

PORTFOLIO | 2010

Hortense DESODT
Industrial Product Design
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About me : Curriculum vitae



Me
Student in industrial product design
20 years old - French
29 rue Nationale, 59147 Gondcourt
tel : +33 (0)6.72.28.51.39
Car driving license

Education

2008-2010 : Two years in Product Design at the ISD of Valenciennes (France).

2008 : French Baccalaureate (Scientific session), English European mention.

Experience

August 2009 : Warehouse clerk at Becquet (mail-order selling)

July 2009 : 5 week intership at La Redoute in the Furniture Design team

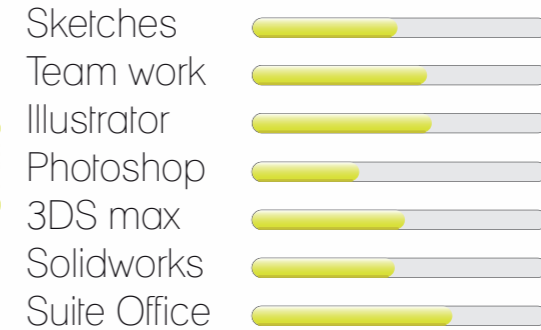
Languages

French : mothertongue

English : fluent (5 years in European class)

Spanish : school level

Skills



Interests

Danse
Hip-hop (since 6 years)
Exhibitions (design, art)
Shows (theatre, danse, music, circus...)
Hand made - Do It Yourself

Travelling

Europe : England, Ireland, Spain, Portugal, Italy, Belgium, Netherlands.
Indonesia : Bali.
Africa : Senegal, Morocco, Egypt, Cape Verde.

AbOut me : Moodboard



travel

share

unknown

escape

five senses

nature

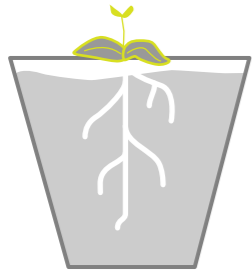
discover

meet

hand-made

AbOut me : Methodology

Understand _ Innovate _ Develop _ Communicate



1 ANALYSIS

- brief analysis
- the target and its environment
- needs / wishes
- behaviour / sociology
- observe / on the field
- trends / existing products



2 CREATIVITY

- brainstorming
- feeling
- go far but keep concrete
- innovation / novelty
- experimentation
- models



3 DEVELOPMENT

- choice of the most relevant concept
- aesthetic / functional
- useful / easy / attractive
- materials / manufacturing
- sustainability
- technical plans



4 FINAL

- detailed product
- executable product
- communication
- 2D, 3D visual



Brief :

Design a product aimed at the aperitif,
choosing an existing brand outside of this market.

school project 2010

innocent

Long Project : The aperitif

6 weeks | by pairs

Methodology | Analysis



Understand the aperitif :

- Values : conviviality, festive, share, meet, relaxation...
- Types of aperitif : already made, hand-made.
- Food trends : good, natural, experimentation.

Choose the brand :

- Follow values of the aperitif.
- Follow trends.
- Target the place to act on.

Understand the brand :

- Overview of existing product in each country.
- Define their ethics : important and solid values (natural, responsible, sustainable, generous).
- Keep their spirit : bring values in a simple and funny way.

Long Project : The aperitif

6 weeks | by pairs

Methodology | Creativity



2 different vegetables
ingredients for 2 sauces
1 functional packaging

Personal brief :

- Create a product for the semi hand-made aperitif.
- Sensitize to slow food and discover new tastes.

Brainstorming :

- Definition of creativity axis. (sauce, toast, brochette, surprise, sharing, play)

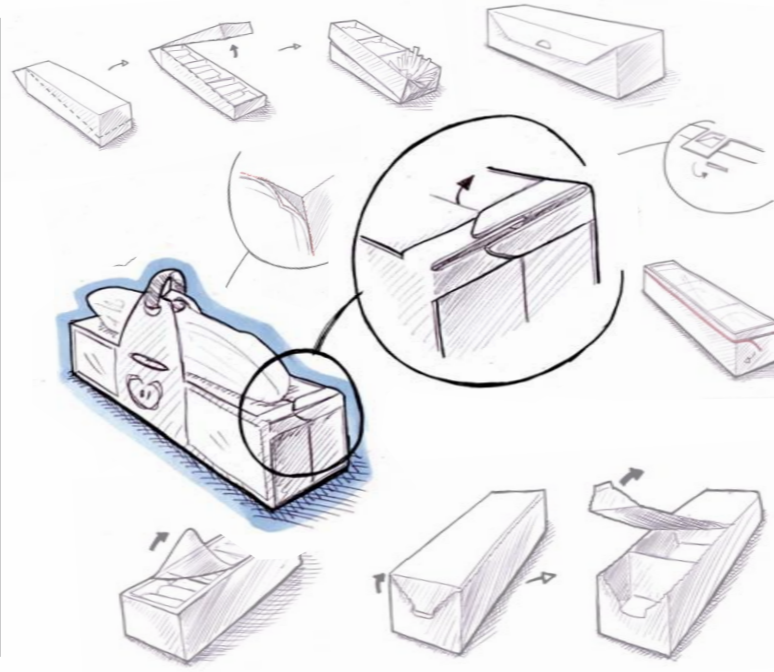
Chosen concept :

- Packaging to make a dipping aperitif.
- Vegetables, sauce and dish.

Long Project : The aperitif

6 weeks | by pairs

Methodology | Development



General shape :

- 2 trays for sauce ingredients.
- 1 bag at the top for vegetables.

Handle :

- a simple strip to take the packaging like a fruit basket.

Opening :

- straps on the corners to maintain products together.

Little containers :

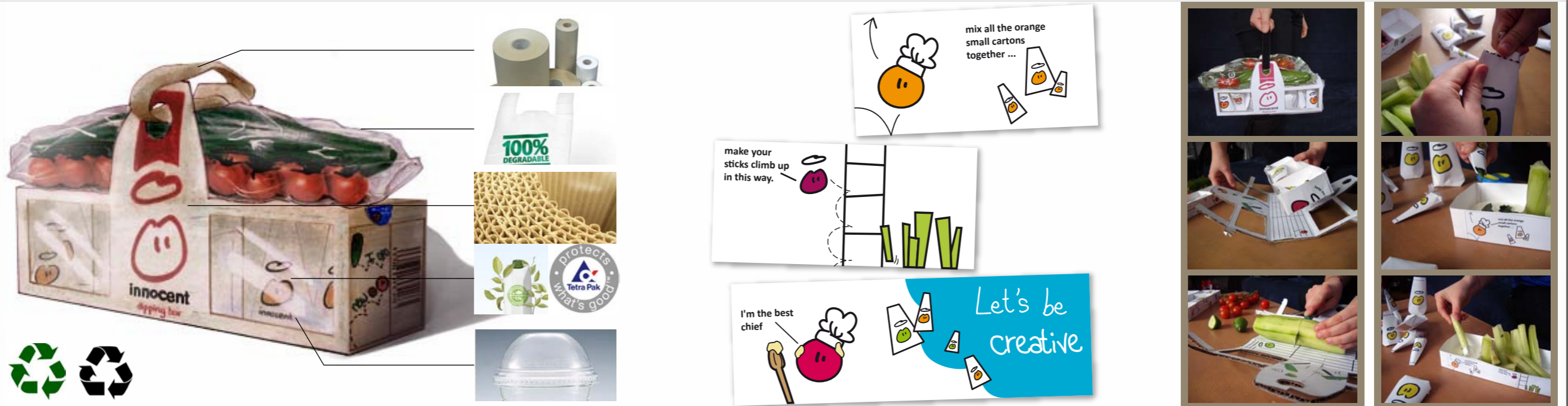
- small cartons to squeeze.
- tests to find good ingredients.

From general to details, using models.

Long Project : The aperitif

6 weeks | by pairs

Methodology | Final



Components and materials :

- 2 parts : vegetables at the top, sauce ingredients bellow.
- Recycled, recyclable and biodegradable materials.

Plans and patterns :

- Optimize manufacturing and stock.
- Graphism following Innocent's codes.

User scenario :

- Think of buying, transport, use and throwing phases.
- Try the scenario with a model to approve it.

Long Project : The aperitif

6 weeks | by pairs

Methodology | Communication



Innocent dipping box

Fresh vegetables to cut &
Natural ingredients to create sauces.
For a fresh and good aperitif!



Short Project : The fold

3 weeks | individual



Brief :
Create a volume designed by folding.
school project 2009

Short Project : The fold

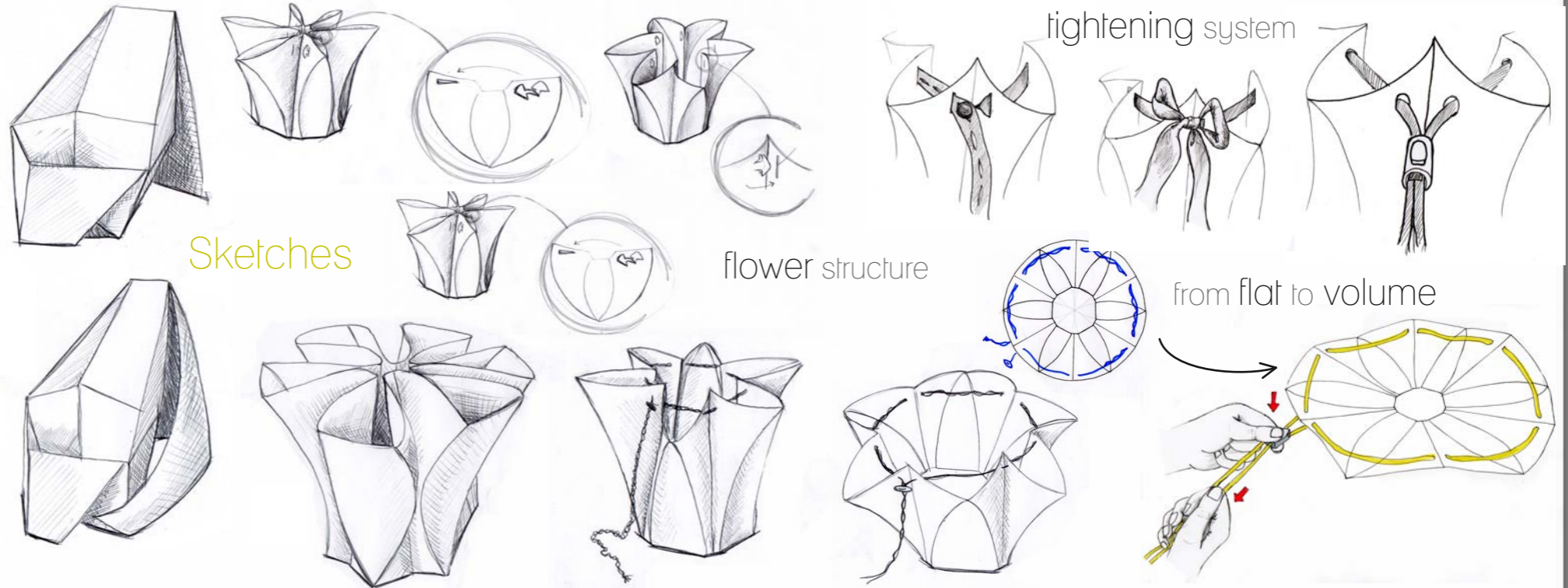
3 weeks | individual

Target : The vase

>> save place

>> adaptability to the quantity of flowers, the kind of flowers,...

>> sustainability, evolution of the vase



see concretely



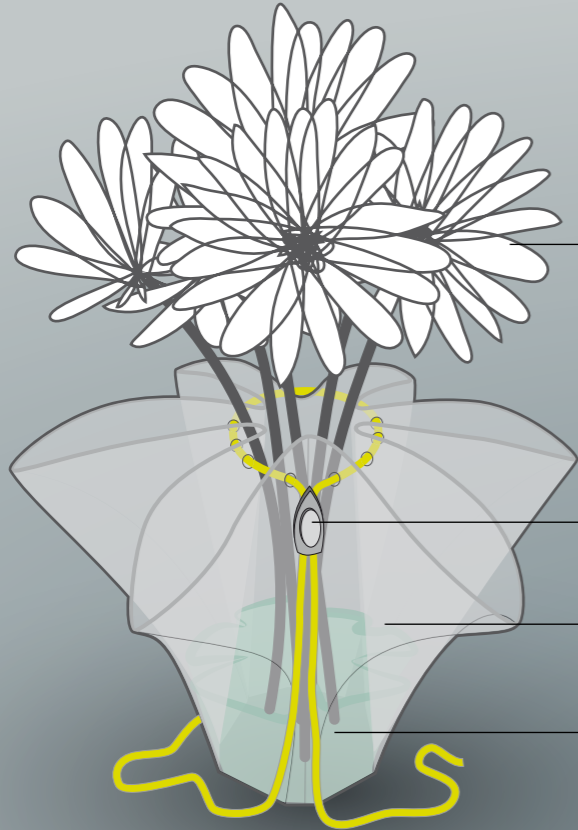
find good shape



find good proportions



Blöoming vāse

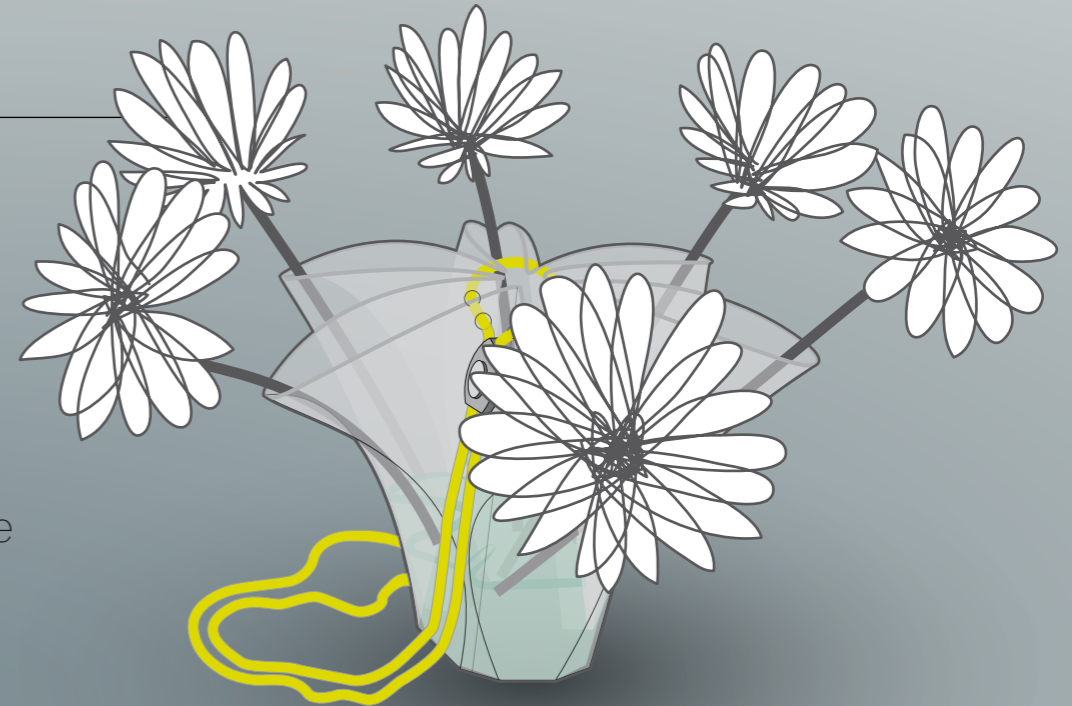


Different combinations
according to needs and wishes

Button
to tighten the vase

Six compartments
made from a circular and flat surface

Transparent plastic
lightness, play with the inside



Short Project : The fold

3 weeks | individual



Blooming vase

Progressive vase
Different combinations
Easy, flat storage
Adaptability to bunches

Long Project : Sustainable product

5 weeks | individual

Brief :

Choose an object whose sustainability is insufficient and work on transformations which will make it become sustainable.

school project 2009

Long Project : Sustainable product

5 weeks | individual

ANALYSIS :

> Nowadays, furniture are too much thrown because of **bad quality, change wishes** and the increase of **house moving**.



- > My goal is to create **sustainable furniture** :
- Furniture **adapted to change**,
 - **Keep the furniture** much more longer,
 - Decrease environmental **impact**,
 - **Bring a new way of consuming**.

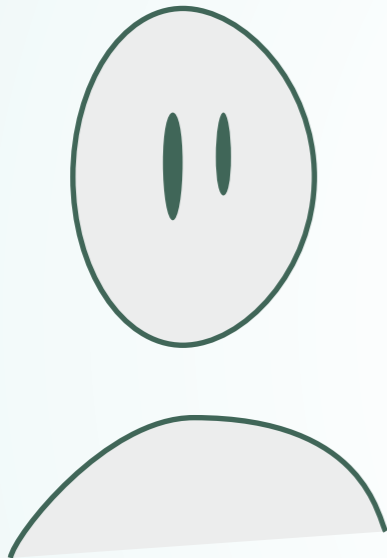
SUSTAINABILITY STAKES :

Economical : New consumption system.
Give an other value to products.

Social : New way of thinking.
Give more responsibility to consumers.

Environmental : Repare, replace, avoid waste.
Reduce environmental impact.

Propose a PRODUCT and a SERVICE



User :

- > keep its furniture thanks to changeable and replacable parts.



Service :

- > Broken components are given back.
- > In return, people have price-reducings, offers on different products ...
- > Components in good conditions can be returned and exchanged.



Shop :

- > service of exchange.
- > broken pieces are reused to make new components.

Long Project : Sustainable product

5 weeks | individual

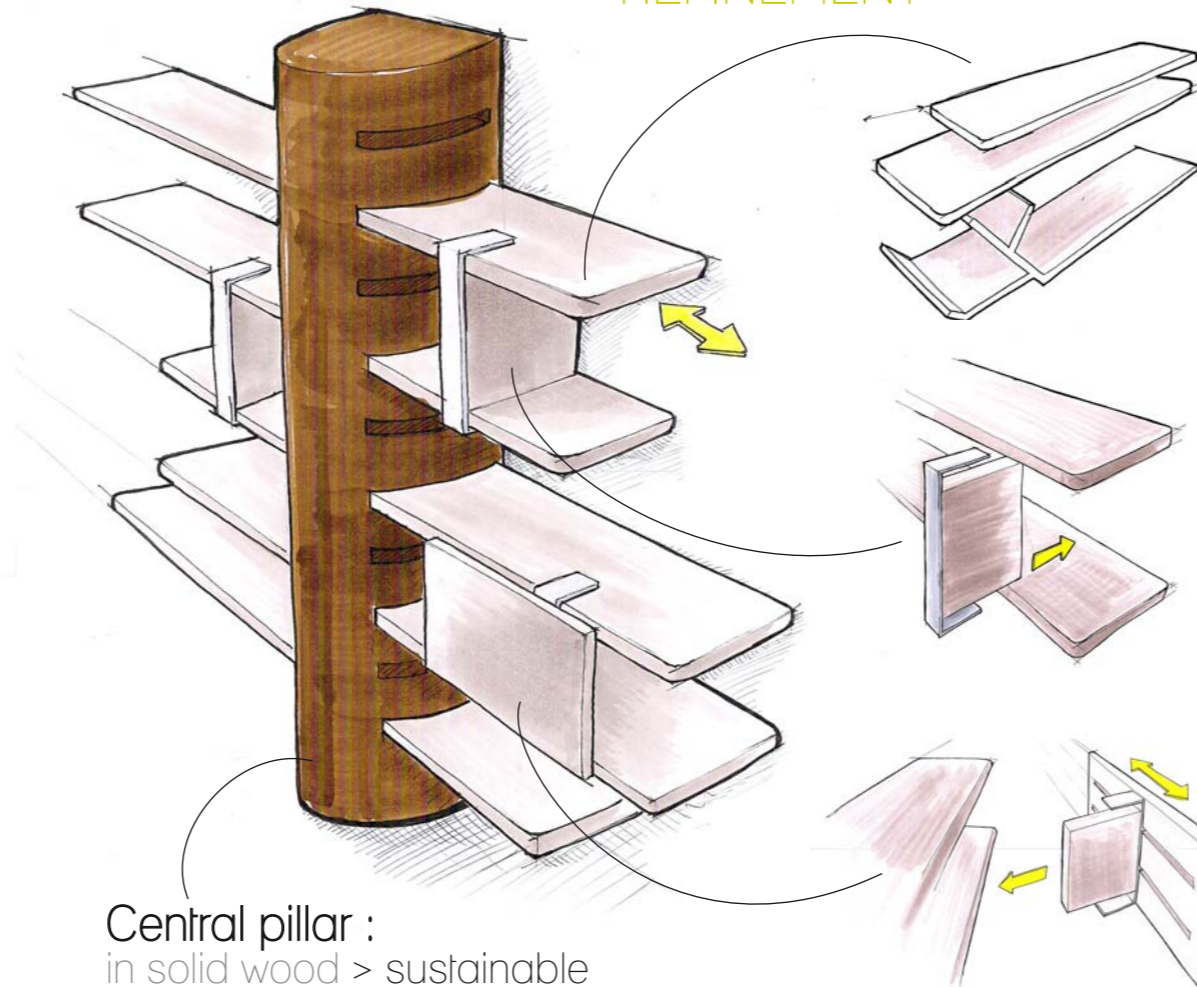
CONCEPTS



Modular shelf

- > one hard central part.
- > shelves to slide.

REFINEMENT



Central pillar :
in solid wood > sustainable

Shelves - different sizes / shapes
in glued-laminated wood.
> solid, cheap, adaptable

Dividing modules
fit between floors thanks to a metal strip.
> modular, changeable

Door
sliding panels.
> easy use, modular

Long Project : Sustainable product

5 weeks | individual



Long Project : With only one hand

2 months | by pairs



Brief :

Make a product used with the two hands usable with only one hand.

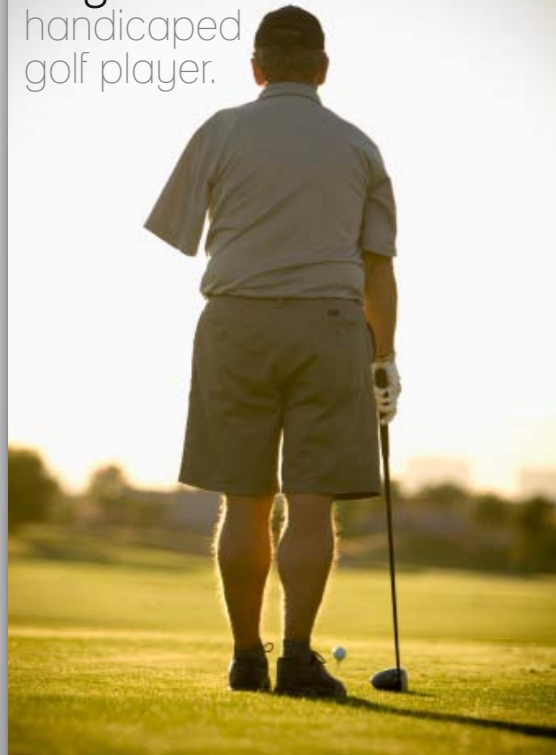
school project 2009

Long Project : With only one hand

2 months | by pairs

Understand handicap, design **for the other**, with the other.

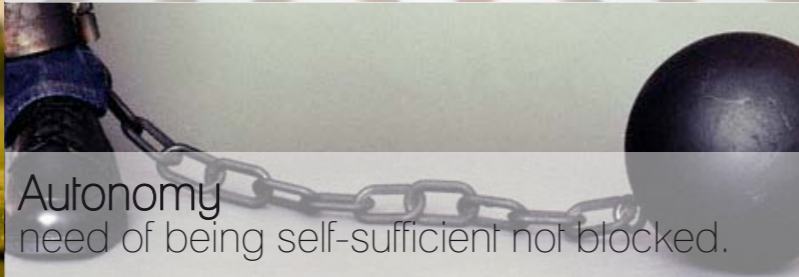
Target :
handicaped
golf player.



Comfort
need of pleasant, easy, smooth and simple.

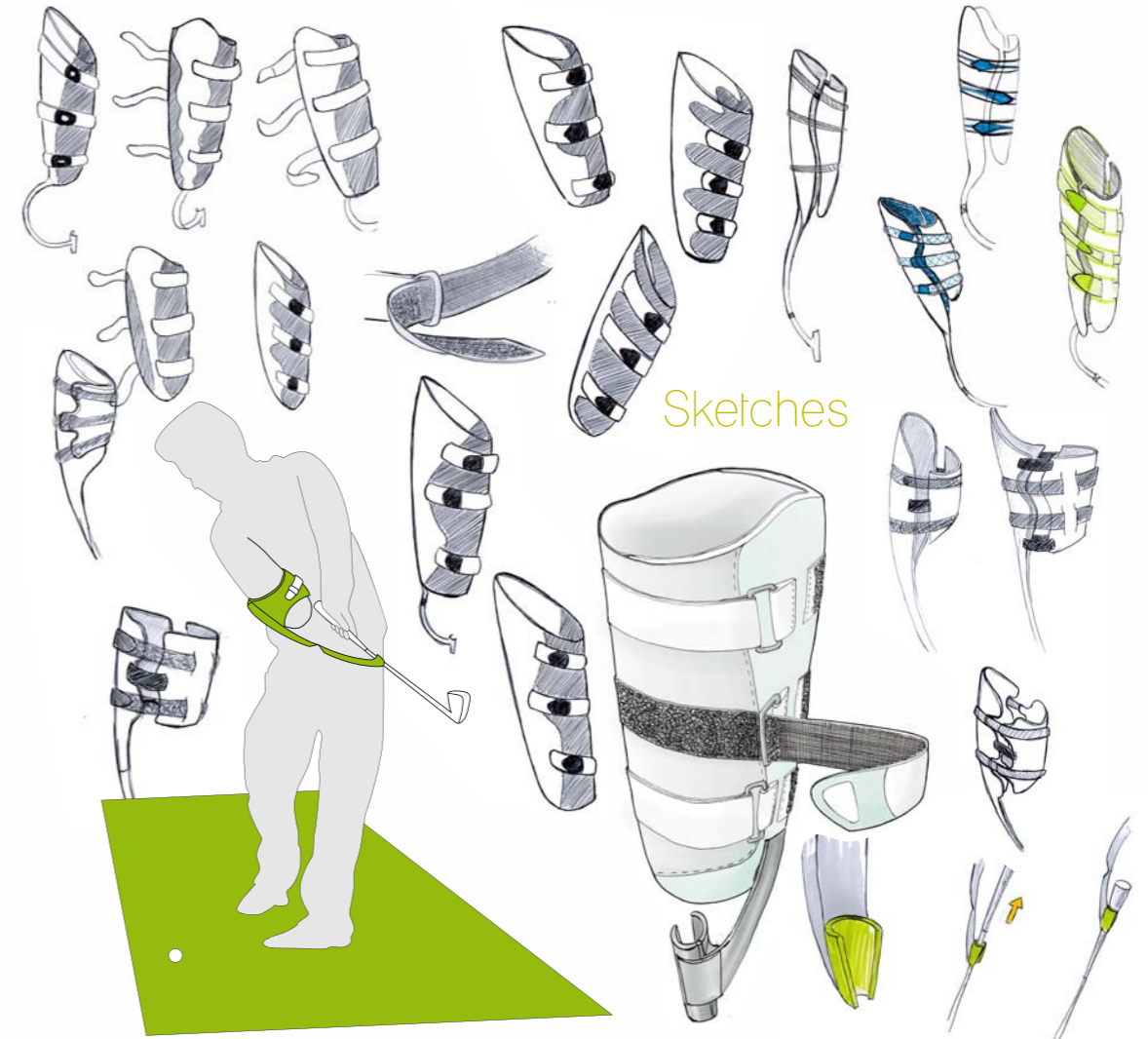


Integration
need of being "like everyone", "normal".



Autonomy
need of being self-sufficient not blocked.

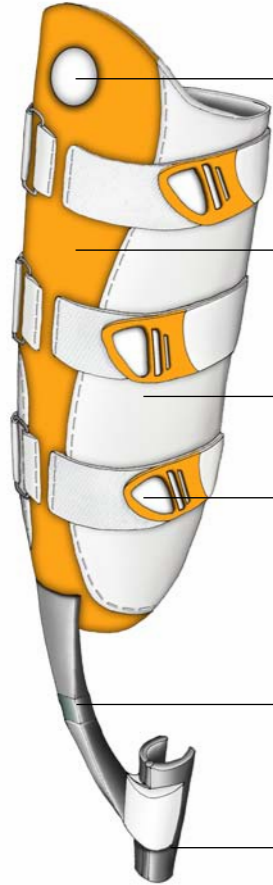
Goal : Create an alternative to clubs so that amputated people can play **in the same way** than able-bodied people.



Long Project : With only one hand

2 months | by pairs

Golfizzy



Button
to lock and unlock the metal rod.

Half-body rigid
in thermoformed Polyethylen
covered by a foam for the comfort.

Fabric "equarea"
breathing and extensible.

Velcros
3 strips for a good maintaining.

Starck's biolink system
imitate collarbone movement
for a free but canalized move.

Clip for the club
beveled for a good grip.



Play golf, keeping
the two arms.
subtle accessory.
color scale to match
with shirts.

PersOnal PrOject : Picnic

1 week | group

Brief :

Create a new way to picnic at aquatic zones

personal project 2009

Personal Project : Picnic

1 week | group



New way to picnic :

On the **ground** or in the **water**.

Create **contrast** with colors.

The sea becomes a **big cocktail**.

Picnic bag
in half-moon ; watertight.

Central buoy
hidden inside the picnic bag.

Floating cushion
attached to the buoy.

LA REDOUTE

Internship :

Last year, during one month, I worked for La Redoute at the furniture design department on 7 projects.

July 2009

Internship : La Redoute

5 weeks | internal

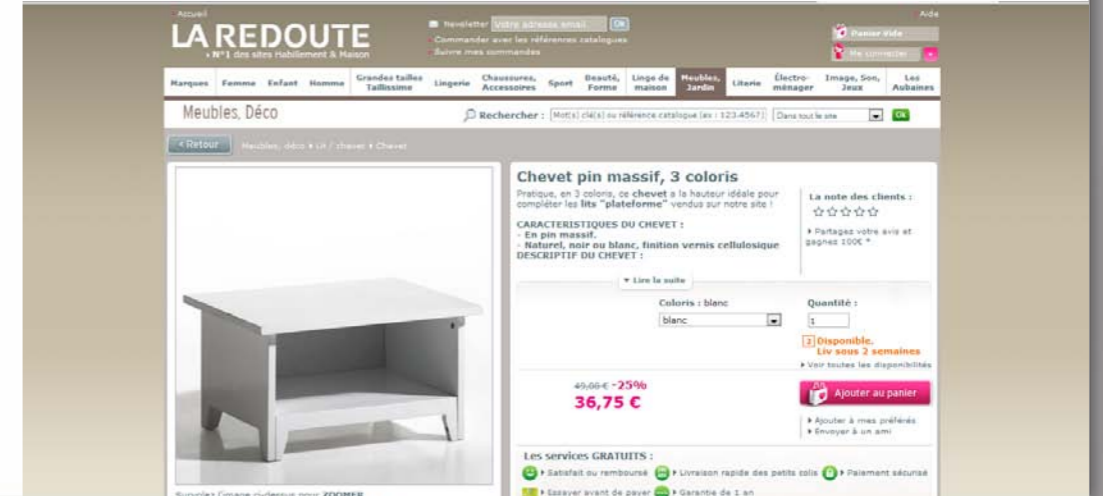
redoute
création



- > Design of a night table for an existing bed.
- > Use less material as possible, think of manufacturing and assembly.
- > Creation of the plans and sending to the supplier



Industrialised and available on www.laredoute.fr



The screenshot shows the product page for a 'Chevet pin massif, 3 coloris' night table. The page includes the La Redoute logo, navigation menus, a search bar, and product details. The product is described as 'Pratique, en 3 coloris, ce chevet a la hauteur idéale pour compléter les lits "plateforme" vendus sur notre site !'. It lists characteristics: 'En pin massif', 'Naturel, noir ou blanc, finition vernis cellulosique'. The price is shown as 49,00€ -25% = 36,75 €. There are buttons for 'Ajouter au panier' and 'Ajouter à mes préférés'. The page also features a 'La note des clients' section with a 4-star rating and a 'Les services GRATUITS' section listing 'Satisfait ou remboursé', 'Livraison rapide des petits colis', and ' Paiement sécurisé'.

Internship : La Redoute

5 weeks | internal



Design of 5 other furnitures (desks and dressings) for the
2010 Autumn-Winter Collection
Coming soon...

Personal Skills



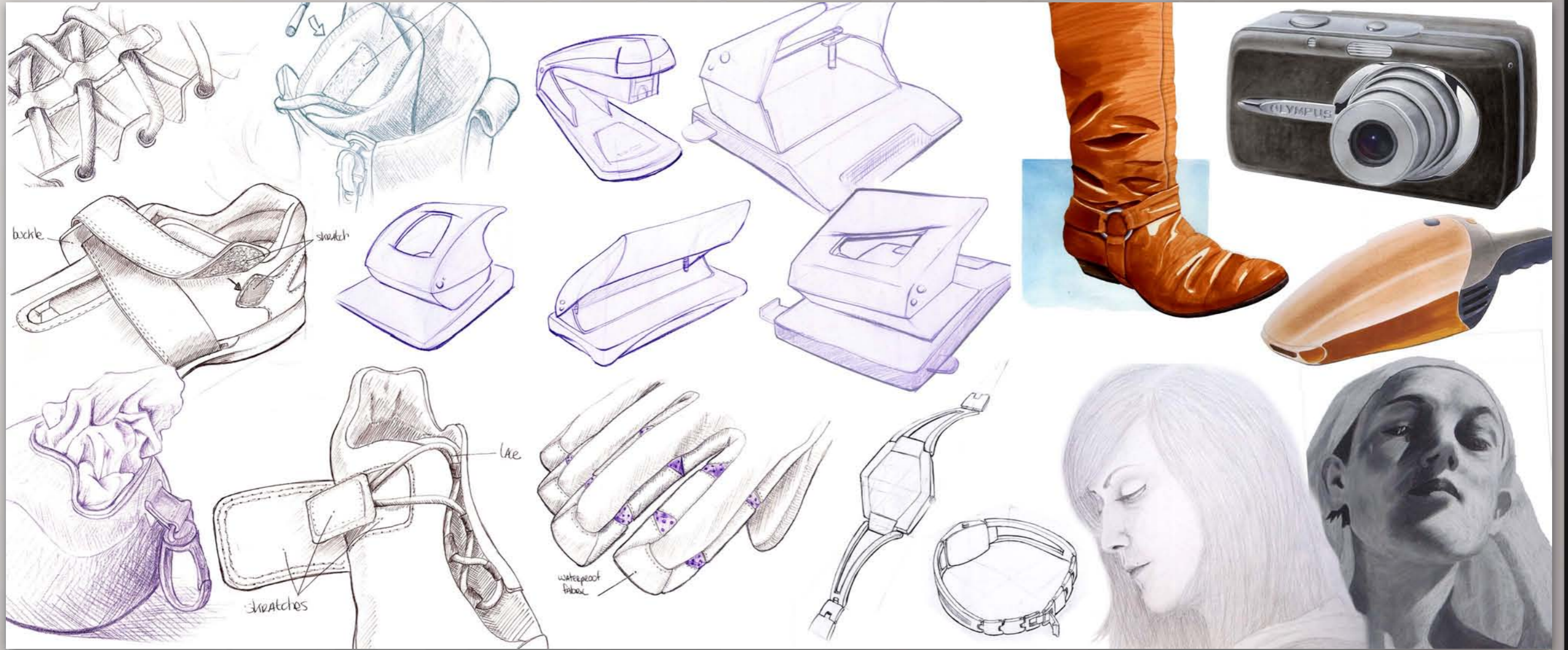
Skills :

Sketching, 3D, 2D, Photography ...

personal work

Hand Work : Sketches, Rendering, ...

explain | transcribe



_Nike women_Blazer





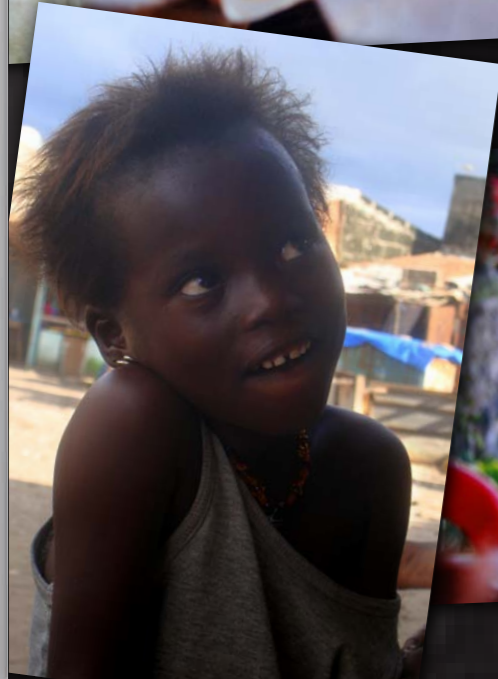
Personal Work : Photography

Travel | feel



... feel emotions...

Seize the moment...



... catch the beauty and the truth that children free.



THANKS

FOR THE TIME YOU GAVE ME



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