

reading aid

Client: 

- Product styling suitable for children
- One piece injection moulding
- Designed for use by adults and children
- Low cost manufacture

Brief:

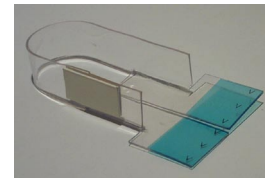
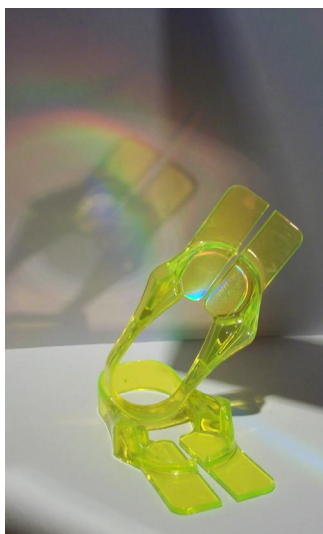
Ideasun are a young start up company who approached SA with a childrens reading aid they had been producing by hand from flat sheet. With venture capital Ideasun wanted SA to design a mass manufacturable solution

Solution:

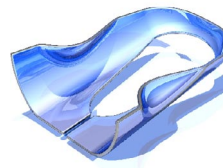
Working from Ideasun's brief, SA created a one piece injection moulded design, usable by adults and children. The design utilised a flourescent dye in the plastic to give the design a 'candy' like appearance to children.

Result:

The final product was successfully produced and marketed through Ideasun's website, with many flourescent colour variants produced.



Design as existing



design studio
product design
architecture

