



**Sports**

**Best foot forward** | For those getting into the spirit of the Football World Cup, Nike have launched a new lightweight boot - Mercurial Vapor Superfly II - that features Nike's 'Sense' adaptive traction technology.

Nike's design and engineering teams talked with some of the fastest players in the world, who emphasised that acceleration around a defender is just as important as beating him in a straight line. In addition, the Nike Sports Research Lab researched the world championship finals in 2006 and found that there were 845 slipping events over 63 games, or roughly 14 per game. Building on these insights, the Nike team collaborated closely with elite athletes, including Cristiano Ronaldo, to create a boot that enables toe-off acceleration and minimises slippage in game-changing situations. "For me, it's all about first-step acceleration, but twisting and turning around a defender is also important, says Ronaldo. "The Mercurial Vapor Superfly II helps me do both, so I can beat my opponent and create scoring opportunities."

Each pair of boots comes with a unique user code and allows the consumer access 'trade secrets' and training content on NikeFootball.com.

[www.nike.com](http://www.nike.com)



**Awards**

**Take your pick** | Caroline Sipos and Jonathan Krawczuk met whilst studying product design at Central Saint Martins College of Art in London. Although Sipos is currently working on a Master's in Innovation Management and Krawczuk has set up his own design and manufacturing label DesignedMade, they offer design work and consultancy as a duo under the name of DesignOliva. They also enter competitions together and recently won the Peroni Blue Ribbon Design Awards 2009. In response to a brief set by Italian brands Peroni Nastro Azzuro and Alessi to design a product around the Italian dining ritual of Apertivo, Sipos and Krawczuk designed an 'olive tree' sculpture for serving and presenting olives. Over 3,000 entrants worldwide submitted their designs to designboom.com however, it was their design that caught the judges' eye due to its embodiment of both the passion and craftsmanship inherent to Italian style and design. "The notion of picking the fruit from the tree is playful, something evident in a lot of Alessi's products over recent years - whilst the use of stainless steel is something that can be traced back to the earlier years of Alessi," comments Krawczuk.

The pair have received a great deal of interest in their design and are hoping that Alessi are going to produce it and add it to their collection.

[www.designoliva.co.uk](http://www.designoliva.co.uk)



**Bicycles**

**Brake the mould** | After five years of development, Cannondale Bicycle recently unveiled a new proof-of-concept prototype that has distinct rider benefits and could revolutionise bicycle suspension. Called SIMON, it's the newest member of the company's Lefty line of one-legged shock forks. The core idea behind the design is that users will be able to program the SIMON modules to perform nearly any suspension response desired. "By using electronics and electromechanical systems, SIMON changes the whole paradigm of what was considered to be possible in the world of suspension control," explains Stanley Song, advanced projects engineer at Cannondale. "From a damping perspective, SIMON can provide zero damping to infinite damping and everything in between, which even automobiles today do not offer. In addition to the new range of damping control, SIMON also now opens the doors a whole new range of control algorithms. We can now consider dynamics such as bicycle pitch (climbing or downhill), bicycle roll (turning a corner), bicycle velocity or the use of brakes."

As yet, there is no set release date or price for SIMON however, it will be interesting to see how the biking community reacts to this prototype.

[www.cannondale.com](http://www.cannondale.com)



Patent Pending, Cannondale Bicycle Corporation.



An exhibition - Trading Places - will be taking place at the V&A in London from 19 April to 16 May 2010 to celebrate ten years of winning projects from the DBA Inclusive Design Challenge.

**Awards**

**Ripe old age** | This year sees the 10th anniversary of the Design Business Associates (DBA) Inclusive Design Challenge, an annual design competition, which was launched by the Royal College of Art Helen Hamlyn Centre in collaboration with the DBA, to award a mainstream product, service, environment or communication that can be enjoyed by people of all abilities. With the support of the Department for Work and Pensions, and leading care provider Sanctuary Care, headline sponsors for the past three years, the theme of this year's challenge was 'Active Ageing: Designing for our Future Selves'. Four short listed design companies - Clinic, bwa, HQ and Epitype - offered pioneering responses to the issue however, it was Clinic who emerged as the overall winner for its project entitled 'Sage & Onions: The Experience Exchange'. This intergenerational networking initiative is aimed at stimulating activity and community participation amongst people of all ages. The judges commented that this "witty and vibrant piece of communication design gives local bartering a brand identity and national profile. It has a high likelihood of implementation because it is scaleable and based on longstanding community networking and skill-sharing models."

[www.dba.org.uk](http://www.dba.org.uk)  
[www.hhc.rca.ac.uk](http://www.hhc.rca.ac.uk)





**Rapid manufacturing**

**Creepy crawlies** | Lionel T Dean of Future Factories has launched his latest rapid manufactured luminaire called Blattella, which features over 50 cockroaches. “Blattella explores the natural beauty of insect forms; creatures invoking an instinctive repulsion and disgust. In spite of our discomfort they remain fascinating, we cannot avert our gaze from their curious articulated movements. Here they swarm around the light source drawn to the glow. Their bodies are bright with a translucent purity that belies associations with filth and squalor,” explains Dean.

The lamp is produced by laser sintering in white polyamide (nylon) and there are floor lamp, pendant and wall sconce versions.

[www.futurefactories.com](http://www.futurefactories.com)



**Kitchen utensils**

**Eat and enjoy** | This Spring, Tefal will launch ‘Enjoy’ - a series of kitchen utensils designed by London-based designer Sebastian Bergne. Bergne was approached by his long-standing client Tefal to create a new range of kitchen utensils for a price-sensitive market using an allocated volume of recycled PET. The result is an aesthetically refined object that has not compromised on comfort or elegance and neither does it overstate its environmentally friendly intentions.

‘Enjoy’ will be featured as part of the exhibition ‘In Progress’ in which nine designers explore the question of progress by engaging in projects that address production issues relevant to today’s world. The exhibition opens on 7 May 2010 at the Grand-Hornu, Belgium.

[www.sebastianbergne.com](http://www.sebastianbergne.com)  
[www.grand-hornu.be](http://www.grand-hornu.be)



**Design out crime**

**Smash hits** | Two prototype pint glasses designed to reduce the terrible injuries caused by nearly 87,000 glass attacks each year have been unveiled as part of the Design Out Crime programme, an initiative from the Home Office's Design & Technology Alliance Against Crime and the Design Council. Specialist design consultancy, Design Bridge, created a number of glass concepts that were assessed by leading glass manufacturers, materials experts, drinks producers and pub owners before two final solutions were chosen. They are:

- Glass Plus (far left) - with its thin transparent coating of bio-resin on the inside, this design is stronger than a regular pint glass and if the glass is broken it binds together dangerous shards.

- Thin Wall (left) - made by bonding two ultra-thin layers of glass together in a concept similar to laminated car windscreens. It makes the pint glass extremely difficult to break, but if it does smash then any dangerous shards would be safely held together by a layer of resin.

"The beauty of these glasses is that they keep everything British drinkers love about their pint; they look good, work better and are safer in front and behind the bar," explains David Helps, director of 3D and Innovation at Design Bridge.

[www.designoutcrime.org.uk](http://www.designoutcrime.org.uk)  
[www.designbridge.com](http://www.designbridge.com)

**Intellectual property**

**Show and tell** | Although most people know that companies regularly trademark their logos and brand names, they may not be aware that colours like Cadbury's purple and sounds like Nokia's 'Grand Vals' ring tone, can be protected too. The Museum of Brands, Packaging & Advertising in London is hoping to change this through a new display sponsored by the Intellectual Property Office (IPO) and the Intellectual Property Education Trust. This display will add to the thousands of branded goods already on show in

the museum, including the Coca-Cola bottle with its iconic shape that was patented in 1915, and the Aero, which is protected by Rowntree's 1939 patent of the process of putting bubbles into chocolate.

Alongside this exhibition, a new online resource has been launched for higher education tutors to use in tandem with the new display. The aim is to prove to the intellectual property creators of the future, such as design students, that brands can sustain their success by protecting the patents and trademarks that make them unique.

[www.museumofbrands.com](http://www.museumofbrands.com)



**Concepts**

**Make sense** | The latest project from the Philips Design Probes program is a multi-sensorial concept using an integration of sensory stimuli that subtly affect the dining experience of which light is the most visible component. The bone china series - Lunar Eclipse (bowl), Fama (long plate) and Tapa da Luz (serving plate) - is designed to react when food is placed on the plate or liquid is poured into the bowl.

For this project, Philips Design approached Arzak, a famous Spanish restaurant who are pioneering innovators in molecular gastronomy, for a creative collaboration employing multi-sensorial gastronomy, design and technology to explore ways in which sensory experience can be enhanced during a meal. "Sensorial design takes into account all the senses as well as the subliminal and indirect aspects of our relationship to objects and environments. Arzak's knowledge of the Basque and Spanish cuisine and the in-depth understanding of guests' needs made them the perfect partner for the project," says Clive van Heerden, senior director design-led innovation at Philips Design.

[www.philips.com](http://www.philips.com)  
[www.arzak.info](http://www.arzak.info)