

Welcome to

# From idea to shelf

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Design for the Aalto University Shop



# Introduction

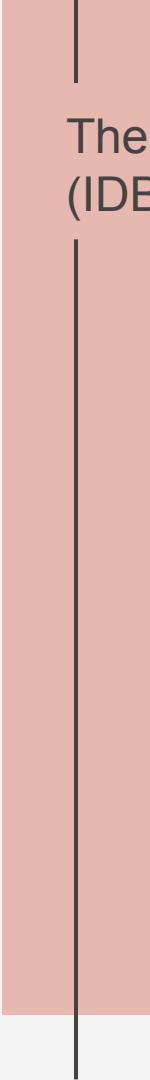
Teachers / Students

Course structure

Evaluation

## Teaching team

- Luisa Jannuzzi - Teacher
- Ilya Jakovlev - Teaching assistant (Chemarts)



## The Aalto university shop (IDBM outcomes)

To serve as a **window to the university!**  
Sharing with the world the University's  
values and the interesting work being  
developed by the Aalto community.  
Enabling the community and visitors to  
take a piece of their *Aalto University*  
*experience* with them.

## Course Structure

- 6 classes total, 2 Lab classes
- Multidisciplinary groups to be divided today
- Client: Aalto shop, with a real briefing
- Inspiration: Chemarts
- Invited speakers: the shop, Chemarts
- Invited guests: experienced designers
- Time to work on classes, with teachers' supervision
- 2 presentations: midterms and finals

## Timetable

<b>Class 1</b>	30/10	ONLINE	Introduction Group forming
<b>Class 2</b>	06/11	ONLINE	Design process Brainstorming
<b>Class 3</b>	13/11	<b>CHEMART LAB + Room - L2 (PUU1)</b>	Lab intro Ideation
<b>Class 4</b>	20/11	<b>CHEMART LAB + Room - L2 (PUU1)</b>	Lab work <b>Midreview</b>
<b>Class 5</b>	27/11	ONLINE	Branding Pricing Clinic
<b>Class 6</b>	04/12	ONLINE	<b>Final presentation</b>

# Evaluation

- MIDTERM: pass / fail (feedbacks)
- FINALS: 0-5 (concept / process/ outcome / peer review)
- Attendance: 80%
  - Class 1 and 6 are compulsory

Criteria will be discussed before each evaluation.

Evaluation forms will be available in Mycourses.

## Students

- Name
- school/ programme
- what are your expectations for this course



From idea to shelf:  
TODAY

Meet the Aalto  
University Shop

The client

Meet  
CHEMARTS

The theme

Forming groups,  
briefing, assignment  
for next class

START



## The client

# A!

Aalto University  
Shop



# Aalto university

The shop is aligned with the Aalto University's values:

- passion for exploration
- courage to influence and excel
- freedom to be creative and critical
- responsibility to accept, care and inspire
- integrity, openness and equality

# Aalto university

And the University's strategy:

“ The University's mission is to strengthen the innovative capacity of Finland through first-class research, art and education. Aalto is committed to building a sustainable society driven by innovation and entrepreneurship”

With emphasis in:

- Excellence
- Multidisciplinarity
- Entrepreneurship
- Societal impact

Please welcome

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# Daniel Abild

Please welcome

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# Pirjo Kaariainen

## The briefing

### THE PROJECT

- Students design a product which translates the shop's mission of sharing the university values and spreading the word about the most interesting work being done in Aalto.
- The final result is a product made and inspired by Aalto and that celebrates the best of Aalto's community talent.

## The briefing

### **PRIMARY OBJECTIVE:**

Design an item or a set of jewellery or corporate gifts.  
The item(s) should be inspired by the research being done by the multidisciplinary lab CHEMARTS.



## The briefing

### Students can:

- choose the kind of item they want to develop according to their personal skills and interests.
- choose how to use the research project as an inspiration.
- explore different product niches and concepts.

### Outcome:

- The project will be evaluated by the teaching team and client.
- The client may or may not contact the student team to continue with the project so the product can be sold in the shop. The agreements between the client and the student team will happen outside the scope of the course.

## The briefing

The final product must:

- The final product should be aligned with **Aalto University's values**.
- The final product must show a **clear and connection with the CHEMARTS lab**.
- The final result should be **original**.
- The product packaging should contain **information** about the research group and the people involved in the design.
- The final product and packaging concepts must be **easily produced** either by the students themselves or by specified partners.
- The final product should be **environmentally and socially sustainable**.
- The final product's **cost must reasonable**.

# The briefing

## TARGET AUDIENCE:

- The Aalto university community: students, staff, alumni, students and alumni families.
- Visitors in general

## PROJECTS' IMPORTANT DATES

30/10 - Briefing

20/11 - Mid review

04/12 - Presentation and final prototype ready

## GROUPS

Please check in which group you are.

If there's someone missing inform the teacher through chat.

Define a contact person for the group.

## AALTO SHOP VISIT

On your own time:

Individually or in small groups visit the physical Aalto University Shop.

Take pictures and make notes of your impressions.

## NEXT CLASS 6.11

Research for inspiration.

Research on the Aalto shop.

Make a shared folder with images / links.

**Create a Miro account and form a group  
(<https://miro.com/>)**

Take notes on all your ideas.

Make the Group contract - My courses.

Next week each group will brainstorm to find out the direction to develop your product .