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UNDERGRADUATE SHOWCASE 2020
MIMA SCHOOL OF ART & DESIGN

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MIMA
School of
Art & Design



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UNDERGRADUATE SHOWCASE 2020 FROM
MIMA SCHOOL OF ART & DESIGN

'NEVER DOUBT THAT A SMALL GROUP
OF THOUGHTFUL, COMMITTED CITIZENS
CAN CHANGE THE WORLD; INDEED, IT'S
THE ONLY THING THAT EVER HAS.'

Margaret Mead, Cultural Anthropologist

MIMA School of Art & Design, part of Teesside University, is uniquely placed to support the journey of artists and designers at all stages in their careers.

Learning is led by prominent, practicing international artists, curators and designers. You can see their work on the cover of Elle Decoration and on show at Tate or MoMA in New York. Together they ensure that each individual is supported to progressively hone their own creative voice and nurture them to stretch and grow. Whether starting out, pivoting or re-fuelling a practice mid-career, every perspective is valued. The rich diversity of student and staff experience generates a vibrant, inclusive and collaborative, creative community.

At the heart of the learning community is our gallery MIMA, a cultural hub and creative resource. From climate change to social inequality, healthcare to housing, artists, fashion, interiors, graphics and product designers apply their skills to address critical issues of our time. Through working with professionals in the field, we prepare our students to stand out and make a difference in the working world.

Teesside University has been actively engaged in creative education for over 50 years with a special focus on the connection between art and industry. State-of-the-art technology, workshops and labs enable our ideas to become reality. Our alumni are audacious, experimental and independent creatives. Whatever a student's starting position, all are welcome to be part of art and designs' contribution to our changing world and to create the extraordinary.

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NICHOLAS ALEXANDER

EUPHORIC LOVE

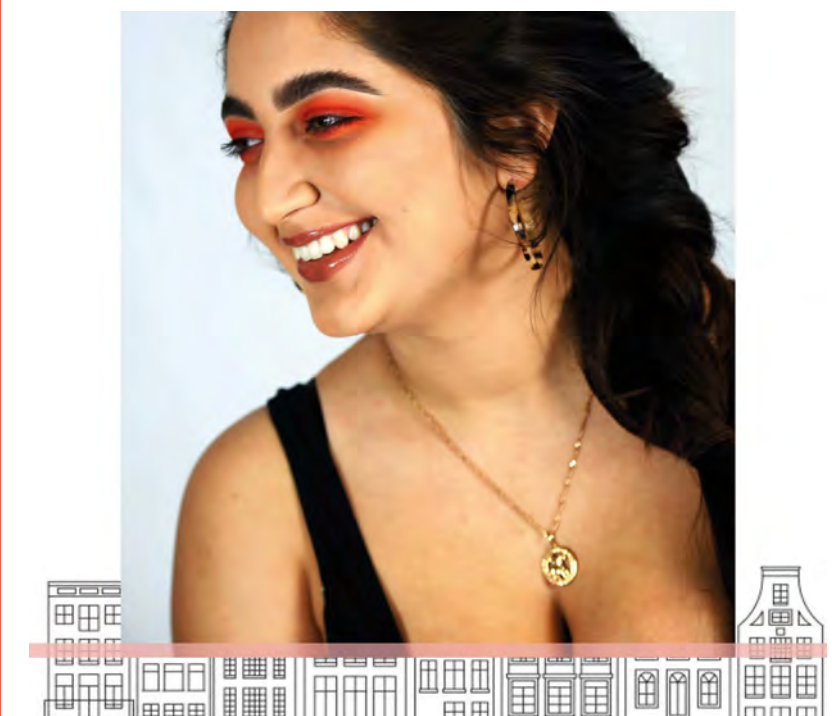
This collection is a tantalising exploration into the stunningly romantic world of bridal design. The lovingly constructed garments have thoughtfully been created to capture the harmonious balance of traditional elegance, with the sleek sophistication of an intimate destination wedding. Heavily inspired by the romanticism of Art Deco, this collection takes particular inspiration from the beautiful geometric structures and clean lines found within the architecture and interiors. Through the use of traditional bridal materials, it has been possible to create interesting dimension within each design. No matter how beautiful the garment, it is only an extension of the radiating beauty of the person who wears them.



CHLOE BONNARD

THE ART OF TRAVEL

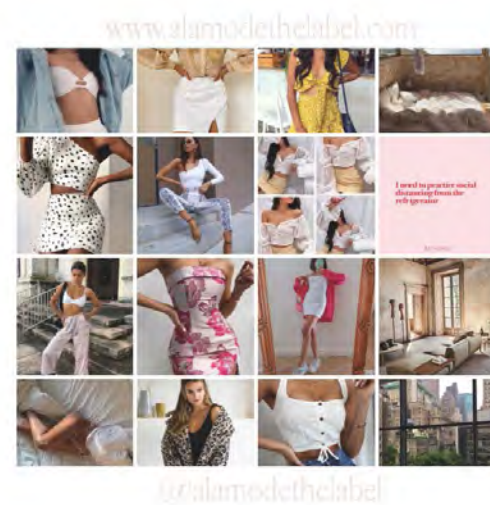
Aimed at those who travel frequently as part of their lifestyle The Art of Travel is written for risk-taking young females with a desire for traveling and exploring. The magazine guides and inspires those who want to travel the world seeking to connect with its people and experience their cultures. The Art of Travel regularly reviews top hotels and hostels, tourist destinations, shopping and dining spots, and includes collaborations with bloggers. Containing beautiful photography, illustration and a community platform the magazine has everything you need to help guide you on your adventures.



LAURA DEVISON

À LA MODE

À LA MODE is a women's clothing brand that thrives on getting rid of the notion that outfits cannot be worn twice, as beautiful clothes should last a lifetime. À LA MODE will provide high quality products for girls that are going to last, we thrive on wanting girls to not feel bad about re-wearing their outfit. À LA MODE will provide high quality products for girls that are going to last. Throwing away the outfit after one wear is not an option for the À LA MODE girl, making sure every girl knows it is okay to re-wear and not care.



Rose Knot Dress

EMILY DEY

PRETTY IMPORTANT MAJESTIC PEOPLE

Pretty Important Majestic People is a sustainable womenswear collection which oozes female empowerment. More is more in this 70's inspired, extravagant and playful brand with a colour palette of bright turquoises and burnt oranges. The collection focuses on a 21st century take on furs and leathers, creating garments made from a combination of vegan leathers such as Piñatex, faux furs and wools. Dramatic asymmetrical shapes create exciting and interesting silhouettes as the collection blends femininity with a sense of empowerment. Key features include multicoloured, long pile fur, Piñatex straps and sheer panels creating revealing garments without actually showing any skin.



Pretty Important Majestic People
© 2021

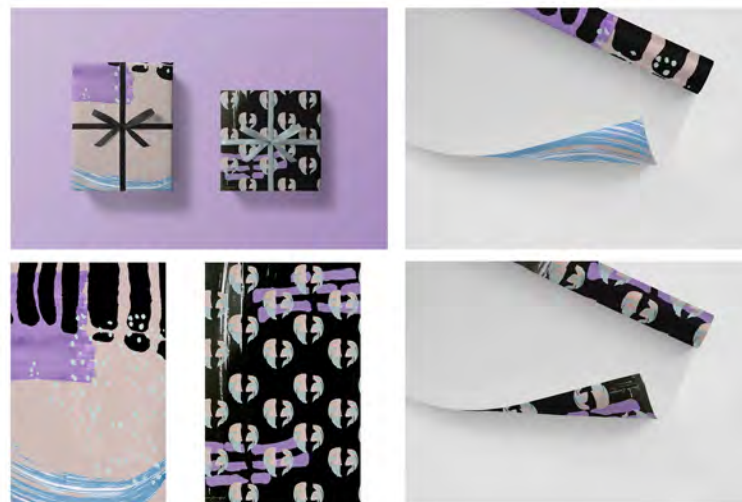
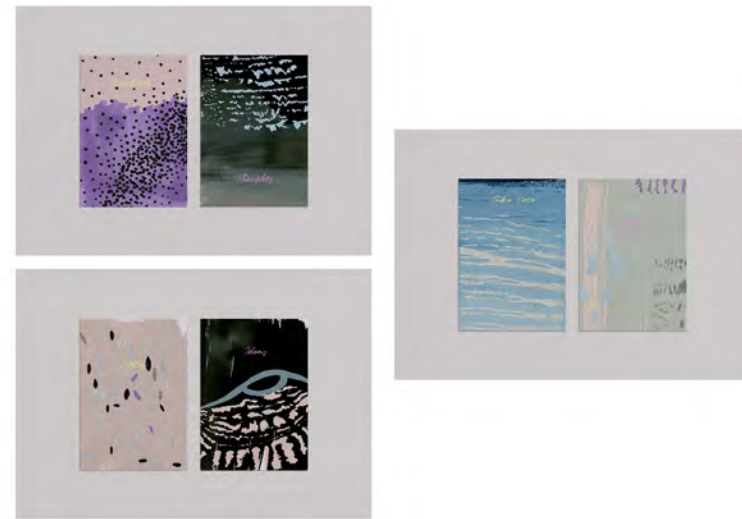


Pretty Important Majestic
© 2021

JESS DONOFRIO

ORGANIC LUXURY

Jessica's graduate gift collection, Organic Luxury is inspired by natural forms which explore the beauty of our sea and beaches within England. Exploring a soft pastel and contrasting palette, the collection introduces greeting cards, notebooks and giftwrap. She has set up her own gift brand 'Jessica Donofrio', where all her designs are available to purchase via her Etsy store and Instagram. Sustainability is an important initiative within her collection, using only recyclable and biodegradable materials.



BRIDGET EGBAIYELO

MAHAFALY

Mahafaly is a womenswear collection, inspired by the tomb carvings and geometric patterns of the Mahafaly tribe of Madagascar. The collection aims to be sustainable, using natural linens and zero waste patterning techniques, eliminating fabric waste in the production of the garments. The asymmetric silhouettes are relaxed and the collection is rich in texture, embellished with screen printing, embroidery, laser cutting, leather and metal trims. The colour palette includes natural warm tones of mocha, terracotta with highlights of sunglow, mustard, royal blue and red. The collection is inspired by the African masks, modern Aloalo artefacts and totem sculptures.



HANNAH HALLIDAY

IRONOPOLIS

Ironopolis is an innovative business concept that primarily focuses on fashion marketing. As a fashion marketing agency, Ironopolis help their clients to create and apply successful marketing strategies to their brand/business. The concept explores new approaches to create a distinct, sophisticated brand pack for their clients and bring innovative ways to inspire audiences and offer something different to start-ups and medium size businesses. Ironopolis are progressive creatives and believe in transparency and honesty to build their client relationships.

WEBSITE AND LANDING PAGE



YASHPAL KALSI

THE JUDGEMENT – FULFILLED

This eveningwear collection blends femininity with a sense of empowerment using contour pleating and asymmetrical silhouettes influenced by the Egyptian Afterlife and the ritual of mummification process of wrapping, representing the underworld, eternal life and the iconic pyramids which were home of the dead. Key features of the collection include layering, bold fabrics, and pleating. The enriched colour palette is inspired Egyptian art and royalty, representing the darkness of the tombs which were never meant to be seen by human eyes. Colours of rich tones of parchment, emerald, desert gold, deep indigo and burgundy give an elegant and glamorous feel to the collection.



Final Line up



MARK NAYLOR

CHRONIC VIOLENCE

Chronic Violence is a menswear collection which dissects the nature of violence represented in iconic films such as Clockwork Orange and the more sinister and dark side of clowns. Each outfit represents a separate approach to violence, with silhouettes elevated and oversized taking an eccentric twist on classic menswear. Fabrics take influence from the costumes of clowns and the themes of the project and include a mix of nonconformist patterns and textures, such as patchwork knitwear and wool combined with contrasting bondage-esque latex style fabrics.



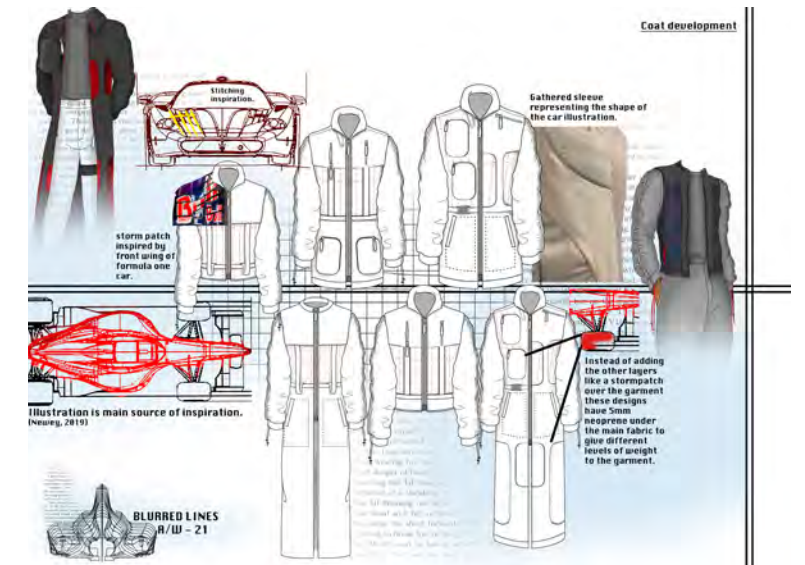
FINAL COLLECTION LINE-UP CHRONIC VIOLENCE



JACK SWALES

BLURRED LINES

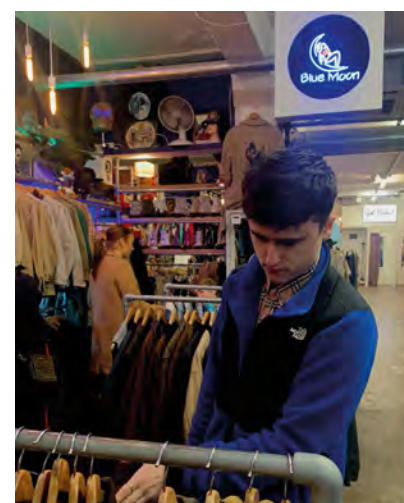
Blurred lines is an Autumn/Winter Menswear collection which takes inspiration from the dark side of Formula one. The research for the collection has looked beyond the glitz and glamour of the sport and explored the allegations, controversies and conspiracies which have emerged, fuelled by the extreme pressure to win the race. The colour palette combines Ferrari Yellow and Mercedes Grey with metallic trims. Techno sports fabrics are combined with graphic prints. Key features include functional zips, printed panelling, minimal details with quirky touches. The collection has a Luxurious feel to it which mirrors the glamour of Formula one.



SARAH TAIT

COTTON MAGAZINE

COTTON Magazine is an informative, yet fun outlet of inspiration based on sustainable fashion and living. COTTON is filled with exciting imagery, striking graphics and helpful articles. COTTON Magazine is unique as it is not boring and bossy. It is casual yet enthusiastic. This magazine will be your go-to guide for turning around your lifestyle to becoming conscious and eco-friendly.



THE FASHION INDUSTRY EMITS MORE CARBON EMISSIONS THAN INTERNATIONAL FLIGHTS AND MARITIME SHIPPING COMBINED.

LAURA WADIE

ELEQUENT

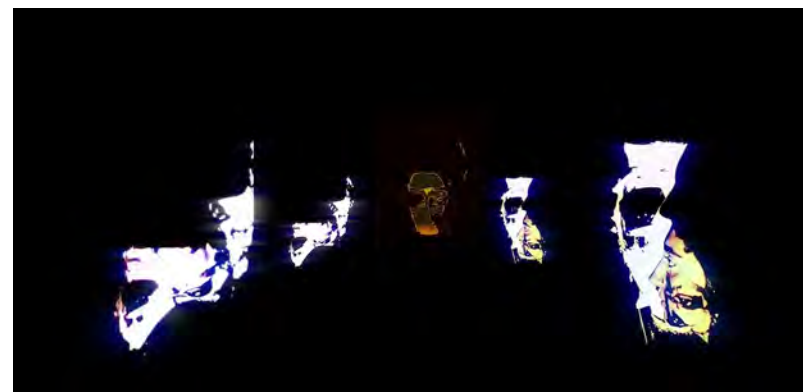
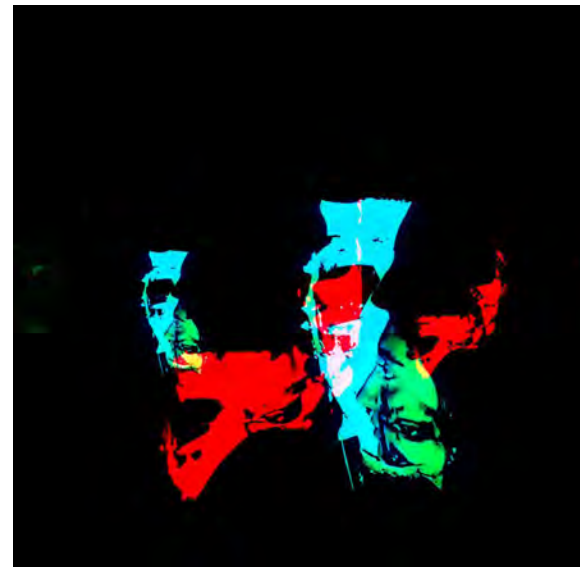
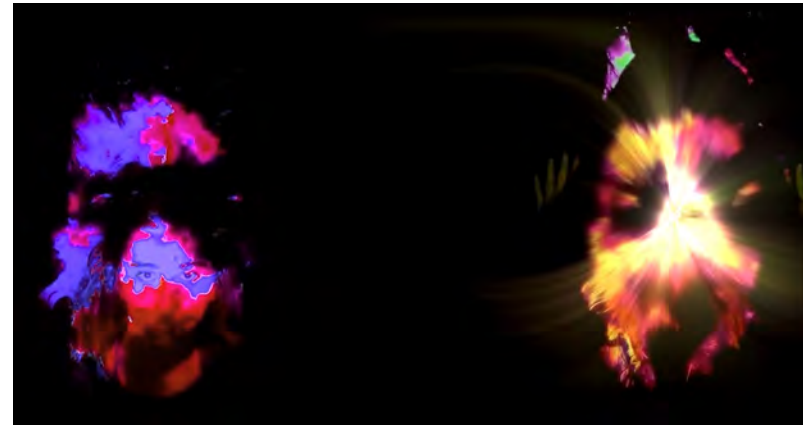
Elequent is a new lifestyle brand designed to inspire and evolve our customers way of life through our products and essence. Elequent's products aim to provide comfort and luxury within your own home and life, ranging from candles and sleep sprays to ultra-soft bed linens and the cosiest of dressing gowns. Our brand concept is to create an idyllic and desirable lifestyle for our customer, and understanding their needs and wants we have developed a range of products to suffice their needs. One of our main objectives as a brand is to be sustainable and have a minimal impact on our environment.



JASMINE BORLOS

ALTERED STATE

I am an artist based in Newcastle. My practice, using video, sound and installation, uses colour and analogue filters to create painterly representations of bodies. In this sense the work pulls on the experience of facial recognition resulting in the subject changing from familiar to alien, using concepts developed by Freud, such as the uncanny, to address the relationship between something that is both frightening, yet familiar. The aim of the video installation and performance is to position the viewer in suspense of a climax. The digital layers, combined with the human form, results in the work montaging figuration.



LYDIA CLARK

CROWDED SPACE

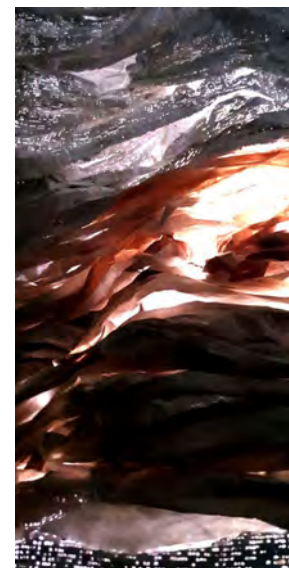
My practice focuses on the reality of being in a crowded space. I use video installations as a way to showcase the mental impact that contrasting locations have on myself and others. When filming and editing, I am fascinated by the dynamic that can be created, using public space as my medium. My videos are shot on a phone, with the intention of producing a realistic and personal view from within the crowd itself. Viewers are invited into an immersive environment containing sound and video work, to experience my unique perspective on everyday locations.



SAM COLE

UNTITLED:2020

My work is inspired by the environment and how pollution is affecting it. Plastic is a big part of our everyday life, causing more issues than people would like to admit. I want to create a tree sculpture that corresponds with the nature and how plastic has devoured surrounding environments. I will be using papier-mâché, modroc, plastic bottles, plastic bags, chicken wire, foam, tree branches, wire, glue and paint to decorate it. I hope my project will shed light on the issue of modern-day pollution



DOMMNA COLLIER

BIOTA

Centering my oeuvre around embolic manifestations of mortality and existentialism, I create physical representations of these internal conflicts through sculptural subjects in varying stages of metamorphosis. These depictions are usually framed by allusions to mythological narratives in scenes of violence which are often marked by disfigurement, destruction or decay. In these compositions I present this suffering as a necessary transition into change, symbolised through my work by paralleled manifestations of nature budding alongside trauma, to coincide with the belief that: only after learning to observe and represent reality accurately, can we then ultimately develop a personal way of working through our limitations and grow.



SARAH CUTHBERTSON

SORROWFUL HANDS

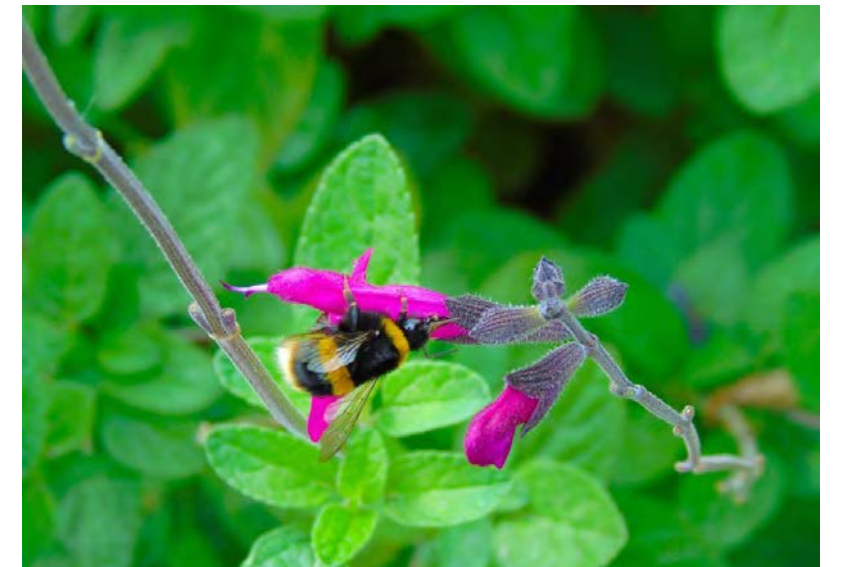
My dark body of work is inspired by my interest in the Victorian era and how they eternalised life, death, and love through art. I have depicted my ideas through installation, film, and photography in the form of self-portraiture. This project plays with Victorian Memento Mori that is often found on graves and jewellery. There are various symbols I have utilised in my installation which include myself, loved ones, and the keepsakes I hold dear. The work embodies loss that has occurred throughout my life and creates a discussion of personal experiences within death and mourning.



SHANNON DAUBER

APIS

I work with photography and screen printing to explore ideas about ecology and the natural world. The subject of bees and their importance within the environment feature extensively within my work. For this exhibition I am making an installation that attempts to mimic the way a bee might view the flowers from which it collects pollen. It will bring together factual information gleaned from my research with dramatic pictorial ideas that use light, scale and metaphor to communicate a sense of spectacle and wonder.



GRACE FLEMING

IN THE FACE OF CRUELTY

My current work explores the subject of animal cruelty through the process of animal testing, more particularly the messages that cosmetic companies suggest about animal testing. These statements are often quite ambiguous and sometimes misleading about their activities. My work is an attempt to uncover some of these ambiguities. Using actual slogans or the actual substance of makeup as material with which to work with, my pieces aim to challenge the viewer to dig a little deeper into what is presented.



CAO ZHE HAO

REVOLUTION

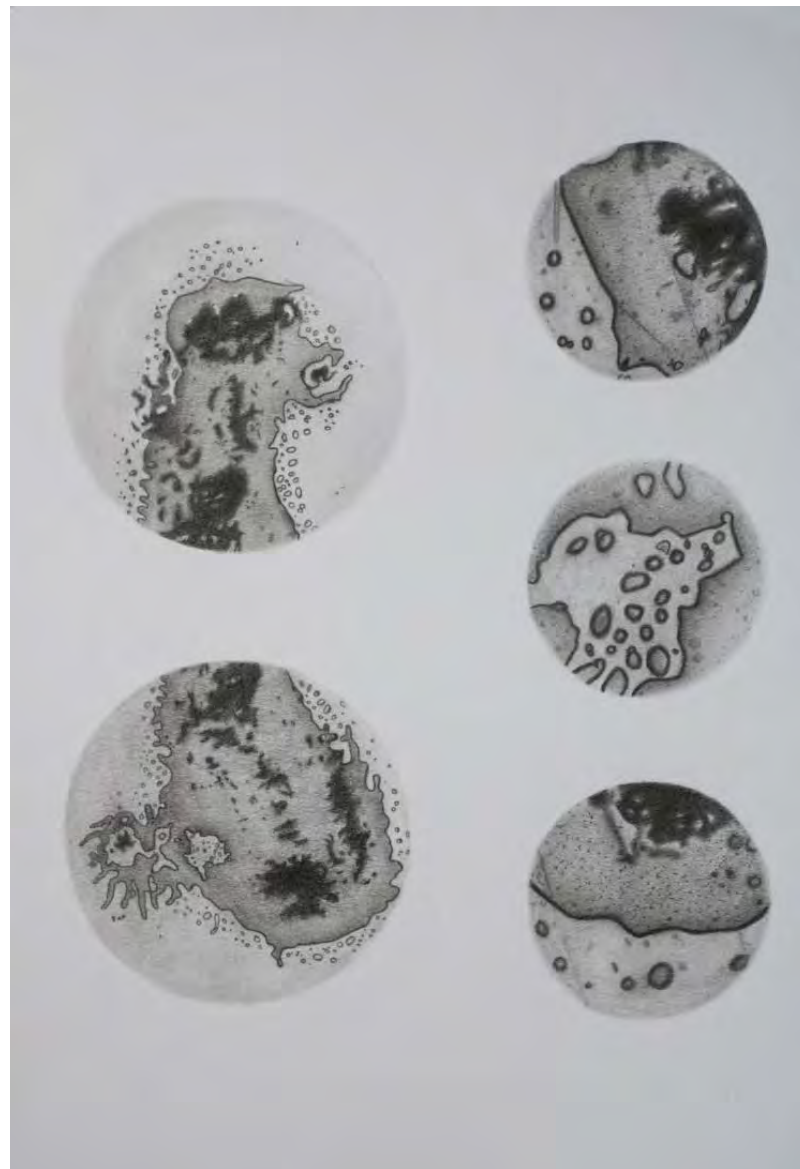
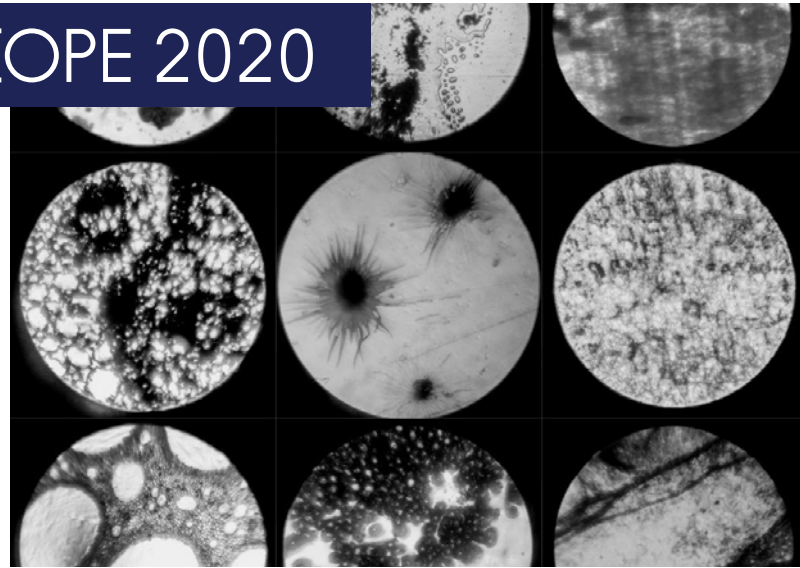
Within my work I often look for inspiration from history and social events, making use of well-known figures from the world stage, past and present, to reflect upon contemporary society. I use painting, sculpture and installation to create and present scenes of absurdity, referencing political and social upheavals and ambitions acted out and thwarted throughout history. Divorced from the dictates of real space my canvases create their own dramas, setting up references and absurd juxtapositions, with forms that I have constructed, using direct reference and humour to reflect the conflicts and uncertainty of our times.



SOPHIE RUTH HORNER

UNDER THE MICROSCOPE 2020

My work focuses on elements of nature, science, technology and history. I use drawing, photography, sculpture and installation to explore these subjects in detail. My drawings often act as plans or diagrams to construct some of my forms and test ideas of arrangements and formations, or are delicate and detailed replications of a subject, for example observations through a microscope. I select materials to depict lightweight biomorphic forms that suggest an invasion of creatures, cellular structures, growing formations and enlarged microscopic particles such as pollen. My practice is typically centered around circles and a minimal and monochromatic colour scheme.



BILLIE JO HUDSON

THE REAL YOU

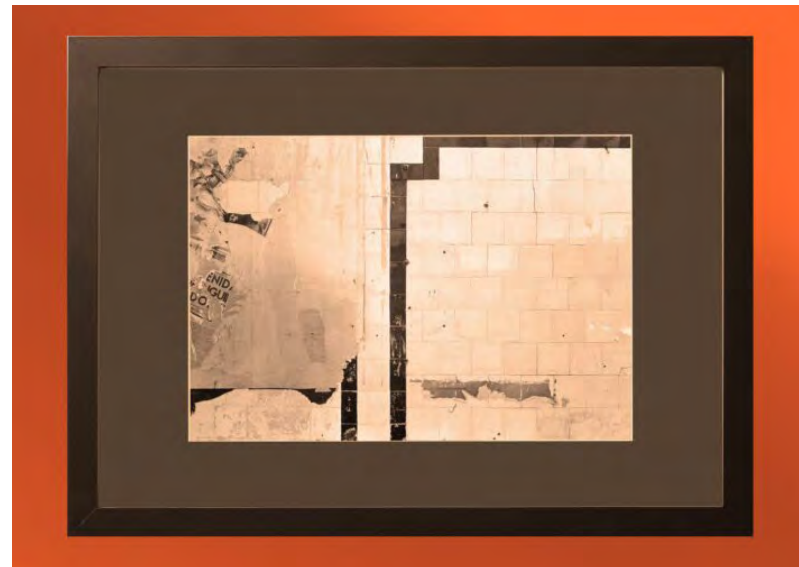
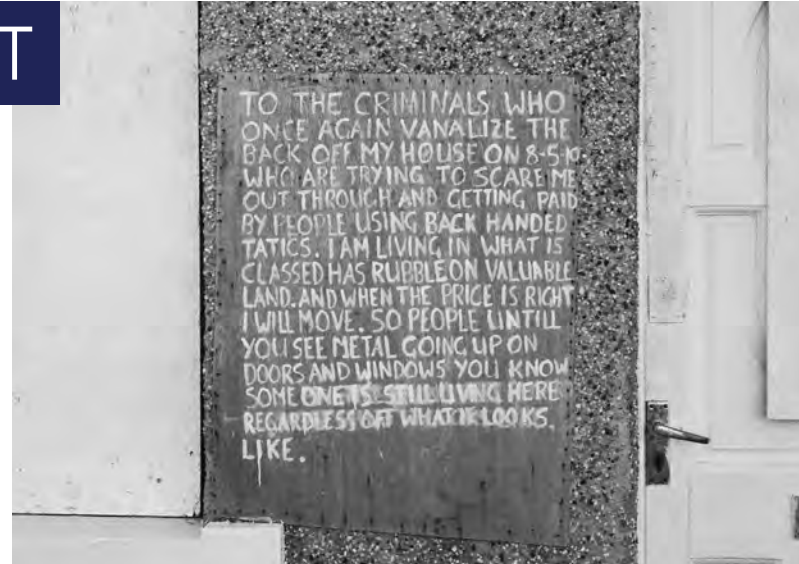
I am interested in making images that respond to ideas about the 'The Real You.' With the emergence of social media has come the growing popularity of the selfie – photographic self-portraits which are often highly staged and where many people take or edit photos in such a way as to live up to celebrity culture and other people's expectations. My drawing and prints are made in a bid to counter this, presenting a less guarded and filtered image.



JOHN IVESON

LIFE WITHOUT LIGHT

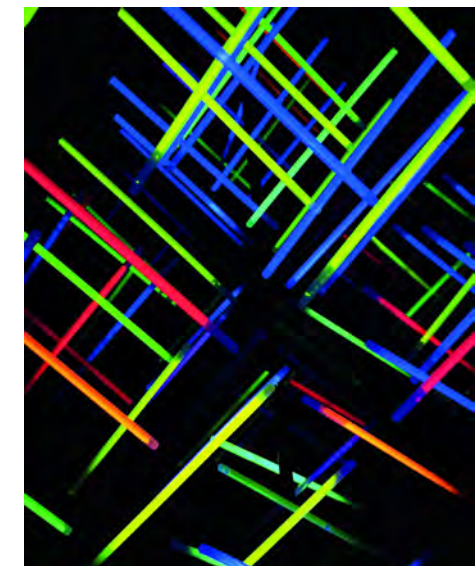
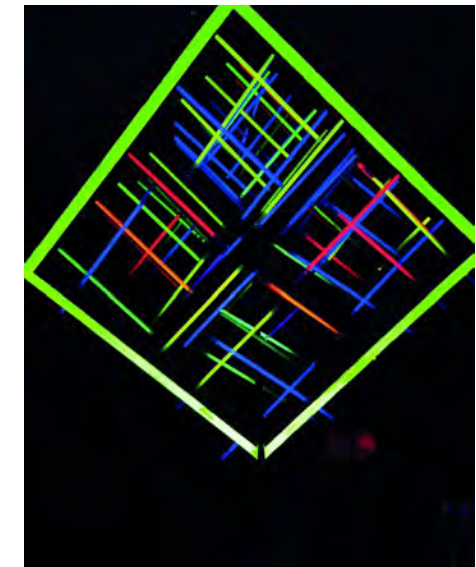
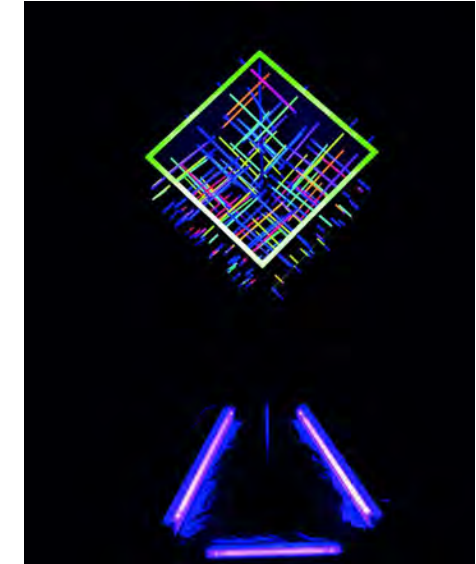
I am an artist based in Middlesbrough. I use photography to consider the relationship of geometric forms in derelict, and disused, neglected buildings. I study the idea of ruin through documentary photography, to question time and decay, or when a location becomes a ruin. My work explores unused spaces that are present in our everyday surroundings, mostly desolation of streets and the destruction of dwellings where individuals live or once lived. The aim is to question the effect of consumerism and neglect towards communities in the north east.



JEMMA JELF

VOYEUR

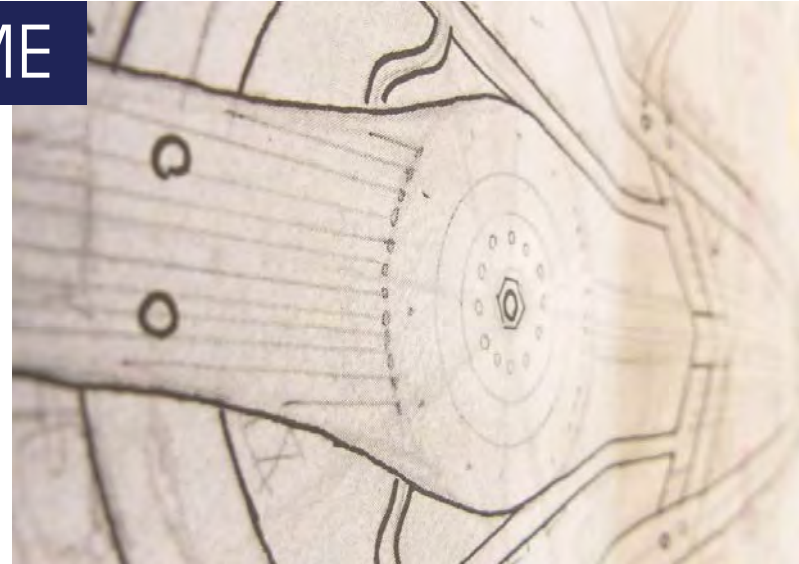
As a multidisciplinary artist, voyeur and exhibitionist, I view sex as an art-form. I look at the diverse attitudes by which we represent ourselves sexually and how that is determined by factors such as gender, age, sexual orientation, background, and religion. I challenge social stereotypes and taboos on sex and the naked body. I work in various mediums, including sculpture, printmaking, photography and performance. To me the approach is just as important as the subject. The materials I use are usually recycled or found, and by combining them I attempt to transform ordinary matter into something unexpected and thought provoking.



CAMERON LINGS

THE MATTER OF TIME

Throughout my extensive body of sculptural work, variants of shape, scale, texture, form and colour depict thorough examples of symbolism. Material choice is highly considered not only for its sculptural properties, but its contextual references too, allowing further conceptual depth to an artwork. Research is an important factor throughout my practice. The subject of time appears commonly throughout my current work, as I bring together conceptual, biological and mathematical-based research. Through the means of my artwork, I depict how our current understanding of time is something that can forever be brought into question, resulting in an eye-opening and thought-provoking art piece.



LISA MARIA

DISCARDED

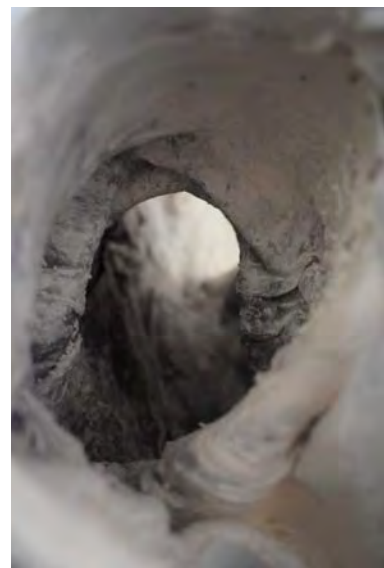
I am interested in ways in which emotional pain and loss can be explored. For this I have turned to the landscape of the domestic using simple household objects to appropriate and transform. Through various processes, which combine sculptural form, photography and installation, I take familiar, ordinary objects like a cup or a chair, with their associations of home and comfort and seek to transform them through acts of destruction and then reconstruction.



ZOE MILBURN

UNDER WRAPS

Who am I? Who are you? Who are we? My practice currently explores the theme of identity, from a female perspective. Politics, feminism and the female form subjects I explore throughout my practice, looking within myself to depict what makes me – me. Key to the works presented here however, is the notion of covering and the suppression of what is seen. In the process of making these pieces the figure is submerged beneath plaster-soaked cloth, using the vehicle of my own body to create forms that encourage the viewer to consider what is seen or more particularly what is not seen. Under Wraps displays the underpinning struggles woman face in the modern world. Based upon my own identity and the struggles that not only I have faced, but many other females and males have too. Feeling trapped and isolated, like your suffocating whilst surrounded by many other people with the weight of the world on top of you.



HARRIET TODD

MEMORIES

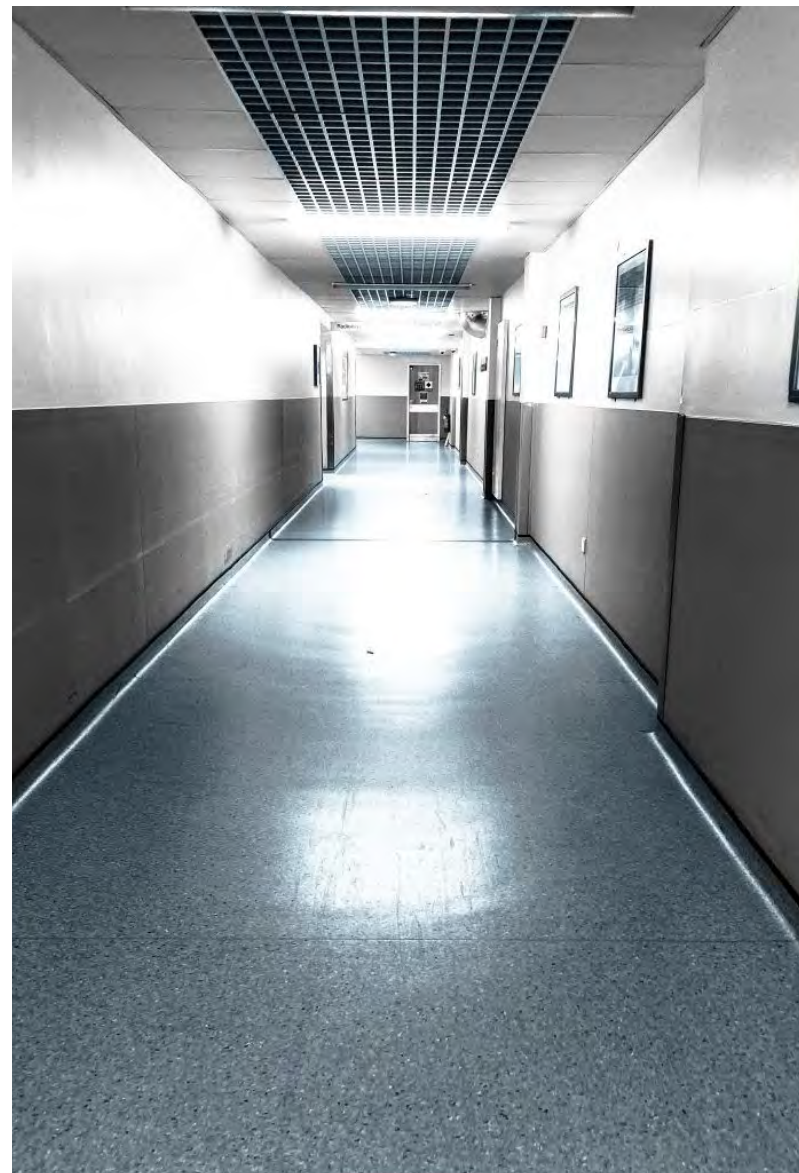
I work with found postcards and aged photographs, making from them film, sound and digital collages. These glimpses into moments captured from the lives of others might be all that remains of significant personal events. This began an exploration of my own family albums and the subject of memory. My videos layer photographs, postcards and short films to create a sensory experience. Films that layer and distort particular outtakes selected from the albums, which stand in as authentic, raw depictions of the time, uncomposed and unguarded, perhaps a blur of movement or poorly framed shot, suggest a fleeting glimpse of real life.



EMMA WEBB

IN THE HOSPITAL

I use photography and installation to explore the feelings generated from experiencing uncomfortable spaces, focusing particularly upon being in hospital. I have gathered text generated from discussions with regular frequenters of such spaces, alongside my own reflections and have experimented with enhancing and shifting the colour relationships within my images in an attempt to juxtapose positive, life-enhancing notes amidst an environment more usually associated with pain, death and sadness.



SINAN YE

WHAT DO WE VALUE?

My work is concerned with value and how culturally this can alter and change over time. To do this I am exploring exotic fruit in particular fruit such as pineapples and water melons, fruit that is not native to Britain. These particular fruits and most particularly the pineapple have historically been highly valued, featuring in works of art and architecture. Now these once prized fruits are easily available and plentiful for everyone to buy. I have been making painted sculptural forms that explore this notion of value finding methods of presentation which playfully suggest a return to their elevated position.



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GRAPHICS

OLE DANIEL AARNES

HANEKAM CIDER BRAND

A fictional start-up company located in Oslo, Norway that will be hiring myself as the designer to help create their brand. Through this project we saw this little microbrewery taking shape from infancy into a strong and successful brand ready to launch their products for consumer market. Taking on the tasks of building the brand's identity, their products and to ultimately create the company's professional image.

This project's aim was an in-depth study on what exactly it takes to create a brand and what the designer must accomplish when working alongside a client that are just starting out in their business. Making the designer take a great part in the full brand creation process.

Made by Ole Daniel Aarnes.



ELSY (YILI) BAO

Nowadays, many young people have the problem of inferiority. Some are not confident in their appearance, some try to hide their flaws by imitating the behaviours or appearance of others. I designed a factory that can change and build an individual's confidence. I try to use interesting illustration and stories about how characters find themselves and accept their imperfections through the factory. I hope that through this work, I can bring some inspiration to young people - everyone is unique and special.



ELISE BUNN

DUBLIN ZOO – REBRAND

I wanted to re brand Dublin Zoo with a brand that would attract, excite and motivate the target audience to want to visit. I felt that the current logo wasn't stimulating or engaging so it was imperative to capture my viewer's attention from the logo. I had to ensure each part of the branding worked as a collective, so it was recognisable. I also wanted to engage the younger audience that would visit the zoo through using a variety of bright colours within the posters and merchandise designs. Throughout the design process I had my target audience in mind to ensure that the main leaflet was informative and easily accessible. I also created a leaflet for children which had quiz, word search and a colouring in section. The ethics of Dublin Zoo were of significance throughout the branding, as it was becoming much more concerning for the welfare of animals. I tried to incorporate this throughout the designs such as expressing it from the animal's point of view in the posters.



HAROON GHANI

GENDER STEREOTYPE AND ENERGY IN THE HUMAN BODY

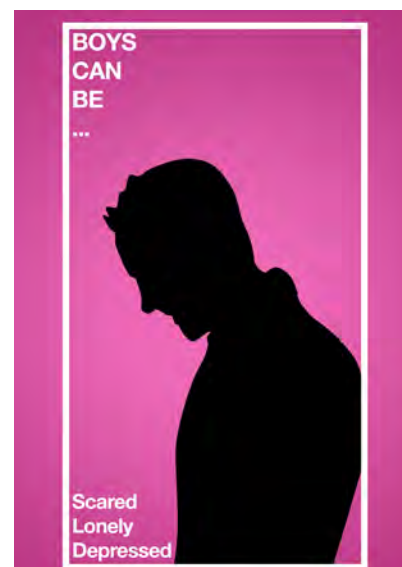
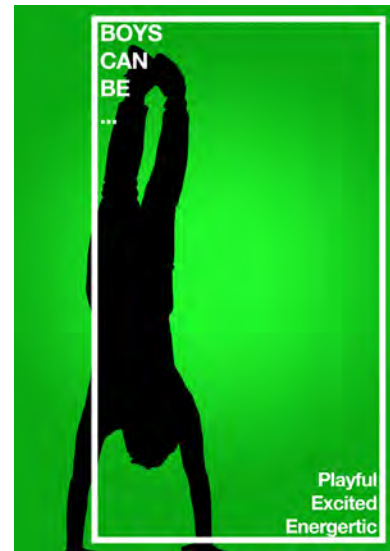
In this project, I wanted to find out about the psychology behind the masculine and feminine energies in the body and how they impact our lives. I found out that all humans display both energies at any given time however we have our own strength that we use most. In researching this I came across society stereotyping male and female to masculine and feminine and how the society has made it the norm that masculine means man and vice versa. I then further looked into what makes a person balanced and imbalanced in these energies, the importance of being balance, what they look like and how to become balanced. For the output of the project, I decided that a book would be the best medium for this project as I can story tell the narrative of these energies in the body. I produced the book to be read both sides, following and taking action on the steps to becoming balanced which is found in the middle of the book. You can also determine what strength you are in the book which will help you to discover who you are and take you on a journey to self-improvement, understanding and embracing who you are.



JOSH GIBSON

TOXIC AND HYPER MASCULINITY VS MALE MENTAL HEALTH STIGMA

In my final project, I looked at the link between toxic and hyper-masculinity in regards to male mental health and their lack of communication with trained professionals along with a reluctance to receive help leading to an increased rate of male suicides. Male suicides are increasingly higher than females in the United Kingdom. "In 2018, there were 6,507 registered suicides in the UK". "Three-quarters of registered deaths in 2018 were among men (4,903 deaths), which has been the case since the mid-1990s." ("Office Of National Statistics," 2019). I wanted to use a play on words from the well-known phrase "Boys will be boys". Changing the phrase to "Boys can be..." and then following that by emotions, some positive and some negative to show that males can suffer from many different types of emotion and that the stigma around male mental health is not only harmful but incorrect as a person should never feel weak or ashamed about asking for health.

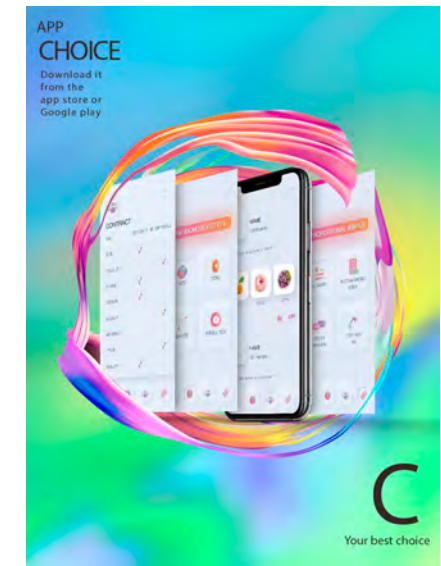


FANJIE LI

DECIDOPHOBIA

I want to solve the problem of phobia by means of technology. Decidophobia (or choice-phobia), also known as choice disorder, refers to the difficulty in making decisions when faced with many choices. I hope that we can use technology and human-computer interaction to enable everyone to easily overcome the fear of choice, rather than only appealing to professional psychological counseling as before. So I designed an app that can make random selection to solve this small problem.

First of all, it's the poster of the app, which has some common interfaces of the app. With colorful background and colorful ribbon, I hope to show that this is a software designed for young people and a gift for yourself. The last two posters are for decidophaa. In the second poster, you can see two clear arrows and a dark background. I hope you can know what you want from many choices, enlarge it and make your own judgment. The third poster has a lot of different color violin silhouettes. I believe that many children have been confused in choosing their own interests and hobbies. I chose a representative violin to represent a variety of choices. I also use the text to introduce what is decidiphia. I hope that you can judge whether you have such phobia or not, and even solve it if you have one.



ROBIELLE MAYTON

TIME RUN

The board game was inspired by the COVID-19 situation, for family members and friends that are staying together get to spend their time in a fun way since we could not go outside as much as we did when there was no pandemic going on.

There are four sets of cards, in which you only get to draw when you land on an exclamation point on the board. The goal is to reach the black hole (middle of the board), meaning you have reached eternity, which means you have won.

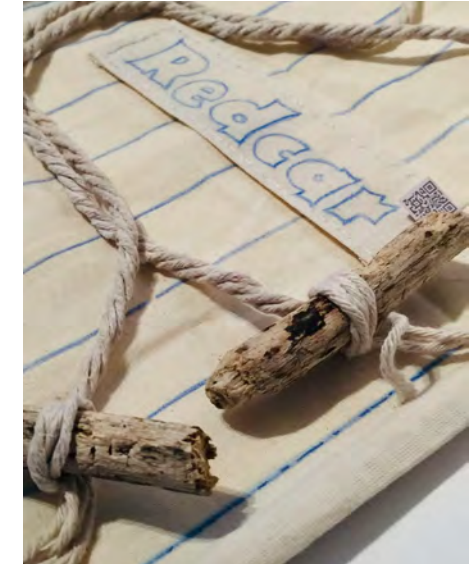
The game is based on four different stages of life - stone age, middle age, present day and the future. These stages, as well as the moves, represent numbers, which was the main source of the project that came from one of the D&AD briefs called "Significance of Numbers".



MARY MCLOUGHLIN

WINDBREAKER

Bring the windbreaker to the 21st century, not only is it practical for its use, its informational of an area, each QR code take to the area of interest with a brief history and a map of where it is located. All the material has been upcycled; the wood is driftwood from the beach and the material is a heavy cotton no plastic involved; the bag has been designed to have extra poles and the name of the area or town it is aimed for, not only can it have it practical use it can be used to advertise businesses and events with the QR code giving additional information, bring the windbreaker to a more interactive and practical product.



YINGWEN SHENG

STRAY CATS

In the illustration on the left, a poor black stray cat is helpless on the street and can't find any shelter to let it hide from the rain. This is a little girl who lends a helping hand to it.

My subject is the stray cat, and I have done a series of work with the most common black cat on the streets of China as the protagonist. I hope to call on people to treat stray cats in the form of illustrations. I hope that the slogan "Let adoption replace purchase" can be used when people are planning to buy a pet cat.

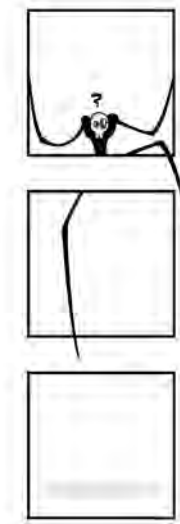


JACK SPIVEY

Mental health is something that almost everyone will struggle with at some point in their life. However common it may be, many people struggle to be open about it and the topic is sensitive. The complex nature of mental health issues and the varied experiences between each individual is a large contributing factor to why it can be difficult to communicate these problems, but this complexity can also offer beautifully unique ways in which we all experience and share our lives. Illustrative storytelling that offers a free and unrestricted space to express these issues could be something that helps people communicate their issues and experiences.

Having struggled with bipolar II disorder for as long as I can remember, I wanted to explore illustrative storytelling as a way to share my own story and hopefully inspire others to be more open and free in their own storytelling.

I have tried to capture the dramatic contrast between my depressive and manic episodes, some illustrations are raw and experimental (manic) and the others are simple with clear interpretations (depressive).



SOPHIE TAYLOR

WILDLIFE ENDANGERED

Wildlife endangered teamed up with Chester zoo. Wildlife endangered will sell item's in the zoo's gift shop and 100% of the profit will go straight back into the zoo to help the animal survive and thrive. I feel like this is a good way to donate as the people will be getting a gift out of their money but also to help the animals out at the same time. There will be a range of items for sale from the gift shop from young to the old and this will range from; tea towel, umbrella, pencil case, backpacks, clothing. The items and materials that I will use will be animal and eco-friendly and will include materials such as; hemp, recycled, bamboo, cork. By being handmade I feel like this makes it more personal and special to the person buying but also good as a gift to give someone.

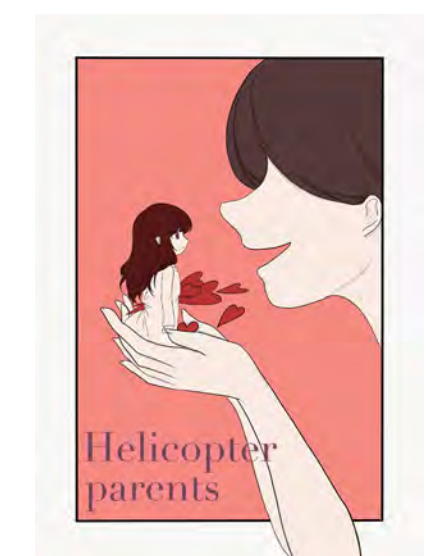


CHENXI TIAN

HELICOPTER PARENTS

The phrase 'helicopter parents' first appeared in Dr. Haim Ginott's book *Parents and Teenagers*, which was published in 1969. In this book, teenagers said their parents would hover over them like helicopters. In 2011, it became a popular dictionary entry. Similar terms include 'lawnmower parenting', 'pampering parenting' and 'bulldozing parenting'. In China, many families only have one child. This leads to excessive love on children. This kind of 'love' is not only in families, but also extends to the children's school life. Some more antagonistic sports are also cancelled by the opposition of some parents. Even some experimental classes have become demonstrations that students have to watch their teachers' performance. On the surface, it protects the safety of children to some extent. But the price comes from the children's narrow vision, lack of practical experience, lack of exploration spirit, and loss of innovation ability. It just costs too much.

I hope people can realize the impact of helicopter parents on children, and also hope that parents can reduce the protection of children at appropriate times. Do not pay too much attention to children. Do not prepare everything for children. Do not put their focus of lives on their children. Parents should also have their own lives. They should not live around their children. Do not let children restrict themselves. Do not restrict children's growth, freedom, or their future possibilities. And since I am relatively good at illustration, I want to use illustrations or posters to present.

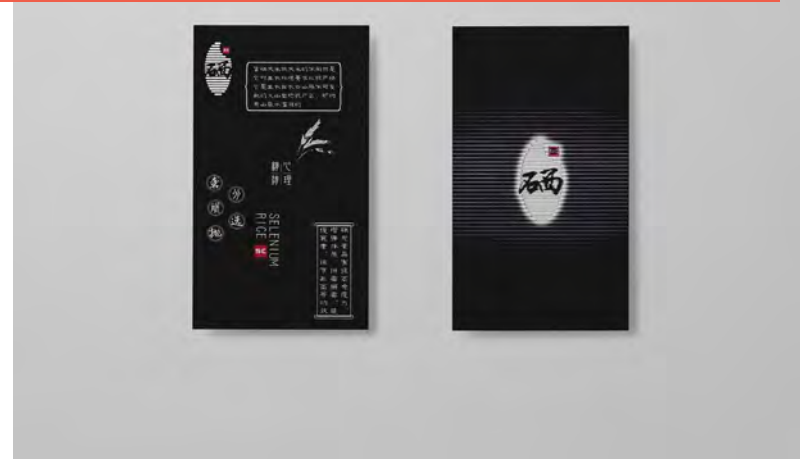


ZIYUAN WANG

THE OLD-AGE POSTERS EXPRESS MY VIEWS ON THE ELDERLY IN TWO DIFFERENT WAYS

1. A propaganda poster, using punk to express the inner feelings of the elderly and the appearance seen by their children are often different, calling on children to really understand the elderly in their own family and take care of them.
2. A recruitment poster, expressed in a simple combination of lines and images. Instead of getting older, the old man is becoming more like a child. What we need is that the staff can treat the elderly as children and treat them with patience, care and fun.

The rice card is a combination of logo and wheat strip elements, which makes the whole logo more plump, and makes people have an appetite for the rice shaped logo and a sense of modern science and Technology (selenium rich rice brand). On the other side, the production process of the rice is simply introduced with the font and shape. The card is used in the package to introduce the product.



NATALIE WILLIAMS

This project created and developed Tainted Love as a organisation/ campaign with the aim of making people feel better about their insecurities, whether they are physical or mental, by normalising them – no matter how big or small they might be. People proudly display their insecurities via illustrated pin badges, designed to be a subtle accessory to everyday attire. The hope is that by wearing the pin badges, others with less confidence can see that they are not alone in their insecurities. Additionally t-shirts can be worn that can highlight issues further by drawing more attention to the badges, for those who want to make more of a statement. Associated social media would encourage badge wearers to upload images of themselves wearing their insecurities and challenging a friend to share theirs.



SARA WINTER

SCAN

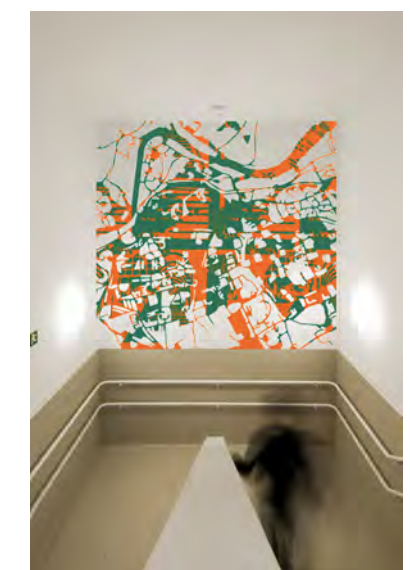
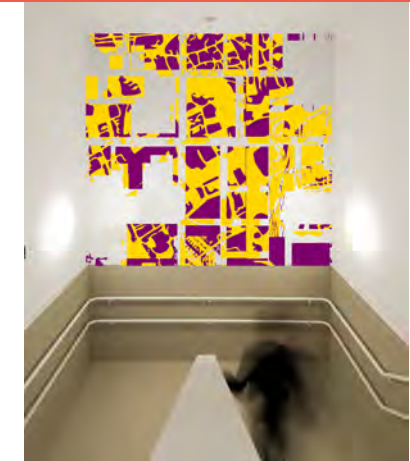
SCAN (Stop Child Abuse Now) is a campaign project aimed to raise awareness of child abuse within local communities in the North East England. Bringing parents together to stop child cruelty by producing graphics that educate them on the signs to help them spot children that may be in danger in their local area and explain what they can do to help. The NSPCC will be the platform behind this campaign as they are the biggest child cruelty prevention charity.



EMMA WOODWARD

CORNELL QUARTER ENVIRONMENTAL DESIGNS

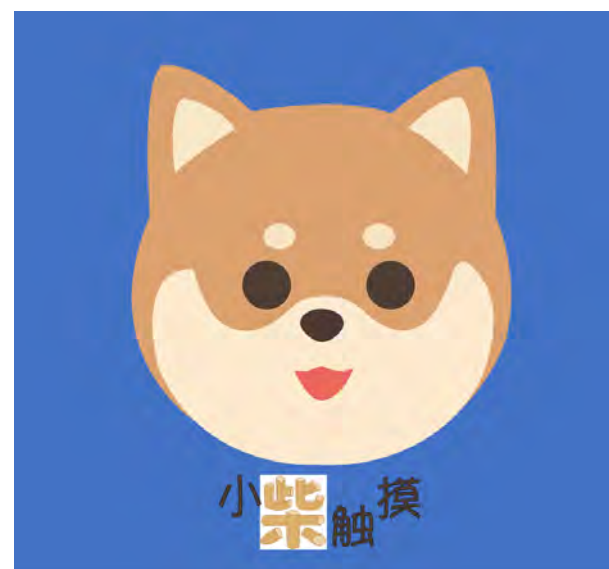
A live brief to produce environmental graphics/illustrations for the stairwells of the new Cornell Quarter student accommodation at Teesside University. My designs were chosen, and took inspiration from the North East of England and how students commute to University. Many students that attend the university are from the local area and travel via bus, train or car, including myself travelling by train, which was my starting point for the designs. Maps of the university campus, Teesside and my own photography were utilised within the compositions. Photos used included images of viewpoints looking up, reminding students to keep their head up and to think positively, and also of solid structures to provide connotations of strength and support - which students need when at University.



MENG XU

EARLY CHILDHOOD EDUCATION

My subject of this project is about early childhood education. Now the learning pressure of children is increasing. This early childhood education I am doing is to let children and small animals have a close touch, and then popularize some knowledge of wild animals while they are playing with small animals. Such a special early childhood education institution can not only let children relax and play, but also learn something that the school classroom can't learn while playing.



XIAOJI ZHANG

TOXIC AND HYPER MASCULINITY VS MALE MENTAL HEALTH STIGMA

I have a special preference for the theme of environmental protection with the theme of the Earth. I like to build a design with a circle, so I often bring the appearance of the earth into the design, or directly use the pictures of the Earth to build a poster. Therefore, the circle pattern in my works can be seen everywhere. I personally think it has a lot to do with environmental protection, just like a circle, even if the box I also choose the round one as the main one. It looks like the atmosphere, which can directly let people connect with the greenhouse effect and the damage of plastic and haze to the Earth. The Earth on the other poster I want to show is that the Earth today is like a broken egg. We can only constantly repair it, so that it doesn't stink and can't survive. At the same time, we also want to express ourselves. Everyone causes pollution more or less, but few people try to make up for it. In this vicious circle, the earth will rot like a broken egg one day.



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LAIYA CUI

My name is Laiyu Cui, a graduate of interior design at Teesside University. My graduation project is a tea house. I named this tea house "Tea bush? Tea party!". I hope that through the construction of the teahouse, more people will understand the Chinese tea culture. Here, guests can choose from a variety of tea-related activities: book tea, tea, and parties at private tea houses; make tea with professional workers and experience the production of tea and tea derivatives. For Design

Design Building: The shape of the building refers to the architectural form of the Fujian Tulou. On the one hand, Fujian is the first province that is rich in tea, and the teahouses in Beijing are mainly based on the tenon and mou structure in the north. Buildings in the form of Tulou will be refreshing. The building also retains the splicing structure of the tenon and the building is also built using the brickwork construction method of the original earth building. Where a large amount of glass is used, steel construction is used.

Design Interior Zen corridor: The design of the corridor is mainly based on the artistic conception of Zen, because drinking tea itself is a manifestation of slow life, and the things of Zen are better for us to relax.



BETH DEAR



AARRON FRYETT

As designers we are responsible for designing a more inclusive way of life and challenging the biggest problems that our society faces in a way that meets the needs of many. I have currently completed my 3rd year of study as an Interior Designer at Teesside University, in which I have explored areas such as healthcare, commercial and residential design.

My final project aims to be a modern, timeless development of a self-sustaining restaurant, maintaining the primary function of a placeholder for farmers and independent businesses as a food service. The space would become adaptable, collapsible, and transformable, to serve the community with the potential to be shared between connecting businesses. The interior of the building is inspired to emphasise natural materials and the concept of a self-sustaining food service. To contribute to the space aesthetic, the interior consists of an array of different food stalls in which farmers can supply with seasonal food and vendor in the small shop.

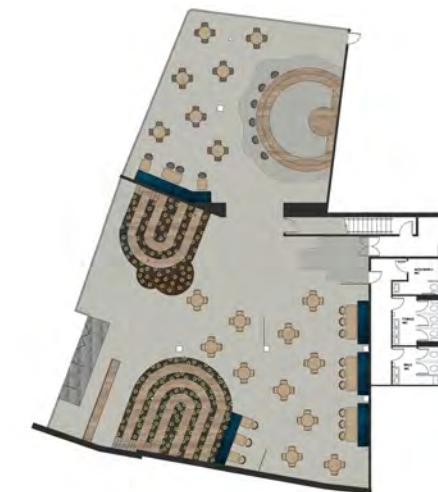
I am a motivated and passionate individual with a wide range of skills from engaging and empathising with users as well as the ability to test and apply my technical knowledge. I aspire to use and develop my skills to become a successful and valuable member of the design community and seek a career specifically pushing the creative limits of cutting-edge design concepts and concentrating on architectural/ interior design.



CHLOE FURNESS FISHER

In a world with an ever-increasing population, comes an ever-increasing demand on food supplies. In an attempt to sustain this demand, green land is cleared for farming and grazing space for animals, consequently making global warming rates rise. As a globe we do not take full advantage of already urbanised land and the food that is grown in our countryside is wasted in supermarkets due to nearing best before dates. In response to these issues, I designed a vegetarian café and restaurant that would serve local and healthy meals, utilising urbanised and wasted food from nearby shops. A requirement was that a city farm was to be included on site, allowing the establishment to be self-sustainable and help minimise the pressures placed on the farming industry.

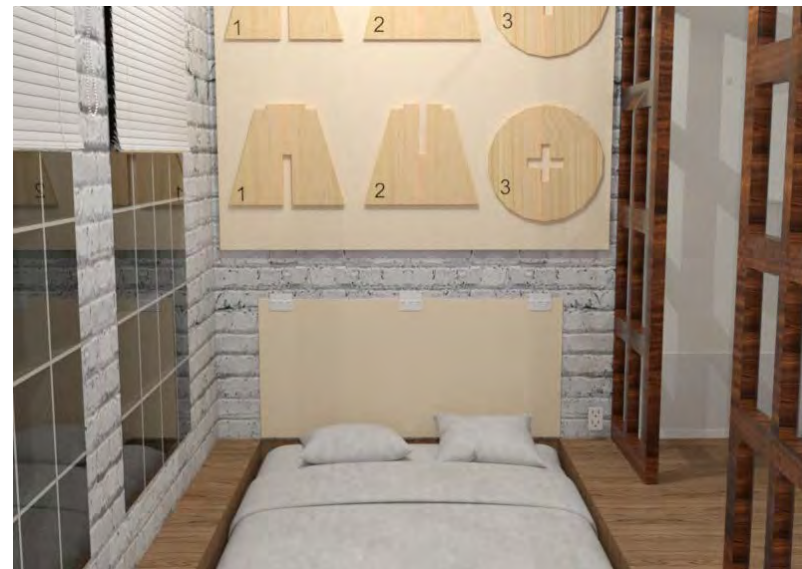
The course at Teesside University taught me a range of skills and fed my passion for interiors and architecture. Working on live briefs such as those in the healthcare sector and entering an international competition not only boosted my confidence, but also provided me with the much-needed experience of working on a variety of projects. Now as a graduate, I hope to find employment where I can put my knowledge and learning into practice.



TOM GREEN

Chīsanaka (Small House) is a conceptual studio apartment for post graduate students. Based in the Minato Ward in Tokyo, the most expensive area to live in the city and tenth in the world. The overall size of the apartment is as follows: H2.5m x L4.5m x W4.5m, an overall size of 20.25m². The interior in total has designated areas such as: Bedroom/ workspace, Bathroom, Kitchen and Living space. This studio apartment is a condensed size and it is equipped with many space saving solutions. This is to create a challenge in how to develop a small apartment that is largely utilized. With every room or designated area having either a specific purpose or multiple uses, depending on the need or occasion. Japanese culture and ways of living were a priority in order to make it authentic as well as looking at ways to make a small space feel larger.

The next step for me is to extend my knowledge in design with a Masters Degree. Adding to my qualifications and giving me further experience and skills to benefit my future career in design.



YUTONG HAN

With the development of science and technology, people are getting so busy that they don't have time to stop and read a book or get close to nature. As a society, we want to be able to enter a space, forget about worries and sorrows, get close to nature, and slow down life. After understanding the required conditions, an underground reading space with the theme of Alice in Wonderland was designed. Depending on the location, it is necessary to use green plant walls and felts as materials to bring nature into the room. The design of the skylights integrates the indoor and outdoor forests. People can see the animals on land through the skylights, so as to get closer to nature. The purpose, named after the rabbit hole, means that people come to another world, relax and forget about sorrow.

As for me, I like to be able to introduce the external environment into the interior design. I hope to blur the boundary between the indoor and outdoor



CHLOE LARGE

Hi, my name is Chloe Large, I have thoroughly enjoyed my time at university and have learnt many new and exciting things, as well as making lots of new friends! I am excited to see what comes next in my journey, studying my masters in September, and venturing out into the world of Interior Design. I would love to work with CAD software, but I think it would also be amazing to explore all kinds of areas of Interior Design work. The project, Off-grid living: A vision for the Future, is a design for an exhibition space and a self-sustainable café. The exhibition is based around off-grid living and reducing climate change, as this is a pressing matter in today's society. The design incorporates materials that are both sustainable and recyclable and uses colour schemes and themes that relate to the subject. It also includes interactive features to make it more likely for visitors to take something away from the experience.



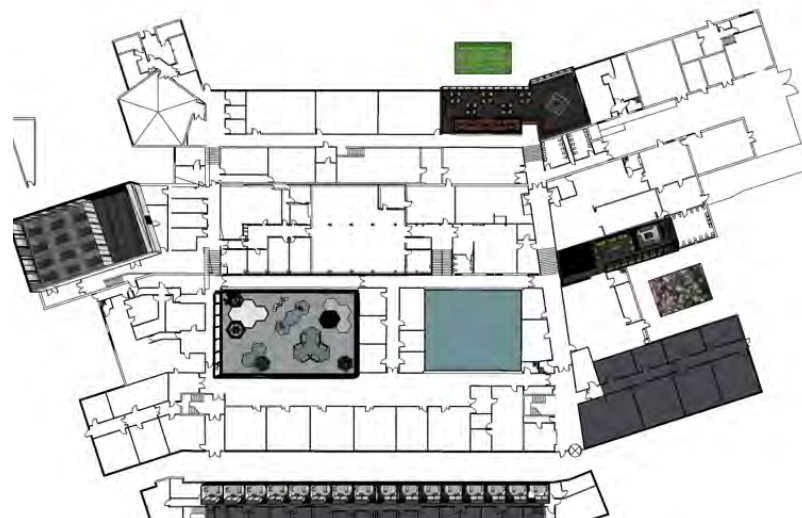
YANZHEN LONG

The theme of my project is to change the negative space. In countries with scarce land resources, it is necessary to change the negative space. Using negative space buildings to satisfy public spaces where different people can rest is a sustainable way. My inspiration comes from the stacked terraces, which not only makes the space interesting, but also maximizes the use of space. In the design process, the difficulties I encountered came from how to solve the lighting and ventilation, and how to meet the needs of different groups of people. I solved these problems by designing indoor and outdoor, open and semi-open spaces. The staggered spatial distribution allows air circulation and sufficient sunlight, and different functional areas can be suitable for people of different ages to rest or entertain. I will decorate the space with plants to make people relax from sight and smell. The interior style is mainly minimalist. The minimalist style can make the interior more concise and bright.



CHRISTIE MCGOWAN

As a designer, I am deeply passionate about the intrinsic link between the design of ones surroundings and their wellbeing. At the heart of all of my designs, I aim to ensure that the space works thoughtfully for the user and their needs, whilst being visually appealing and intriguing. 2/3 of women will experience some form of domestic abuse in their lifetime, many of whom have nowhere to go and no one to turn to. For many, feelings of shame, guilt and embarrassment prevent them from reaching out to others for help for fear of being judged, victim shamed or simply not believed. Statistically, those living in the North East of England are much more susceptible due to several economic factors. Luteum Women's Refuge and Wellbeing Centre aims to provide a safe, nurturing environment in which victims can seek refuge until they are able to move safely in to their own homes. It also educates young girls and victims about healthy self esteem and healthy relationships in order to reduce the chances of them becoming victims of domestic abuse or settling for further abusive relationships. By creating a sense of community, hopefully these females will feel that they have a strong support network around them, empowering these victims and turning them into survivors who have learned from their experiences, thus enriching their lives and enlightening them that they deserve to be happy, healthy and free from suffering. Nature and natural elements have long been associated with health and welfare due to their proven benefits. Therefore the design revolves around the use of nature to improve the women's wellbeing. In order to do this, it is based around the 5 elements; Earth, Air, Water, Fire and Aether and their properties as they are thought to make up everything in the natural earth. The site is the Flatts Lane Centre; chosen for its private location, interesting layout and its links to local amenities such as a primary school, shops and church. Additionally the close surrounding fields and trees are perfect for increasing wellbeing and mirroring the natural elements within the interior. As the building is so vast, the focus is on the 5 key areas. Each area corresponds to an element which has been the basis and inspiration for the design. Natural colours, textures and fabrics according to the elements are incorporated and bespoke prints have been created, all inspired by the elemental properties for each room, while the room layouts and furniture choices have all been influenced by the elemental platonic solids and their forms.



DONNA PARKER

Before coming to university to study Interior Design, I had a long career in social care and housing for older adults. I used my own knowledge and experience from working with older adults and also through further research and talking with other organisation in Middlesbrough to develop the Dementia Café concept. The Dementia Café is based in Hill Street Shopping Centre, located centrally in Middlesbrough, next to the bus station and car parks. Being central has been an important factor in the design, enabling easier access for people living with Dementia and their carers to get out and socialise more, knowing that the café is there to use for respite and support if needed. The Café is dementia friendly, using products, materials, and design, that are friendlier to people who are living with Dementia, Support staff are dementia trained, accessible toilets and changing rooms are included in the design. The idea behind the cafe is to make it as normal as possible and look like and everyday café that promotes inclusion within the community. I'm looking forward to what the future will bring, and I'm really keen to become more involved with Designing for Dementia, I have thoroughly enjoyed this project and gained so much more knowledge and skills about what is involved when you are designing for the needs of a person living with Dementia and how using interior design can make a real difference.

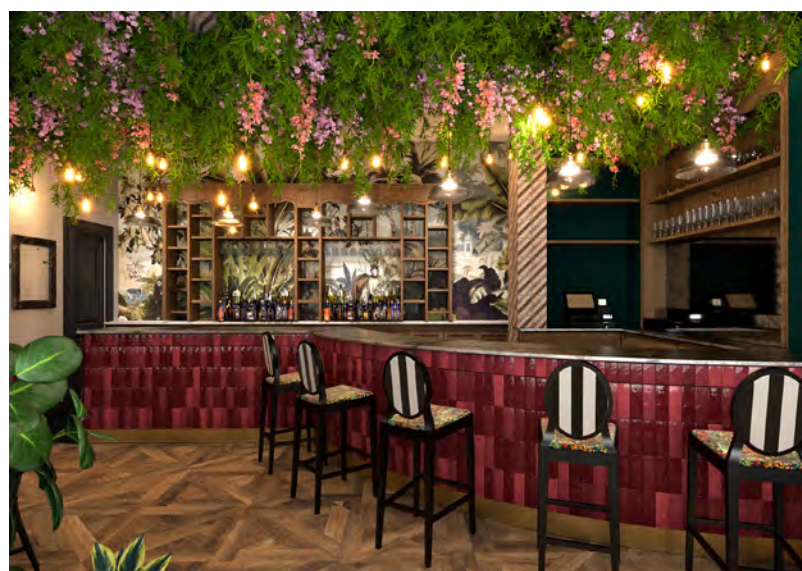


JOSH RYAN

The project brief prioritised the identification of buildings of distinction that have fallen into disrepair, a sobering symbol of how this country's proud legacy has been sadly neglected. Practically on my doorstep, one locally listed heritage building 'The Staincliffe Hotel' in Seaton Carew has long been on my radar. I have watched its sad decline over recent years and been mortified as that decline, rapidly gained pace. In order to breathe new life into the building I have pinpointed the bar that sits at the front of the hotel, to the right of the main entrance. In its heyday it enjoyed life as a very respectable and upmarket place to drink. By harnessing a current trend, the aim was to breathe new life into this area of the hotel by transforming it into a 'Gin Bar.' Meticulously researched, I was fortunate in being able to access the original blueprints for the hotel, discovering that the then 'Staincliffe House' had once boasted a grand greenhouse adjacent to the south wing. Using this now demolished grand structure as inspiration, my ambition was to design a 'Gin Bar' that leaned heavily on the garden room decoration and designs of the Victorian period.

"I give myself sometimes admirable advice, but I am incapable of taking it."

Mary Wortley Montagu



KEIRA TOMLINSON

The brief was to create a yoga studio, café, and wellness space to be enjoyed by a wider demographic. The intention was to attract new people to yoga and encourage self-love, a theme which goes hand in hand with yoga. Yoga has grown in popularity in recent years in response to the desire to slow down and focus on self-care. The space created has a calming and natural palette of colours and materials to aid in serenity for the user. The theme of lavender, associated with calmness, is apparent throughout within the colour scheme, branding and pattern design giving a strong sense of brand identity. I am passionate about interior design as well as pattern design and would love to join an interior design firm and continue to enhance my skills. I have completed two internships within interior design and trend forecasting which gave me invaluable experience of the workplace.



LAUREN WATSON

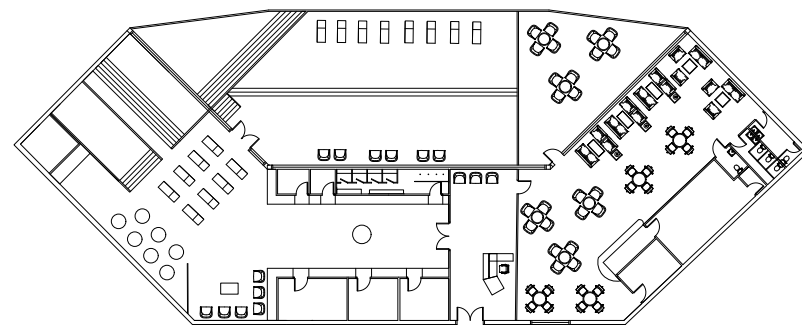
These days there are large amounts of everyday stresses and worries and a constant need to relax.

Looking into this I decided to create a spa that I have located in 'The Seaton Reach' in Seaton Carew. The spa would be overlooking the sea, which helps with a person's well-being.

The space inside contains a reception area, a main spa area which includes 3 massage rooms, changing rooms, sauna and steam room, hot tub and two pools, one being a thermal pool and the other a plunge pool and a restaurant and bar area.

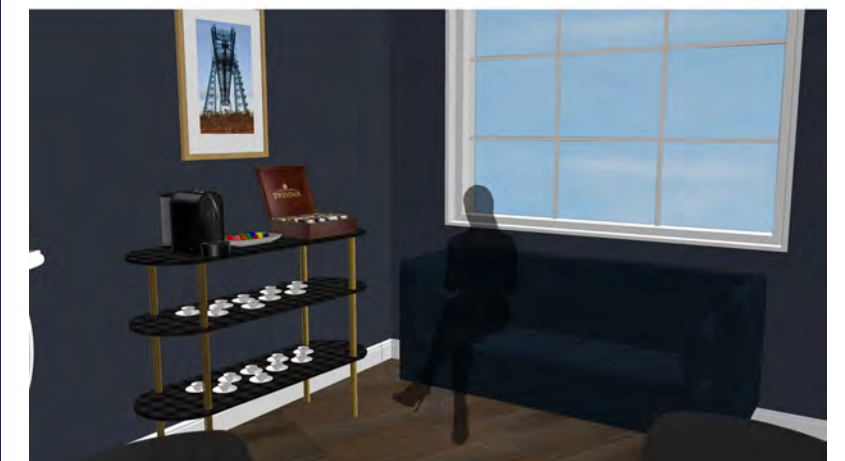
As Iceland is known for its relaxing atmosphere, I have based my design around the 'Golden circle tour', this has three different stops. Throughout the space I have used aspects of each tour stop, these being, the space between the Eurasian and North American plates, The Great Geysir and Gullfoss Falls. I have used a colour palette that relates to all these views in Iceland within its winter months, I have used a classic blue throughout, which is the pantone colour of the year so it is up to date with the trend. Glass and concrete are the main materials used in this design.

My next step is to sit my masters to develop my skills further, so I have more experience behind me to find a job that I love.



SOPHIE WHITAKER

Advancing roots is a unique take on the modern office space, aimed at providing smaller businesses the opportunity for a professional and well-structured environment. My focus not only being on the day to day of working life, but also the challenges of balancing a family. For many people returning to work after recently having children can be a daunting prospect. Single parents and low-income households have a hard time trying to get back to work, and Advancing Roots was created as an attempt to try and combat this problem. Why make it a choice between family and financial security? Using Thornaby town hall I attempted to use design to create maximum productivity and minimum stress for families and individuals wanting to better their lives and grow their communities. My passion has always been around helping people help themselves and hopefully I can do that through design and architecture.



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LEWIS BETTS

STREAMLINE

The whole world is moving away from fossil fuels and looking towards renewable energy. This means more people will depend on electricity to heat water instead of gas which means water tanks will become widely used once again.

Streamline is a home use wind turbine which can be used to produce energy that will power a heating element in the water tank to help reduce strain on the grid but also reduce electric bills.



MATTHEW BYRNE

KÄRCHER KFM20

The Kärcher KFM20 is a new take on the Pressure Washer with user convenience at the heart of its design. The product is fully self-contained and requires no mains electric or water connection.

The unit follows the user thanks to the 3 wheeled design with front caster wheel.



PATRICK CREEDY

HILLHAULR

The HILLHAULR is a multi-purpose hiking trailer and convertible shelter for wild camping and long-distance hikes.

Combining airless tyre technology, motor assist and built-in damping, the HILLHAULR provides comfort and utility in the toughest conditions.



JOSHUA FOSTER

ROMAN SHOWERS

Embracing the solid-surface material that is Corian, this bathroom unit which houses a shower enclosure, hand basin and storage area, will provide an alternate means to high-end bathrooms.

The walk-in shower and seamless wall features gives an organic/natural impression whilst still providing elegance and functionality. With external as well as internal shower controls, a hiding storage cupboard and a flowing towel rail every feature works to its limit allowing the user to get the optimum out of the bathroom experience with minimal accessories added.

Seven-years served in the British Army with the Royal Engineers specialising as a carpenter and joiner, running large workshops and completing my time in the Army as a Lance Corporal. 2020 BA (Hons) Product Design and Creative Innovation graduate with a First-Class Honours. These skills have allowed me to be a successful course representative at Teesside University, Captain for the University basketball team, as well as earning the position of Chairman for the New Designers Society.



BEN FOX

PUB MOWER

The Pub Mover can be folded up, transported and stored where you want and when you want it.

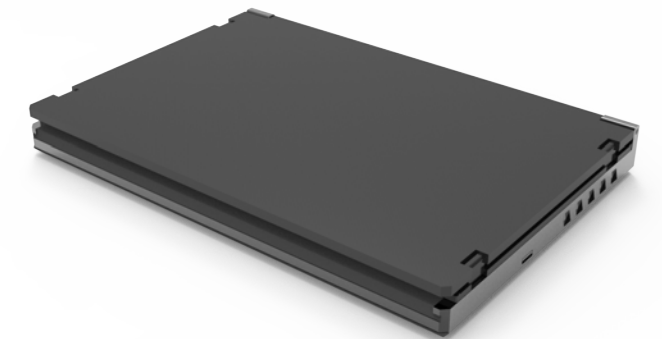
Total versatility for outdoor spaces and events.



JUNWU GAN

TERRAPIN

The 'Terrapin' gaming laptop enhances the user's immersion through a larger screen and a more comfortable feel, thus providing a complete gaming experience.



DAVID GREEN

POP UP POS

I designed a display stand that uses pop-up book technology to enable it to be set-up/stored easily and efficiently by only one person (typically a two person job). The entire display stand can fold down to <10cm and also has removable printed side panels so that the product can change but the display can stay the same, which reduces waste.

I have an interest in wood working, robotics, complex mechanisms, and epoxy resins. I enjoy combining all aspects of design to create products that provide solutions to problems that are both functional and aesthetically pleasing.



MATTHEW JARDINE

INIZIO

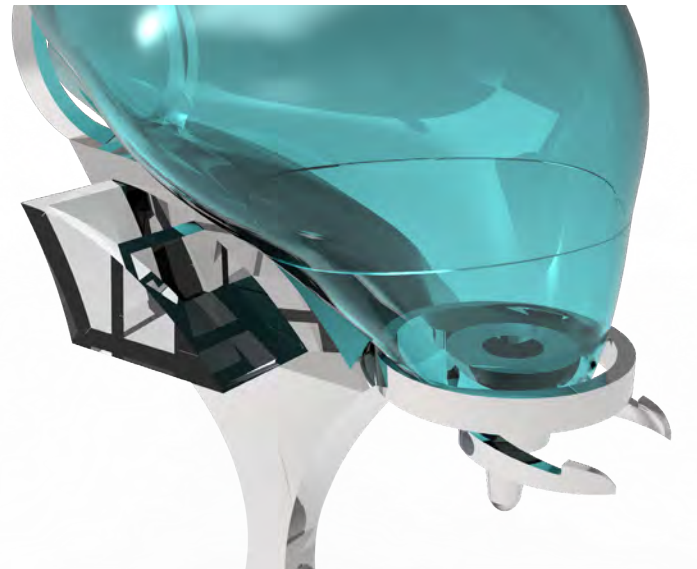
Inizio combines the uses and functions of a computer desk and a drawing board to allow the user to work on paper and utilise computer aided design simultaneously and with ease. The desk is intended for both home and studio use and provides an aesthetic design studio style work area in any environment.



LAUREN JOYCE

H2O

This project was to design a new water filter system made from blue glass. The filter needed to be reusable and environmentally friendly. The sun's rays emitted through the glass adds extra electrolytes into the water. This lets us have more energy. An organic design for ever evolving kitchens. I am a welder and have a passion for transforming small spaces into cosy living areas. Having a mechanical engineering diploma, I can apply my knowledge in a practical way. I have a hands on approach and love getting stuck into a new project. I am a reliable, genuine, conscientious person.



ADAM KNIGHT

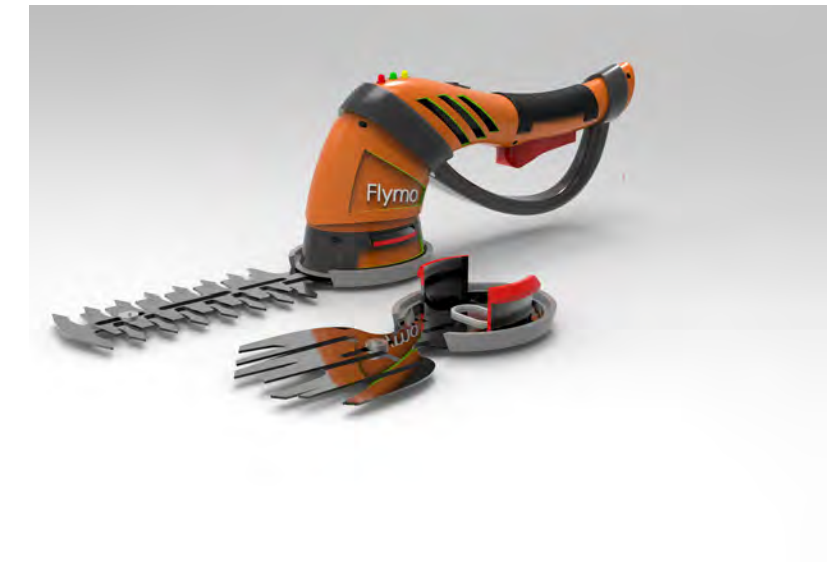
TOPIARY KIT

Topiary tool has a re-imagined form which is in-keeping with the Flymo brand. The tool allows the user to easily carry out gardening and landscaping on lawns, bushes, shrubs and trees.

Using an improved 7.2V lithium battery and stainless steel blades that are already mounted onto their own base plates with snap fitting mechanisms for easy attachment.

The Tool permits the user to keep a constant maintenance over their gardens and plants.

Since studying at Teesside University, I have concluded that the intersection between design of concept and production of prototypes is what interests me. Designs consultancy has intriguing prospects inspired by the collective with intentions of widening the demographic and impacting consumerism. University has forced me to develop my knowledge of the industry I am increasingly passionate about. Making a positive impact upon the world through design greatly excites me. "Designers dress the world around us".



FRANCESCA KYRIACOU

TRIANTAFYLLO

Triantafyllo – rose is a collaboration of; oak; paper artificial flowers and clear water epoxy resin with a bleach burnt wood finish and stabilised by a steel brushed frame.

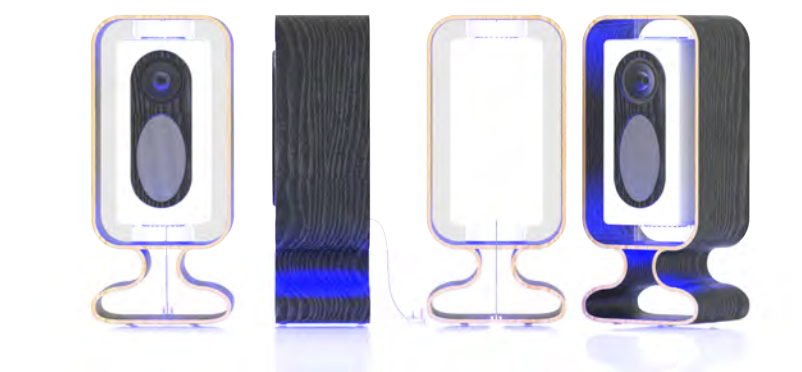
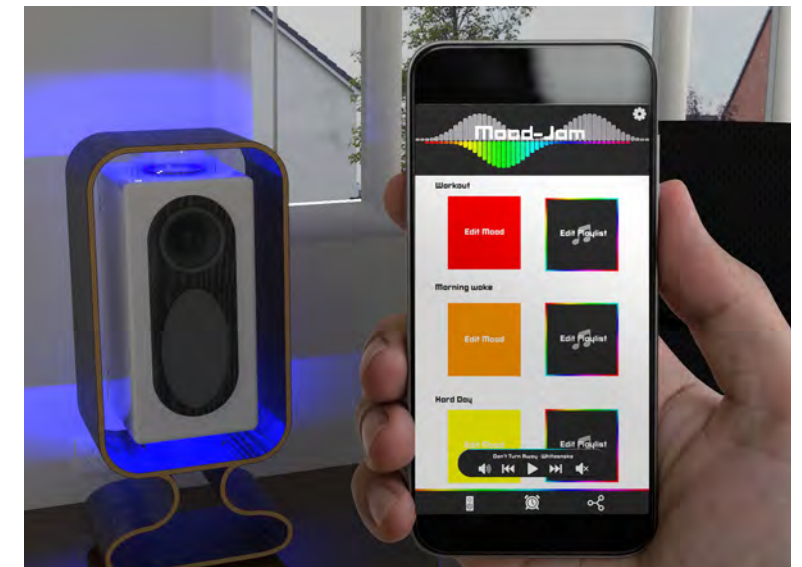
It is a form of expression, with the aim of highlighting the significant beauty of nature and the importance of nurturing it.



JAMIE LATTY

MOOD-JAM

The Mood-Jam is Wi-Fi enabled speaker that is controlled via an app. The acrylic mounts give the effect of the case levitating within the frame. The speaker works on its own or in a pair for stereo sound. The LED lighting is fully controlled through the app.



CHRISTOPHER MANOJLOVIC

SCIPIO

The Scipio is a modular bike trailer that employs an open air main compartment that can be fitted with a range of different rear compartments based on the users needs. The chariot inspired design creates an eye-catching aesthetic unseen on the roads. The Scipio is a trailer suitable for any courier.



NAKARIN NAPHILA

PHILIPS HSI 1

Philips HSi1 is a new revolution of AED kit that designed for ease of use and accessibility in an emergency environment. The unit has easy to follow Step by Step Guidance and Audio sound support assistant for those unfamiliar to the AED kit. The kit has an LED screen display to showcase the patient heart rate readings. The Philips HSi1 will install in public places like universities, town shopping centres and public libraries.



BILLY

POTTER

AIRPOOL

Over 40 towns and cities in the UK are above or at the limit set by the WHO (World Health Organization) for air pollution there is an increased need for a compact and quiet air purifier capable of filtering car emissions. Unlike other air purifiers which are primarily constructed from petroleum-based plastic my design is primarily constructed using ceramics and sustainably sourced bamboo, as well as non-virgin plastics so that the purifier will have virtually no carbon footprint involved in its construction



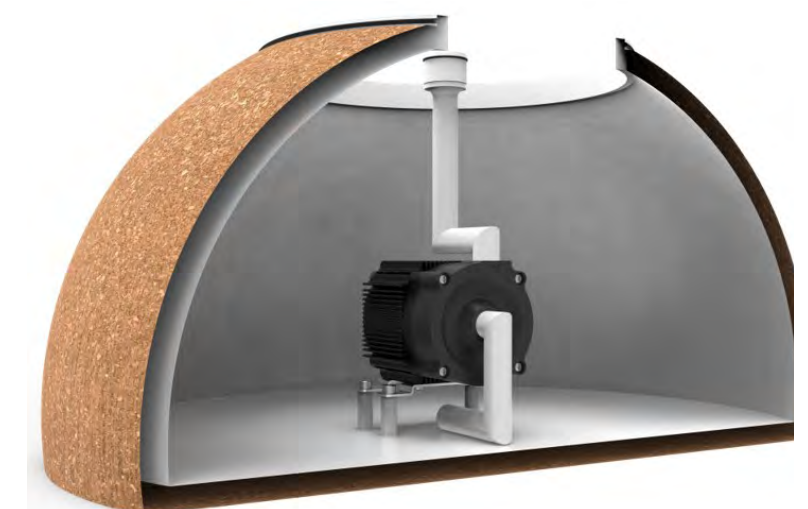
ADAM

RICHARDSON

URBAN GARDEN

Bridge the gap between man and nature. The urban garden uses hydroponics to bring a garden to any home. Modular stacking design allows you to choose the capacity of your garden. Grow fresh produce in the comfort of your own home any season, any weather condition, all year round. Fresh, nutritious produce available when needed. Free from pesticides and herbicides.

Passionate product designer whose brain never turns off. Always improving or finding solutions for inconveniences. Always building, diy-ing or designing and producing something for someone. Improving and shaping the world around me for others is the best gratification possible. Small 3-d printing business owner, handyman, crafts man and cad designer.



JOE WALLACE

HILLHAULR

The HEX binding system provides a cost effective, efficient and convenient way for snowboarders to enter their bindings. Current market solutions to the problem of strapping into bindings have either been prohibitively expensive or have underwhelming performance. The HEX binding combines ease of use and performance at a reasonable price.



STEPHEN WHITAKER

JAPANESE KNOTWEED INJECTOR

Glyphosate injector and marker for the treatment of the invasive species 'Japanese Knotweed'.
Treats and marks plants quickly and efficiently

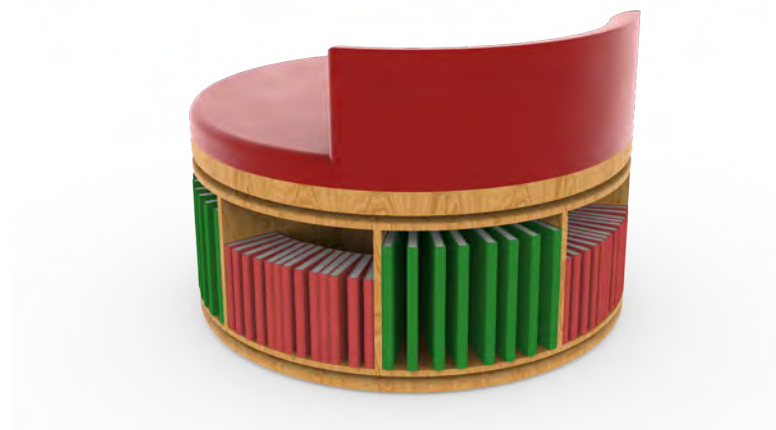


CONNOR

THE BOOK NOOK

The Book Nook features a wide, spartan seat fixed above a rotating carousel of books. An air gap ensures that the weight applied to the seat by the user has no bearing on the carousel and will not press against it and restrict movement. The carousel can hold 96 kilograms of books, filled to capacity, and eight high-load bearings facilitate the smooth movement of the carousel around the central steel column.

WILKINSON



LAUNCH

UNDERGRADUATE SHOWCASE 2020
MIMA SCHOOL OF ART & DESIGN