

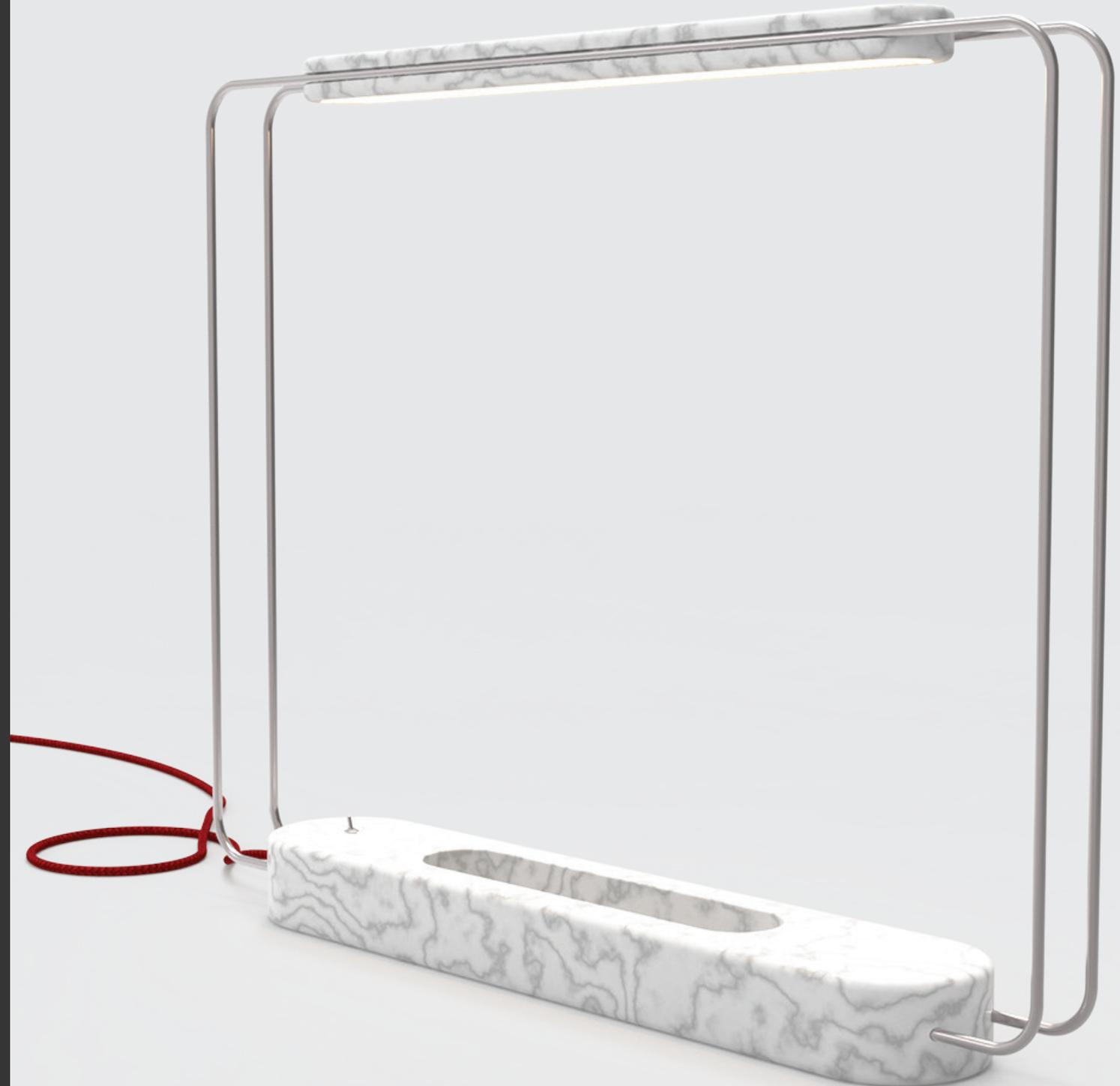
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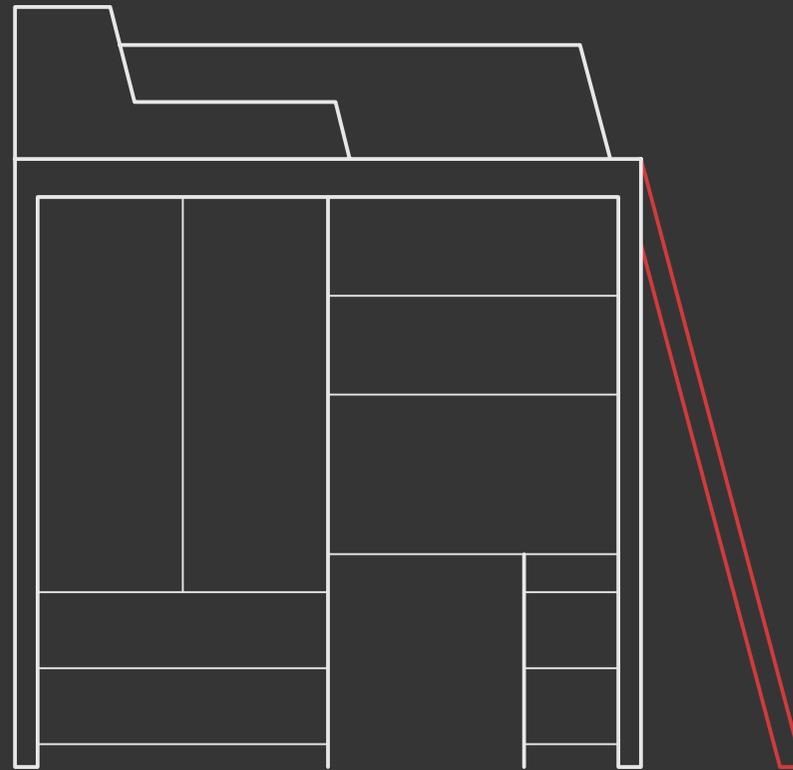
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University of Notre Dame

Product Designer | November 2016 - March 2017



LOFT BED

CLIENT & WORK

The project for this furniture has been commissioned by the American University of Notre Dame for its student residence in Rome.

The request was for a set of furniture for every student, consisting of a bed, a wardrobe and a desk with chair that could offer the greatest possible storage space for clothes and objects.



IDEA & DESIGN

The main concept of the project is a set of three basic modular elements that compose the loft bed and can be arranged in different ways, according to individual needs and space availability.

The wardrobe module 100cmx60cm, the desk 100cmx50cm and the bed 100cmx200cm can be combined in three different solutions: the bed can be assembled over the desk and the wardrobe, facing one another, or it can be assembled over the two elements placed side by side (by adding two little pillars and crossbeams for an improved stability), or using the three elements individually, with the bed on the floor.





LOFT BED





LOFT BED



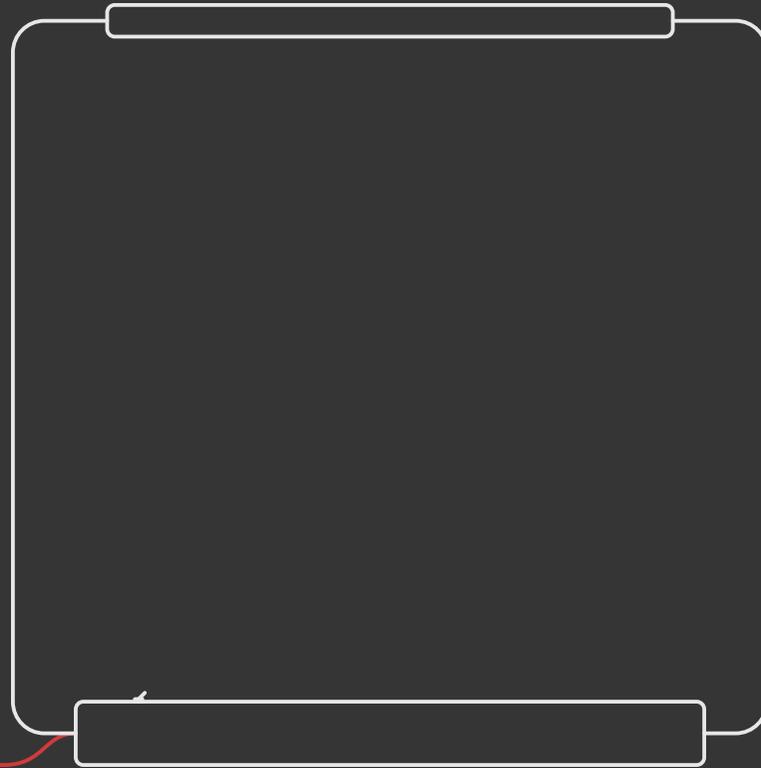


LOFT BED



ISIA Roma Design

Product Designer | October 2016



GRAVISLUX

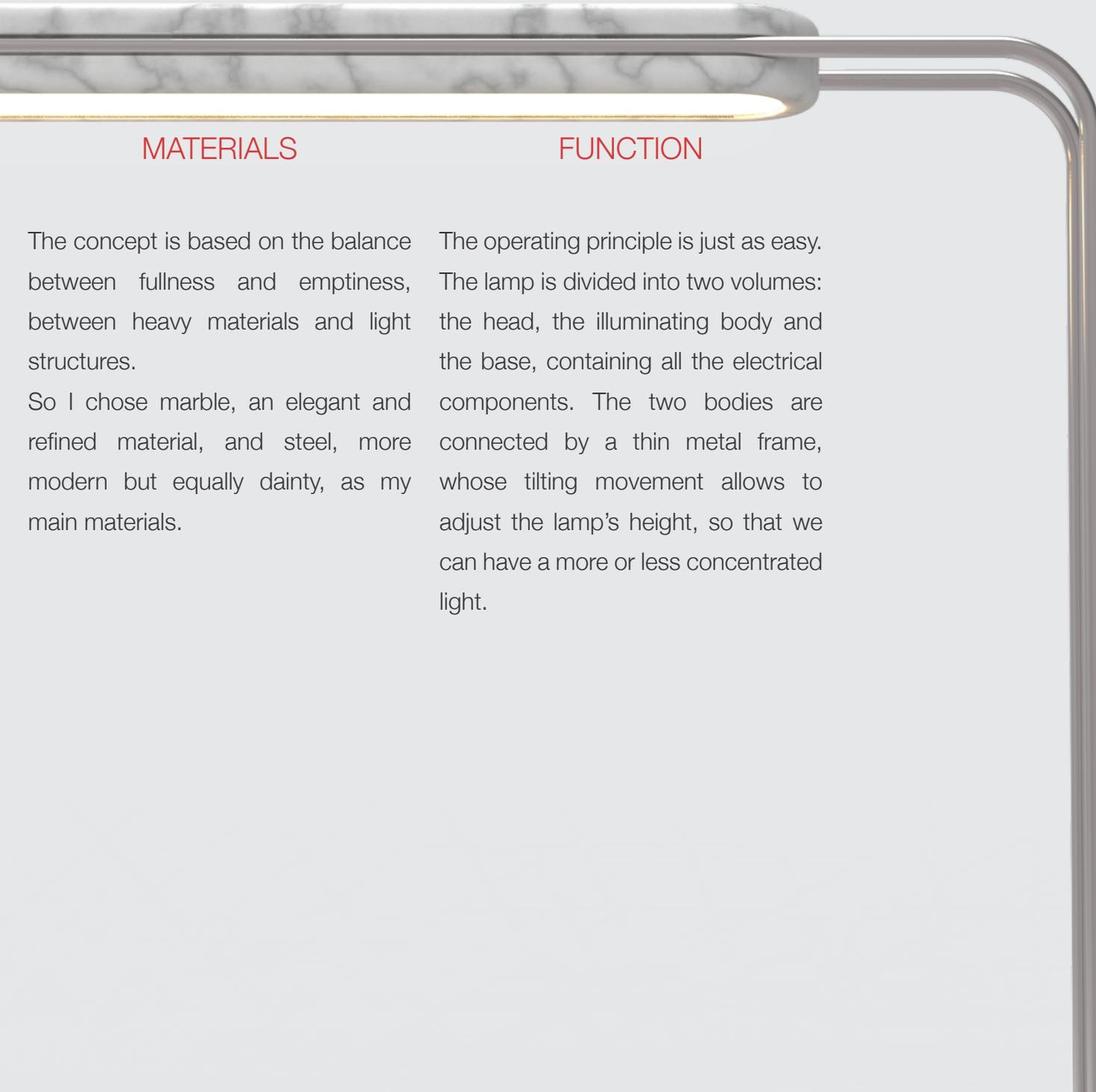
IDEA & DESIGN

Gravislux was my dissertation project. It required more than six months of work, from the first concept to the final functioning product, through prototypes and 3D models.

The original idea was to create a minimal but handy lamp, capable of modulating the light according to different needs.

This project also required a 360° marketing approach: name, brand identity, market positioning, production and sales prices. I looked after every aspect, from beginning to end, in order to maintain a consistency of message within the project.





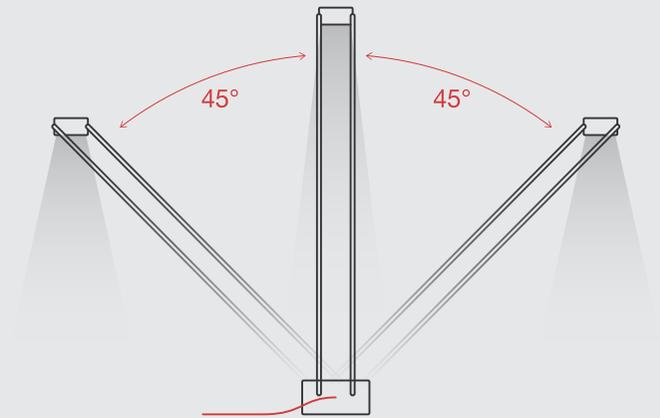
MATERIALS

The concept is based on the balance between fullness and emptiness, between heavy materials and light structures.

So I chose marble, an elegant and refined material, and steel, more modern but equally dainty, as my main materials.

FUNCTION

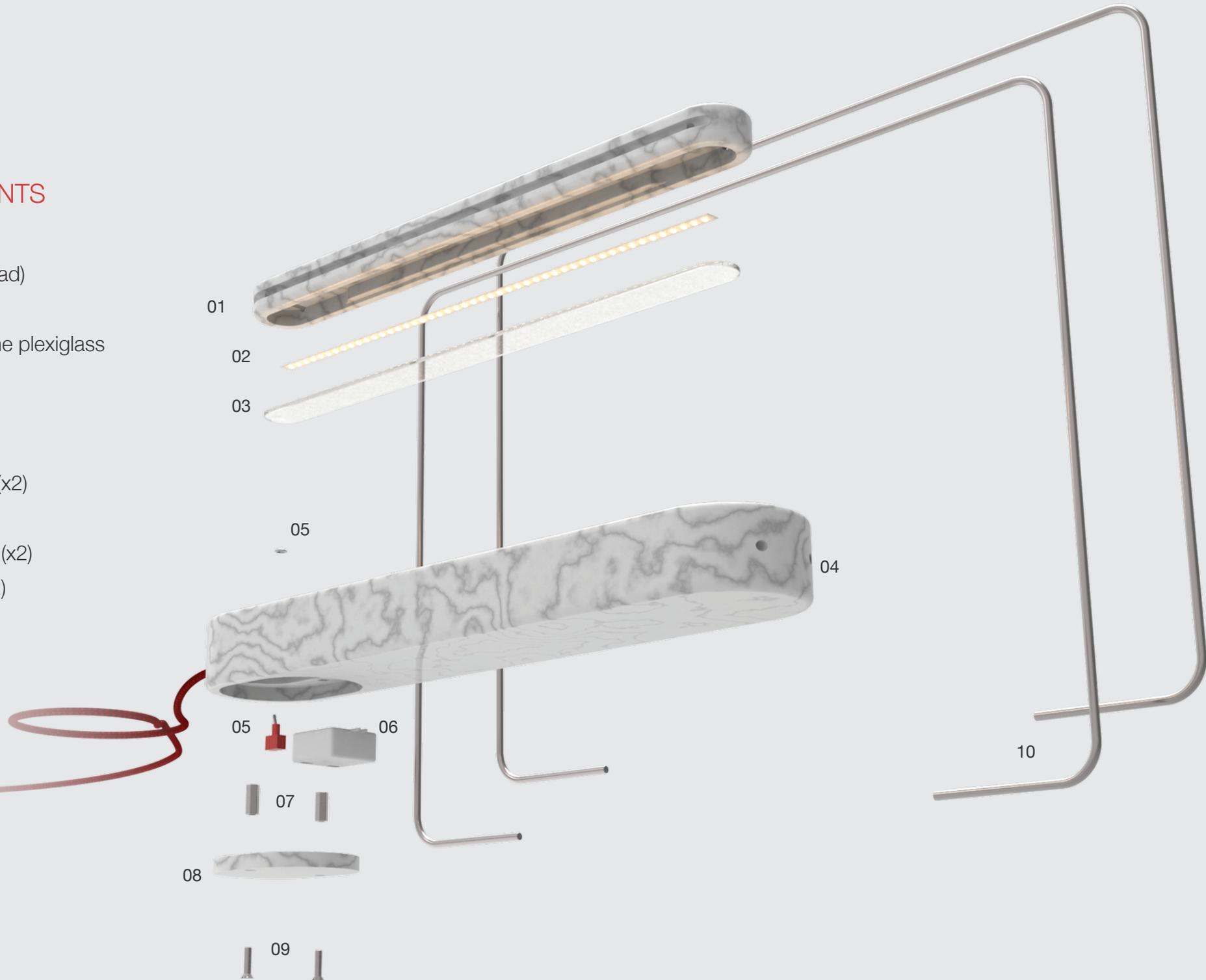
The operating principle is just as easy. The lamp is divided into two volumes: the head, the illuminating body and the base, containing all the electrical components. The two bodies are connected by a thin metal frame, whose tilting movement allows to adjust the lamp's height, so that we can have a more or less concentrated light.

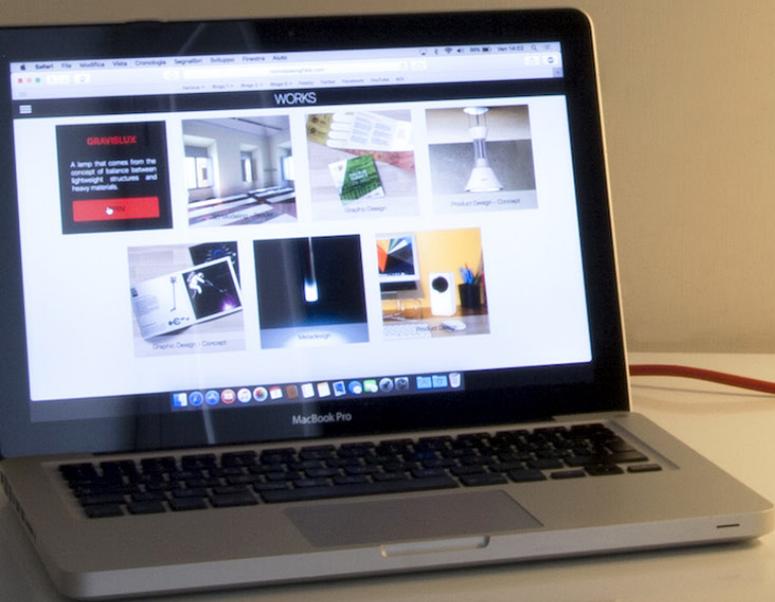


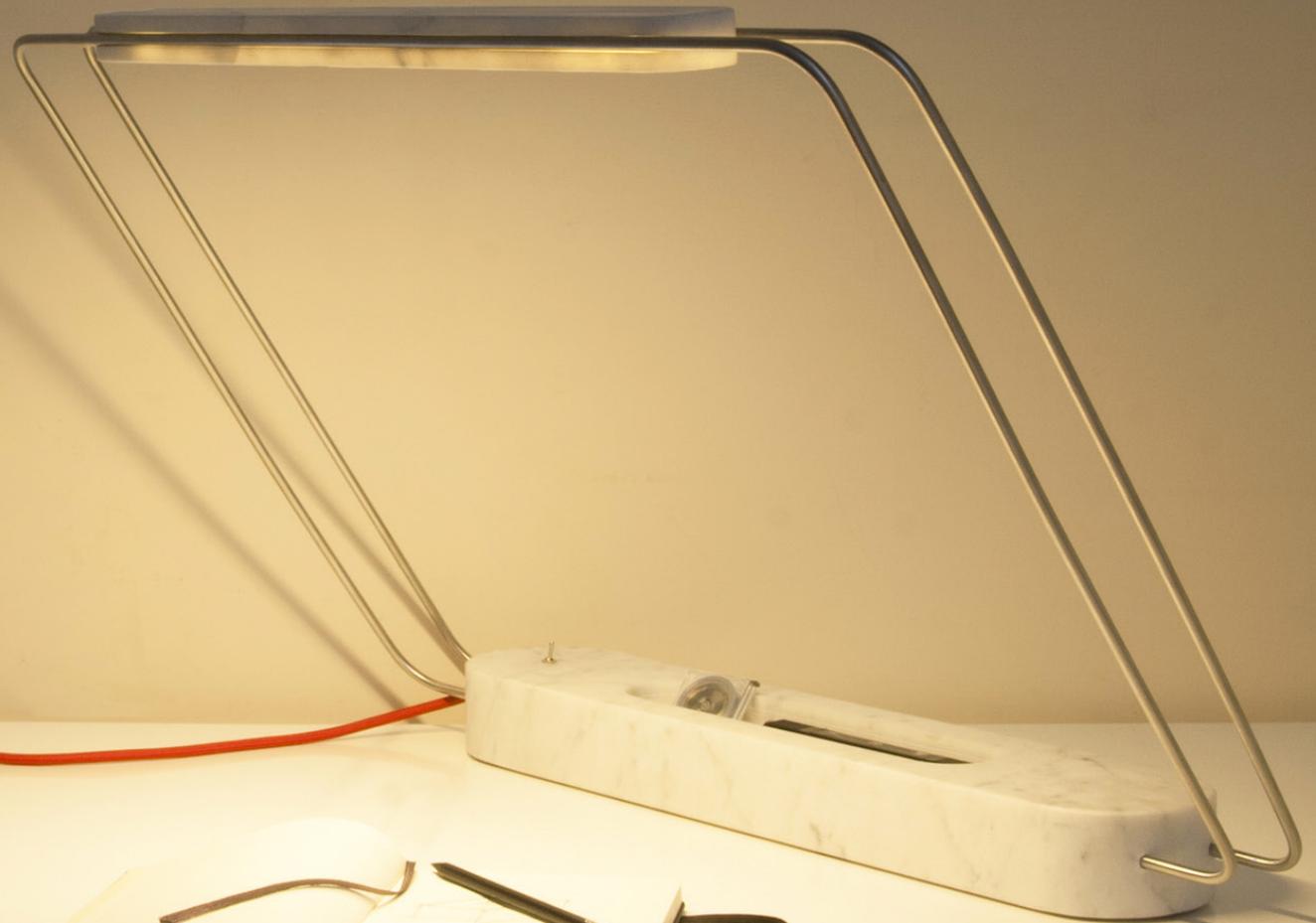


COMPONENTS

- 01 Marble structure (head)
- 02 LED light bulb
- 03 Head cover in opaline plexiglass
- 04 Base in marble
- 05 Switch Nut
- 06 Driver JOLight
- 07 Stainless steel nuts (x2)
- 08 Base cap in marble
- 09 Stainless steel bolts (x2)
- 10 Tubular structure (x2)

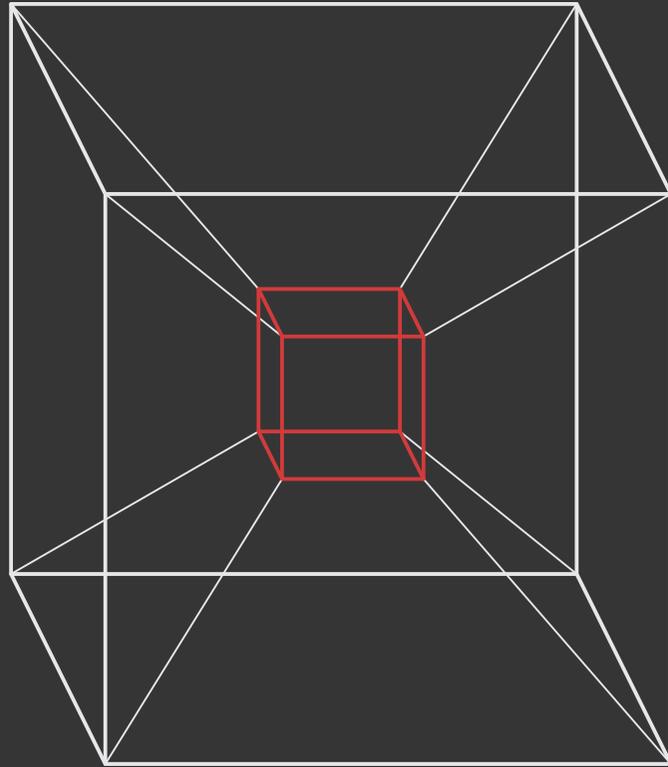






ISIA Roma Design

Graphic Design | June 2016



3D Classroom

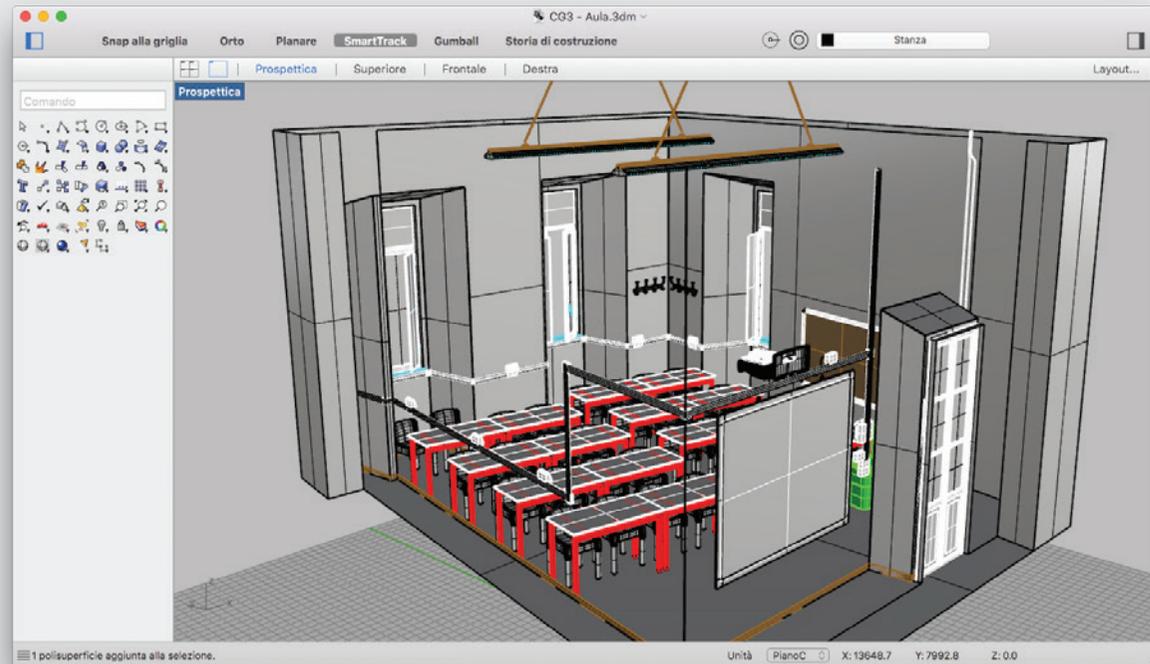


RHINO + V-RAY

The realization of this 3D model represents the culmination of an intense 3D modelling and rendering course. The project was developed by a team of five members, each with a role and a specific element to model.

I personally took care of the structure, the electrical components and the benches; I was also in charge of overhauling and fixing all the other 3D models.

The final render was done with V-Ray and a Photoshop post production.



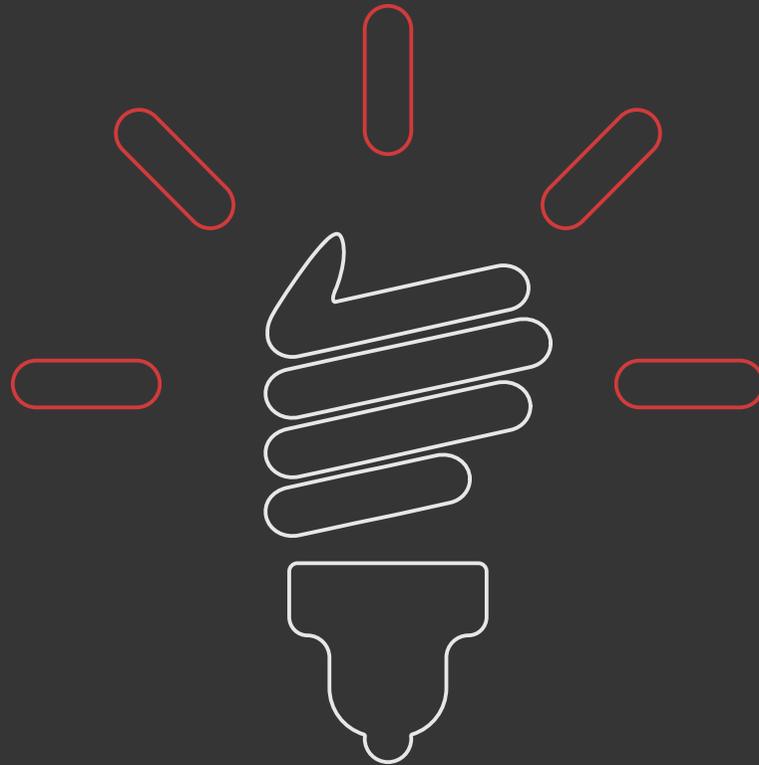


3D CLASSROOM



Vertigo Studio Design

Graphic Designer | March - June 2016



Italia In Classe A

CLIENT & WORK

Italia In Classe is an awareness and educational campaign about energy efficiency (as well as energy saving and renewable energies).

Public body ENEA and the Italian Ministry of the Environment commissioned this campaign to ISIA Roma Design and Vertigo Design studio, while I was doing an internship at the studio.

The campaign project was developed by a team of four members and it involved every aspect of the campaign: from digital to print, and the implementation of a fair booth.



PHASE 1

The first phase was about the logo selection and was carried out in three different moments, starting from more than 25 logos, the final logo was chosen after three meetings with the client.

Once the most suitable logo had been identified with the client's participation, we worked to create a coordinated marketing campaign.



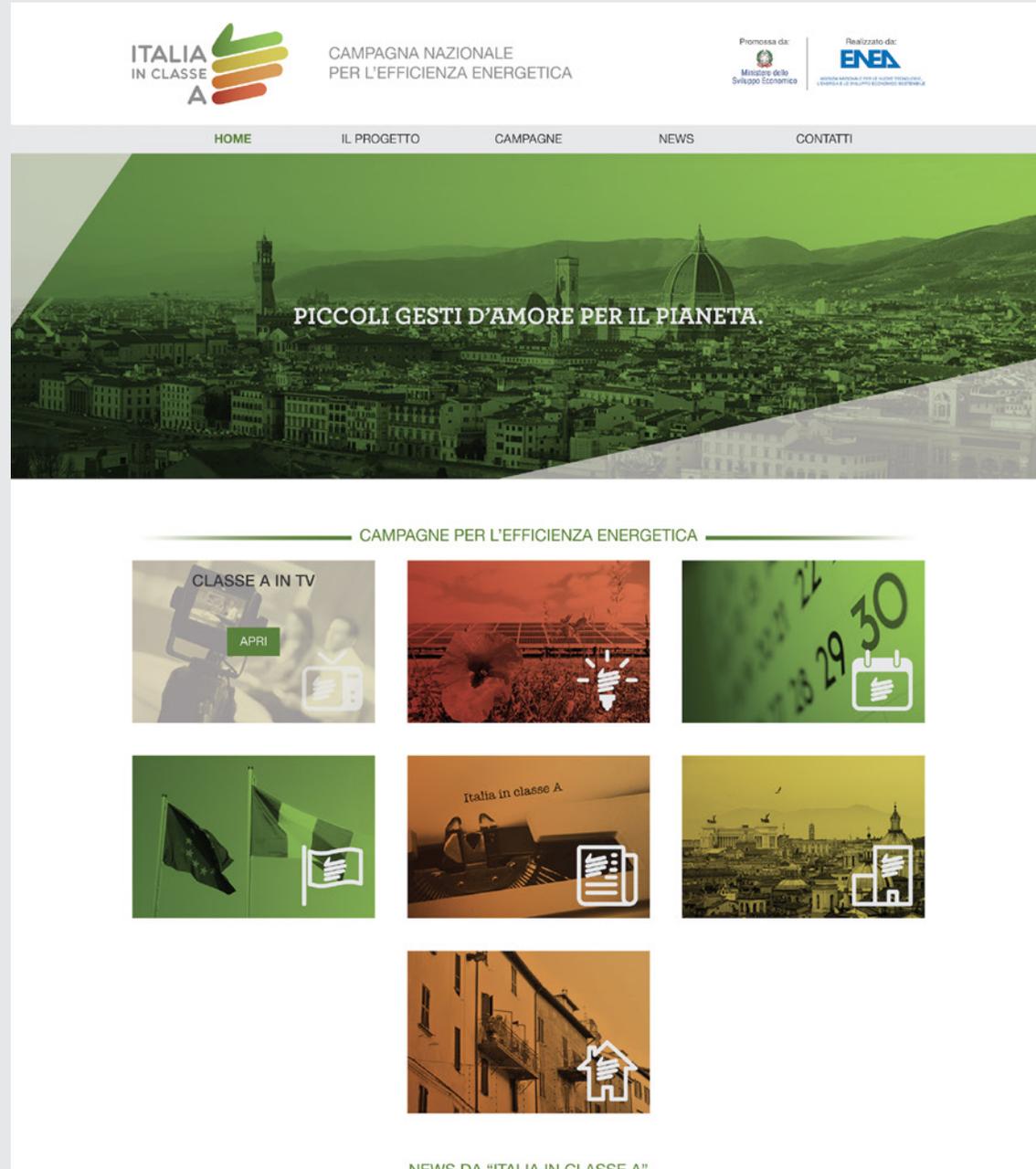
PHASE 2

In the second phase we selected some images and elaborated them in order to design flyers, brochures and posters.

We also took care of Power Point presentations, as well as the website layout and the newsletter template.

All the elements were consistently designed, using the same colours and shades, and playing with the inclination of the logo's lines and shapes.

The campaign is now active in Italy.



Ministero dello Sviluppo Economico

ITALEA

ITALIA IN CLASSE A

Campagna nazionale per l'efficienza energetica



italiainclassea.enea.it



ENEA
AGENZIA NAZIONALE PER LE NUOVE TECNOLOGIE,
L'ENERGIA ELO SVILUPPO ECONOMICO SOSTENIBILE

Ministero dello Sviluppo Economico

ITALIA IN CLASSE A





ITALIA IN CLASSE A

PROGRAMMA EVENTI E SEMINARI



Pubblica amministrazione efficiente per un'Italia in classe A

- Razionalizza e riduce il proprio consumo di energia liberando risorse utili.
- Stimola il mercato verso edifici, prodotti e servizi più efficienti.
- Svolge un ruolo esemplare verso i cittadini in materia di efficienza energetica.
- Favorisce gli investimenti delle imprese relative all'efficienza energetica.

ITALIA IN CLASSE A



Man looking at a brochure

Woman sitting and reading

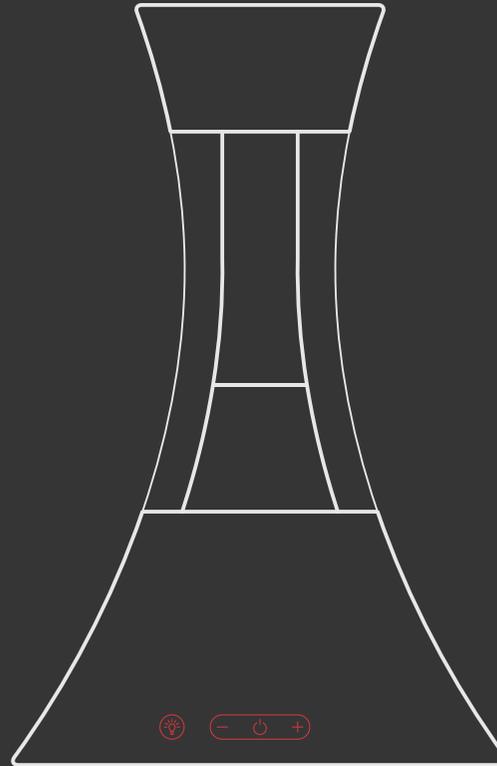
Two women talking

Woman looking at a brochure

Man standing

ISIA Roma Design

Product Design | October 2015



Dyson CH01

IDEA & DESIGN

Dyson CH01 is the concept of a suspended kitchen hood that exploits Dyson's extensive knowledge in the field of aspiration systems and air treatment.

The project started with a corporate analysis phase, in order to determine which uncharted territory could be explored with the submission of a new idea. So I created a kitchen appliance with a futuristic design and extreme handiness and power.

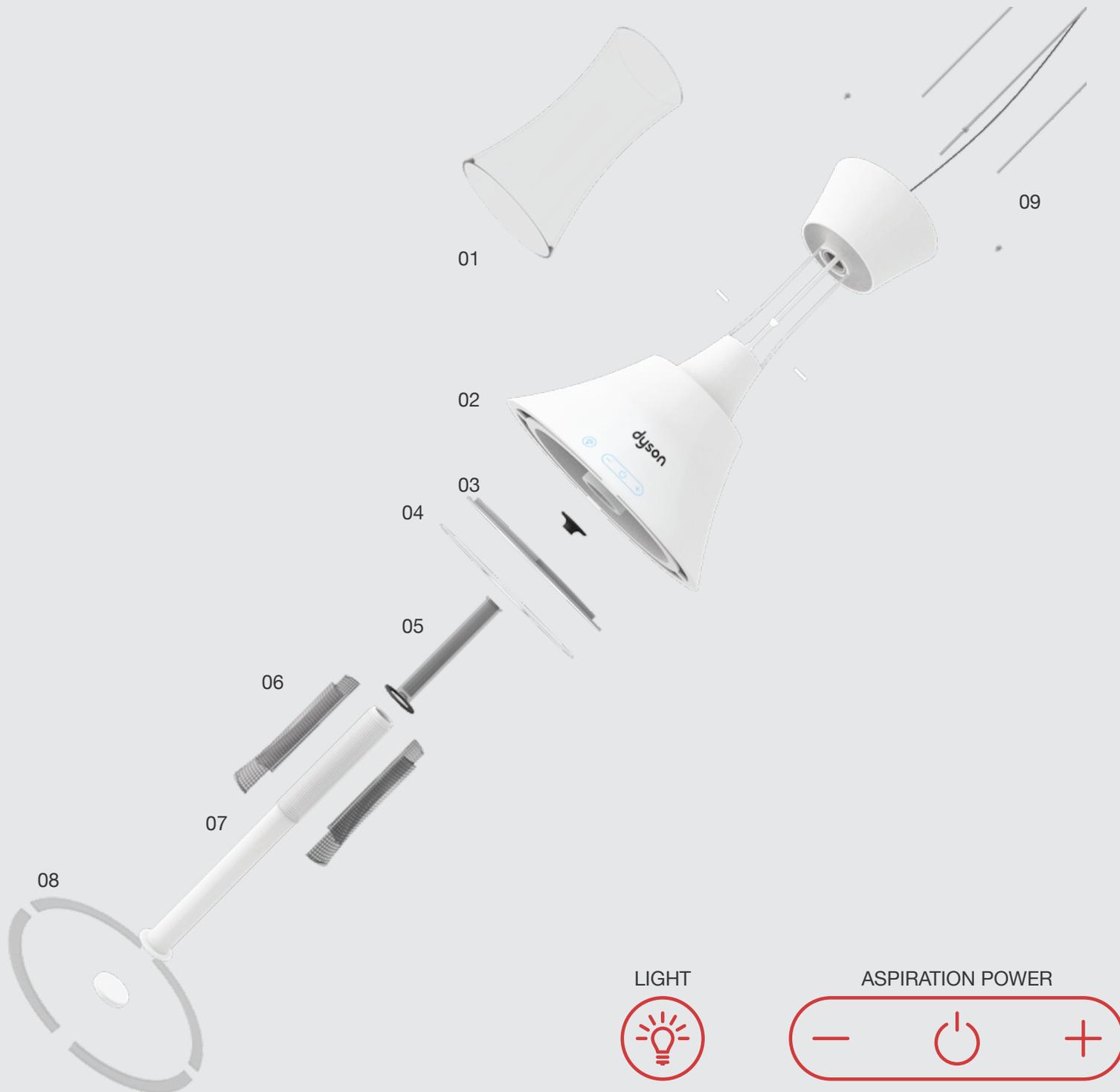
Exploiting Dyson's knowledge, I was able to design a quiet and efficient product, with low power consumption, that uses special filters to release clean air into the surrounding environment (just as the existing Dyson's vacuum cleaners do).





COMPONENTS

- 01 Glass bell tempered self-cleaning
- 02 Main structure in colored ABS
- 03 Metal structure with heat sink
- 04 Tempered and satin self-cleaning glass plate
- 05 Internal and interchangeable air filter
- 06 Air filters (x4)
- 07 Central structure removable with carbon filters
- 08 Lower grid
- 09 Steel cables for suspension (x4)





DYSON CH01



C: 0
M: 85
Y: 75
K: 0



C: 0
M: 0
Y: 0
K: 90



C: 0
M: 0
Y: 0
K: 0



C: 50
M: 10
Y: 75
K: 0



C: 0
M: 50
Y: 80
K: 0

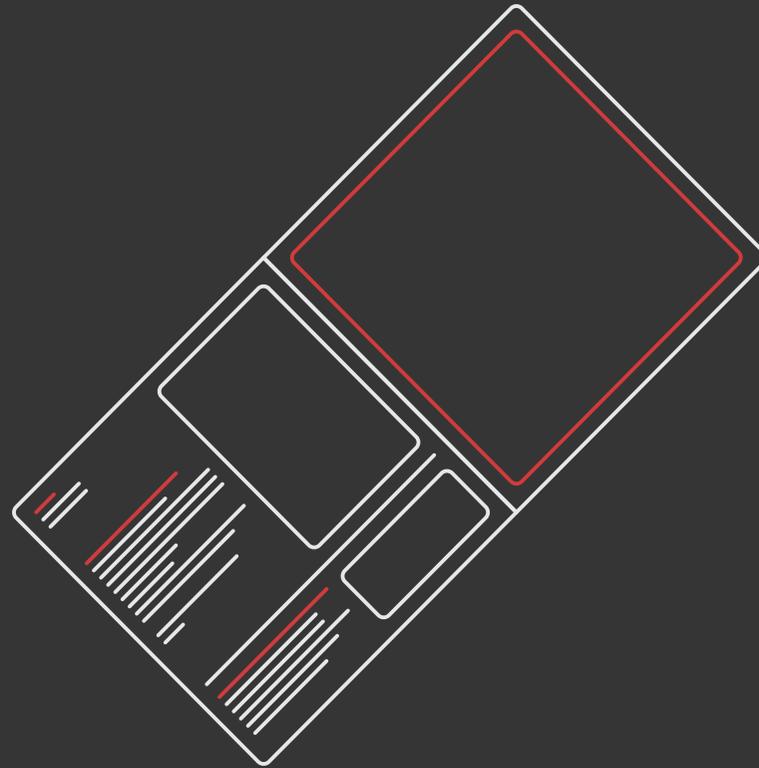


DYSON CH01



ISIA Roma Design

Graphic Designer | February 2015



Dyson Brochure

IDEA & DESIGN

The concept behind this brochure arose from the will to express Dyson's extreme power and technology in an enjoyable and meaningful way. So I chose the idea of the astronauts, who represent one of the most sci-fi and high-tech elements in existence today.

The brochure was divided into two parts: the first one was dedicated to the history of the brand and a thorough description of its technologies and design; the second half was dedicated to the catalogue of their products, each one associated with a graphic illustration created by the other member of the team I was working with.



