquid utilizing simple osmosis. After every cycle the contaminated liquid is purified in the technical part and thereby ready for the next cycle.

INSPIRATION

Mobilysis gives the patient more independence back. With this system it is possible to do dialysis at home. The device consists of two parts: • one flexible belt, divided through multiple

membranes, which contains the dialyzing liquid • one hard-shell front piece housing the hardware, the catheter connector and the IR cleaning unit. The Mobilysis System is controlled via an intuitive and easy-to-use smartphone application. Manual operation is also possible through buttons on the front part.

DEVELOPMENT

We did a lot of research in dialysis centers and hospitals and also contacted a company which produces such systems to get more informations about the technical components. Out of all that information, we tried to bring the optimum of technical know how but also the understanding and the feeling what the patients need.

LINK

<http://www.jamesdysonaward.org/Projects/Project.aspx?ID=1963&RegionId=3&Winindex=0>



63 / Cart wheel



64 / Cart wheel toy



65 / Original Manner wafers



66 / Guides to the city of vienna



67 / Miniature landmark



68 / Street-map of Vienna

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69 / Postcard with marked landmarks



70 / Postcard with underground map and ticket



71 / Various toy horses



72 / Fiaker from the 1960s



73 / Souvenir glass



74 / Multi-colored tile roof of Vienna St. Stephen 's Cathedral



75 / Coda electric vehicle



76 / Detroit electric 1914



77 / BMW H2R project Olafur Eliason



78 / Anatomical drawing horsehead



79 / Coach, 1895



80 / K&K postal coach



81 / Mobile hotdog kiosk



82 / Revai micro electric car



83 / Tesla roadster electric vehicle



84 / Spokes



85 / Various coaches



86 / Historic city map of Vienna

»Fiaker« Erol Kursani



FUNCTION

„Fiaker“ is an electric vehicle which has been especially developed for sightseeing tours in a pleasant, modern and safe atmosphere. Because of its design and modern technology the vehicle is designed particularly for today's time and gives the passenger the feeling that each sightseeing tour is a special experience. Due to the fact that the „Fiaker“ does not need the power of horses to move on, it is more flexible, always applicable, more mobile and the passengers have the possibility to enjoy city tours around the clock. At the „Fiaker“ terminal passengers may create their own personal preferred tours through a user interface or choose a preexisting tour.

INSPIRATION

The Fiaker's are belonging to the Viennas tourism and to the unique experience of a visit in Vienna. Inhabitants of Vienna usually use the Fiaker

for special occasions but tourists of Vienna also take them to enjoy Viennas old town. The Fiakers are belonging to Vienna and are an unique and great opportunity to experience the city. But Fiaker also cause problems such as animal abuse, damage of the old town or pollution...

DEVELOPMENT

During my diploma I have tried to solve problems regarding the Fiaker as well to create a new design or to find out or create a new method to design a new experience of the Fiaker. While my research for my project and the personal implemented interviews with visitors, tourists and inhabitants from Vienna I have received two different opinions regarding the Fiaker topic.

LINK

<http://www.jamesdysonaward.org/Projects/Project.aspx?ID=2099&RegionId=3&Winindex=0>



154 / Western fort fence



155 / Toy fences



156 / Washing machine vibration mat made of recycled rubber



157 / Acoustic foam



158 / Recycled foam



159 / Indoor golf training ball

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160 / Sponge



161 / Wax ear plugs



162 / Ear filters



163 / Mouthpiece from an alcohol tester



164 / Loudspeakers



165 / Unpainted matryoshka



166 / Pointed ears



167 / 3D-TEX



168 / Packaging material



169 / Fly-screen



170 / Wrist guard



171 / Comme Des Garçons parfum tank



172 / Sealed air instapak



173 / Burnham Pavilion by Zaha Hadid Architects



174 / Decibel meter



175 / Decibel scale



176 / Ear - medical illustration



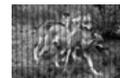
177 / Sound barrier



178 / Volvo S60 safety features



179 / Poster „Weniger Lärm“, Josef Müller-Brockmann, 1960



180 / Fence



181 / Mobile fence

»Soundguardian« Philipp Maul

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FUNCTION

SoundGuardian combines the benefits of a noise barrier with those of a guardrail. Thereby the adaptive system of noise barriers becomes integrated into the road system. The goal of the project was to facilitate a valuable landscape experience and the safety of all participants (residents / the driving public / traffic control). SoundGuardian's curved shape allows a dramatic height reduction compared to straight noise barriers. At the same time it provides a continuous, robust and flexible collision protection. An integrated early warning system caters for the safety of the subsequent traffic and contacts the traffic control to ensure quick help.

INSPIRATION

SoundGuardian is a reaction to the increasing suppression of the landscape next to roads. The road system

is adapted and abstracted more and more through shifts in society's mobility. These lifelines are hidden behind noise barriers to target an auditive side effect of transportation with a visual obstruction...

DEVELOPMENT

The consistent exchange with traffic control, Sound Designers, acoustical engineers and the noise prevention industry has been particularly important to get a feeling for and to target the technological and design related difficulties of the project...

LINK

<http://www.jamesdysonaward.org/Projects/Project.aspx?ID=2131&RegionId=3&Winindex=0>



87 / Plastic skateboard 1970 's style



88 / Buggy toy car



89 / Fingerboard



90 / Oil pressure shock absorber



91 / Electric motor



92 / Topographical map

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93 / Sandpaper



94 / Skateboard truck



95 / Griptape



96 / Pressed plywood



97 / Skateboard wheels



98 / BMW street carver



99 / Leg splint



100 / Electric scooter principle



101 / Electric scooter



102 / Souvenir photography



103 / Hoverboard



104 / Jay Adams pool skating 1976



105 / Wheelman electric scooter



106 / Electric skateboards with front wheel drive



107 / Skateboard



108 / Ball bearing

»El Pan« Georg Milde



FUNCTION

The Electric Longboard presents an alternative concept for urban mobility. The project was inspired by the lack of existing products offering maximum freedom of movement.

The aim was to create a vehicle which because of its size can be taken onto public transport, as well as any other interior spaces, in turn making it theft safe. The idea of an electric motor was born to ease movement; using the city as a concrete wave on which energy is used, but also gathered. By making movement easier the concept "longboard" appeals to a wider audience. Movement on the longboard is controlled by leaning backwards and forwards, the initial power though is given via a push or the electric motor. An add on for "Google Maps" was created, which can map one's ride from A to B depending on what the individuals requirements are (i.e high energy, low energy, uphill, downhill).

INSPIRATION

The first skateboards were built using old rollerskating wheels and trucks, which were connected to ordinary wooden planks. Since the construction requires so few parts there exists a huge variety of skateboard type vehicles on the market...

DEVELOPMENT

The proportions were defined to provide good balance and ensure it was not too big to be carried comfortably. The main body is divided into two parts; the emotional; the actual piece one stands on and controls the longboard with, and the technical to house the CPU...

LINK

<http://www.jamesdysonaward.org/Projects/Project.aspx?ID=1954&RegionID=3&Winindex=0>



184 / Reflective security vest



185 / Multifunctional lamp



186 / Car emergency kit



187 / Shooter Gloves



188 / Rear LED bike light



189 / Various toy helmets

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190 / Safety storm-matches



191 / Fire engine toys



192 / Ski mask



193 / Safety working glasses



194 / Children safety working glasses



195 / Cross-country skiing sunglasses



196 / Bicycle spoke reflector



197 / Flexible LED



198 / Breathing mask



199 / LED cloverleaf



200 / Costume mask



201 / Science of colours glasses



202 / Diverse LEDs



203 / Snow goggles, 1975



204 / X-ray



205 / Icehockey helmet



206 / Bicycle LED light



207 / Motorcycle helmet



208 / Protective gloves



209 / Glass jar becomes diving bell



210 / Terminator head-up display



211 / Head-up display F16



212 / Ice-hockey goalie helmet

»Rescue«

Barbara Mozdyniewicz



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FUNCTION

The data of measuring instruments like thermal imaging cameras, gas detectors and position systems improve the communication and orientation of all people in action and give a better overview of the situation. Further information like fire sources and personal information like oxygen and time countdown is displayed on each fireman's head-up display. In case of a technical aid, construction details of the car can be also displayed on the screen (using wlan and position tracking), in order to speed up the rescue of injured people.

INSPIRATION

In 2004 there have been 240.000 calls for fire or technical aid in Austria. The highest priority is put on the rescue of injured people with the minimization of fireman's own risks.

DEVELOPMENT

An extensive research on fireman's work and gear (with the support of the professional fire brigade in Vienna) and a meaningful use of modern technology has been crucial in this project's development.

LINK

<http://www.jamesdysonaward.org/Projects/Project.aspx?ID=2028&RegionId=3&Winindex=0>



109 / Solar cooker kit



110 / Diverse lamp reflectors



111 / Solar powered garden light



112 / Funnel



113 / Modeling clay



114 / Sugru

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115 / Crack light



116 / Design for the Other 90%



117 / Make: Technology on your time, Issue 23



118 / Solar mobile charger



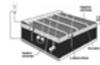
119 / Battery charger



120 / Water roller



121 / Paper folding toy



122 / Photovoltaic principle



123 / Dark Side Of The Moon LP Artwork



124 / Solar park



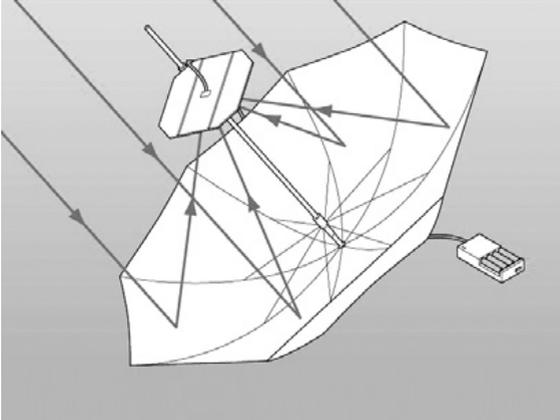
125 / Sunnybag



126 / Solar powered water desalinator

»Sunbrella«

Stefan Ponsold



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FUNCTION

Sunbrella ist an affordable solar power plant for everybody - easy to transport and able to charge a multitude of mobile devices. Sunbrella consists of a combination of a reflecting shield used by professional photographers and a simple crystalline solar module. This solution makes the focussing of sun's rays possible and can increase the panel's capacity many times over. Thus largely enough energy for the power supply for mobile communication devices is available - and it cost a fraction of previous solutions.

INSPIRATION

Sun shines for everybody on our planet even brightly, but not every person has an even chance to use solar energy because of great cost of solar systems. I had the idea to develop a cost-effective but high-powered alternative of a solar system

particularly for Third World countries. In our globalized world where communication is primarily fast and flexible, Sunbrella makes an enormous contribution to the improvement of infrastructure in these countries...

DEVELOPMENT

Solar energy comes at a price - currently it would amount to € 2,50 per watt with common crystalline solar modules. For the charging of the most mobile devices approximately 25 watt power are required - in other words a corresponding solar system costs more than € 60,00...

LINK

<http://www.jamesdysonaward.org/Projects/Project.aspx?ID=2089&RegionId=3&Winindex=0>



216 / Hook



217 / Dog toy



218 / Magnetic toy



219 / Pump torch



220 / Anti-stress ball



221 / Easter bell

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222 / Iron on beads dog



223 / Crystal growing kit



224 / Kaleidoscope



225 / Branch



226 / Barking dog



227 / Magnetic coil from an electric motor



228 / Crystal



229 / Hand-wound pocket watch



230 / Various rechargeable batteries



231 / Seiko Thermic, driven by body heat



232 / Dynamo



233 / Wind-up toy



234 / Rescue dog



235 / Dog family tree



236 / Rescue dog, Los Angeles County Fire Department

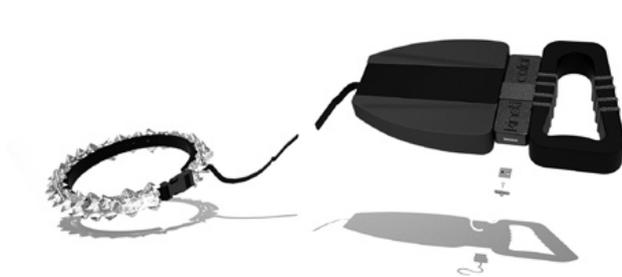


237 / Swiss Saint Bernard

»Kineti Collar«

Students of Interior Architecture & 3-D Design, New Design University

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FUNCTION

KinetiCollar gives you the ultimate solution for mobile energy supply! Use the surplus energy of your dog to recharge the batteries. Through the integrated energy memory card in the doggies collar, which can be recharged through the vibration during the dog is running, it is possible to recharge your mobile, mp3 player or any other electronic devices. In order to keep the collar as simple and comfortable as possible it only serves as intermediate accumulator. As soon as you put the dog on the lead the stored energy is transferred to the main accumulator which is integrated in the handle of the lead and Dog can start running again in order to produce new energy. Depending on the demand a network cable or USB connection can be used. For smaller dogs a chest lead with an integrated battery can be used. This chest lead

makes it possible to reach the same capacity which could be produced by a bigger collar.

INSPIRATION

Inspired by the growing dependence of the continuous availability, communication and technical development, the idea was to develop emergency batteries in the connection with environmentally friendly energy extraction ...

DEVELOPMENT

The moving energy of the dog is transformed into electric energy through a construction in the collar itself, which consists out of moving stored resistant magnets and an oscillation coil ...

LINK

<http://www.jamesdysonaward.org/Projects/Project.aspx?ID=2249&RegionId=3&Winindex=0>



129 / Cork/Wood flower pot



130 / Toy tree



131 / Dead coral



132 / Pine-tree cone



133 / Jointing biscuit, compressed beech wood



134 / Hydroton clay pebbles

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135 / Mouse pad made from recycled tyres



136 / Citrus powered clock kit



137 / Planet Earth directions for use



138 / Compost



139 / Bracket fungus



140 / Urin bottle



141 / Artificial plant



142 / Real wood veneer



143 / Natural neem compost



144 / Notebook made of recycled conductor plates



145 / Kitchen management



146 / Mould



147 / PH indicator stripe



148 / Recyclable and compostable bag



149 / Book composting



150 / Camping toilet



151 / Mobile landscape, Lois & Franziska Weinberger



152 / Biodegradable packaging

»Pop Up – Pot Up« Vera Wiedermann



FUNCTION

Grow your own vegetable, plants and convert liquids into energy! When the container is full, just put it aside, shut it up and take a new one from the stock. At the end of the composting process, you do not have to repot the humus soil. The seed germination and cultivation of the seedling takes place directly in the pot. Next to the application of the composted faeces for crop farming, the usage of liquid discharge, mainly urine, for energy production is another topic of this concept. Trickleing onto a filter paper dipped in copper chloride, placed in-between a copper plate and a magnesium tier, generates energy. Punctuation on the bottom of the pot moistens the filter paper in the saucer, on the ground of which lies the magnesium powder; the copper plate is fixed underneath the pot. The electricity coming up between those tiers can be

accumulated, or directly conducted to your home electronics. If you want to use the toilet in the open air, you can lit the restroom with it.

INSPIRATION

Even best agrarian policy practices won´t help if there is no fertile soil. In industrialised countries, such as Austria, disposal of feces and urin is based on (potable) water systems, leading to bad smelling and toxic substances in clarification plants ...

DEVELOPMENT

The goal was to design a composting toilet, that is appealing and break with the disgust concerning our excrements ...

LINK

<http://www.jamesdysonaward.org/Projects/Project.aspx?ID=2116&RegionId=3&Winindex=0>

JAMES DYSON AWARD

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The James Dyson Award is an international student design award running in 18 countries. It's run by the James Dyson Foundation, James Dyson's charitable trust, as part of its mission to encourage the next generation of design engineers to be creative, challenge and invent.

www.jamesdysonaward.com

FOUNDATION JAMES DYSON

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The James Dyson Foundation, a registered charity, was founded in 2002 with the objective of building on Dyson's history of philanthropic work. It aims to support community projects, educational work, design technology, medical research charities and engineering nationally and internationally.

www.jamesdysonfoundation.com

Debut 2011

EXHIBITION CONCEPT & DESIGN

Vandasye, Office for Design
www.vandasye.com

CATALOGUE DESIGN

Londonwien
www.londonwien.com