

PRODUCTS BY POST

BRIEF



Arsenal is one of the most successful and prestigious English Premier League Football clubs in London today. They moved into their new stadium the Emirates in 2006 and to celebrate the success of the club I would like to award every fan who buys a season ticket with a gift box that will include inside it a model replica of the Arsenal stadium as a memento to keep and display.

The gift box will be approx 15 cm wide, 20 cm in length with a depth of 4cm. Using these specifications the gift box should quite easily fit through any standard UK letterbox. The gift box will include inside it the season ticket with the model replica stadium.

- I. Research & Portfolio Design - 24/02/2020 – 15/03/2020**
- II. Concepts in 2D & 3D - 16/03/2020 – 05/04/2020**
- III. Final Design Refinement - 06/04/2020 – 19/04/2020**
- IV. Final Design Presentation -20/04/2020 – 11/05/2020**
- V. Completion of All Work (Deadline) - 12/05/2020**

The Amazon Prime logo is shown, featuring the word "Prime" in white italicized font on a dark blue truck silhouette. The truck's bed is filled with a variety of black silhouettes representing different product categories: electronics (laptop, tablet, smartphone, camera), home goods (teapot, cups, plates), sports (soccer ball, tennis racket, golf club), and other items like a guitar, a bicycle, and a backpack. A thick orange arrow curves from the back of the truck towards the top right corner of the slide.

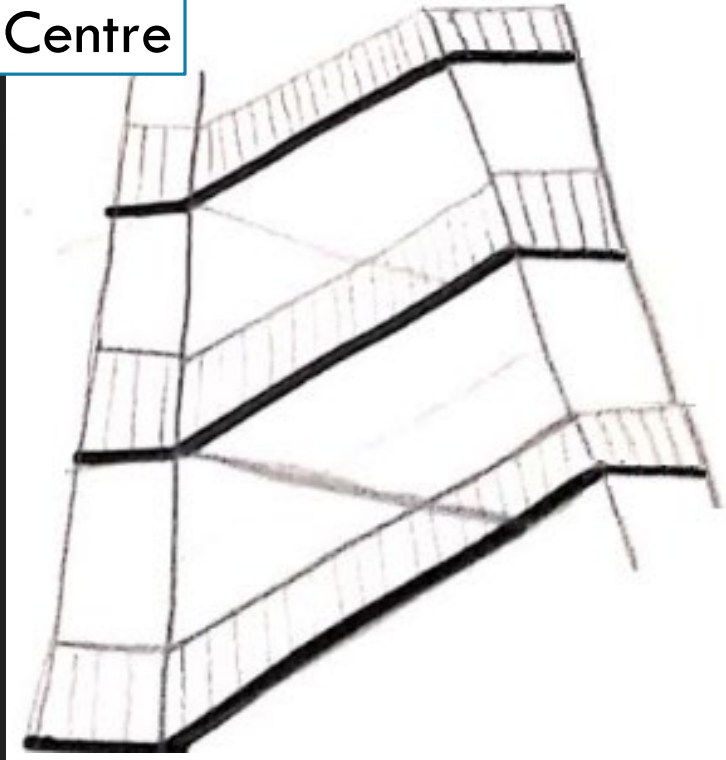


A yellow subscription box is shown, filled with various items. On top of the box is a white card that says "HAPPY BIRTHDAY" in large, colorful letters. To the left of the card is a pair of striped socks with the brand name "zkano" and the text "MADE WITH ORGANIC COTTON IN PORT ARTHUR, TEXAS". To the right of the card is a red playing card box with the text "PLAYING CARDS BY BANG" and "U.S. REGULATION". In the background, there is a black bag with the text "Pull tab to open" and a white bag with the text "Resealable Pouch!" and "Made in the USA". Other items visible include a candle with the text "BIGGED. GENTLEMAN", a small bottle of "FATTY SUNDAYS" candle, and a small box of "FATTY SUNDAYS" candle. A hand is holding the box from the bottom.

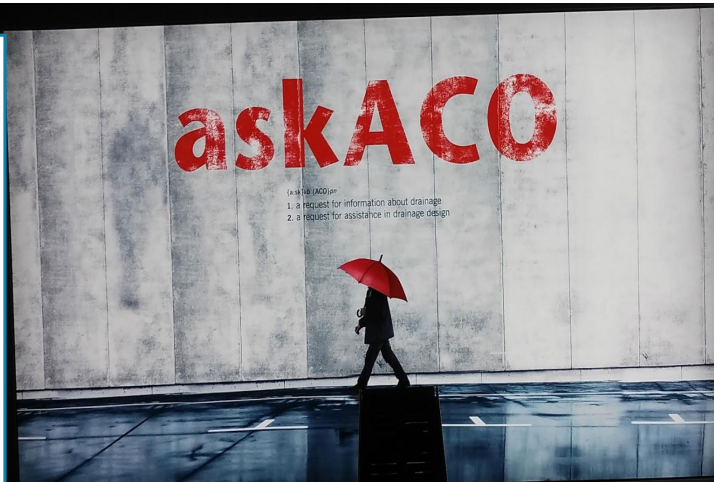
Birthday surprise gift box

PRIMARY RESEARCH

Staircase Model at the Building Centre



On our trip to
Covent Garden
I was inspired
by the different
styles of
staircases there



Staircase adjacent to St Pauls Church

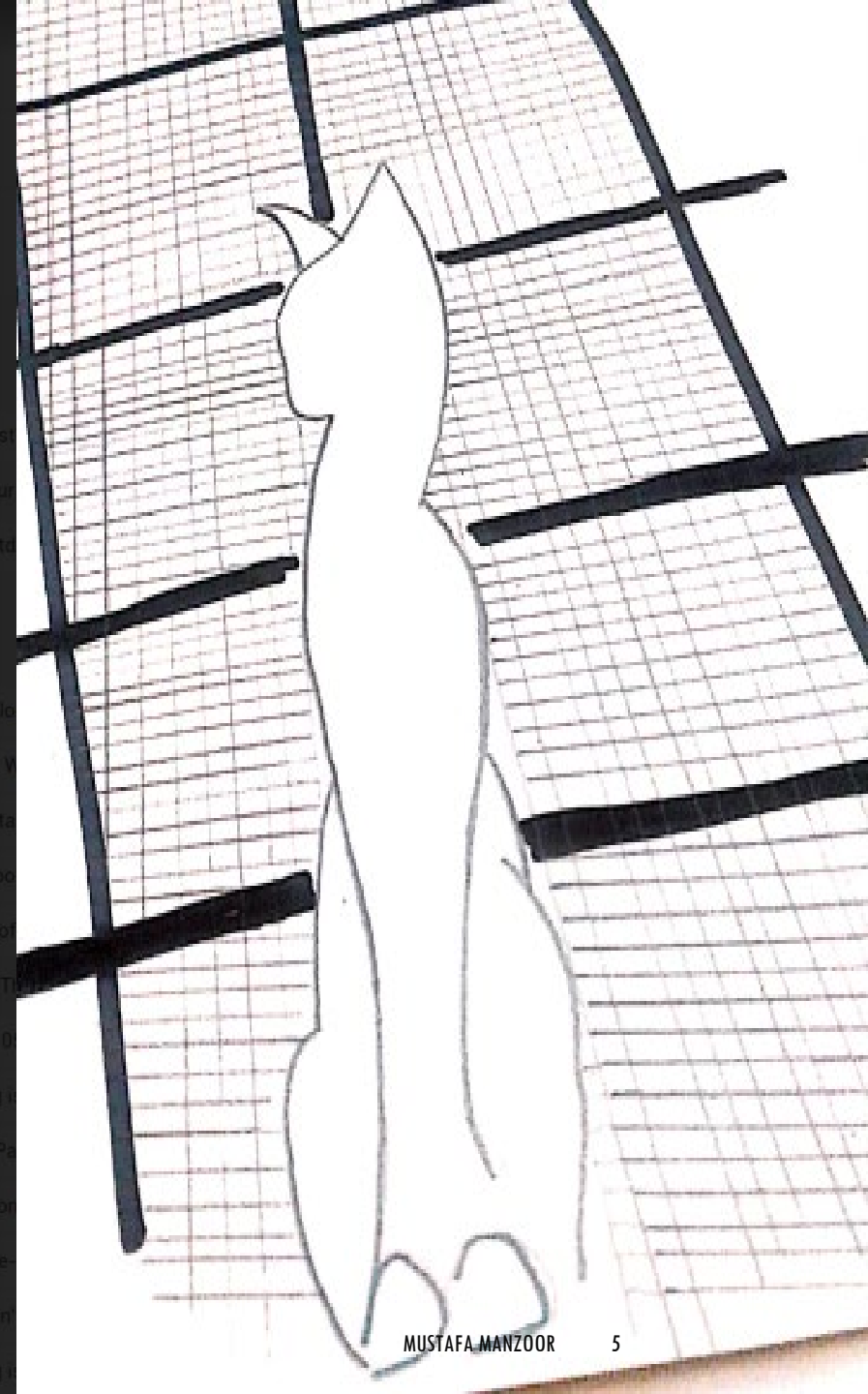


PRIMARY RESEARCH

We also visited the London Design Store Heals



A Spiral Staircase decorated with lights



PRIMARY RESEARCH

Different products on display at the Building Centre

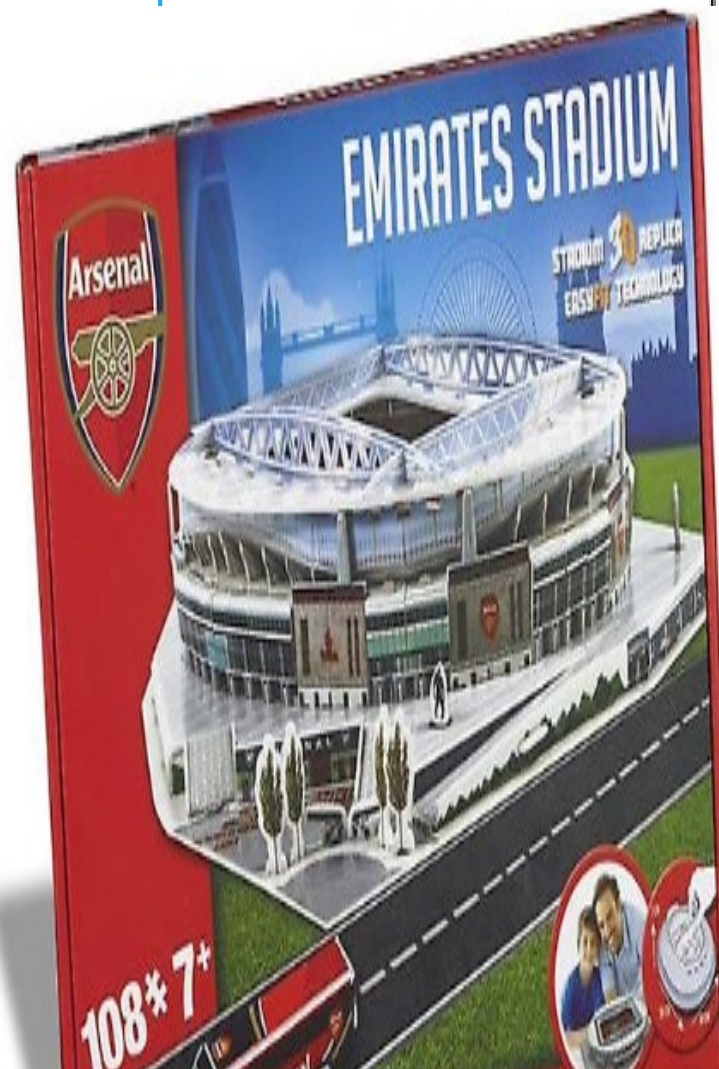


Picture frame packaging and Design at the Heals store

I was also very much influenced by this scale model of London at the building centre here is the Olympic Park



SECONDARY RESEARCH



I researched different scale models of football stadiums for football fans



Here is the Emirates Stadium used by Arsenal FC



Like the scale model of London we saw at the Building Centre, I wanted to include as much detail as possible, including the surrounding residential buildings too.



SECONDARY RESEARCH

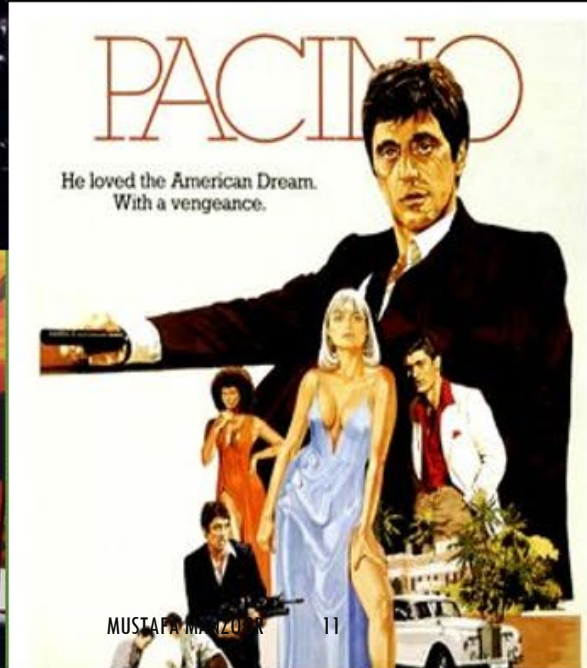
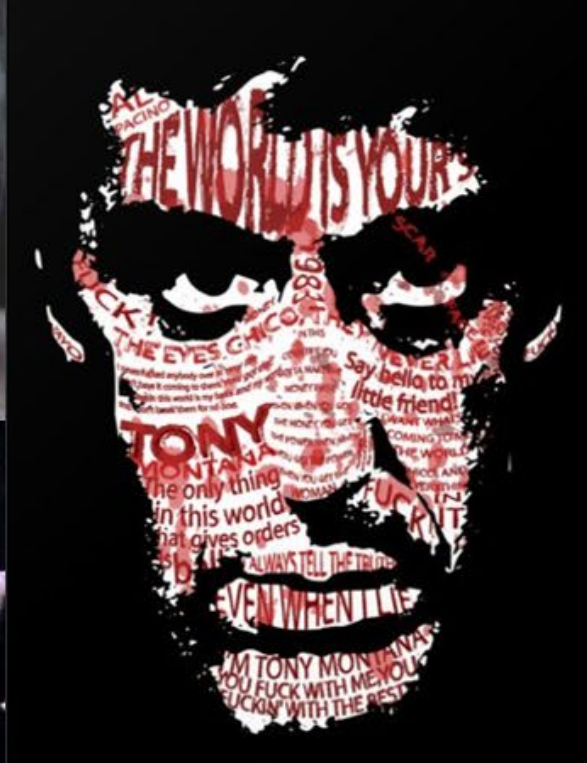


A design I liked but did not develop was the Model sports car, here is a mobile phone in the shape of a Ferrari and a tin pencil case in the shape of a NASCAR.

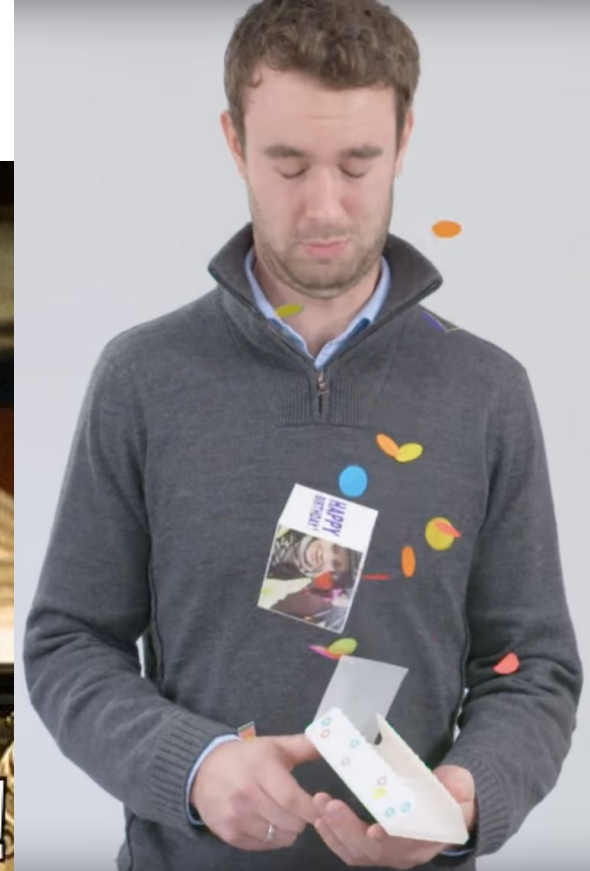
AL PACINO



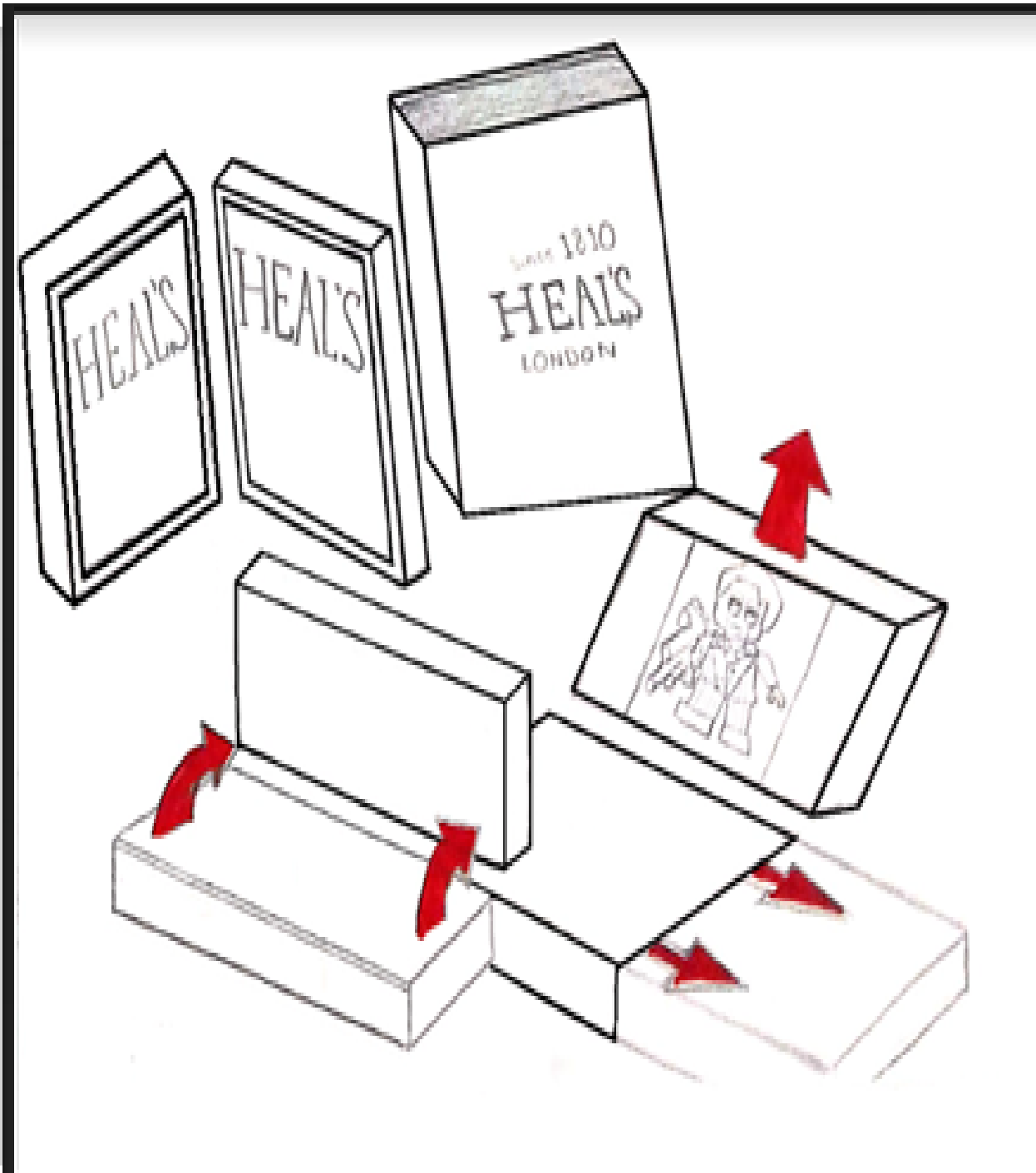
SCARFACE



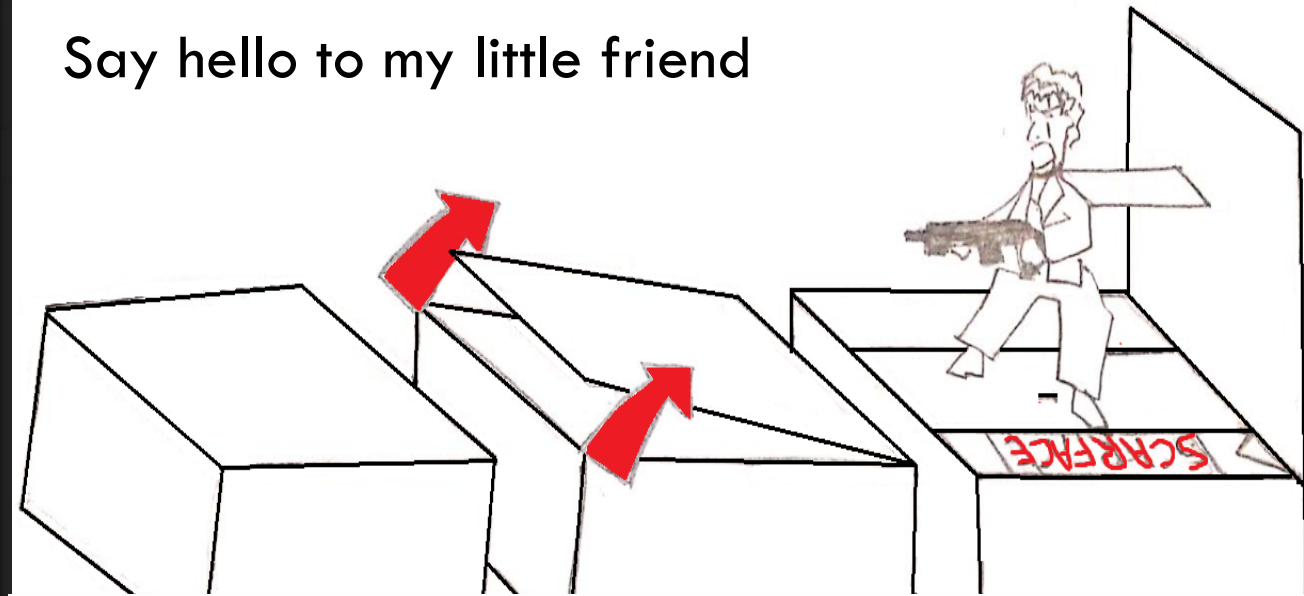
THE TONY MONTANA BIRTHDAY PACKAGE!



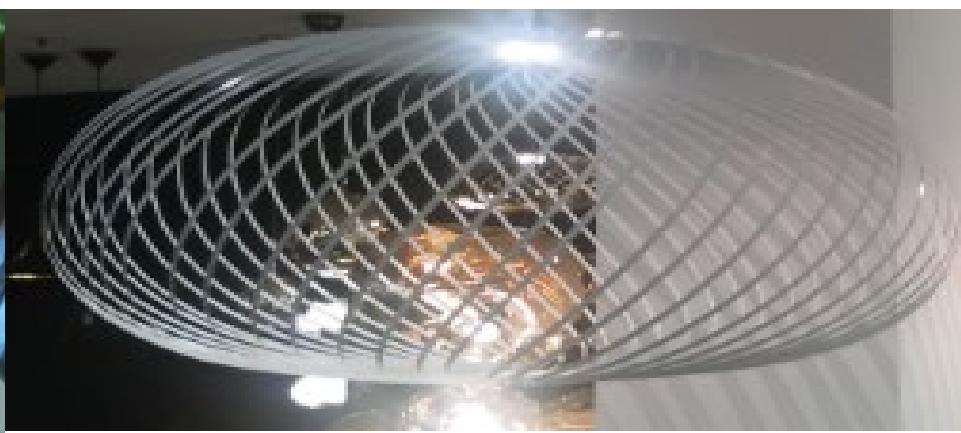
This design is based on the lead character of the hit movie Scarface, Tony Montana. The idea is to bring a surprise Birthday experience to the recipient of this gift box. When opened, Tony Montana will burst out with his Gun wishing the User a Happy Birthday. Inside the gift box will also be a comical Tony Montana toy and a special edition DVD, which slides out of the packaging.



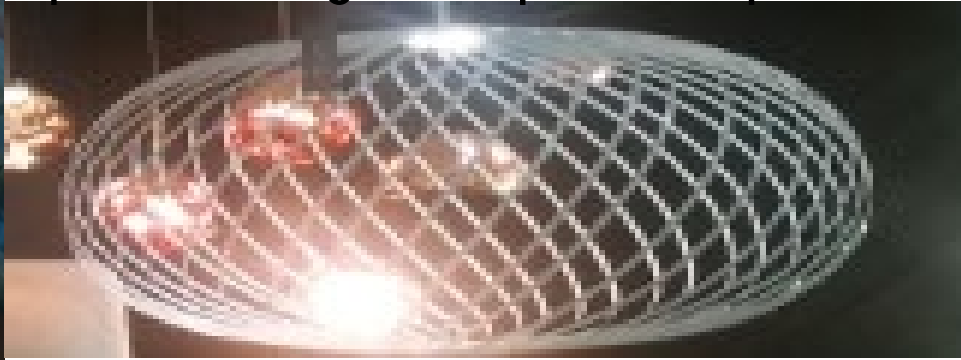
Say hello to my little friend



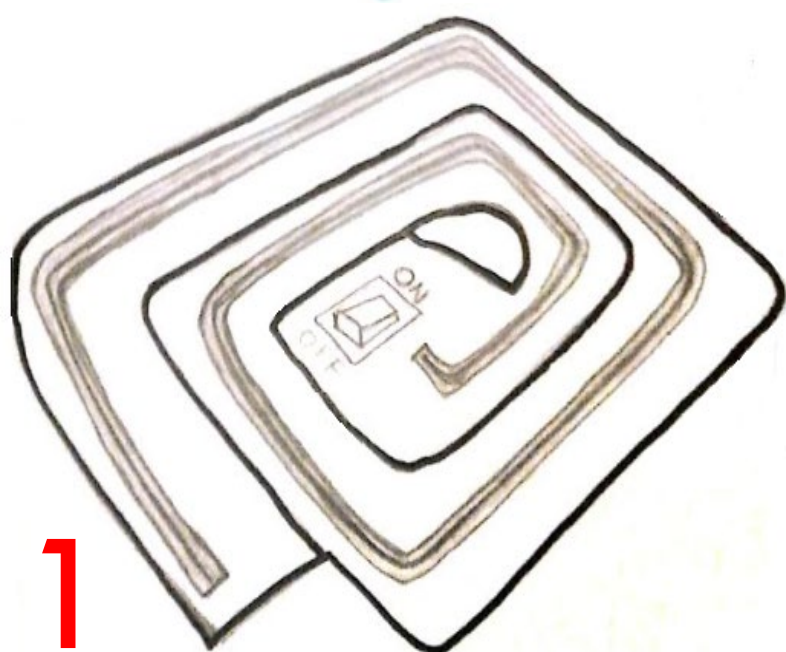
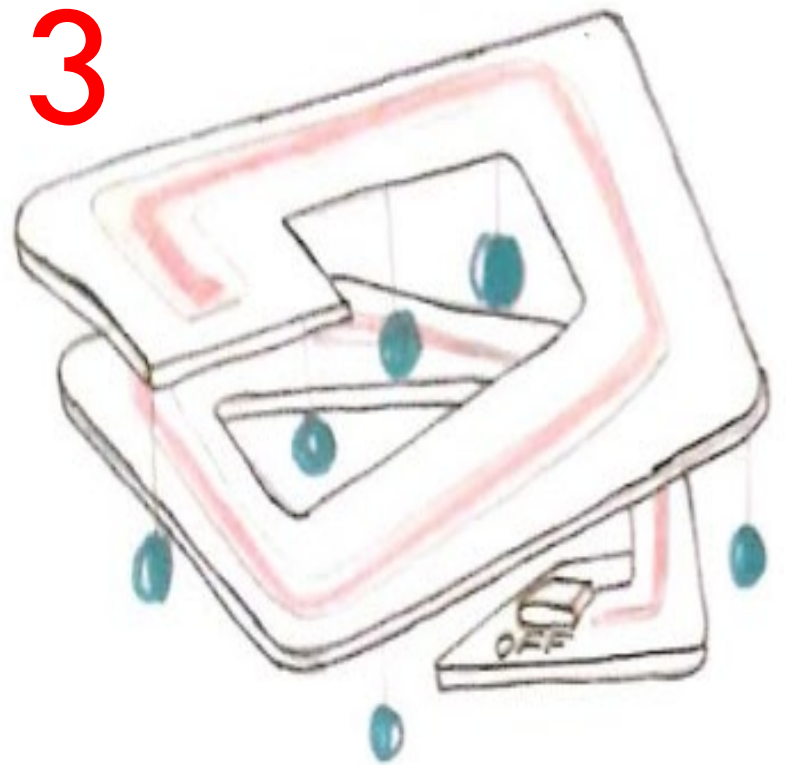
LAMP SPIRAL STAIRCASE DESIGN



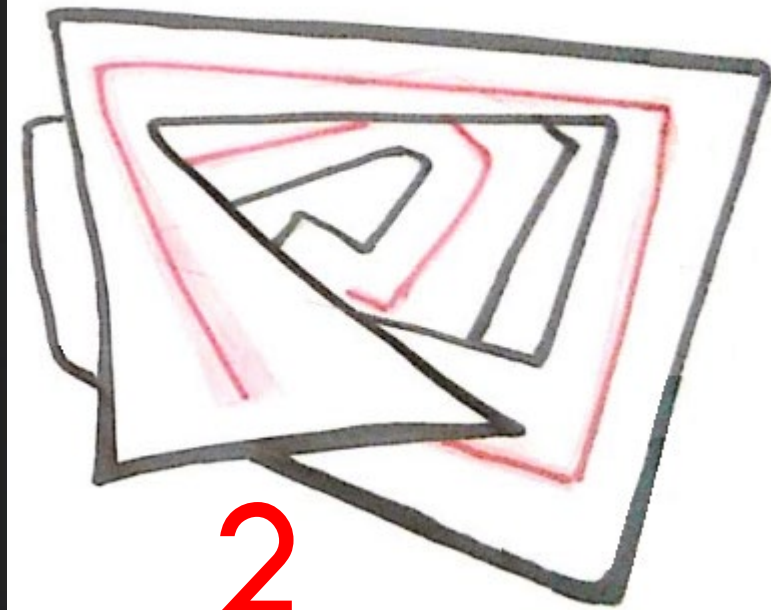
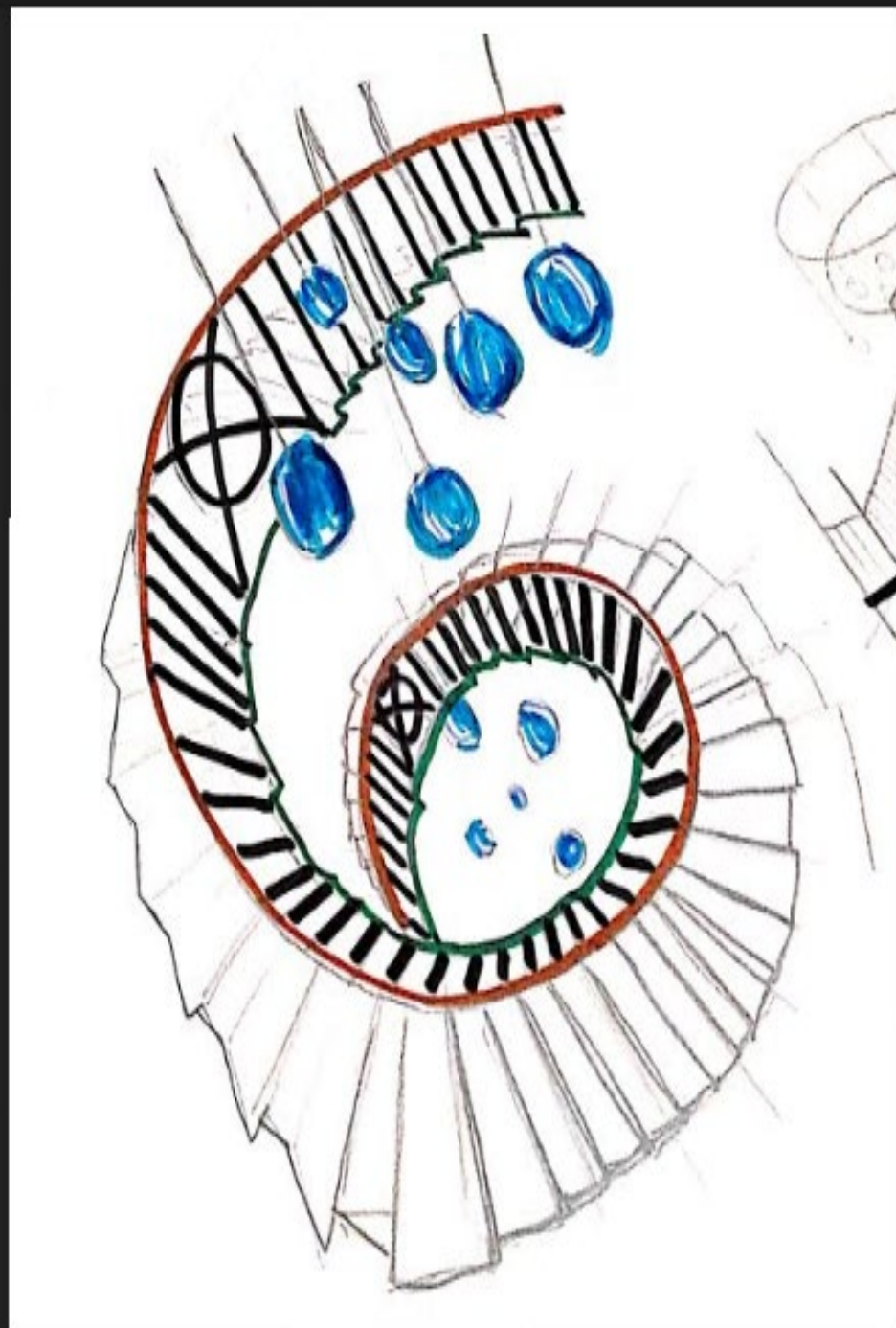
After looking back at photos from my primary research, I came up with the idea of a flat pack Lamp in the shape of a Spiral staircase design. When the lamp is removed from the packaging, it can simple be pulled open into a grand spiral lamp.



3



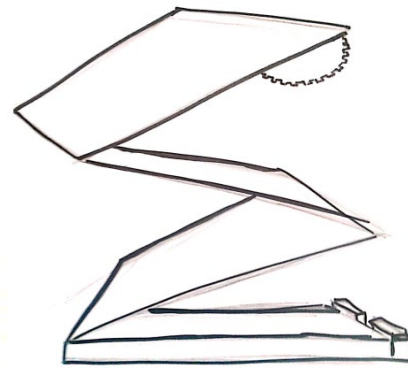
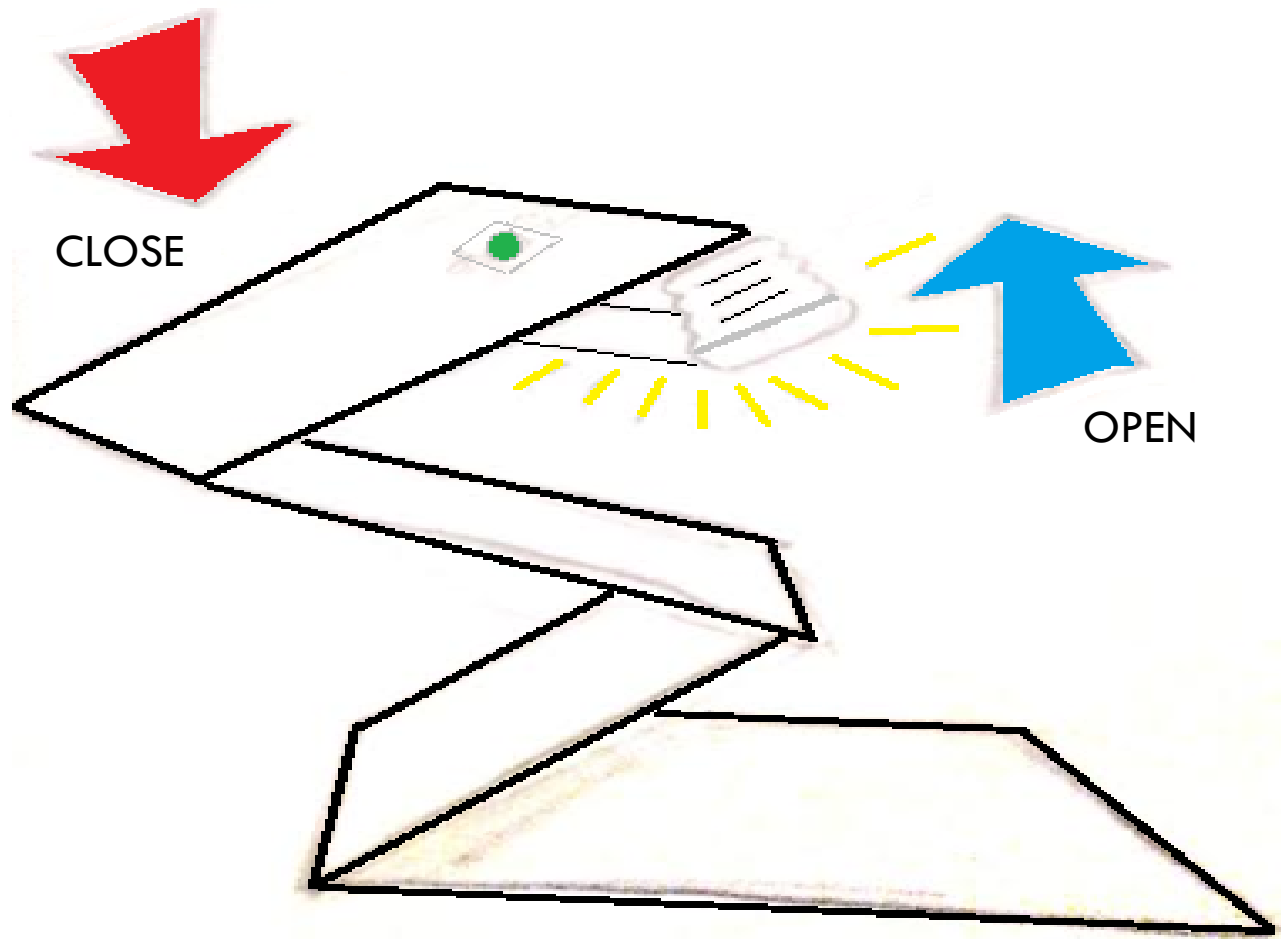
1



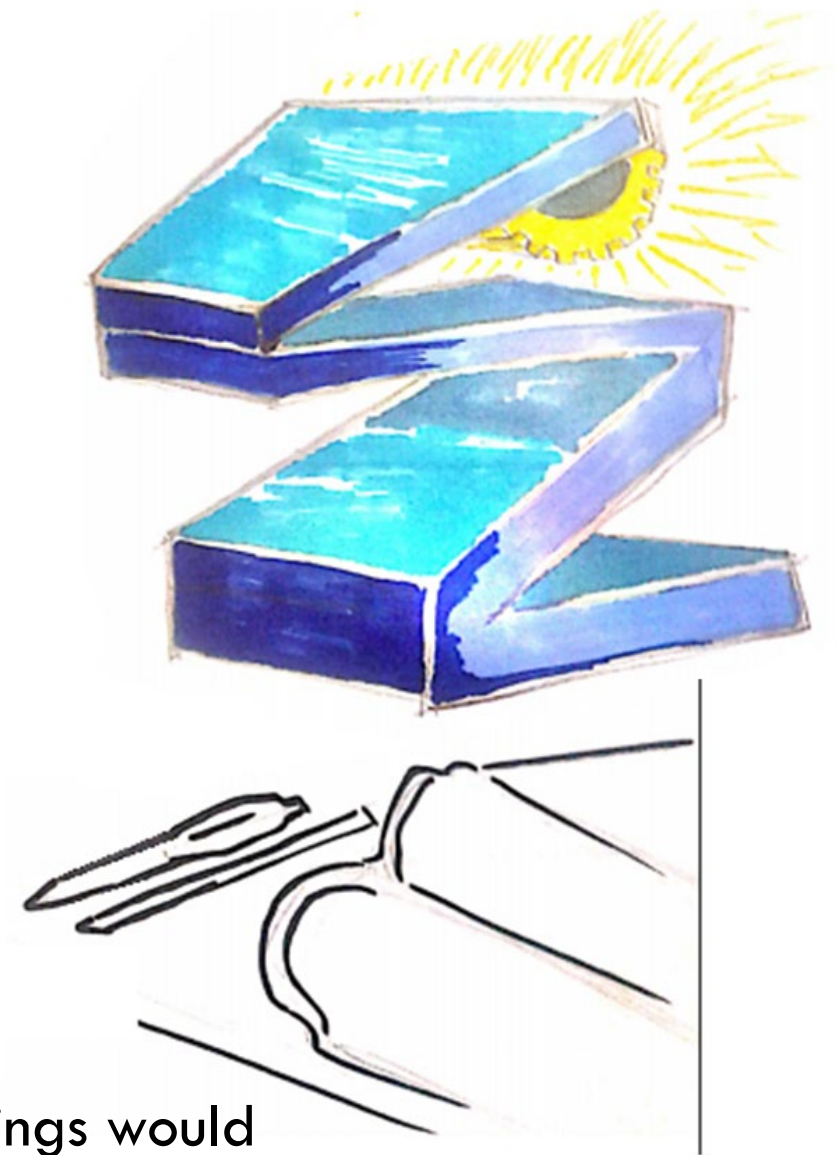
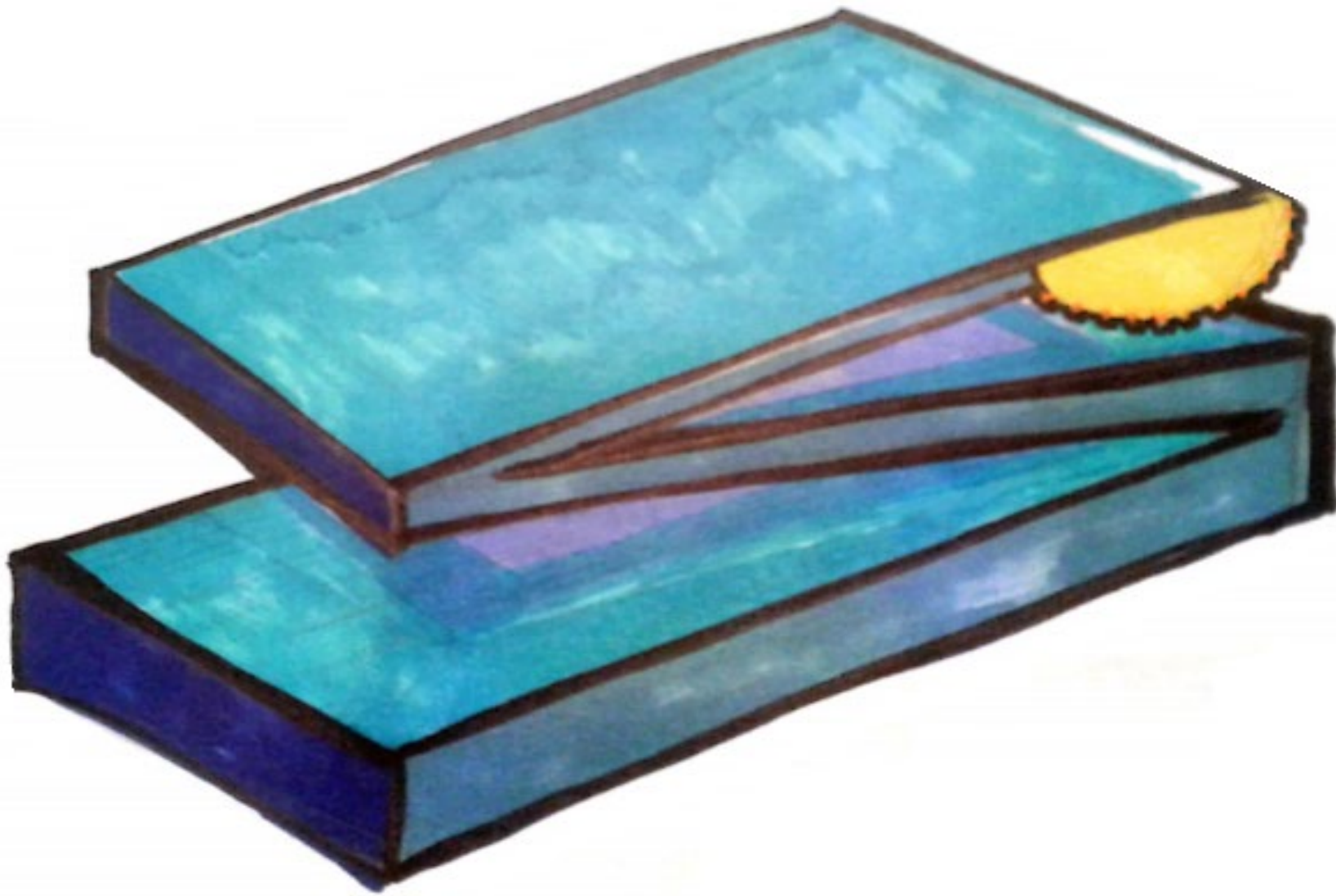
2

The design would be made primarily from plastic and tube lighting. The structure will be held in place with Metal wire, that can be adjusted and bent into shape.

FLAT PACK LIGHT

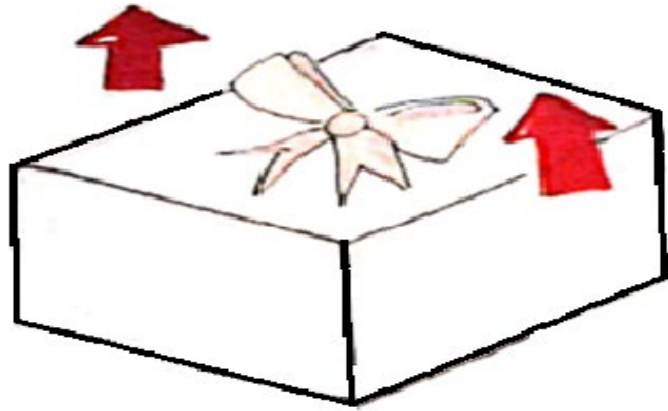


This is my flat pack light design. It takes the shape of a fire exit staircase and would open and close similar to a jack in the box, once opened it will provide light as a nice and compact desk lamp

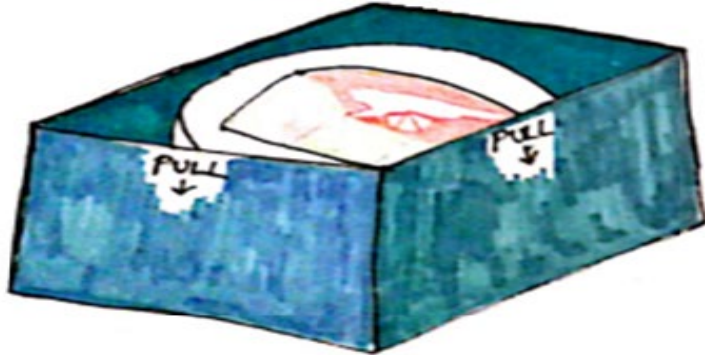


The design would need fixings to join the interacting parts, the fixings would need to be firm to support the structure once opened and allow the user to adjust the height and direction of the lamp. Aluminium metal would give this design the best finish and keep the weight light.

ARSENAL NUMBER 1 FAN



Pull off the lid



Pull down the walls

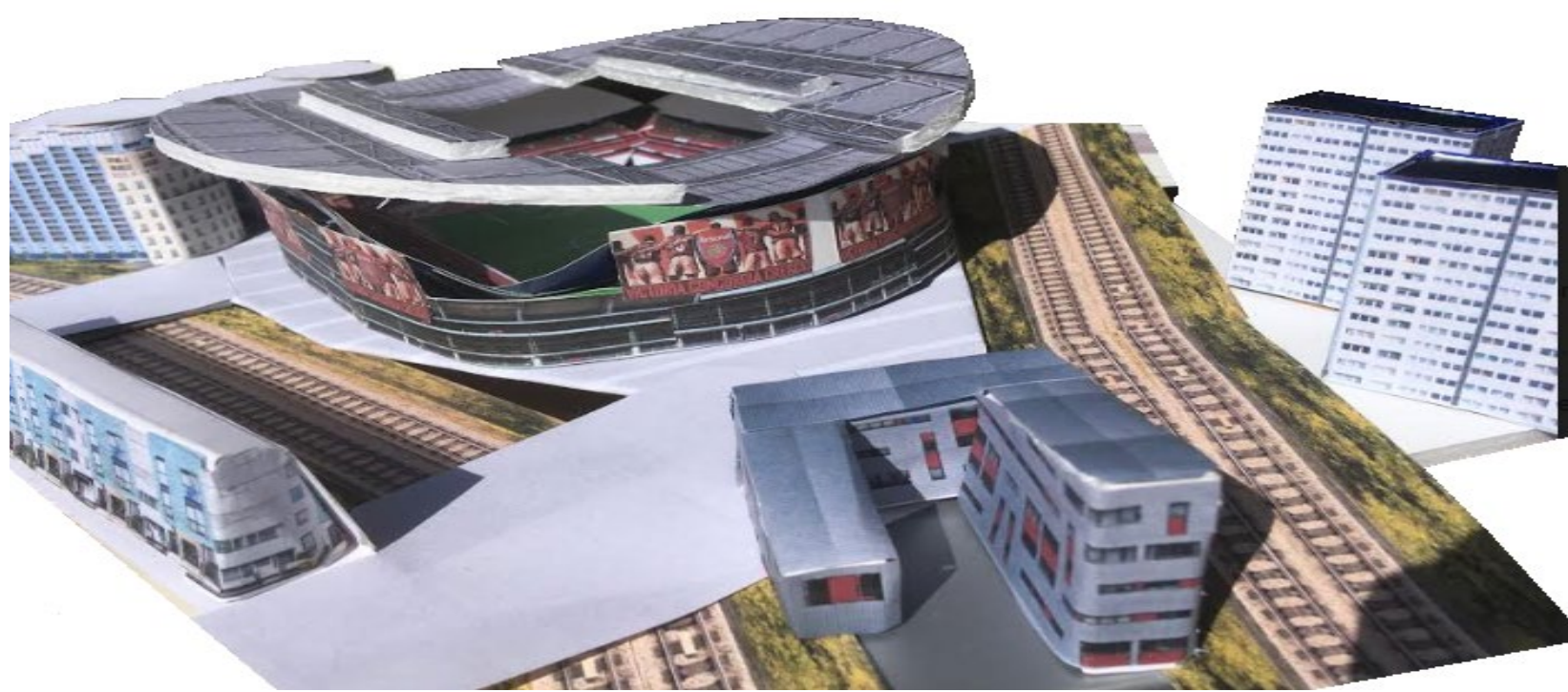
Reveal the Stadium



This is a model imitation of the Arsenal stadium. The Package can easily fit through the letterbox, and will be used for promotions like box seats, v.i.p's and stadium tours. The model stadium will serve as a memento for the arsenal fan to display

MODEL

This is one of my prototype models of the Arsenal Stadium. In this model I tried to keep it as realistic as possible and include as much detail as possible, similar to the scale model of the city of London at the building centre.



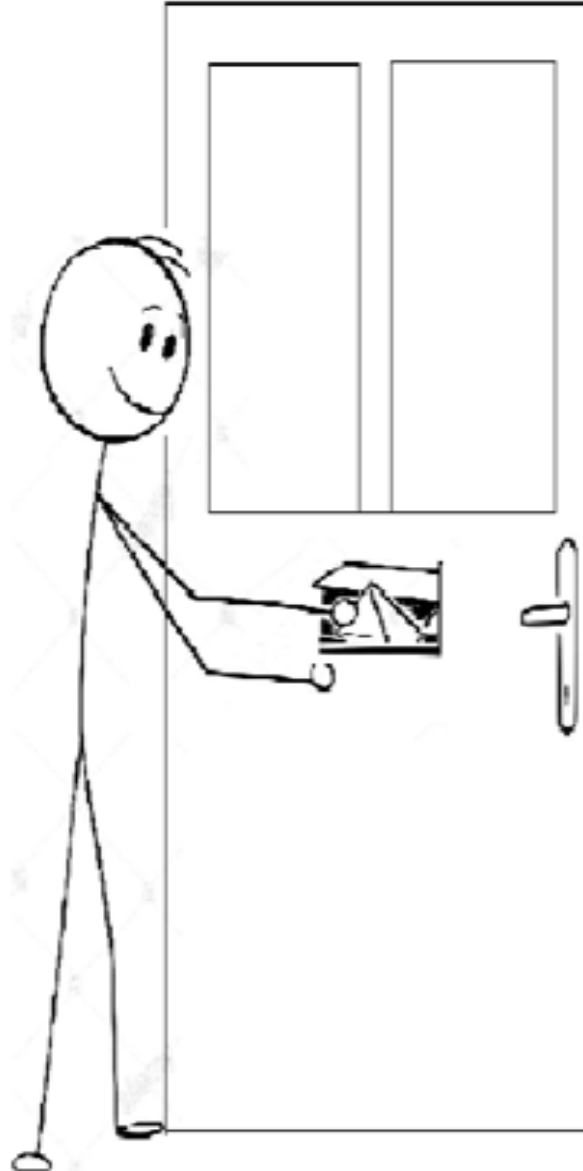
I included most of the main and key buildings surrounding the stadium and the railway tracks, however I would have to scale this back for my final model and keep it minimal as I did not have the resources needed to finish this within the time frame.



1) ORDER TICKET



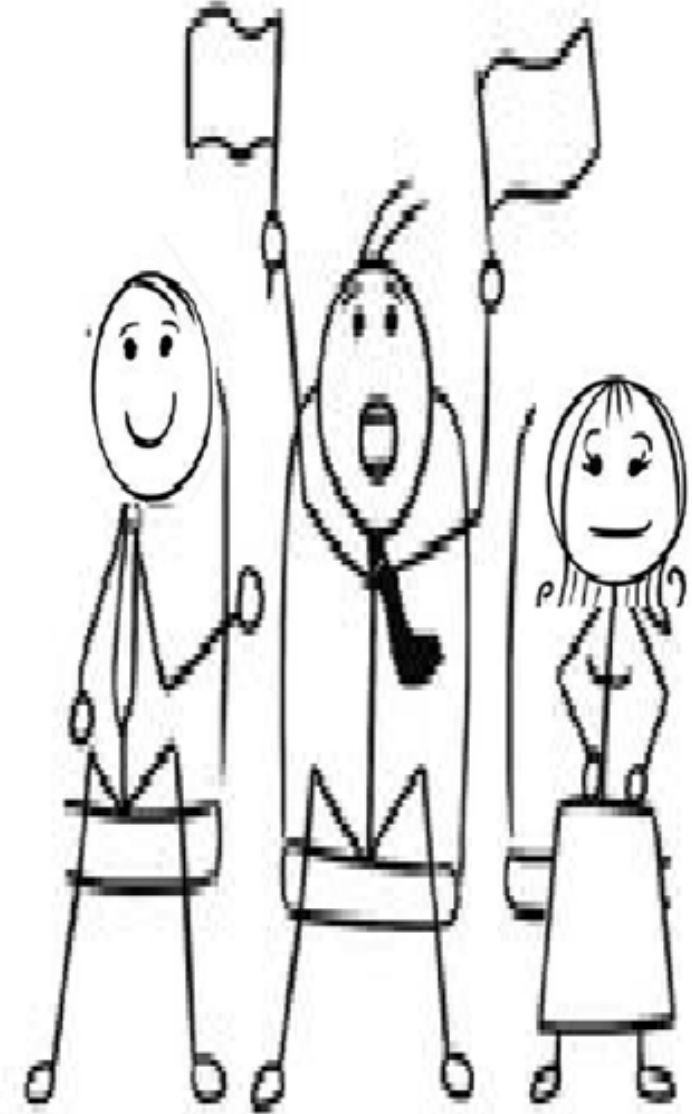
2) QUICK DELIEVERY



3) RECEIVE GIFT



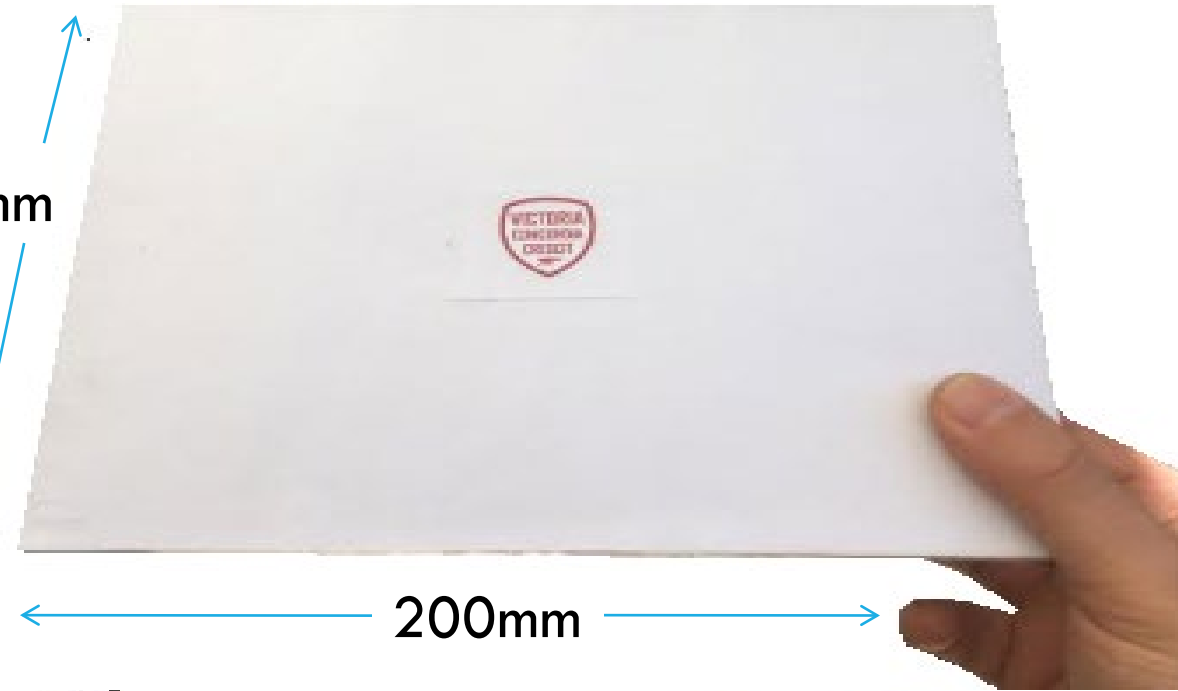
4) VISIT THE STADIUM



Final Model scale 1:1

For my final design I changed the style of the lid with a pre folded base that opens when removed

150mm



200mm



Sketch up and rendered Design of my final model

