Gosia Markiewicz

Industrial Design

About Me

My work is minimal in form, but represents a poetic message of a larger concept. Though I enjoy the whole design process, my strength is in CAD modeling and rendering. I love bringing a concept to life through visual softwares.

When I’m not designing, I’m creating a breadth of works through the use of textiles. I enjoy making patterns and sewing unique garments and projects.

Contents

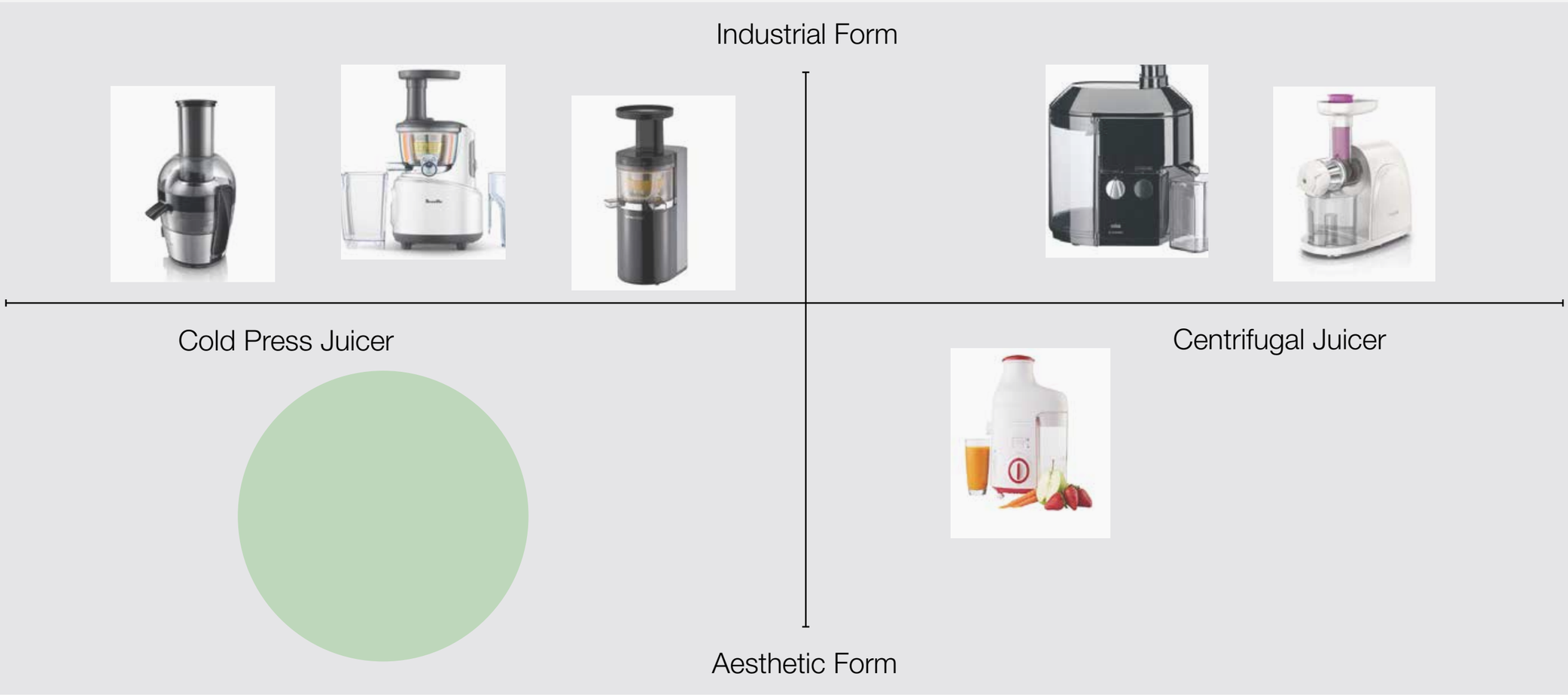
Jüs Juicer, Fall 2016
16 week project

Jüs is an appliance that highlights nutrition, process, and celebration of food associated with juicing. This project aimed to explore how visual language effects the users' perception of everyday objects.

Inspiration

Inspiration was drawn from the **act of preparing food** and celebrating **healthy eating.**

Market Research



There are two types of juicers, centrifugal and cold press. **Cold press** juicers produce the **highest quality of juice** because it presses the fruit instead of spinning at high speeds, which breaks down natural nutrients in the fruits and vegetables.

Products on the current market highlight power and strength, which result in a more industrial aesthetic. The opportunity in the market is for an appliance that focuses on an **organic representation** of the act of juicing and celebrates living a **healthy lifestyle.**

User Research

Sam, Nutritionist

Early riser

Healthy lifestyle

Loves to **cook her own food**

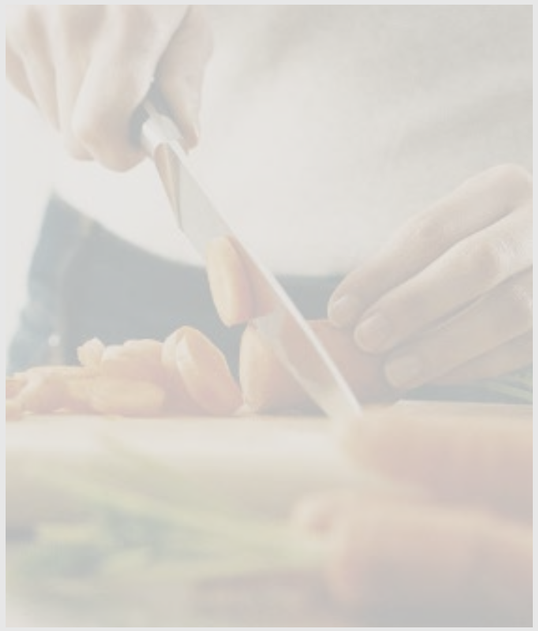
Dan, Pub Owner

Busy lifestyle

Consumes mostly fast food

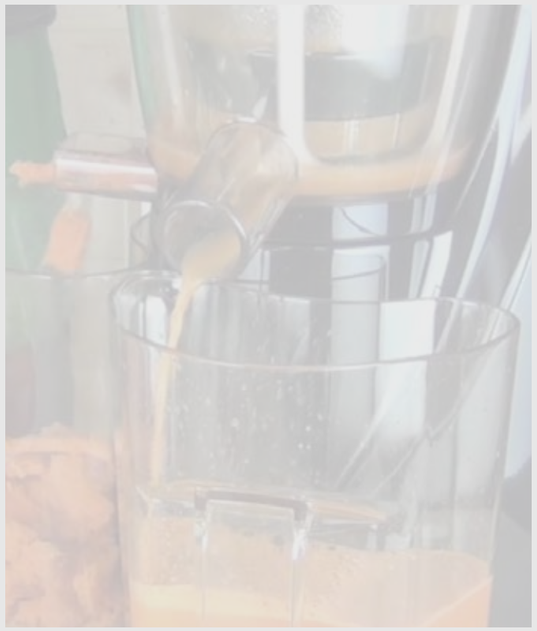
Time and **cost** are key factors

User pain points found in:



Preparation

Assembly



Extraction

Clean Up

Hypothesis

How might we design a juicer that emulates healthy living through celebrating food with a focus on:

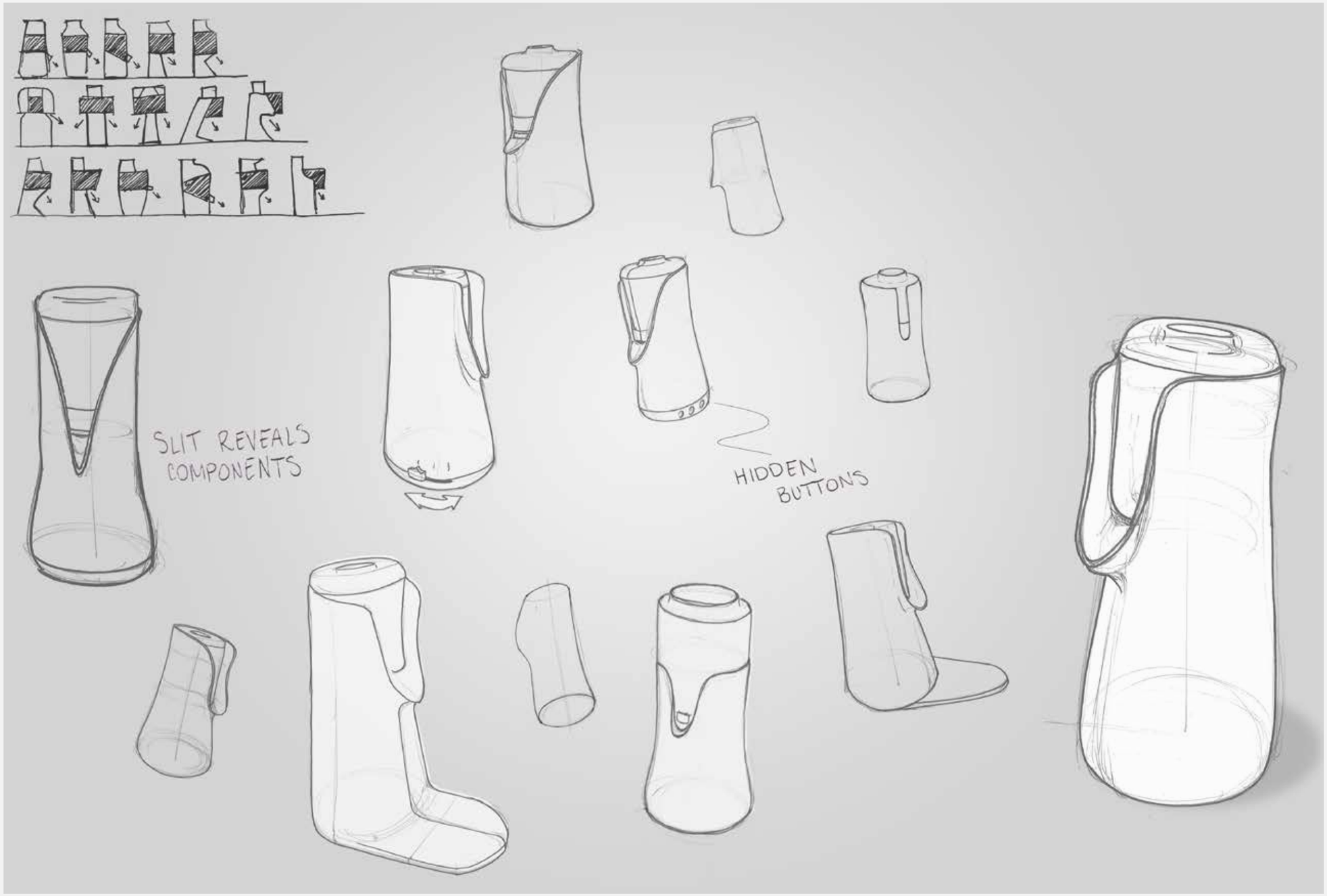
Cold Press Juicing

Easy Cleaning

Organic Gesture

Presentation

Ideation

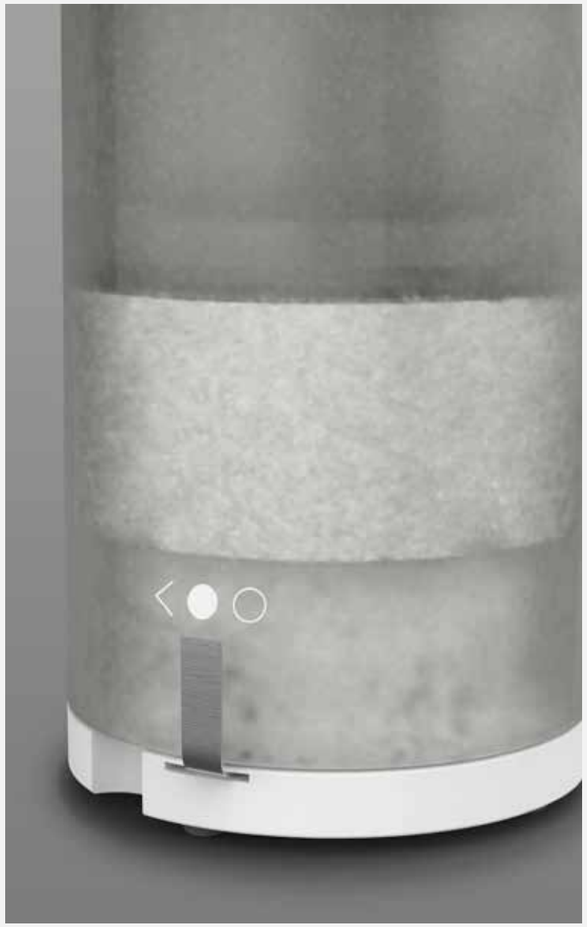


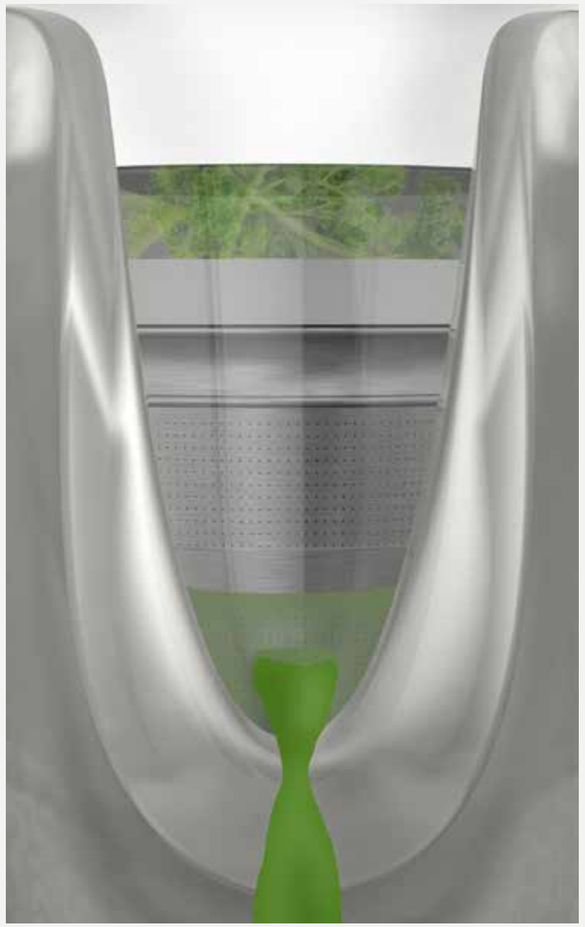
Sketches focused on finding an aesthetic that was simple, had all the necessary components, but also related to the nature of juicing.

Jüs Juicer

A form as simple and pure
as the juice you are drinking

Details

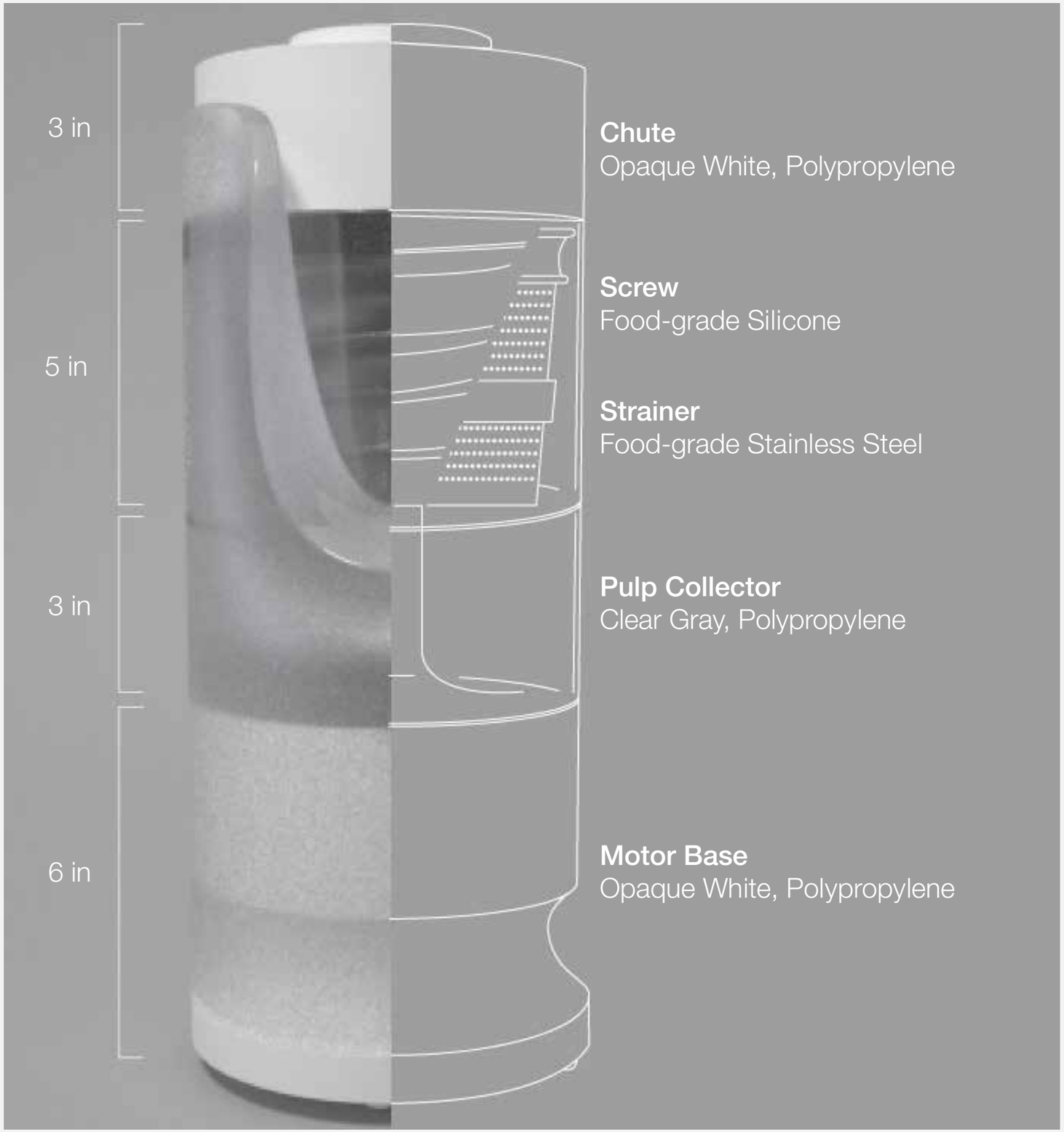




Each component contributes to **refining the juicing experience.** The switch at the bottom turns the juicer on as well as reverses the auger when pieces get stuck. The fruit is then squeezed **through the screw and strainer.**

The soft curve of the spout keeps the **organic nature** of the process. A container is located underneath the auger to **hide the pulp** until the end, making more time to enjoy a cleaner process. When it’s time to store, the motor base **allows for the cord to nest.**

The transparent sleeve gives a glimpse into the juicing process and **reveals the color and texture** of the juice only when it pours out of the spout.



Components are made with polypropylene to be durable, but also **dishwasher safe.** Parts are either clear or opaque white to bring **contrast and emphasis** on the colors from the fruits and vegetables.

Gosa by Gosia

Study Abroad 2017

Studio course in Copenhagen aimed
to build a 1:1 scale chair prototype using
inspiration from Sweden and Finland
to understand and interpret
Scandinavian principles of design.

Inspiration

Studying abroad was a once in a lifetime experience, and wanted my chair to capture those moments of **softness, nature, and comfort.**

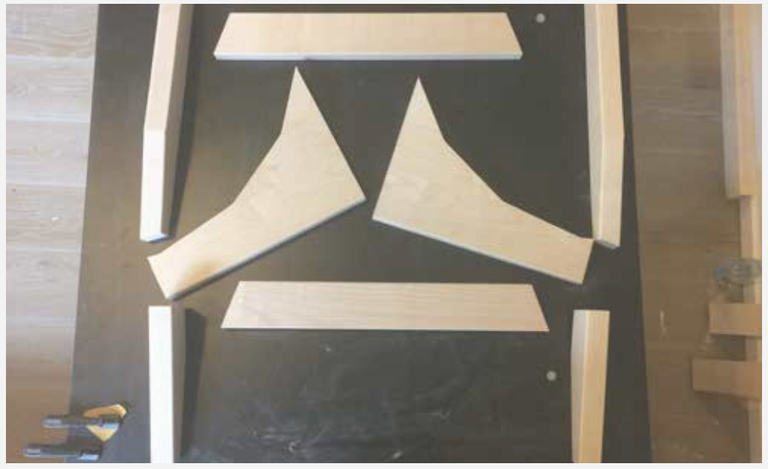
Ideation

The beginning of our studies was understanding Scandinavian design principles. The key philosophy is a heavy emphasis on **simplicity, honesty in materials and process, and relationship to the user.**

After touring Sweden and Finland and viewing famous works by Hans Wegner and Arne Jacobsen, this sparked inspiration for a design that captured the key philosophy of Scandinavian design and was more **organic in form.**

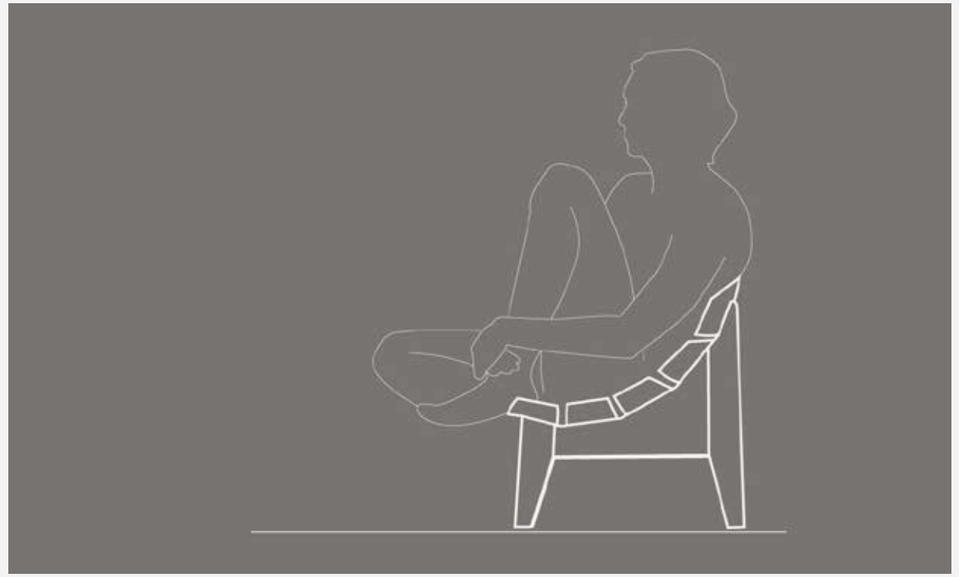
Process

The frame was built from solid pieces of maple to create a sturdy base that held the 5 planks of plywood. To apply Scandinavian philosophy, the planks were screwed in to show honesty in assembly as well as to accentuate the flare of the planks and outline the frame beneath.

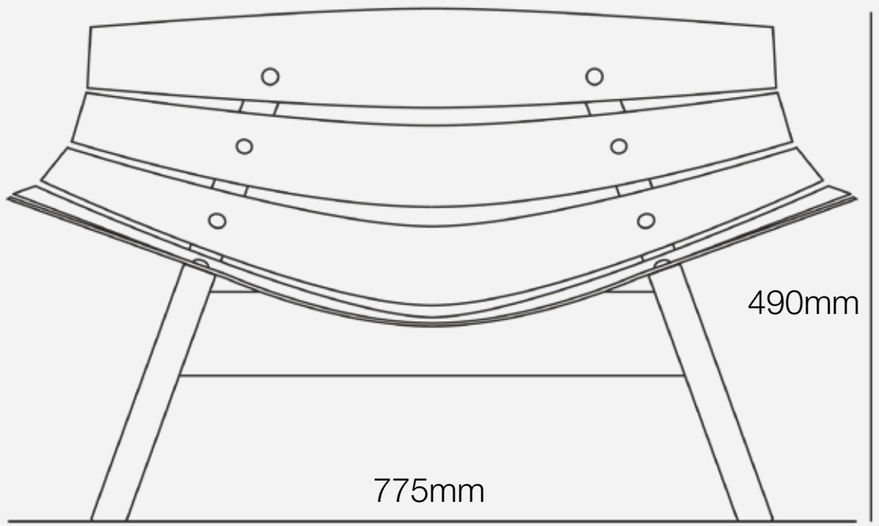


Gosa by Gosia

After the Swedish word for “cuddle,”
Gosa invites you with open arms

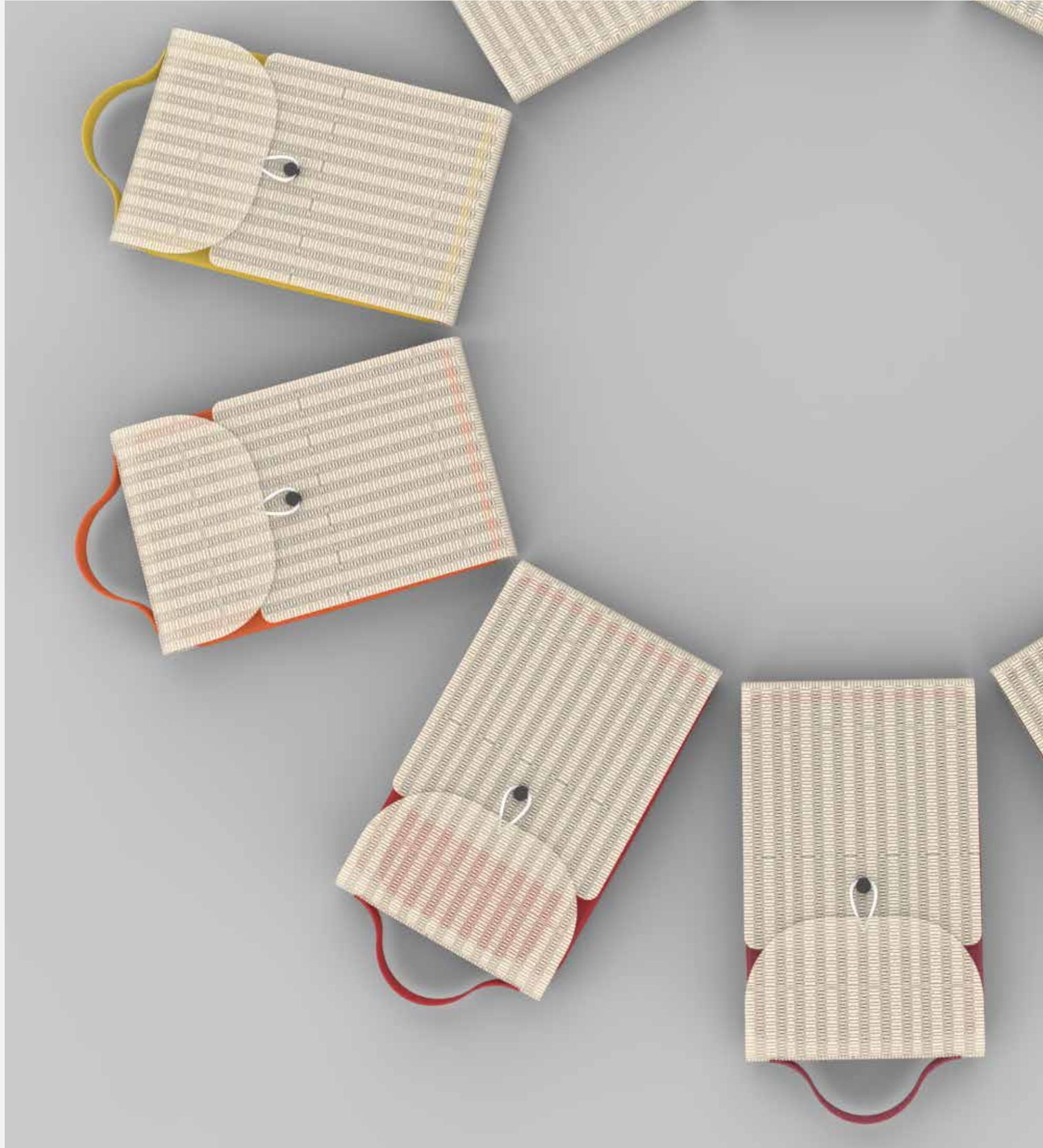


The curvature of the Gosa chair, symbolizing cupping hands, flows with the body to allow for a casual, relaxed position. Wide plywood planks extending horizontally **welcome and embrace** whomever sits down.



Flux, Spring 2017
8 week project

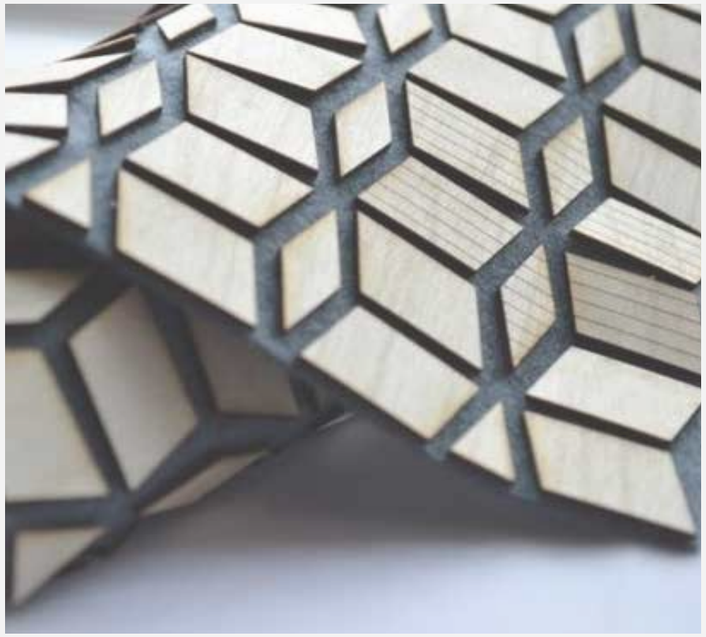
In today's busy society, both lifestyles and the work environment have changed. With a group of four, this brief explored today's definition of work and designing for "work on the go."



Inspiration

Work
noun

Sustained physical or mental effort to overcome obstacles and achieve an objective



Defining tools needed for work

when not at home or in an office:

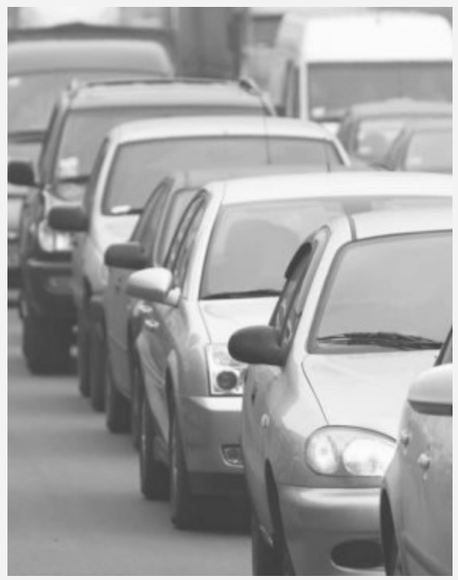



Modes of Transportation:

The **needs** and **abilities** vary depending on the mode of transport

Protection from elements

Limited workspace



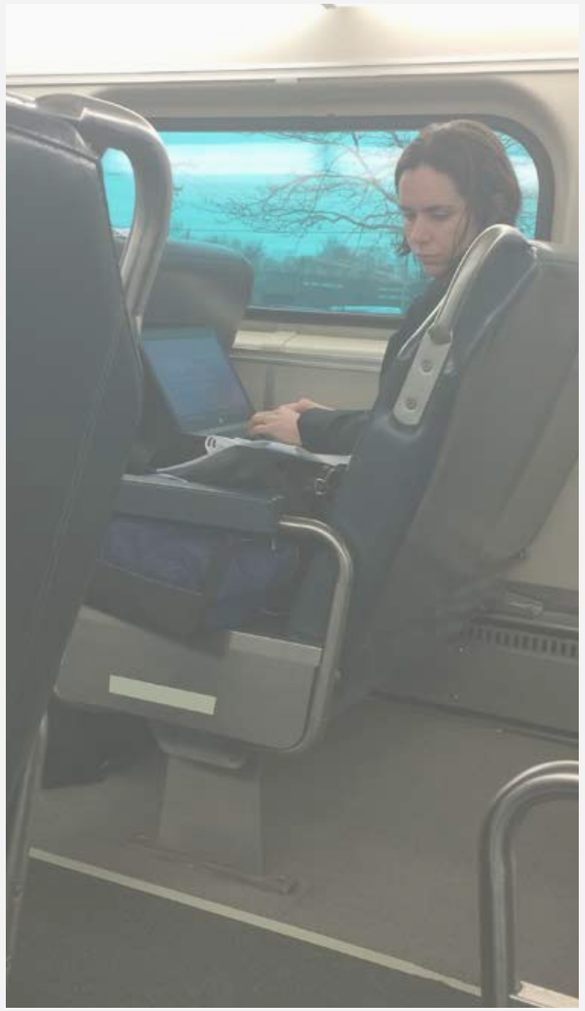
Unable to multitask

Hard to keep organized

Compact for carry on

Field Research

Viewing real world situations of working “on the go” gave good insights to pain points commuters face. Common problems involve **limited space**, most being restricted to just working on the lap. Bags currently used by consumers are **large, bulky,** and need compartments for **organization**.



Hypothesis

How might we design a work bag intended for working
in any environment with consideration for:

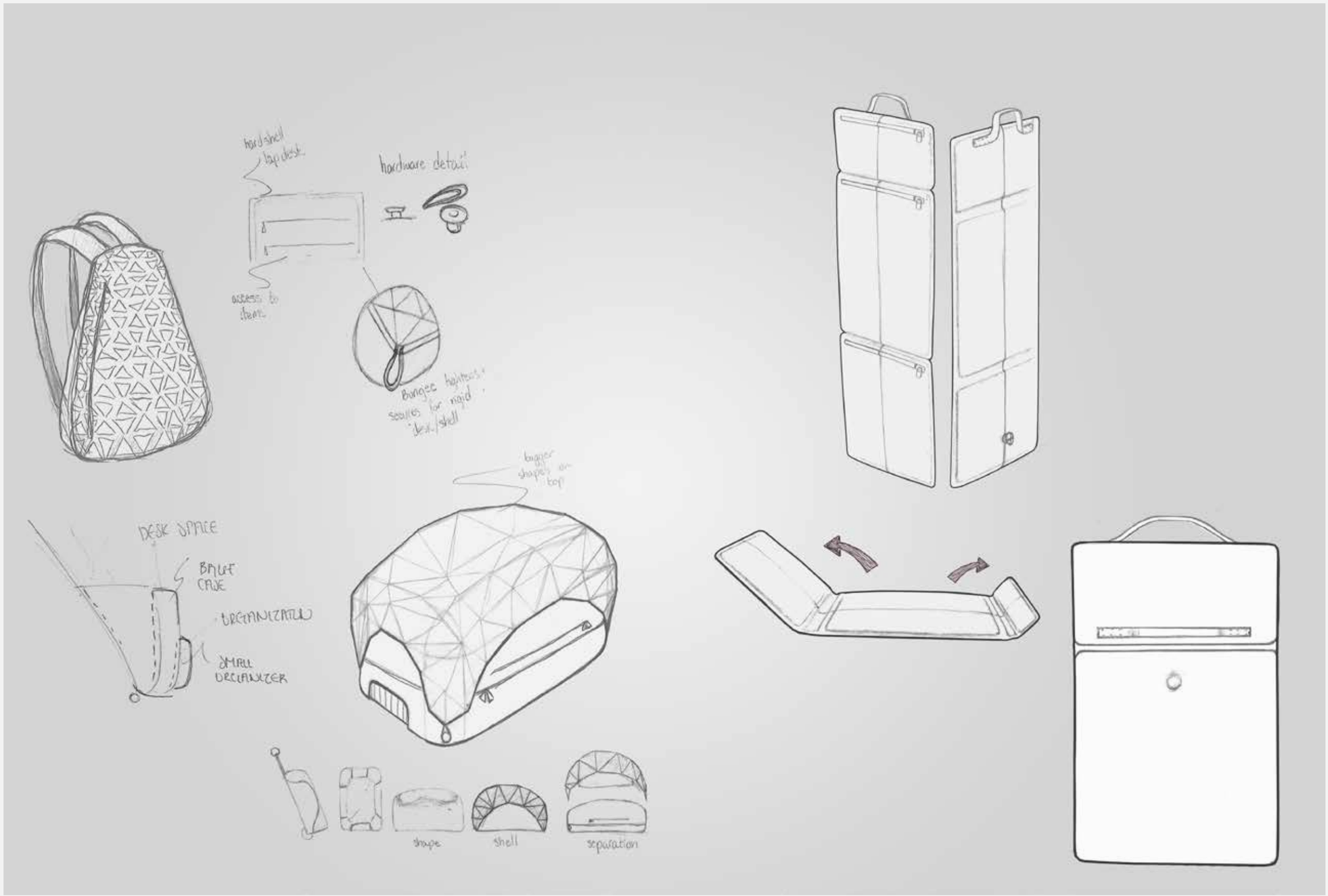
Organization

Protection

Workspace

Utility

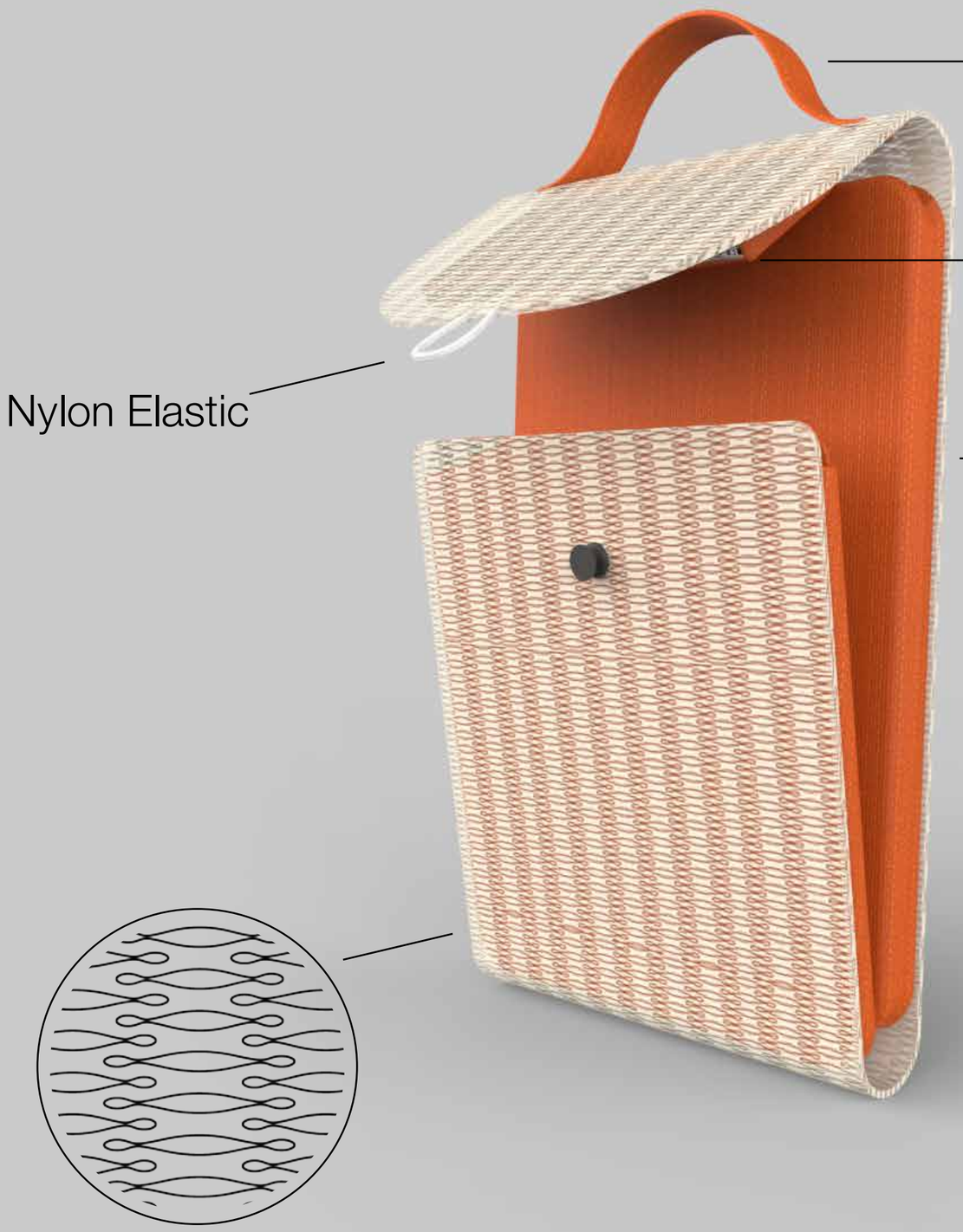
Ideation



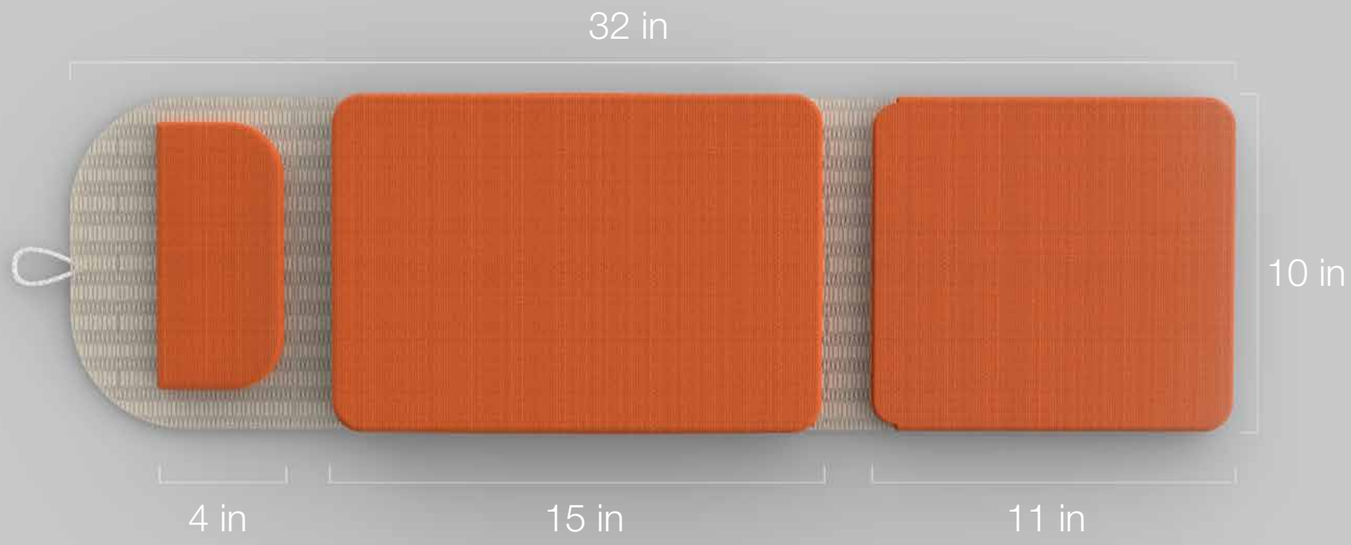
Along with sketch ideation, **tessalations and laser cut patterns** aided in finding a form that was flexible as well as sturdy.

Flux

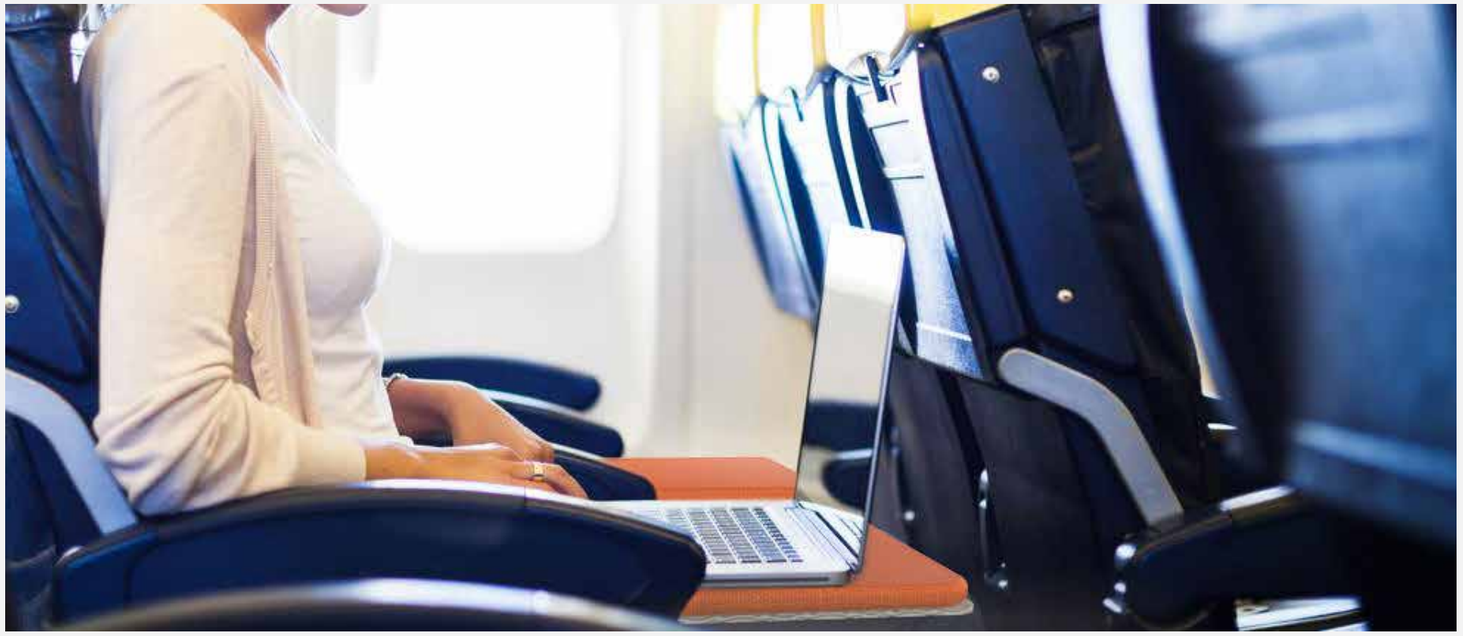
The workspace that keeps
you on the move



To provide quality performance for any situation, the textile compartments are **waterproof polyester** to protect all work and electronics inside. The Polycarbonate is laser cut in a bowling pin pattern to provide a **flexible, sturdy exterior.**



Flux organizes everything you need in 3 compartments: a pencil pouch, laptop sleeve, and fabric folder. The bag can be unfolded to **create a workspace** in any setting. The top placement of the pencil pouch allows for quick access to the essentials. With zippers to keep the bags closed, Flux can be **used in either orientation** to provide a hard surface to write on or ventilation for laptop usage.

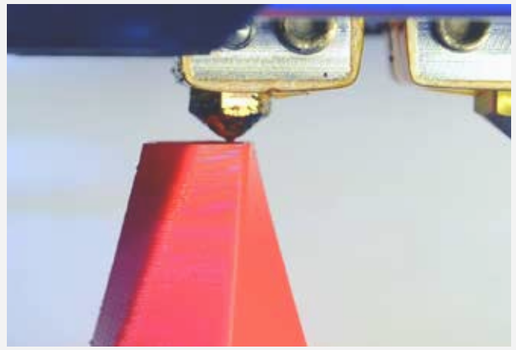


Tempo, Fall 2017
8 week project

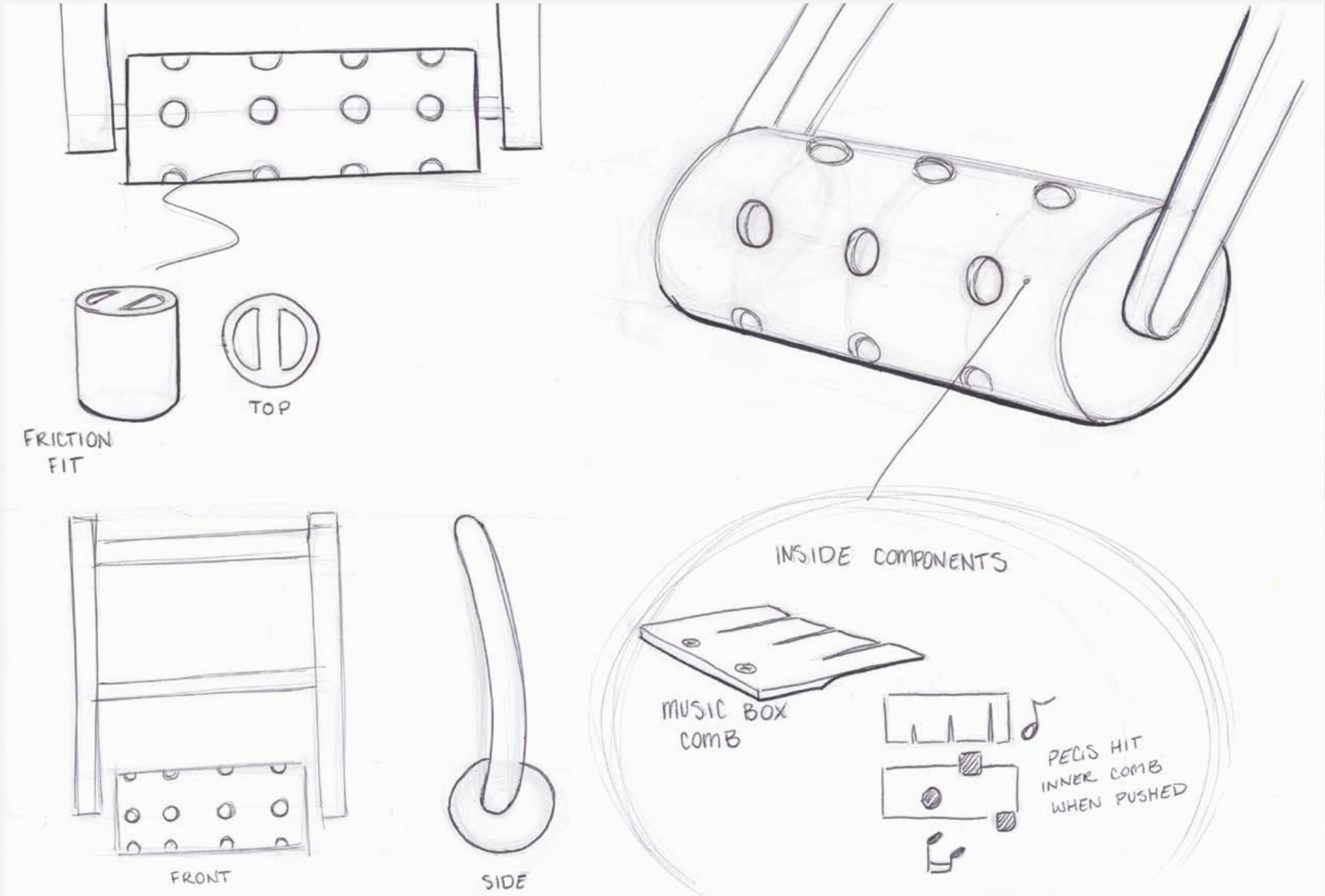
The toy that allows children to compose their own tune and choose the Tempo. This individual project explored designing around the trends of social responsibility, sustainability, and 3-D printing.

Project Brief

Design a children's toy inspired by recent trends of **sustainable products** and **3D printing**.



Concept Sketching



This concept aimed to redesign a **traditional music box**. In addition to form exploration, it was important to resolve the **function and assembly.**

Prototype

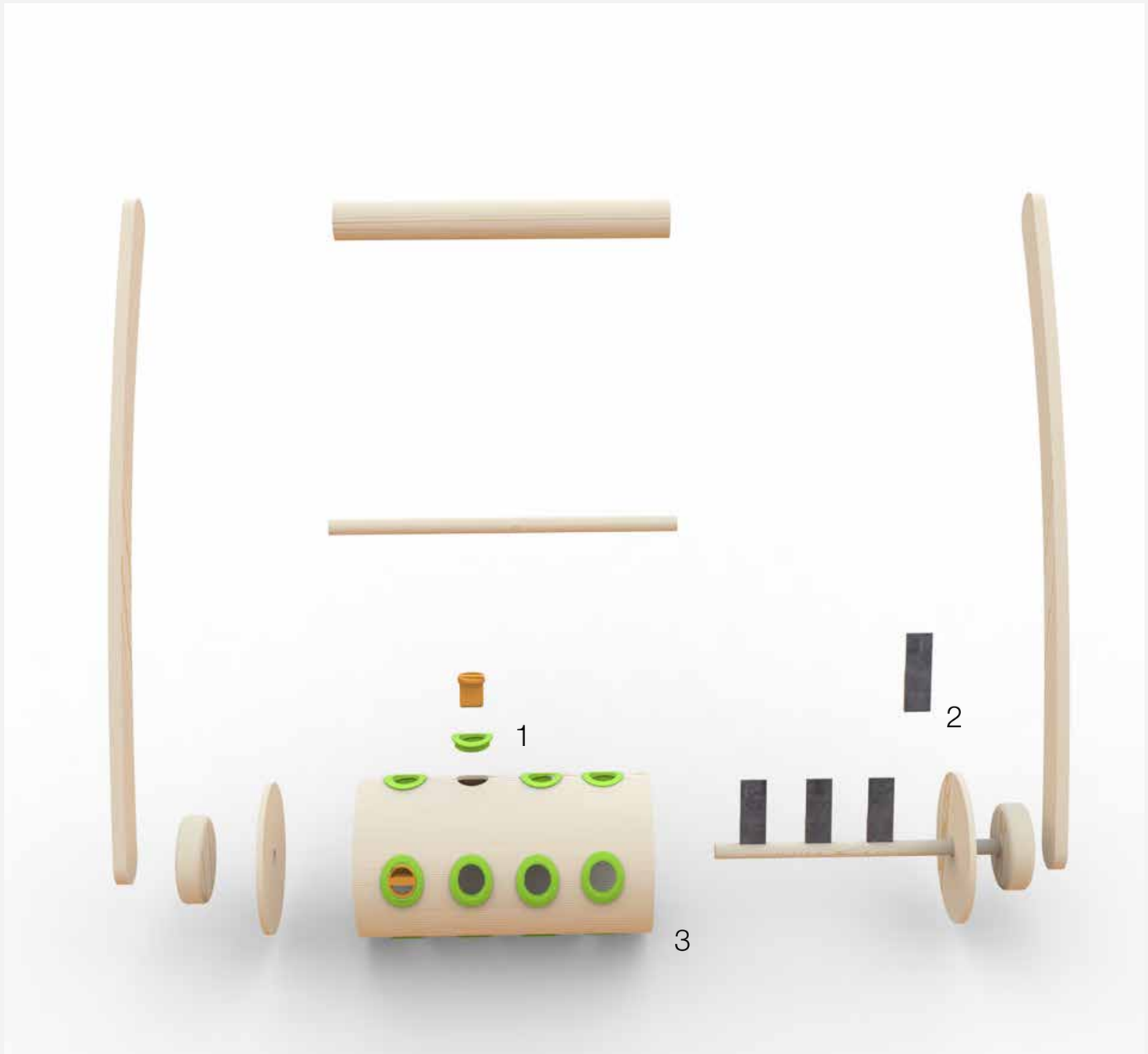
This prototype utilized both **CNC machining and hand craft** in the construction process. To create the barrel shape, eight pieces were glued into an octagon, then sanded and smoothed to create the correct shaping. Holes were drilled before assembling, for ease of construciton.

While certain components, like the side pieces, can be machined to reduce labor, the overall construction of the piece is time and **labor intensive**. Through the prototype process, joints and construction issues were resolved before going to production.

Tempo

compose your own tune,

choose the Tempo



1- Compostable PLA
2- White Ash Wood
3- 3mm Steel

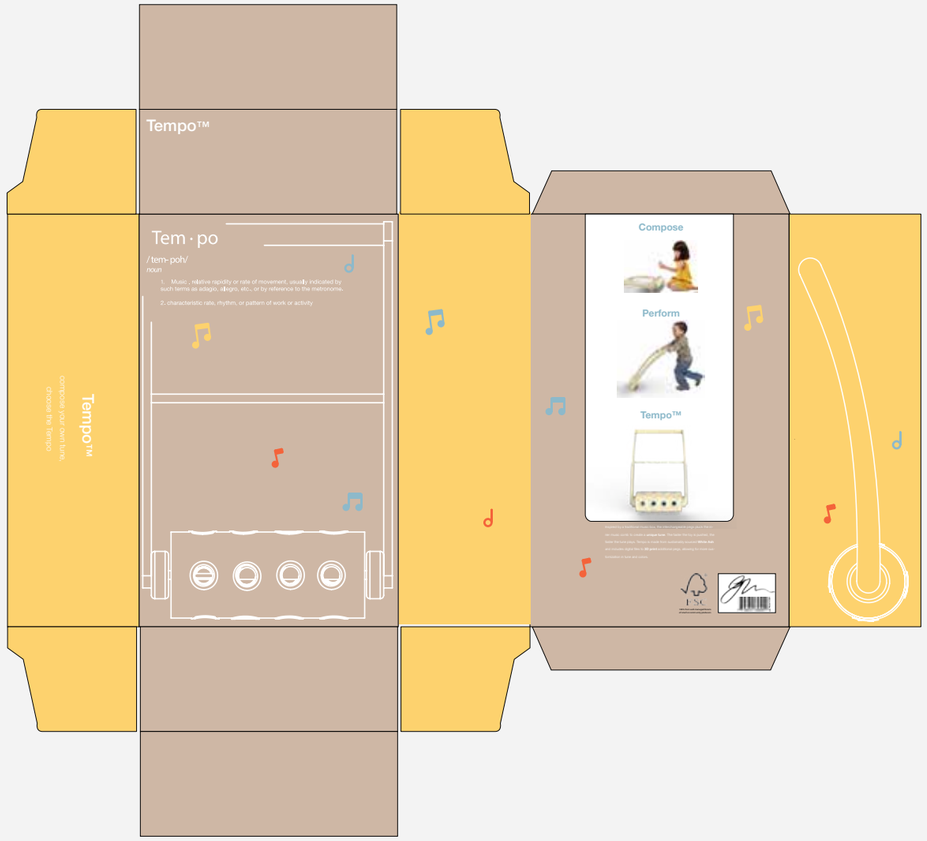
Inspired by a traditional music box, the interchangeable pegs pluck the inner music comb to create a **unique tune**. The faster the toy is pushed, the faster the tune plays. Tempo is made from sustainably sourced **White Ash** and includes digital files to **3D print** additional pegs, allowing for more customization in tune and colors.

Pantone 550C

Pantone 134C

Pantone 2026C

Natural Carboard Fiber



Psychology suggests that feelings of happiness occur when the human eye encounters **the color yellow**. While the colors were chosen to get the attention of children, the overall design is targeted towards **parents and grandparents** influenced by design.

http://phase1prototypes.com/choosing-colors-product-packaging/

Thank you