

Lucia Gutierrez

Stefan Krivokapic
PD3

G N O M E

RESEARCH

RESEARCH

HAY



HAY is a Danish company that was founded in 2002 with the ambition to create contemporary furniture with an eye for modern living and sophisticated industrial manufacturing.

I chose this company because it has a very clear design style established. I wanted to challenge myself to create an object that would completely match theirs, without of course loosing my own design style while creating this object.

PERSONAL

BRIEF

PERSONAL BRIEF

As a personal Brief, I want to create a portable lamp that is composed of recognizable simple & rounded geometric shapes with a playful color palette that could very easily fit into the aesthetic of the company, while still staying true to my approach to design.

Part of my mission, wasn't only to create an object that would fit the company's aesthetic, but making sure the product was highly functional while at the same time keeping in mind my goal of playfulness, which can also be seen at the core of the company.



TARGET

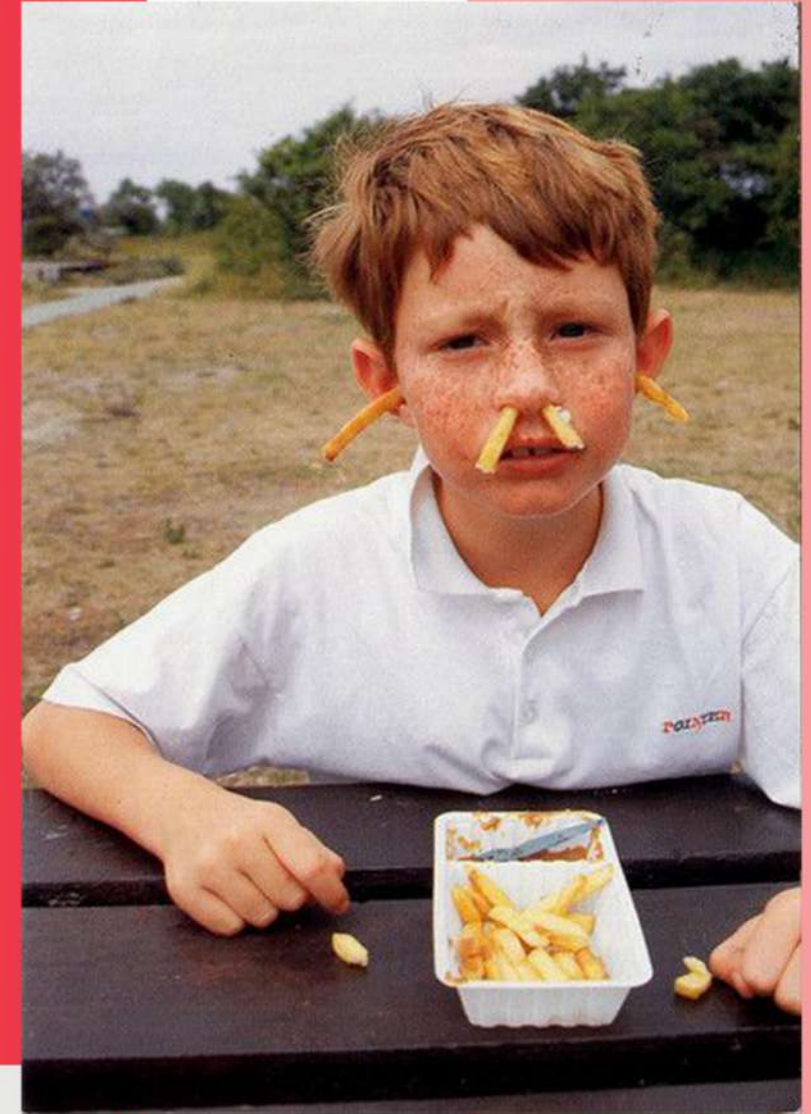
MARKET

TARGET MARKET



25-45 y/o who have a high appreciation for designed objects and carefully curate their space and care about the aesthetic of their surroundings, without compromising quality. They enjoy expanding their overall knowledge of arts and design world.

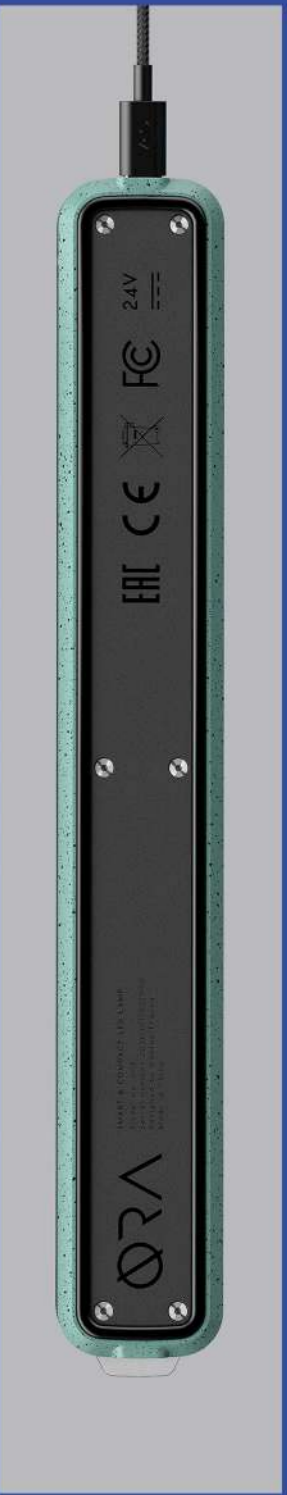
**MOOD
BOARD**



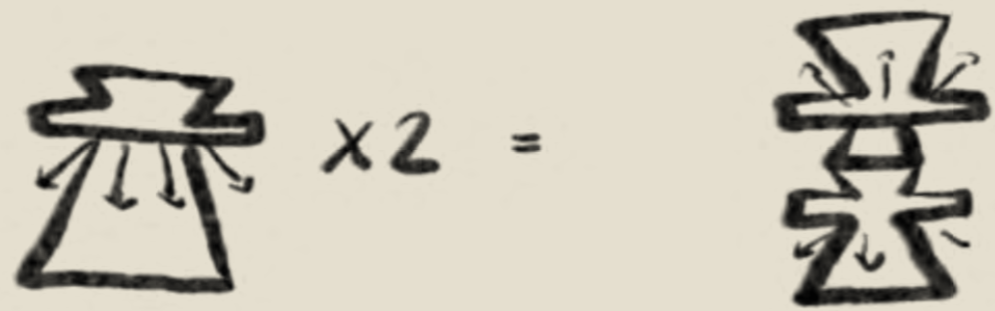
**FEDERM
RESEARCH**



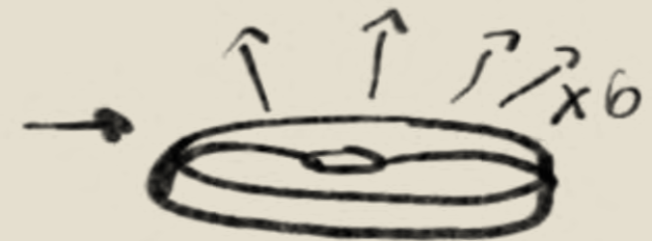
CME



**PRELIMINARY
SKETCHES**



gnome

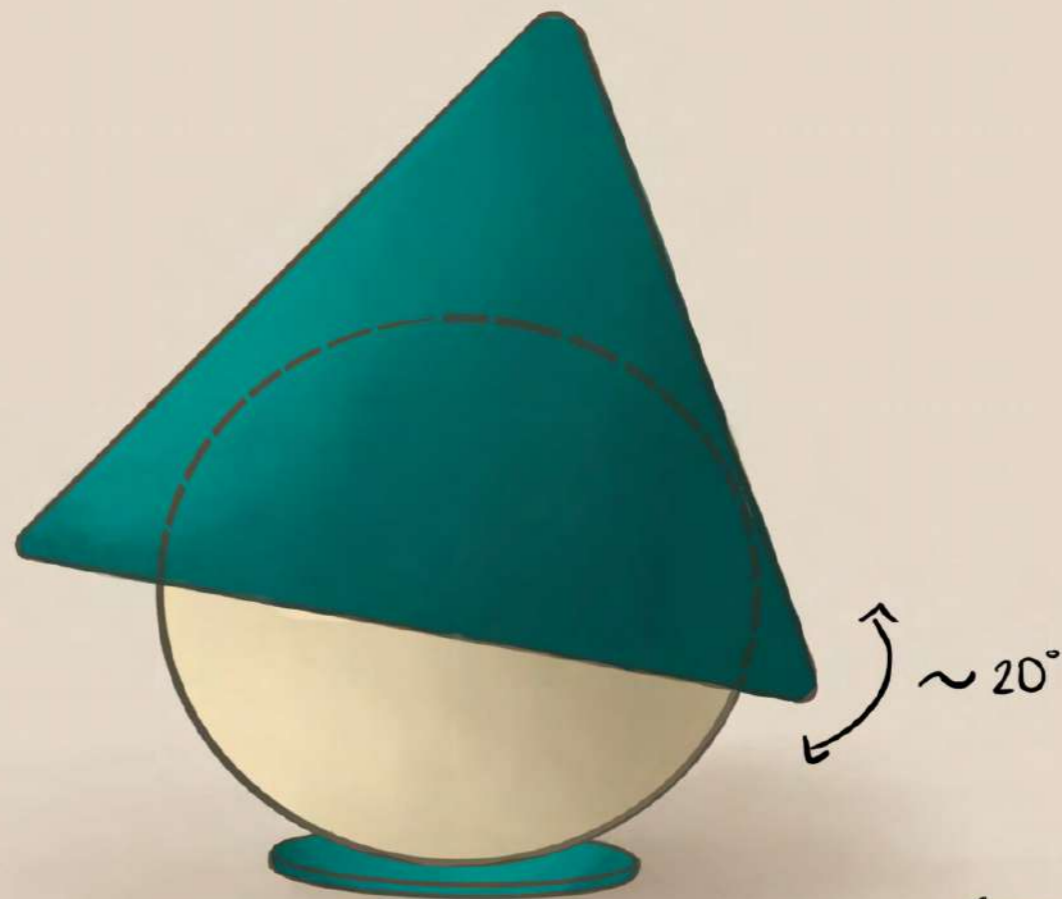
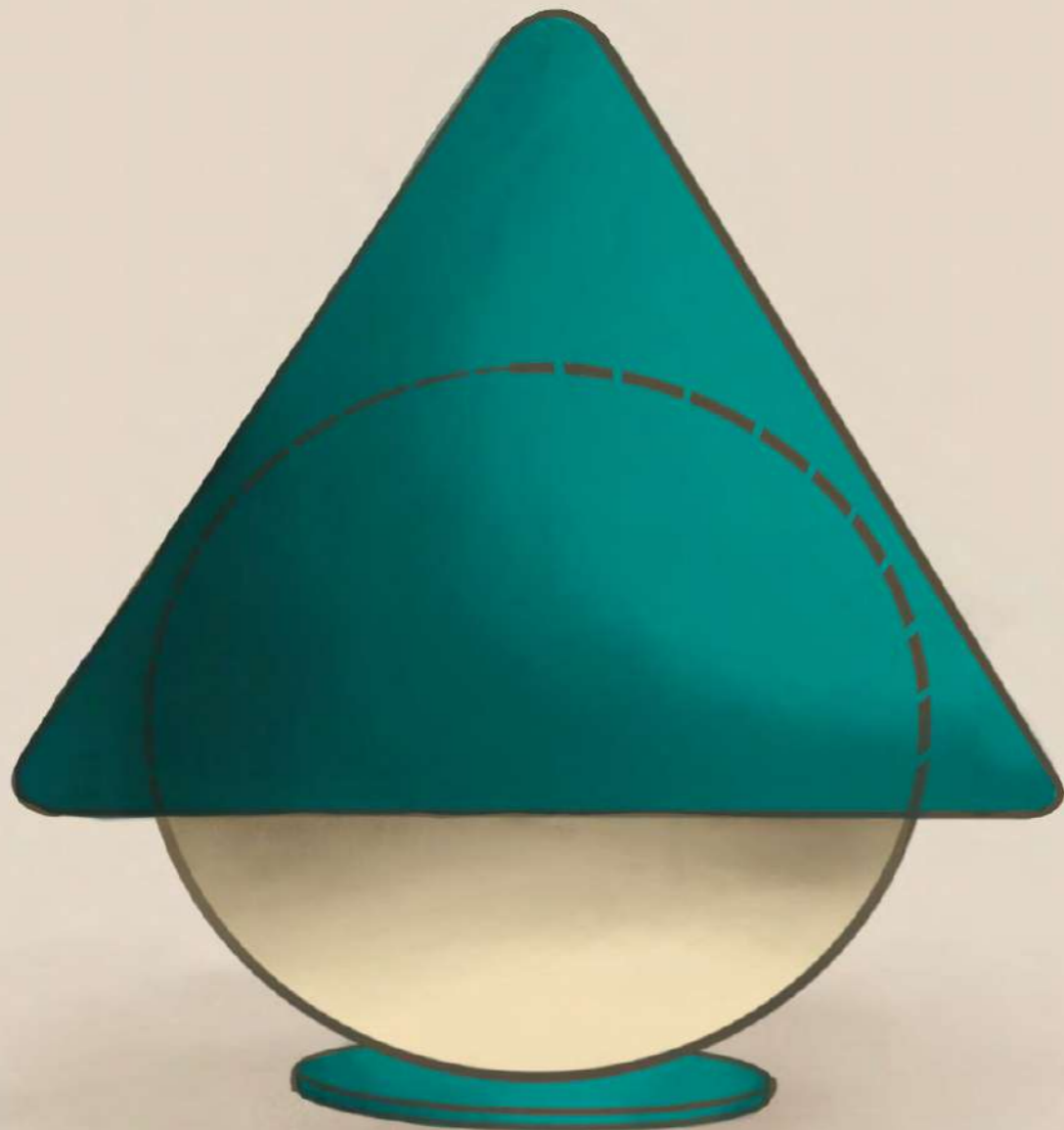


"Coup 3"

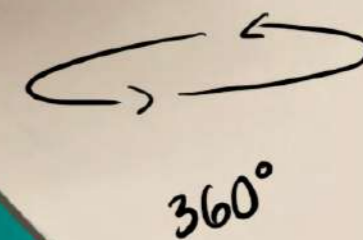


Gnome

for HAY



Swivel motion
to control
light direction

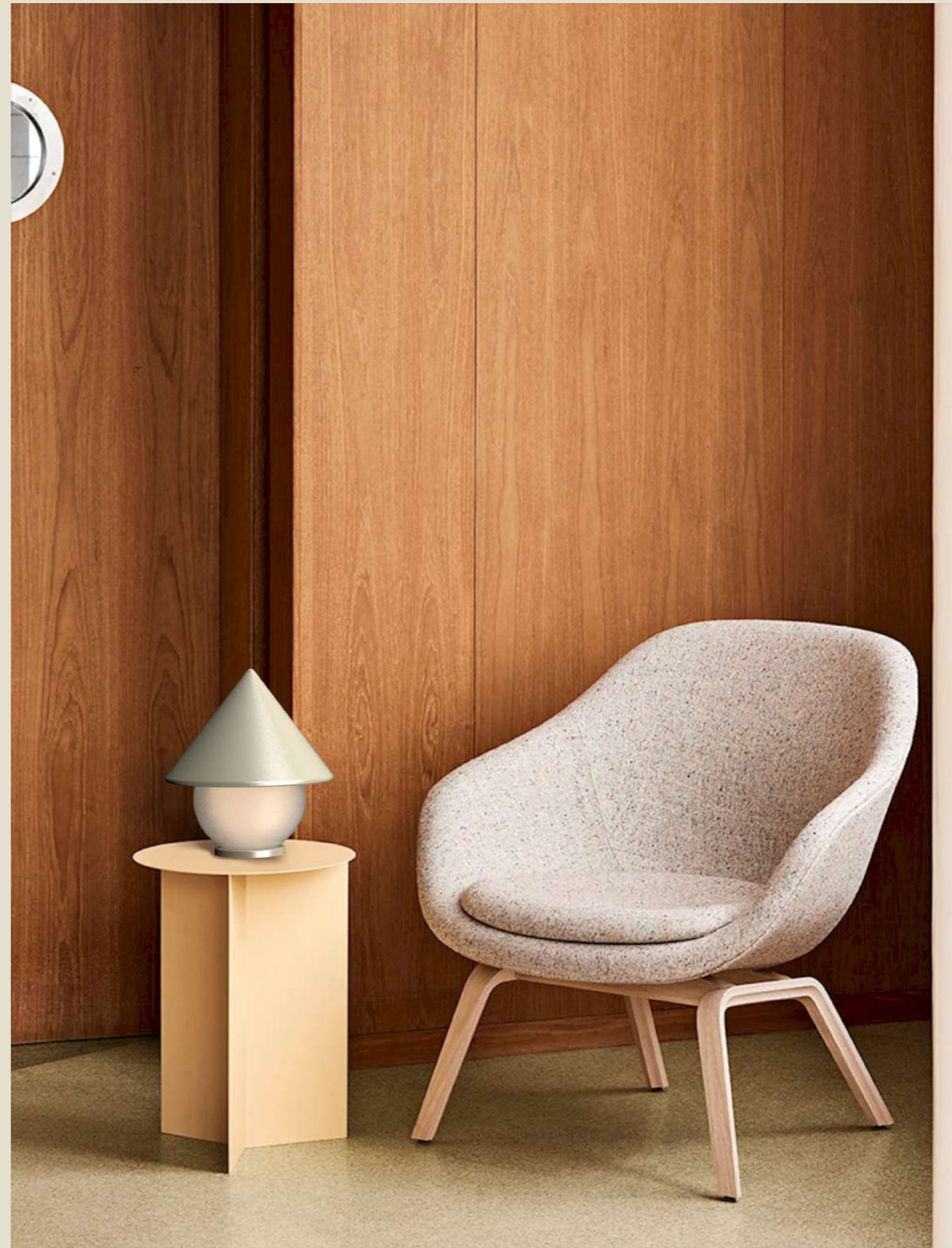
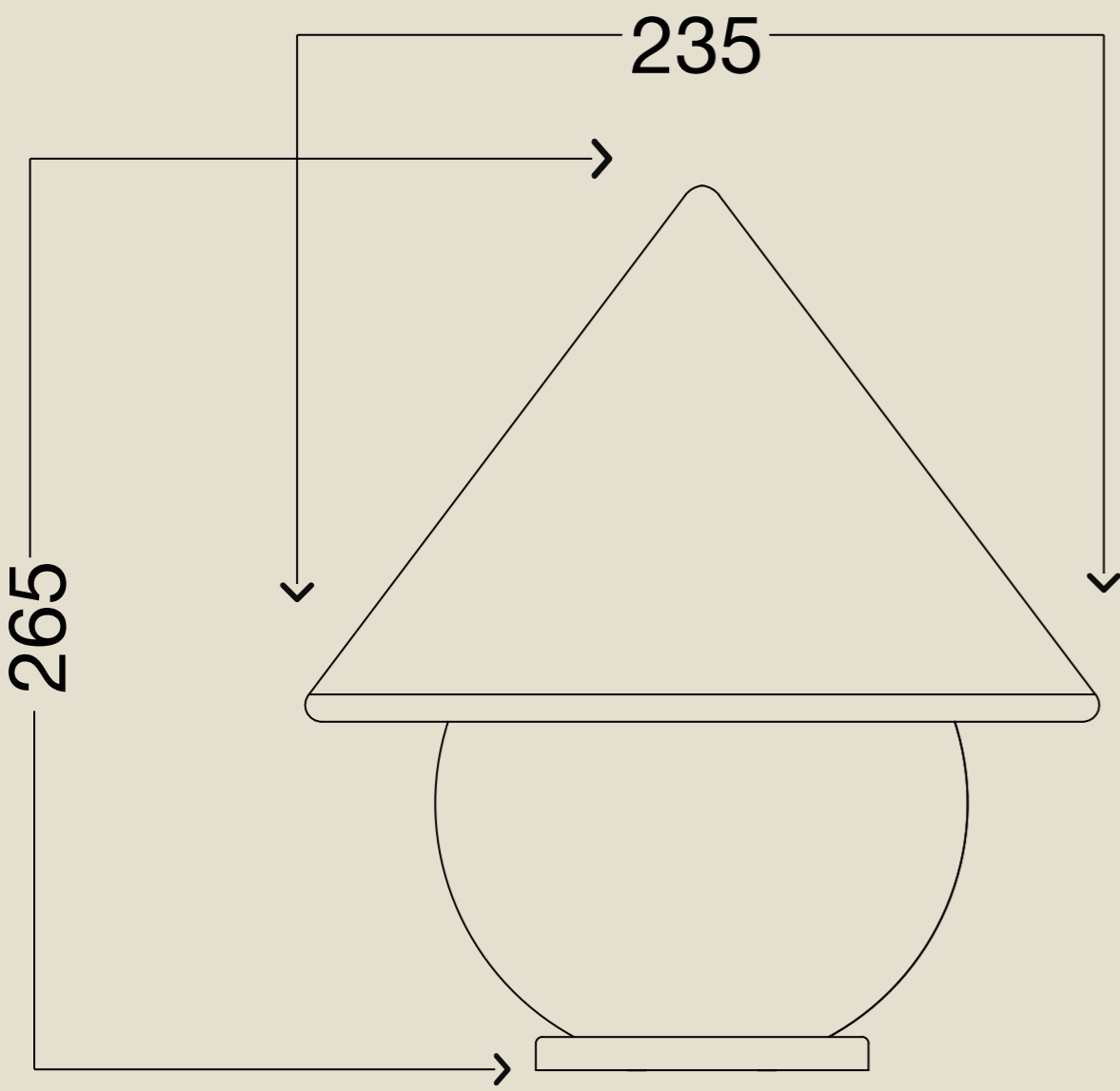


3 main bodies



GNOME

GENERAL DIMENSIONS





#37372

#D5DDD

#3452AE

#97271A

#038079









Anodised Aluminum

Frosted Polycarbonate

Mother Boards

Lithium Battery

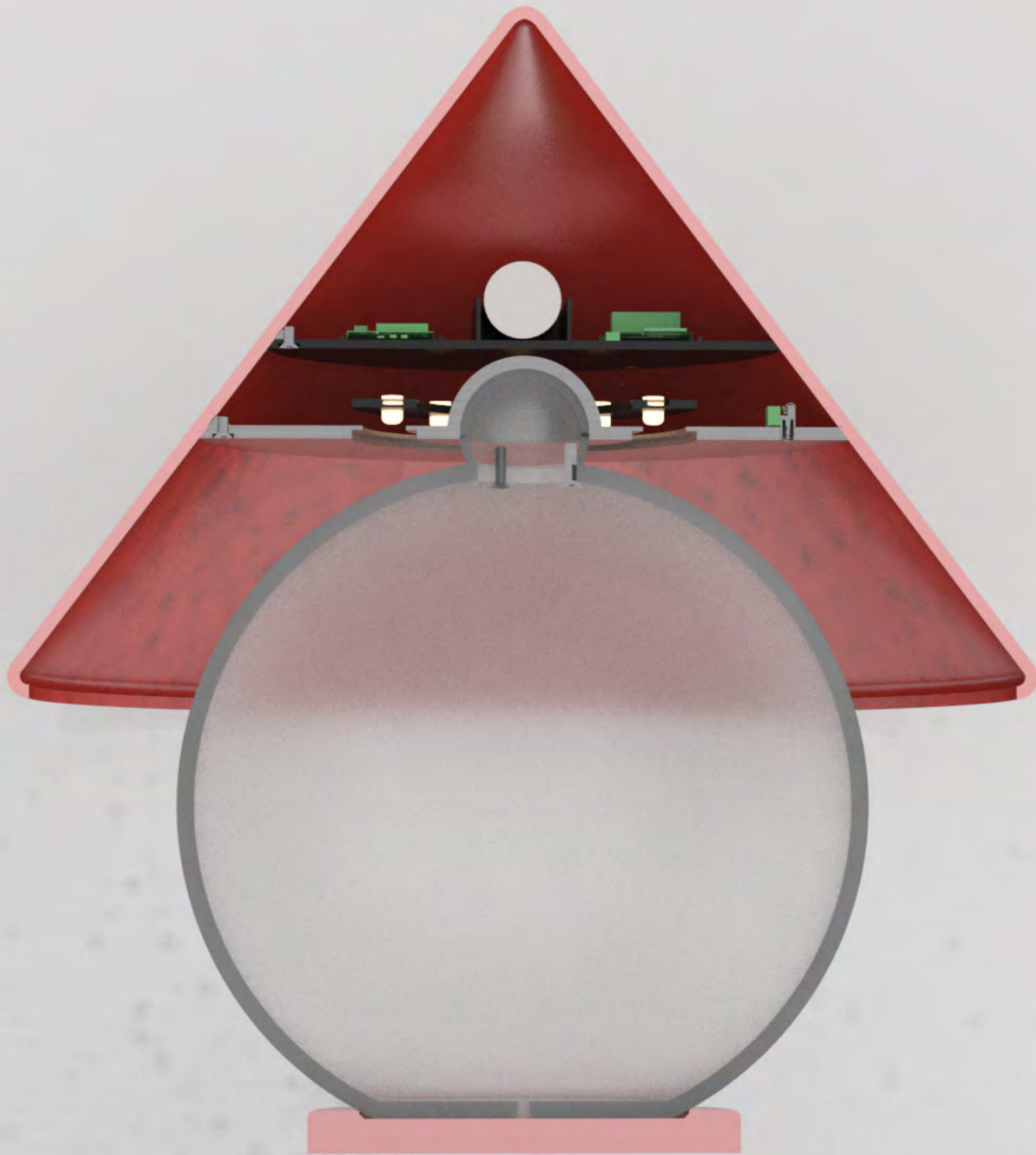
USB-C Charger

Molded Polycarbonate

Brushed Aluminum

LEDs













PROTOTYPE

PHOTOS



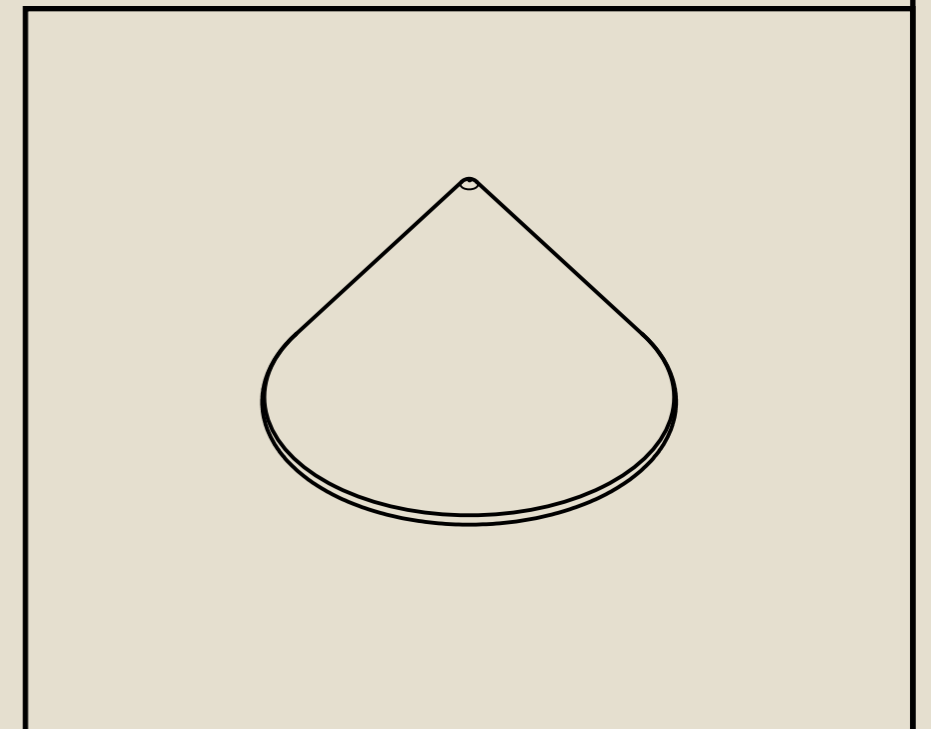
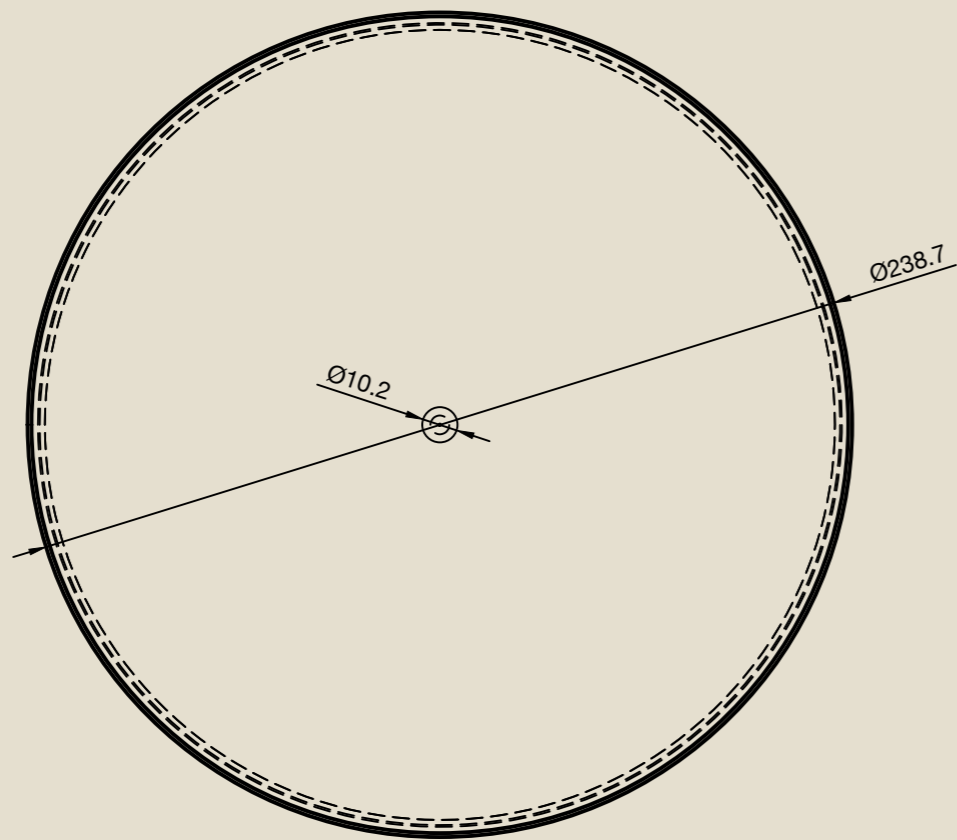
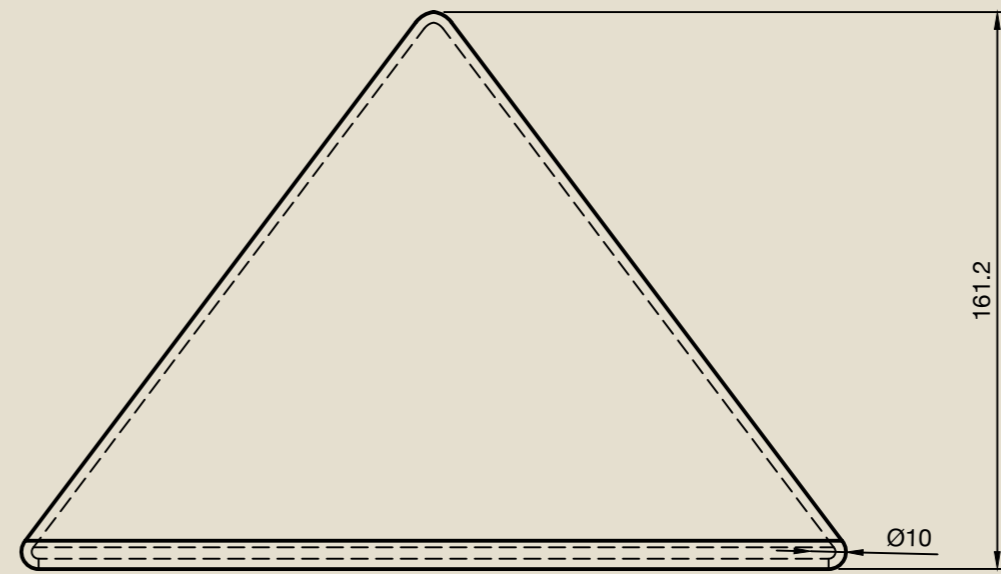
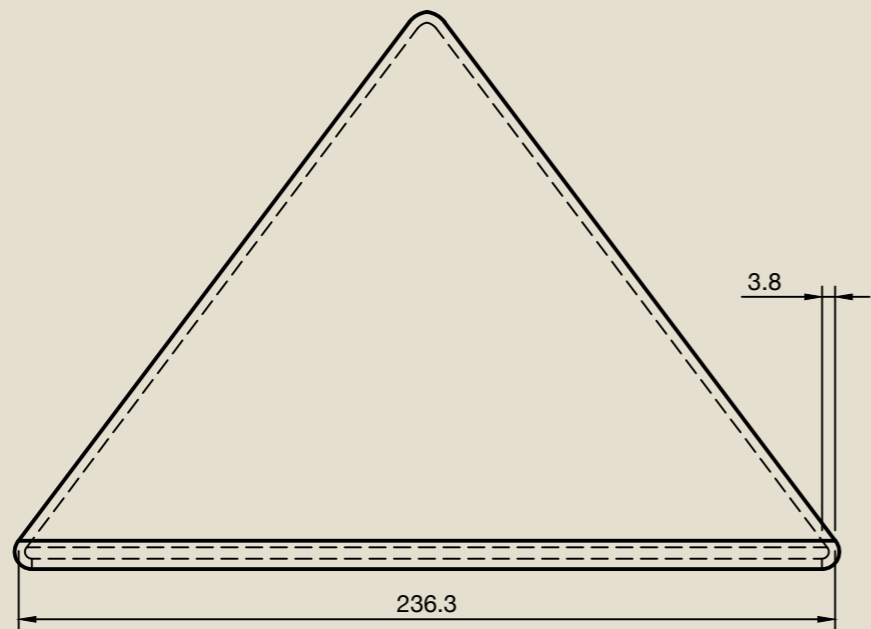


MILANO 1848 1945

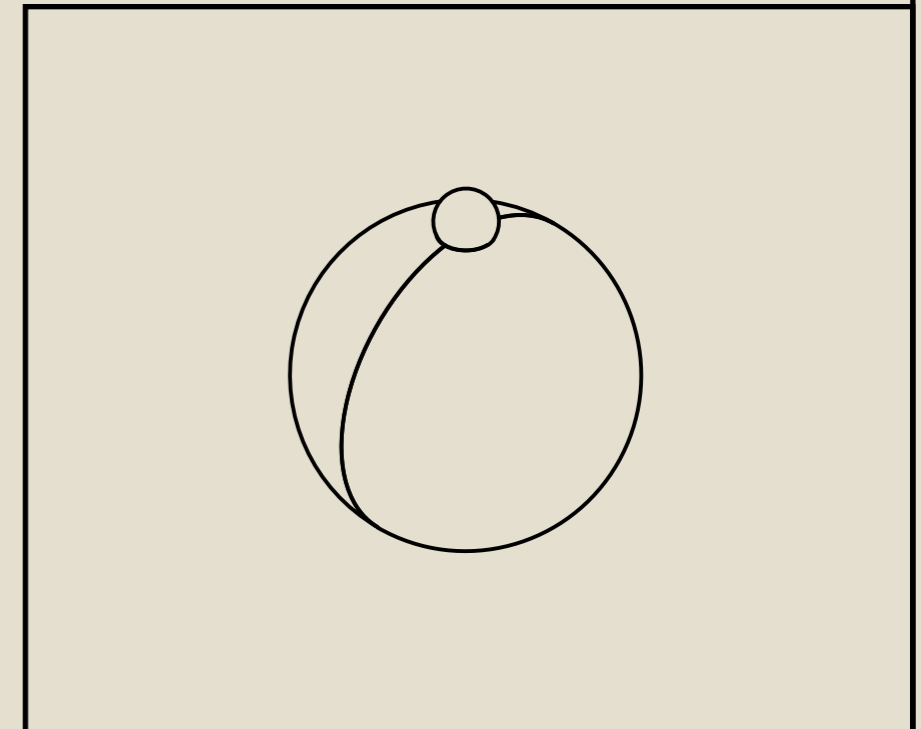
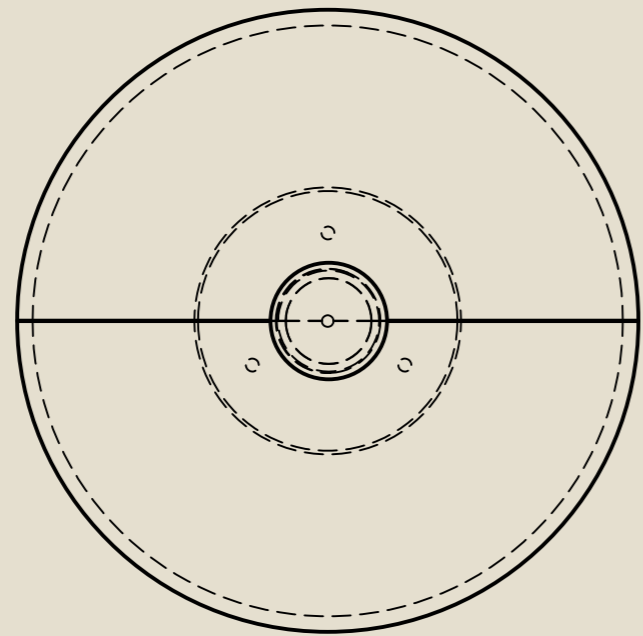
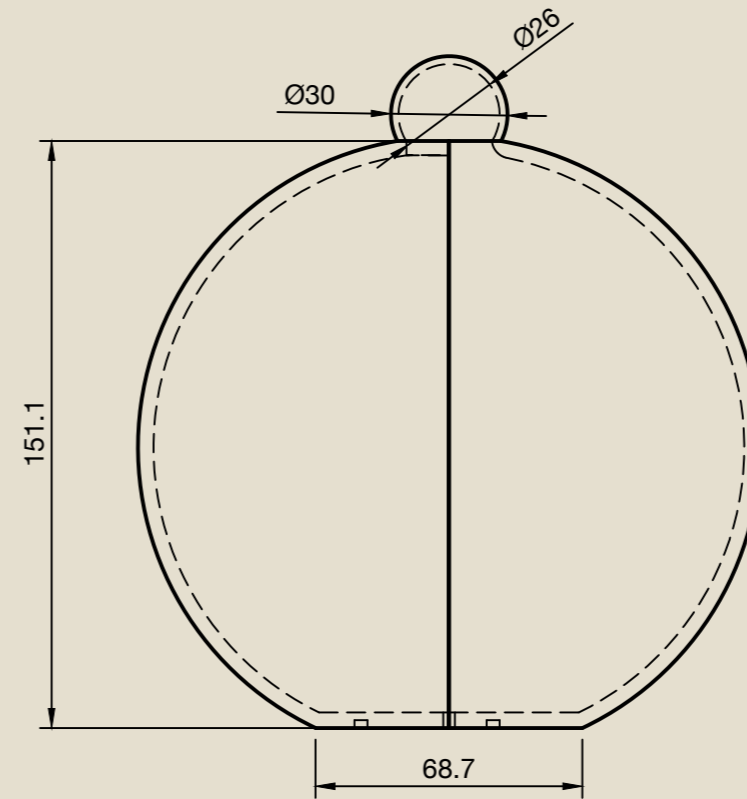
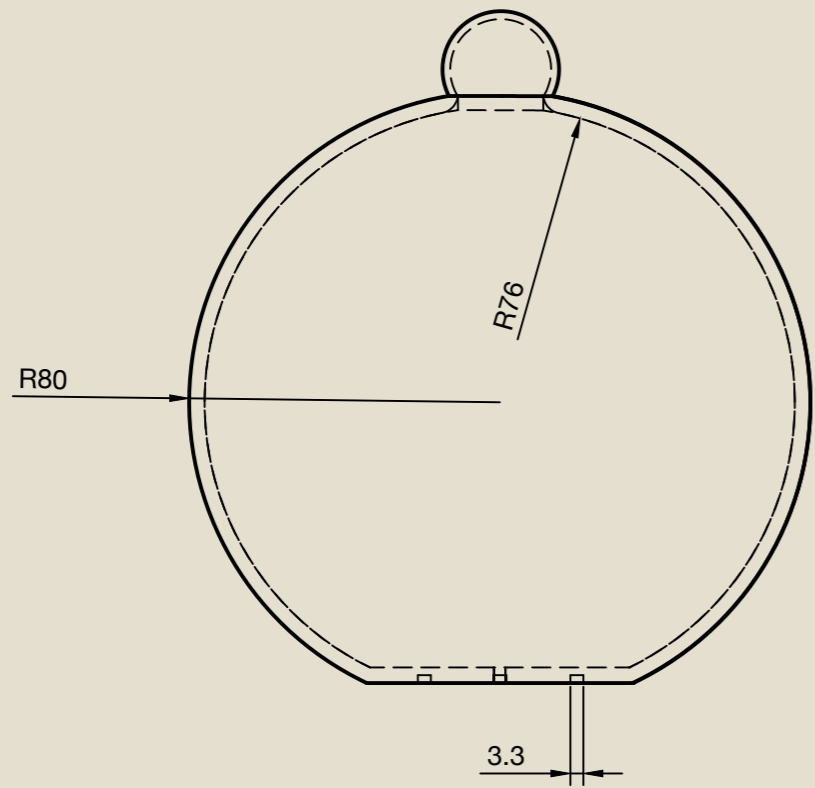




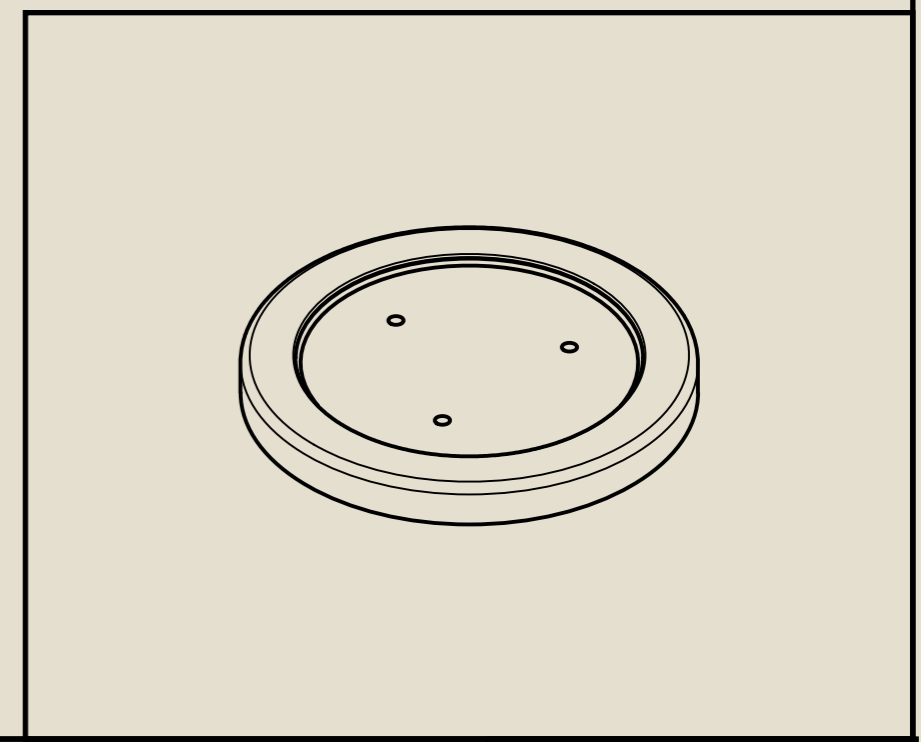
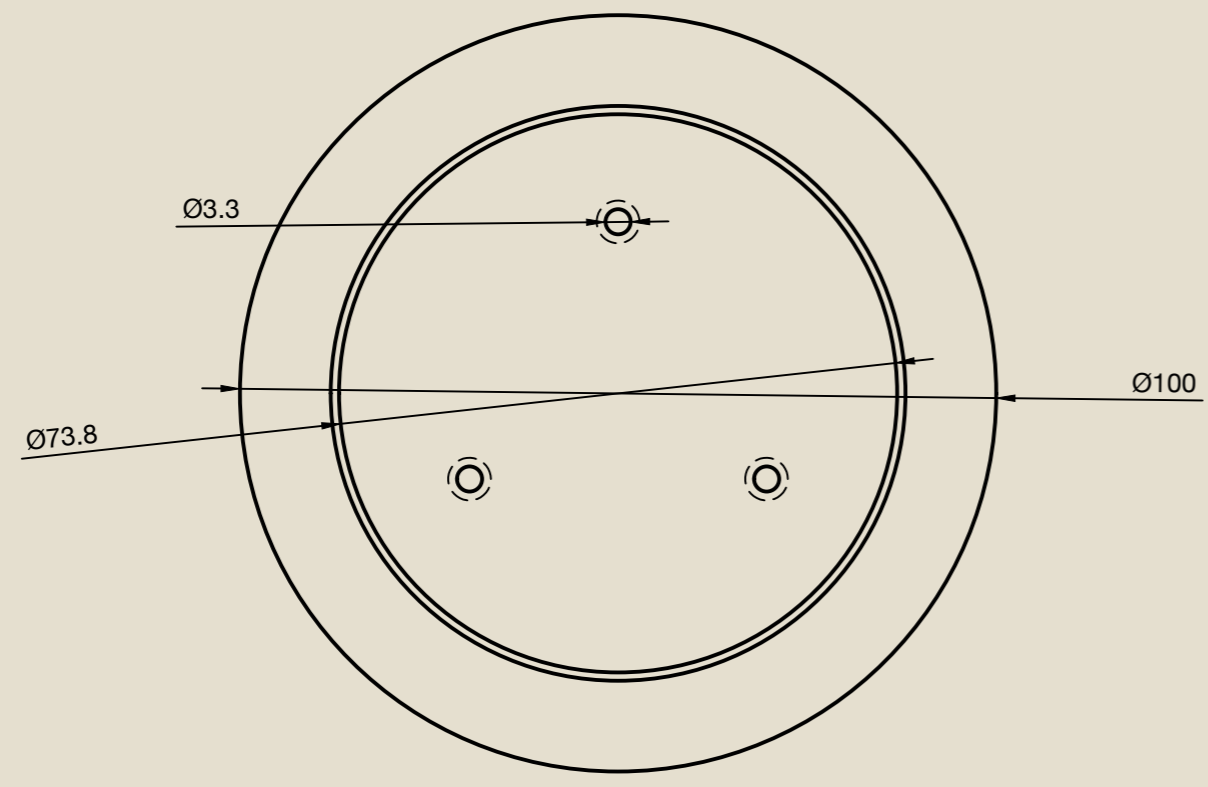
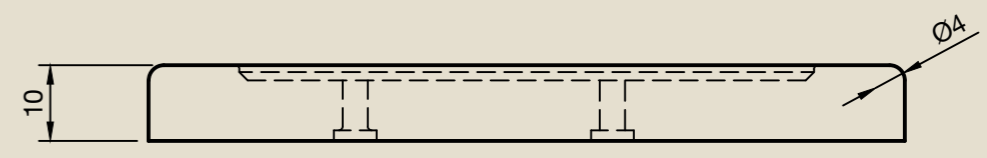
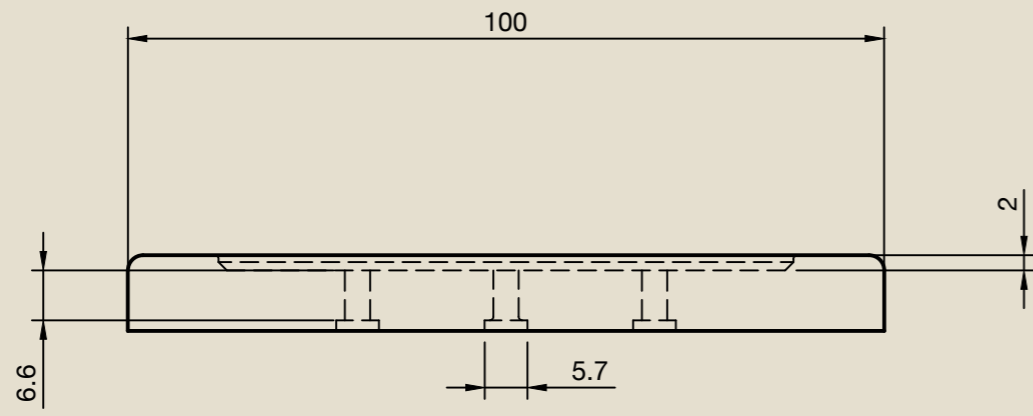
TECHNICAL DRAWINGS



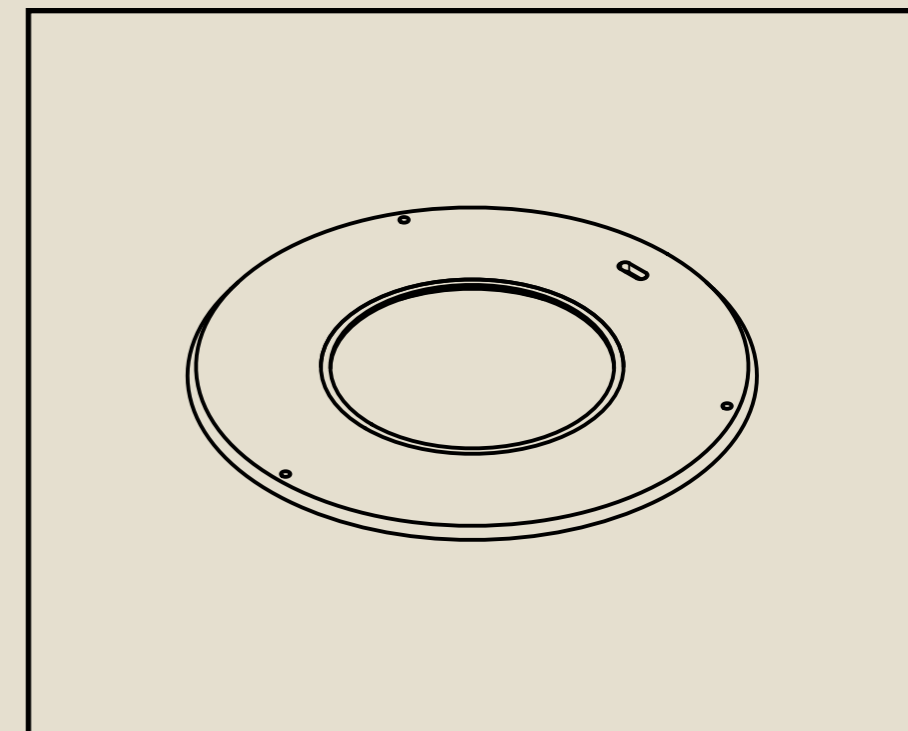
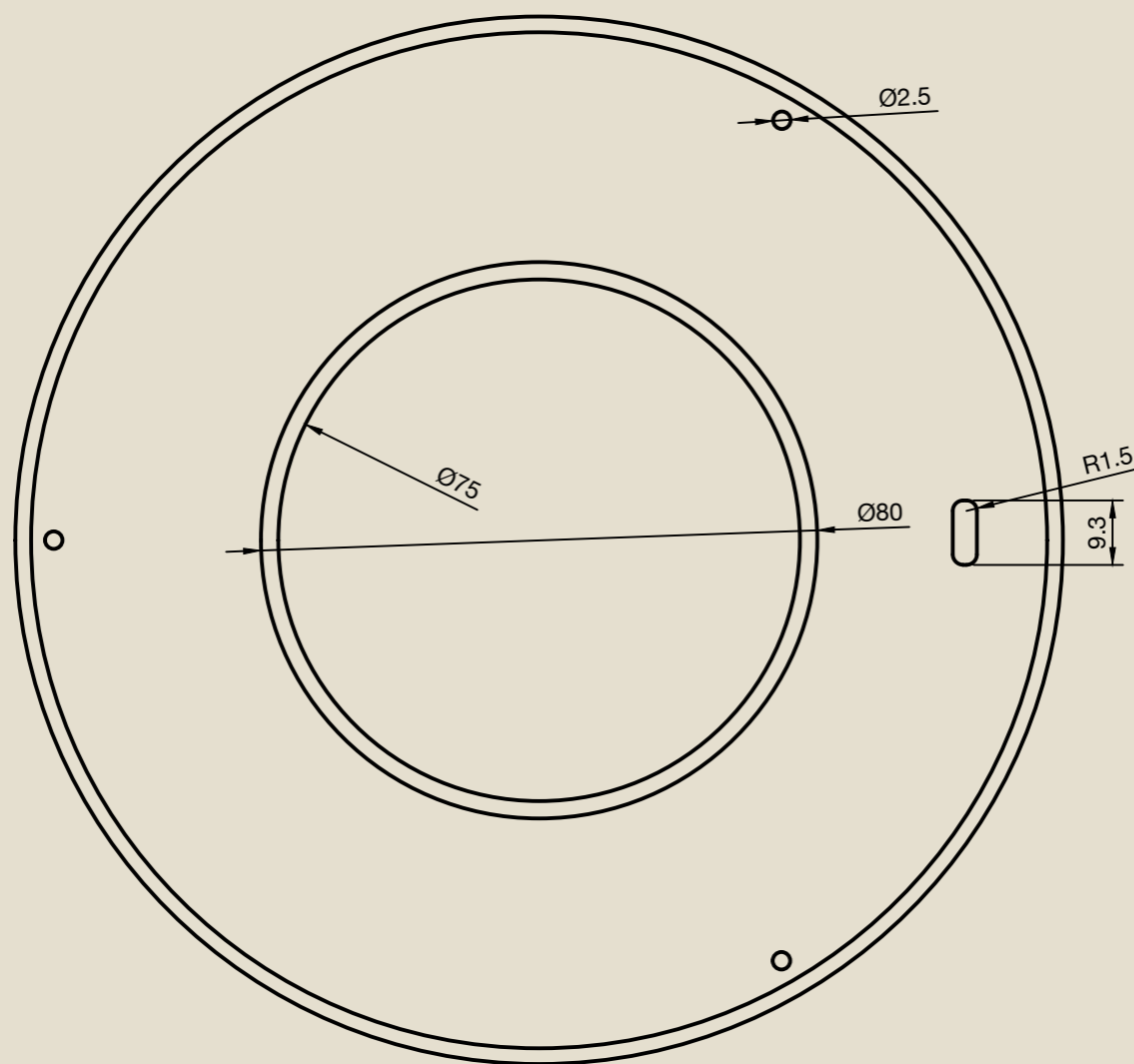
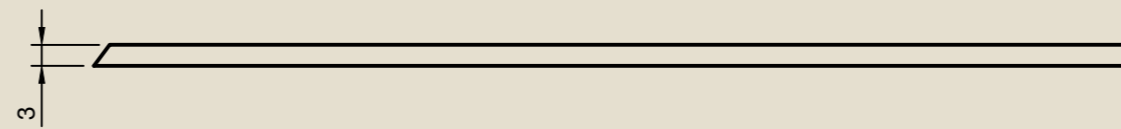
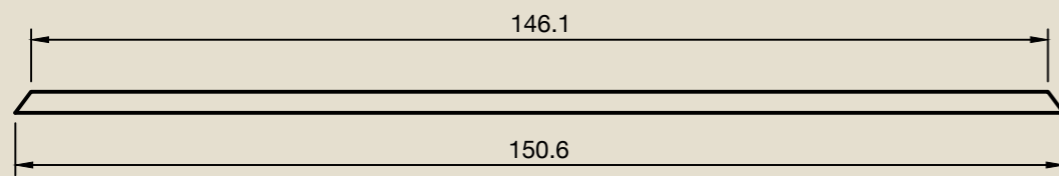
Stefan Kripokavic	Anna Lucia Gutierrez R.		Cone	1:2
Prototype Design Patterns IM	Gnome	PD3	05/02/2023	



Stefan Kripokavic	Anna Lucia Gutierrez R.		Sphere	1:2
Prototype Design Patterns IM	Gnome	PD3	05/02/2023	



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Prototype Design Patterns IM	Gnome	PD3	05/02/2023	



Stefan Kripokavic

Anna Lucia Gutierrez R.

Compartment 1

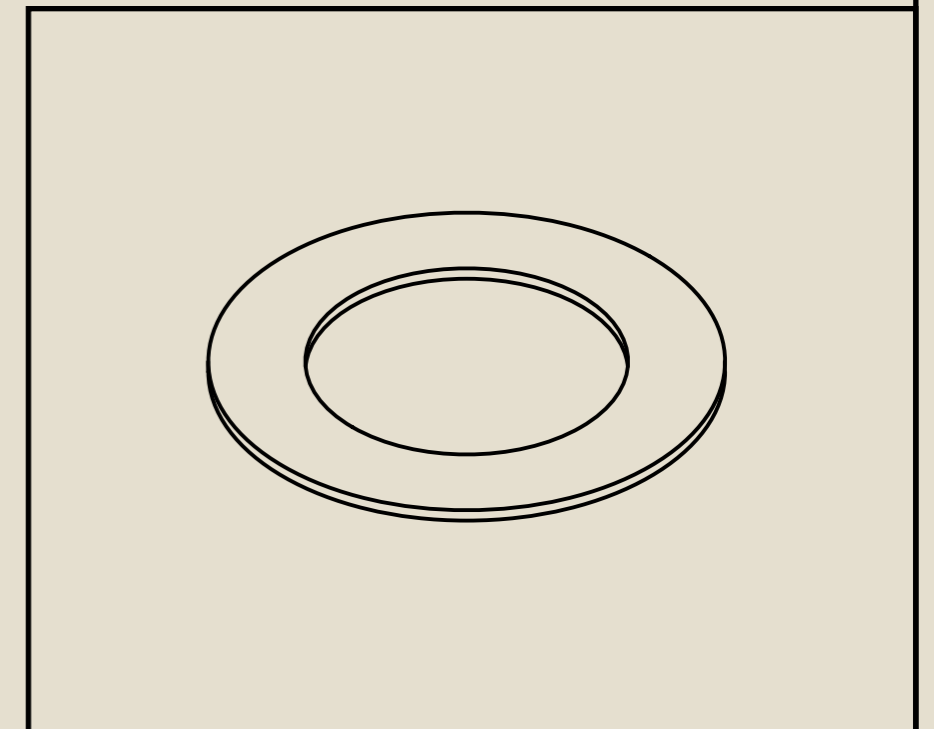
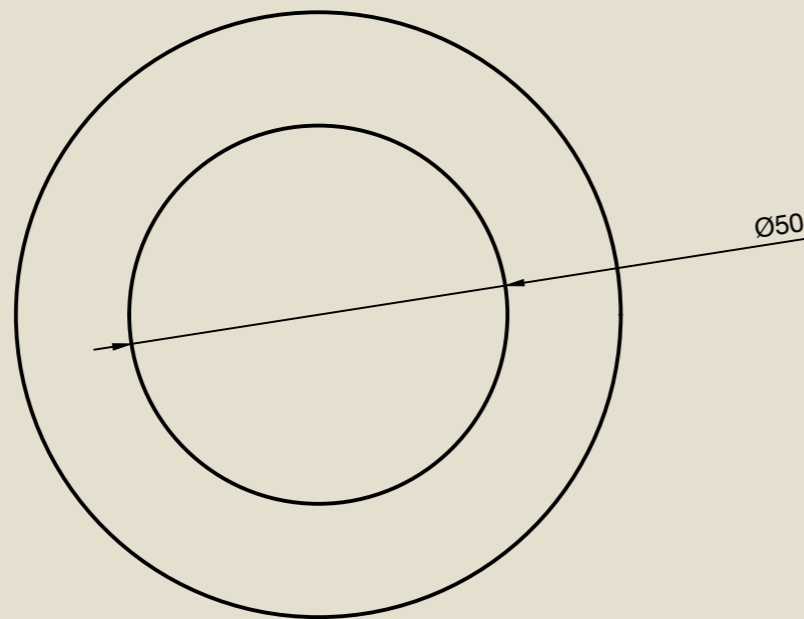
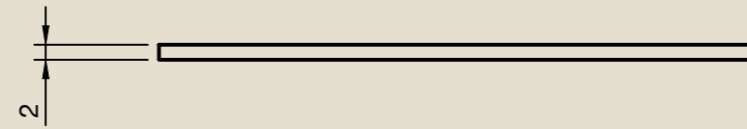
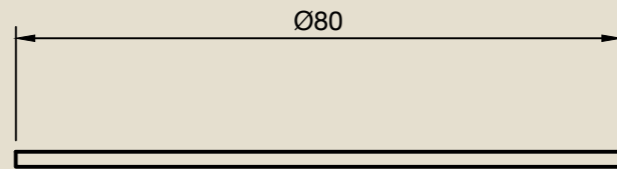
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Prototype Design Patterns IM

Gnome

PD3

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LED Diffuser

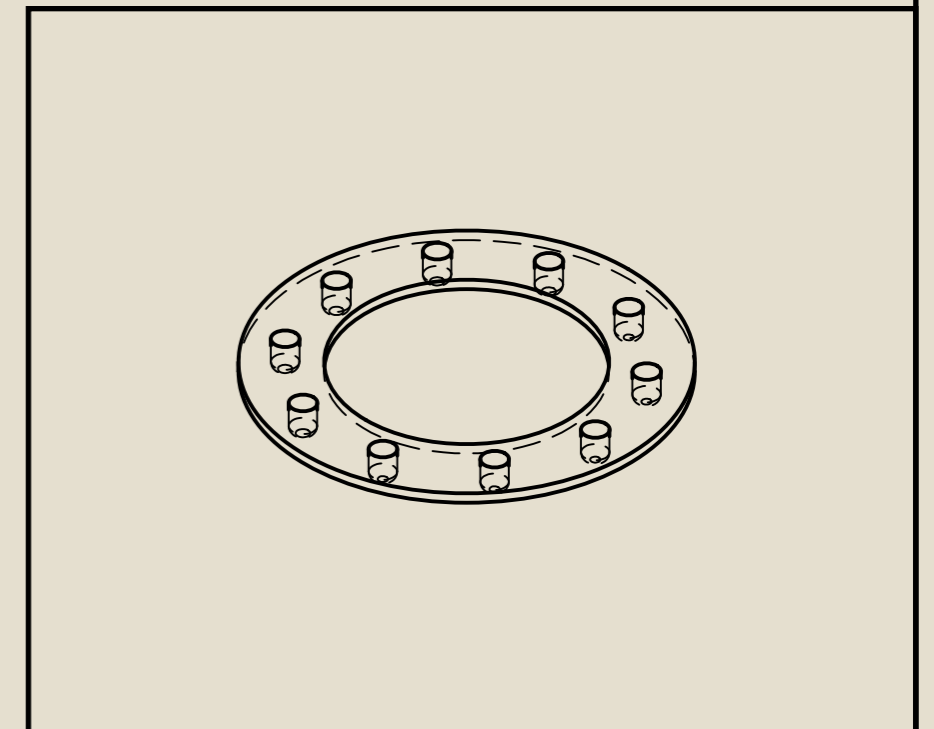
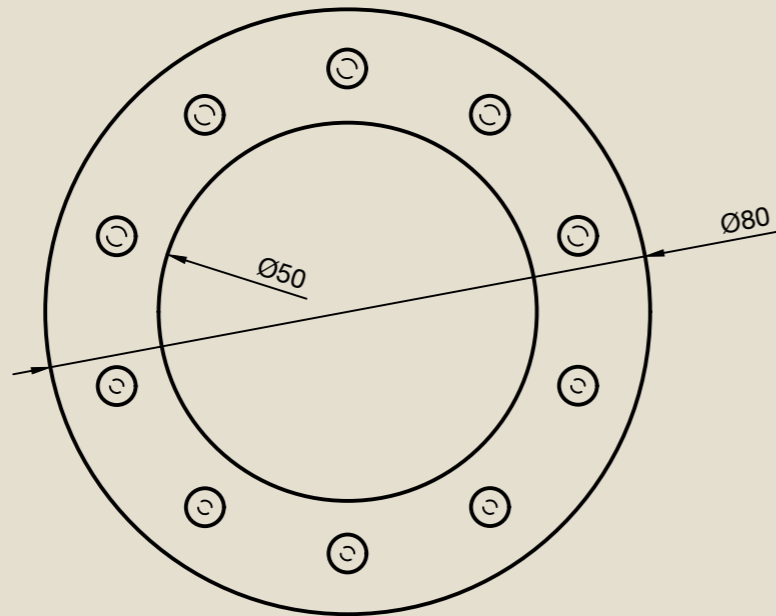
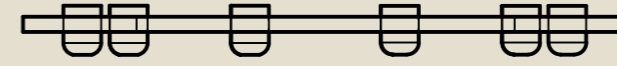
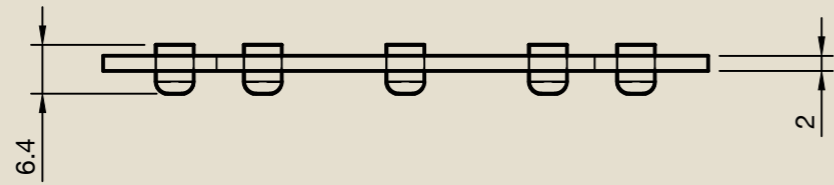
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Prototype Design Patterns IM

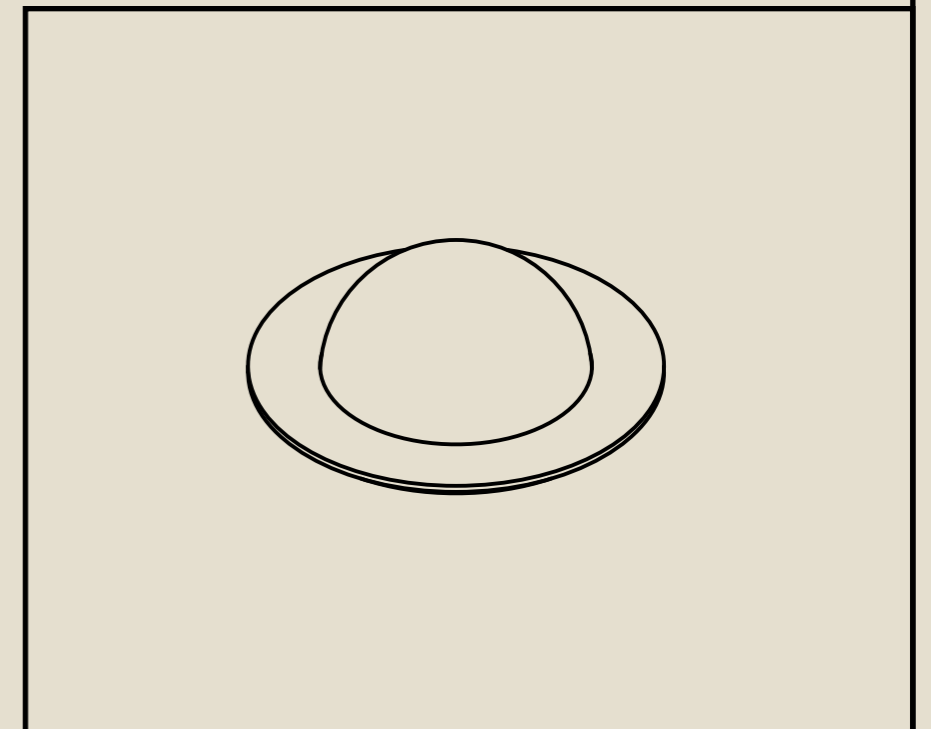
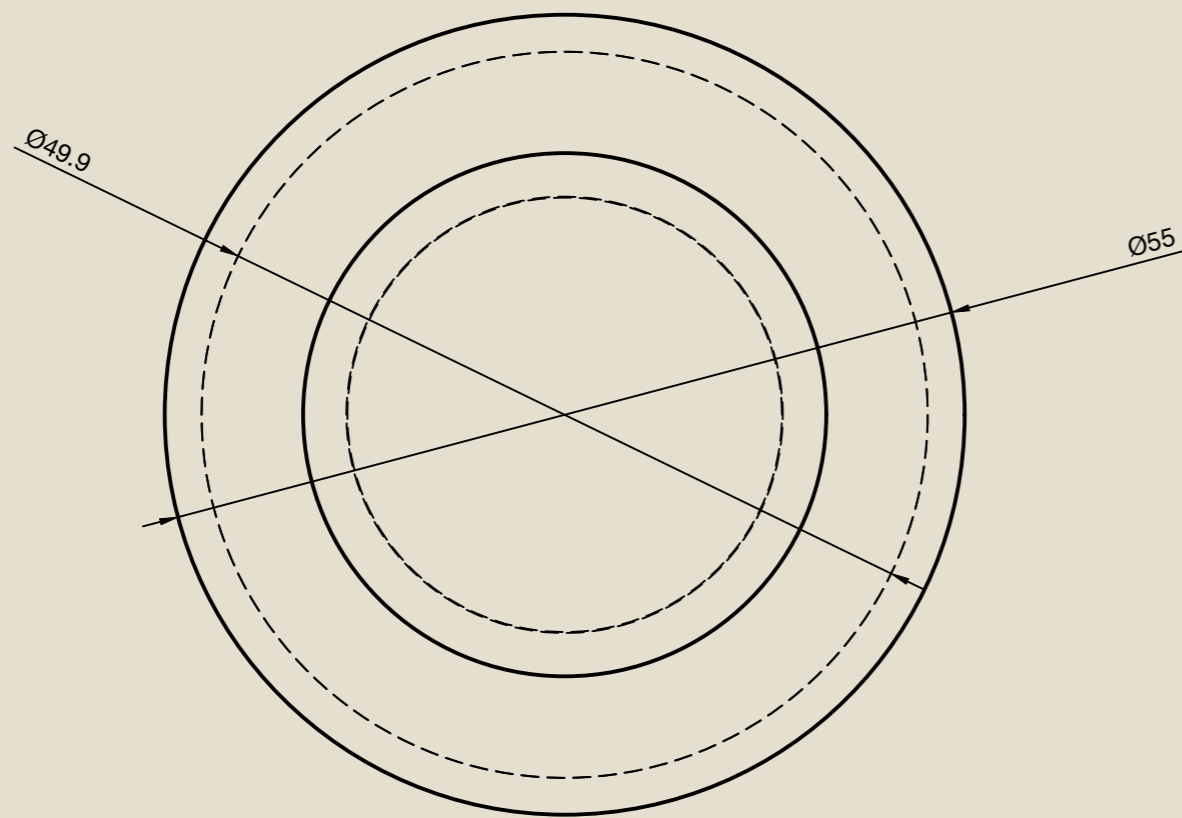
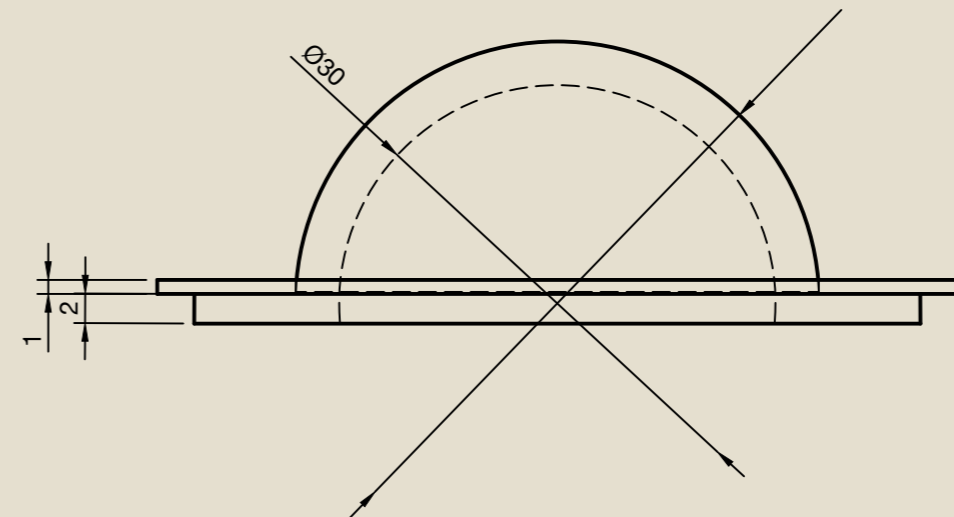
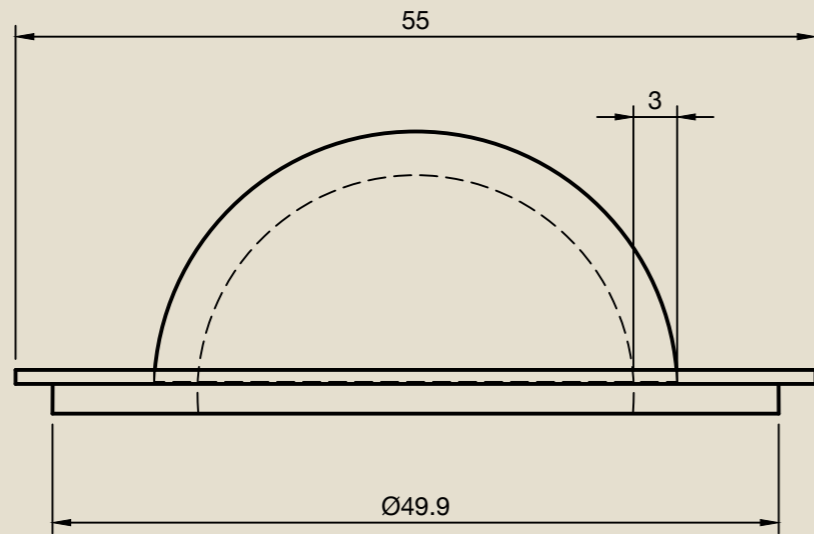
Gnome

PD3

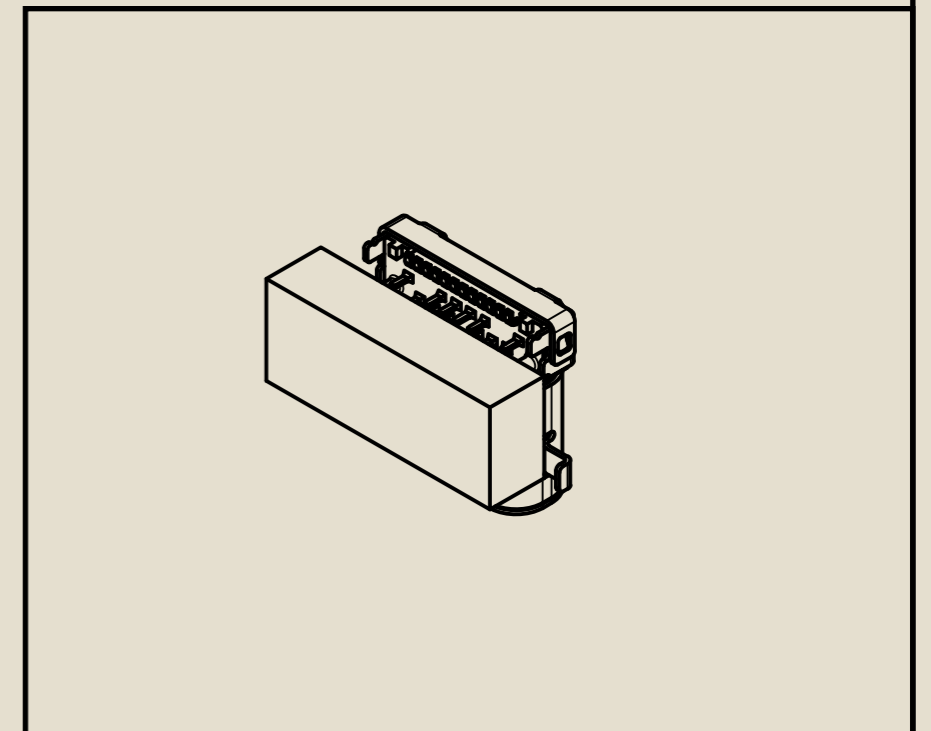
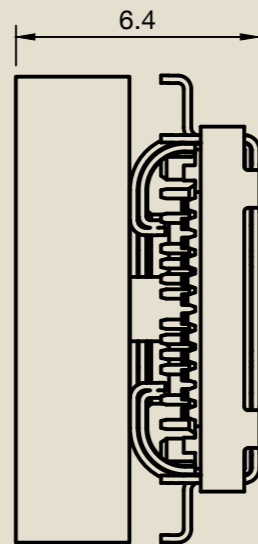
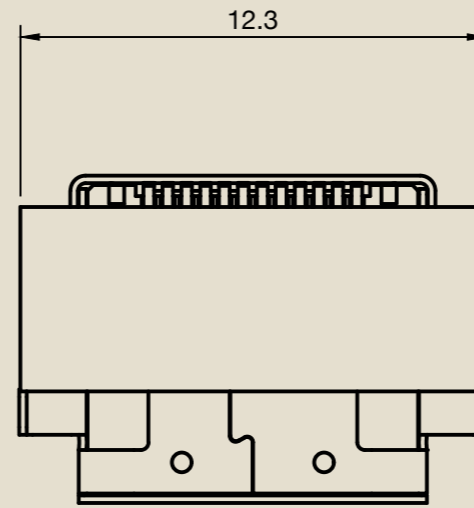
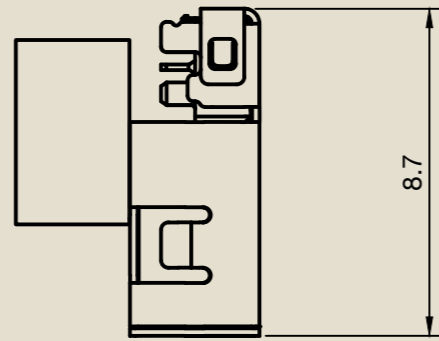
05/02/2023



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Prototype Design Patterns IM	Gnome	PD3	05/02/2023	



Stefan Kripokavic	Anna Lucia Gutierrez R.	Turning Mechanism	2:1
Prototype Design Patterns IM	Gnome	PD3	05/02/2023



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Anna Lucia Gutierrez R.

USBC

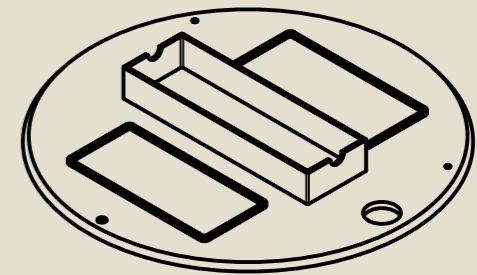
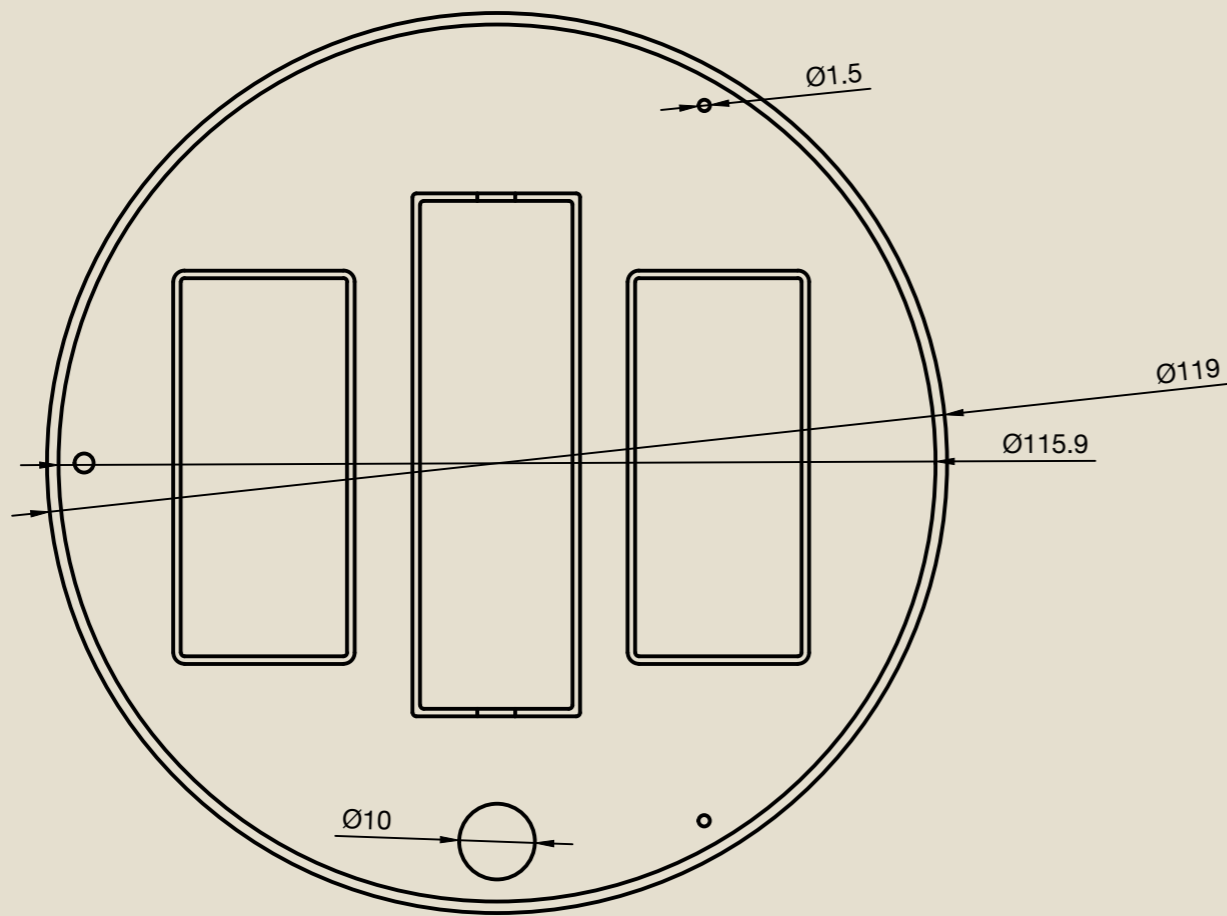
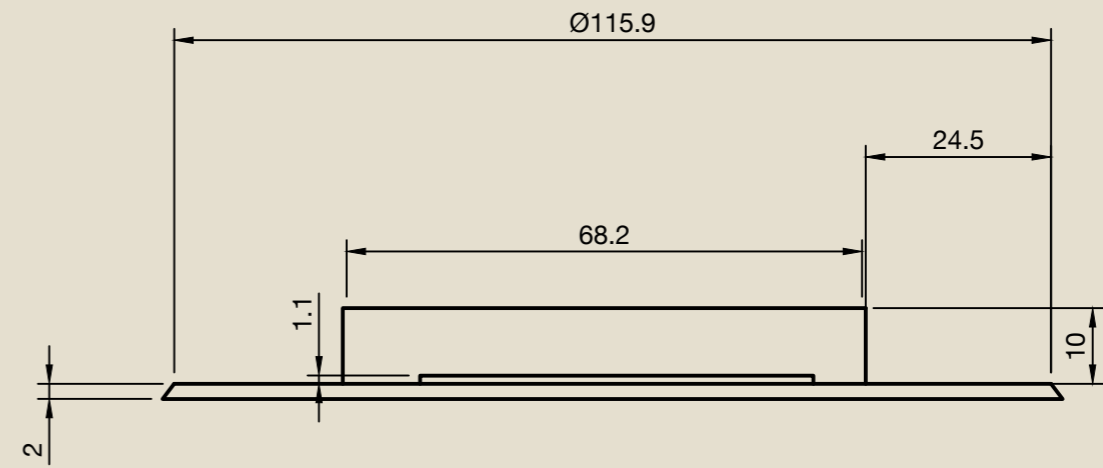
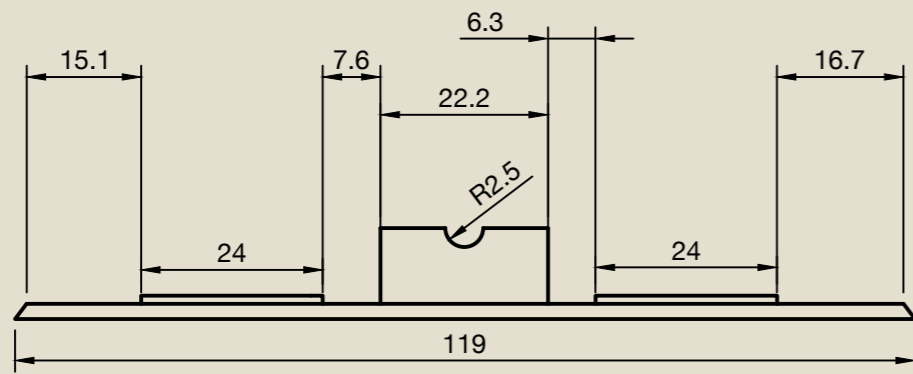
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Prototype Design Patterns IM

Gnome

PD3

05/02/2023



Stefan Kripokavic

Anna Lucia Gutierrez R.

Compartment 2

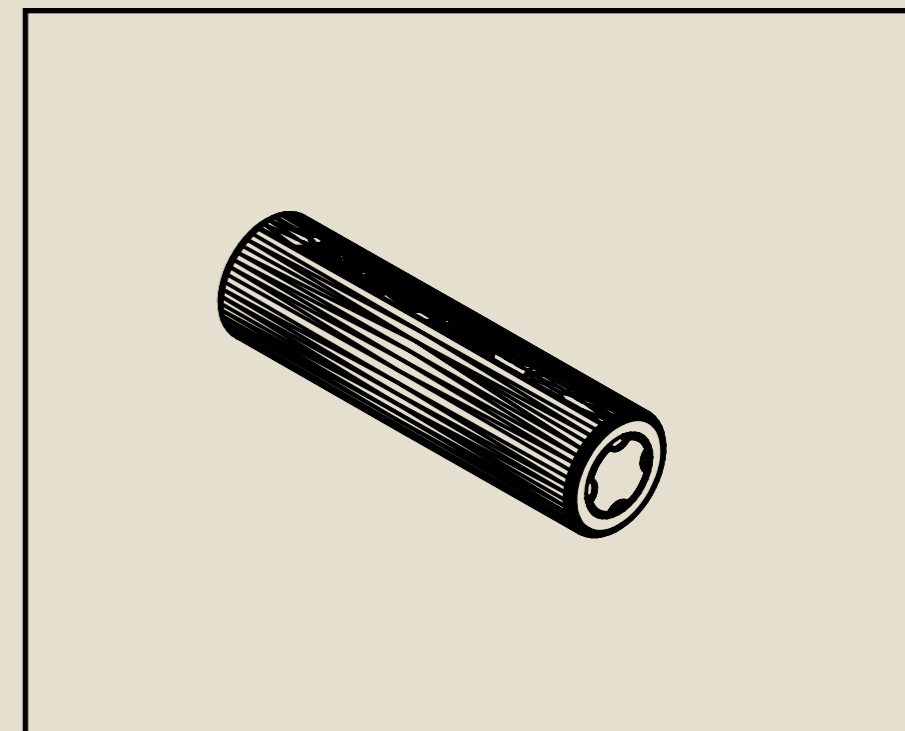
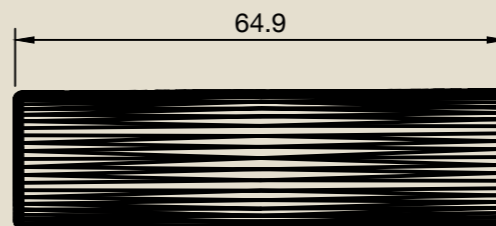
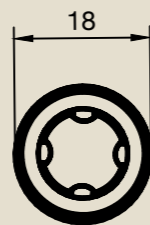
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Prototype Design Patterns IM

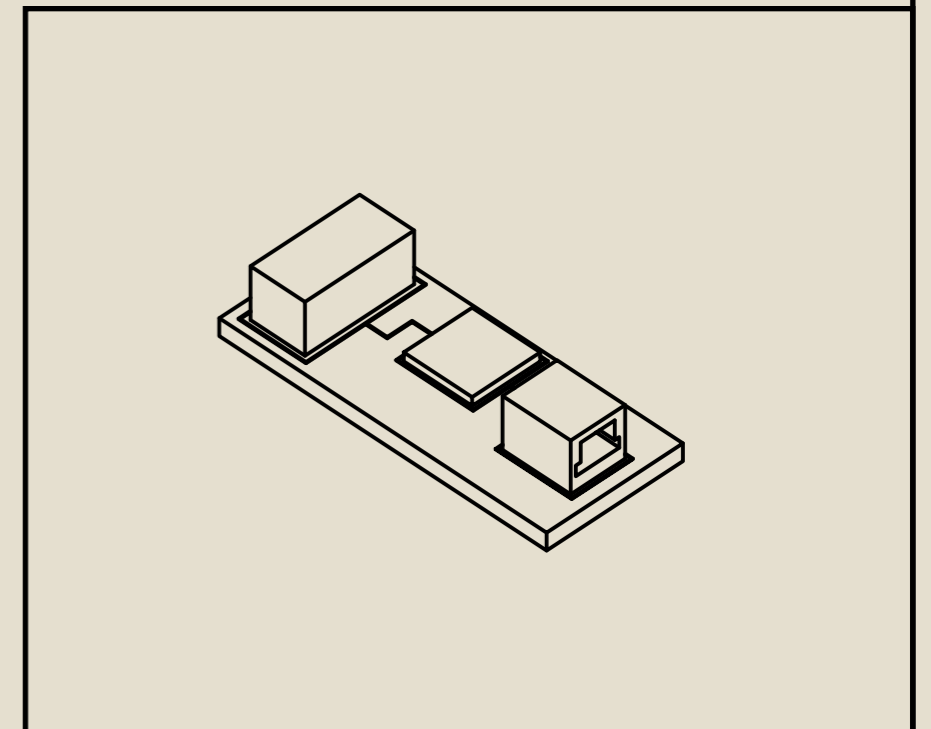
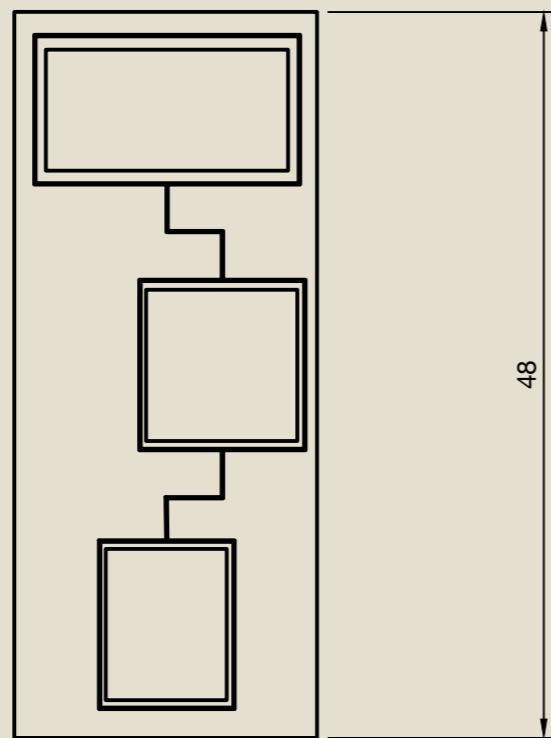
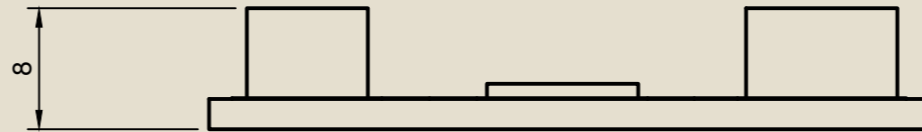
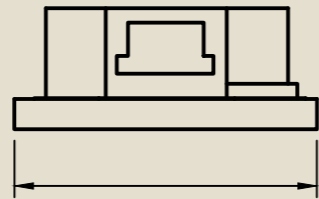
Gnome

PD3

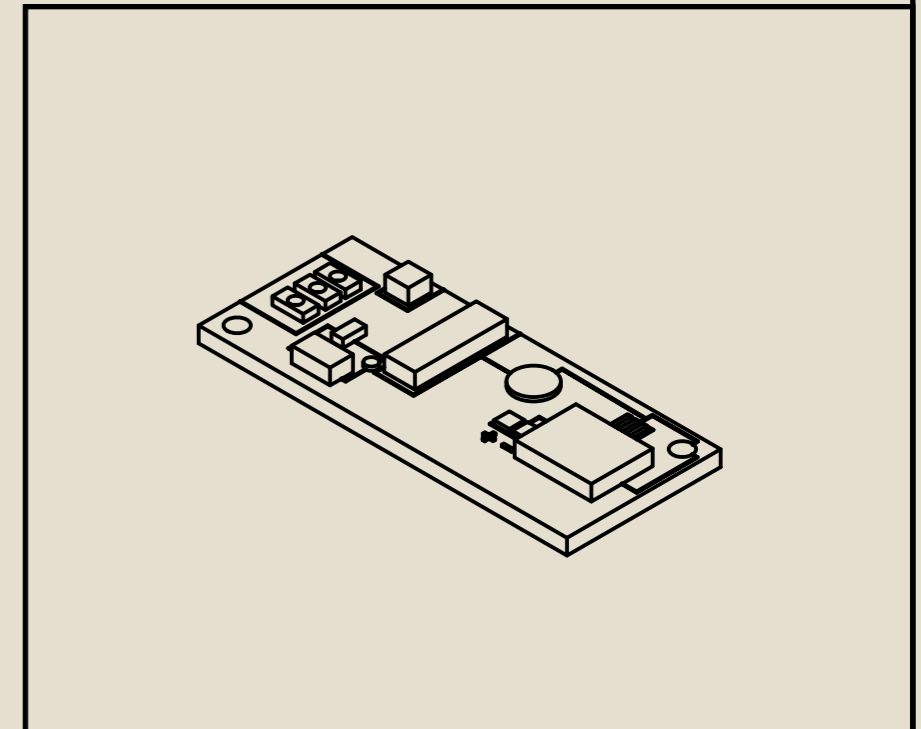
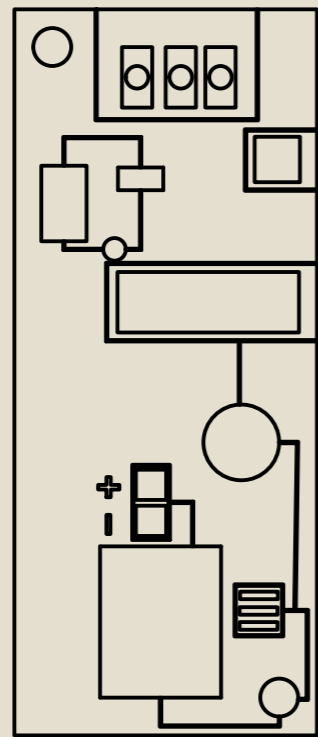
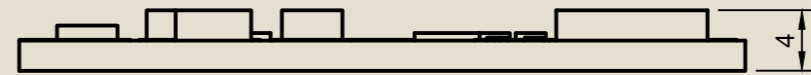
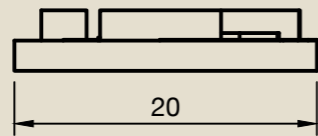
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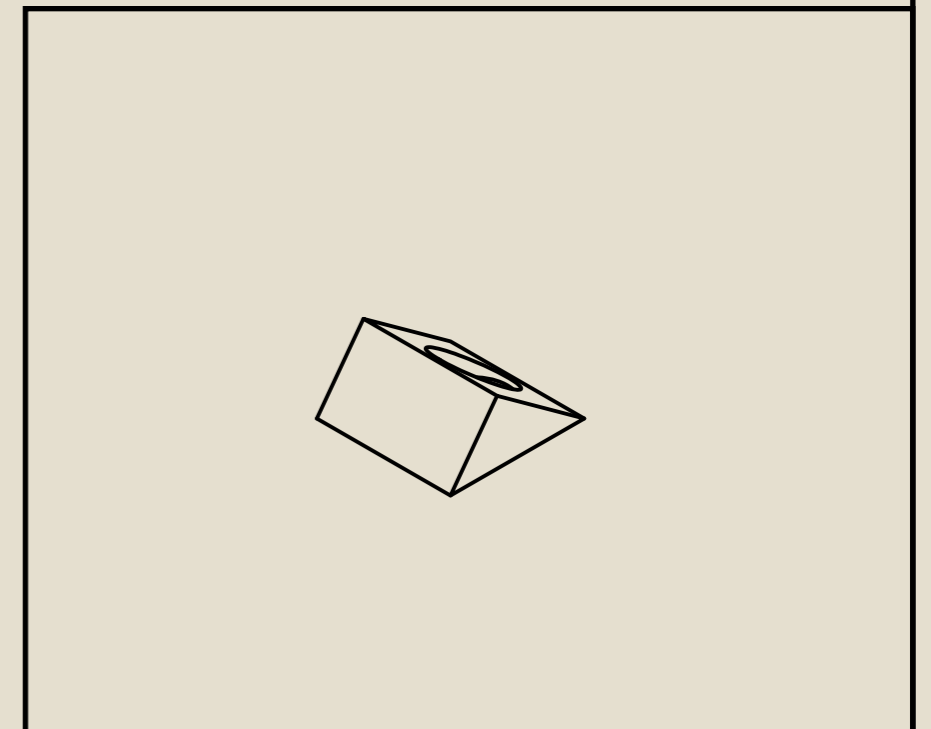
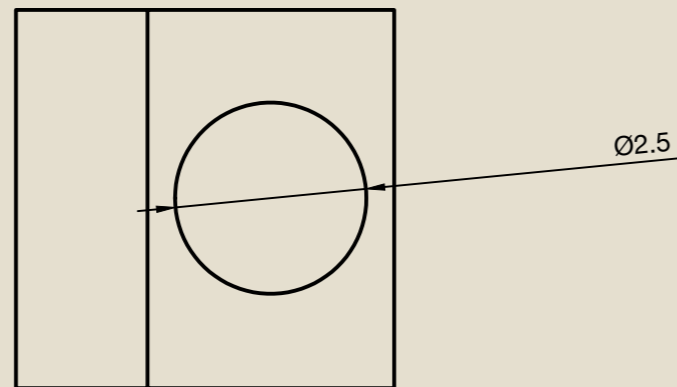
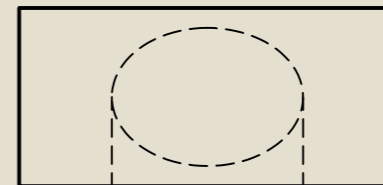
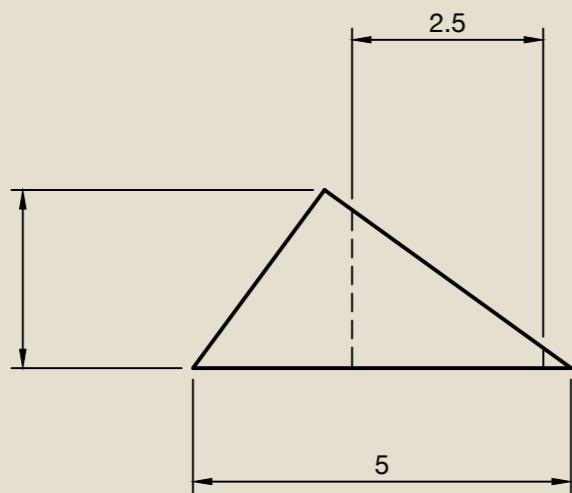
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Prototype Design Patterns IM	Gnome	PD3	05/02/2023



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Prototype Design Patterns IM	Gnome	PD3	05/02/2023	



Stefan Kripokavic	Anna Lucia Gutierrez R.		Mother Board 2	2:1
Prototype Design Patterns IM	Gnome	PD3	05/02/2023	



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Anna Lucia Gutierrez R.

Screw Structure

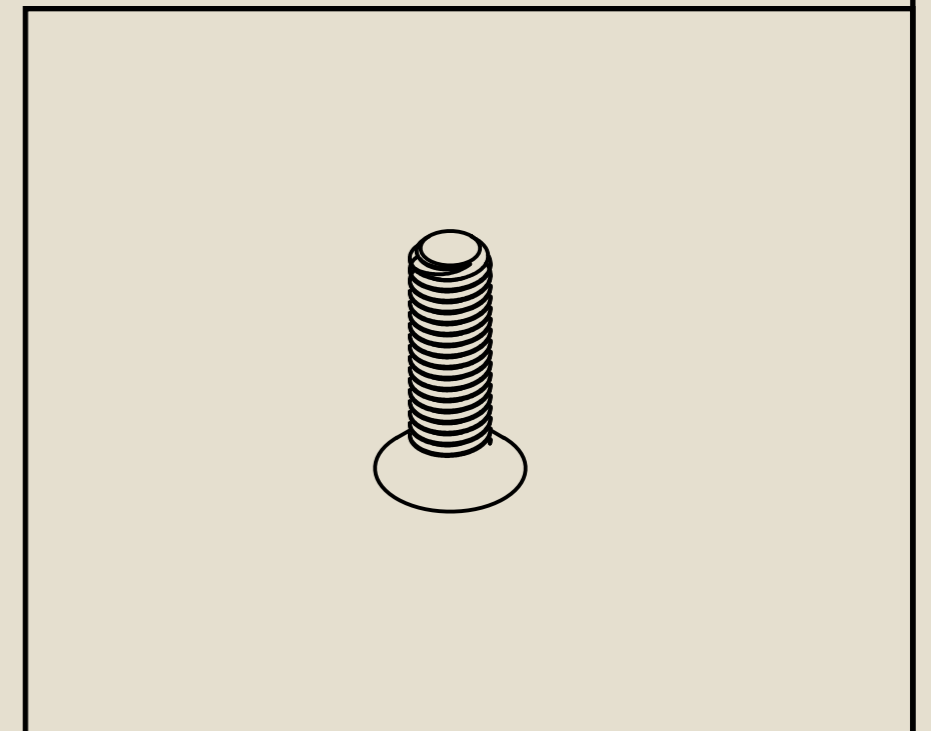
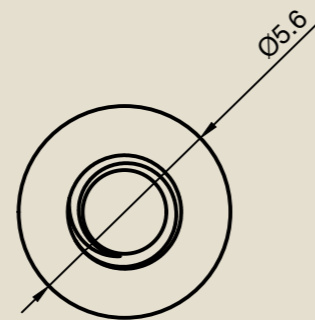
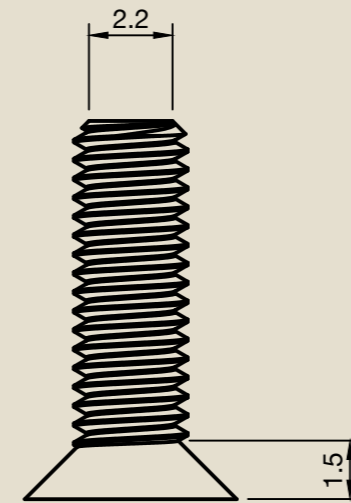
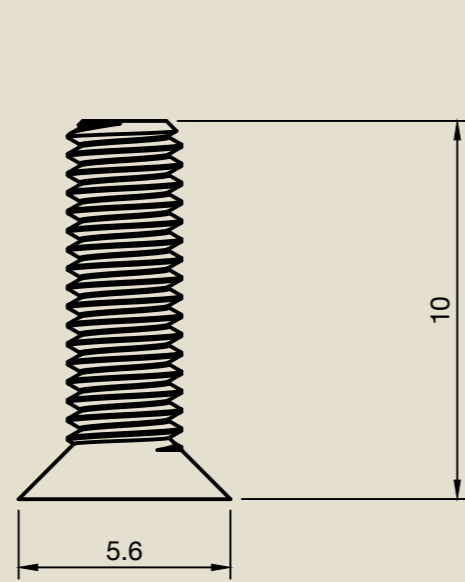
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Prototype Design Patterns IM

Gnome

PD3

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Screws Base (5)

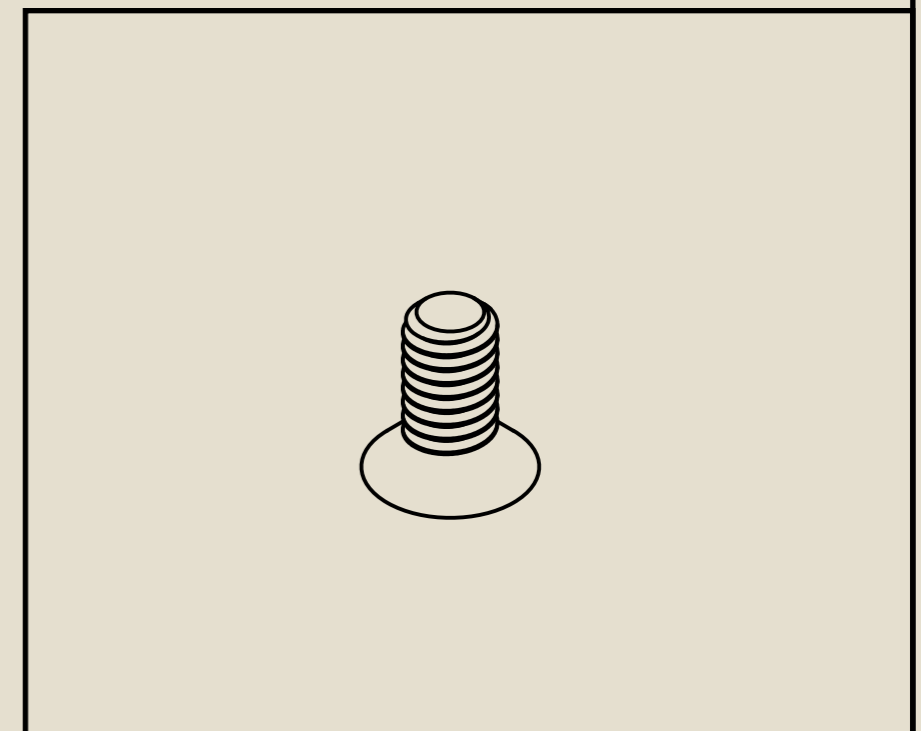
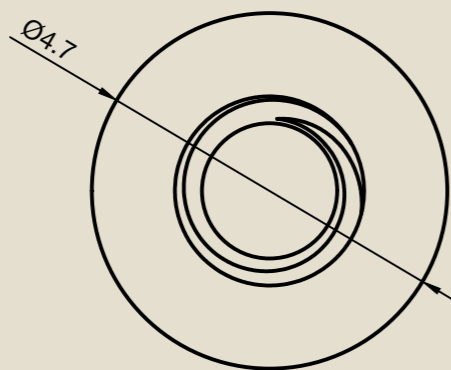
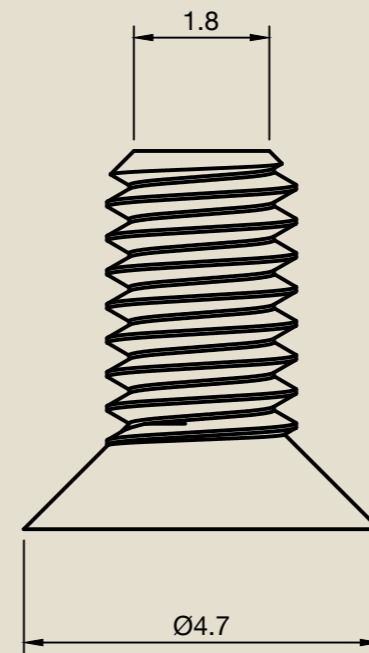
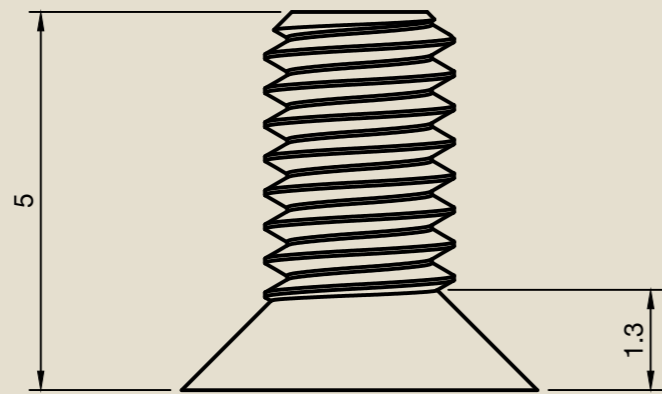
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Prototype Design Patterns IM

Gnome

PD3

05/02/2023



Stefan Kripokavic

Anna Lucia Gutierrez R.

Screws Cone (6)

10:1

Prototype Design Patterns IM

Gnome

PD3

05/02/2023



THANK YOU