

PROJECT BRIEFING

Client: Aalto University Shop

Website: <https://shop.aalto.fi>

Location: Otaniementie 12, 02150 Espoo

Support: Luisa Jannuzzi and lines Jakovlev

WHAT MAKES THIS PROJECT UNIQUE?

This course is an opportunity for students to design a product which translates the shop's mission of sharing with the world the University values and spreading the word about the most interesting research being done in Aalto.

The final outcomes of this course will be unique tailor-made products that serve as a window to the University, reflecting its **sustainability values, innovation and multidisciplinary**. A product that is made and inspired by Aalto and that celebrates the best of Aalto's community talent.

PRIMARY OBJECTIVE:

Design an item or a set of jewellery or corporate gifts and its packaging to be sold by the Aalto University Shop. The item(s) should be inspired by the research being done by the multidisciplinary lab CHEMARTS; a long-term strategic collaboration between two Aalto University schools, The School of Chemical Engineering (CHEM) and The School of Arts, Design and Architecture (ARTS).

SCOPE OF THE PROJECT:

The project will be developed over 6 weeks during the course *From idea to shelf: Design for the Aalto university shop*. Along this period the multidisciplinary team of students will go through the process of designing an original item for the client, counting with the support from the teaching team and the insights of invited lecturers.

The student team will be able to freely choose the kind of accessory item they want to develop according to their personal skills and interests. The team will also be free to choose how to use the research project as an inspiration. The students have the freedom to explore different product niches and concepts as long as the final product concept is:

- aligned with the client's values.
- clearly connected with the research project.
- feasible and safe to produce.
- reasonably priced.

If choosing to develop the product using the Chemart's infrastructure the team will have to choose (one or more) the materials from the provided recipes list, any other material has to be first discussed with the teaching team.

By the end of the course, students should have a well-founded concept, the accessory item prototype(s) and functional packaging for the product. Together, the concept, prototype and packaging will be evaluated by the teaching team and the client. Depending on the results presented, the client may contact the student team to continue with the project so their idea can be sold in the shop. In such cases, the agreements between the client and the student team will happen outside the scope of the course, please follow the *Guidelines to work with the Aalto University Shop* on MyCourses.

PROJECT SPECIFICS:

- The final product should be aligned with Aalto University's values.
- The product and packaging concepts should respect the University's branding strategies.
- The final product must show a clear and honest connection with the CHEMARTS lab.
- The final result should be original and not violate any intellectual property rights.
- The product packaging should contain information about the research group (lab history, materials used, etc.), the people involved in the design (team members and who created the material).
- The final product and packaging concepts must be easily produced either by the students themselves or by specified partners. It is part of the team's responsibilities to arrange the future production of the product. The team should keep in mind that the shop may want to sell just a limited amount of products and therefore the production arrangements should also fit this scenario.
- The choice of materials and manufacturing processes have to take environmental and social impacts under consideration.
- The final product's cost must be within a margin that allows retail at a reasonable price.

TARGET AUDIENCE:

Aalto university community: students, staff, alumni, students and alumni's families.
Visitors in general.

HOW WILL SUCCESS BE MEASURED?

The final product will fulfil the requirements mentioned above and present an original and interesting final product.

PROJECTS' IMPORTANT DATES

30/10 - Briefing

20/11 - Mid review

04/12 - Presentation and final prototype ready