

Design Portfolio

Paula Lewandowski





Hi, I'm Paula.

Right now, I am in my fifth semester, studying Industrial Design at Pforzheim's School of Design.

Design to me means giving life and character to a product, which will, as a result, convey an individual message.

Hereby, I draw my inspiration from grace and elegance, from the play between material and color. Also, I value semantic effects during the design process quite a lot.



Contact

lewandop@hs-pforzheim.de
+49 151 57697622
www.peponopolis.de

Skills

German: native
English: B2, French: A1

HTML, CSS, MS Office, Adobe Suite, SolidWorks, Autodesk Alias, Rhino, Grasshopper, Keyshot, Blender, Sketching, Marker Rendering, Model Building

supportive, cooperative, empathetic, responsible, committed, independent, well-structured, adaptability, attention to detail, presentation skills

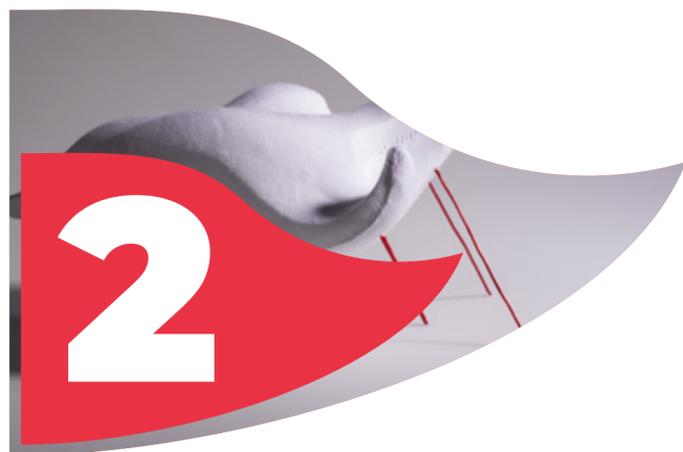
Experience

03.2023 - 08.2023
Internship at MINI Design Color + Trim
BMW AG, Munich

10.2022
Medal Making, three-days workshop
school of design, Pforzheim

05.2022
One-week Workshop about seat design
Vitra Design Museum, Weil am Rhein

09.2020 - 12.2020
Internship at Technical Modelmaking
Modellbau Kurz, Gerlingen



TBOB

friendly bobbel

Main project - 2nd semester

Supervisor: Prof. Jürgen Goos

In cooperation with **coalesse**®:

Florian Schulz

Markus Marschall

Assignment

Briefing: “[...] The goal of this project is to re-design and physically realize a piece of furniture. The product is to be analyzed for its characteristics, its temporal context, manufacturing process and formal language and then to be reinterpreted & redesigned based on the elaborated aspects.”





Eero Aarnio sitting in his Ball Chair

“Well the idea probably came from our need at home for a chair that would be large enough for both Pirkko and I to sit in together. And since I tend to simplify things, I removed all the corners.”

- Eero Aarnio -

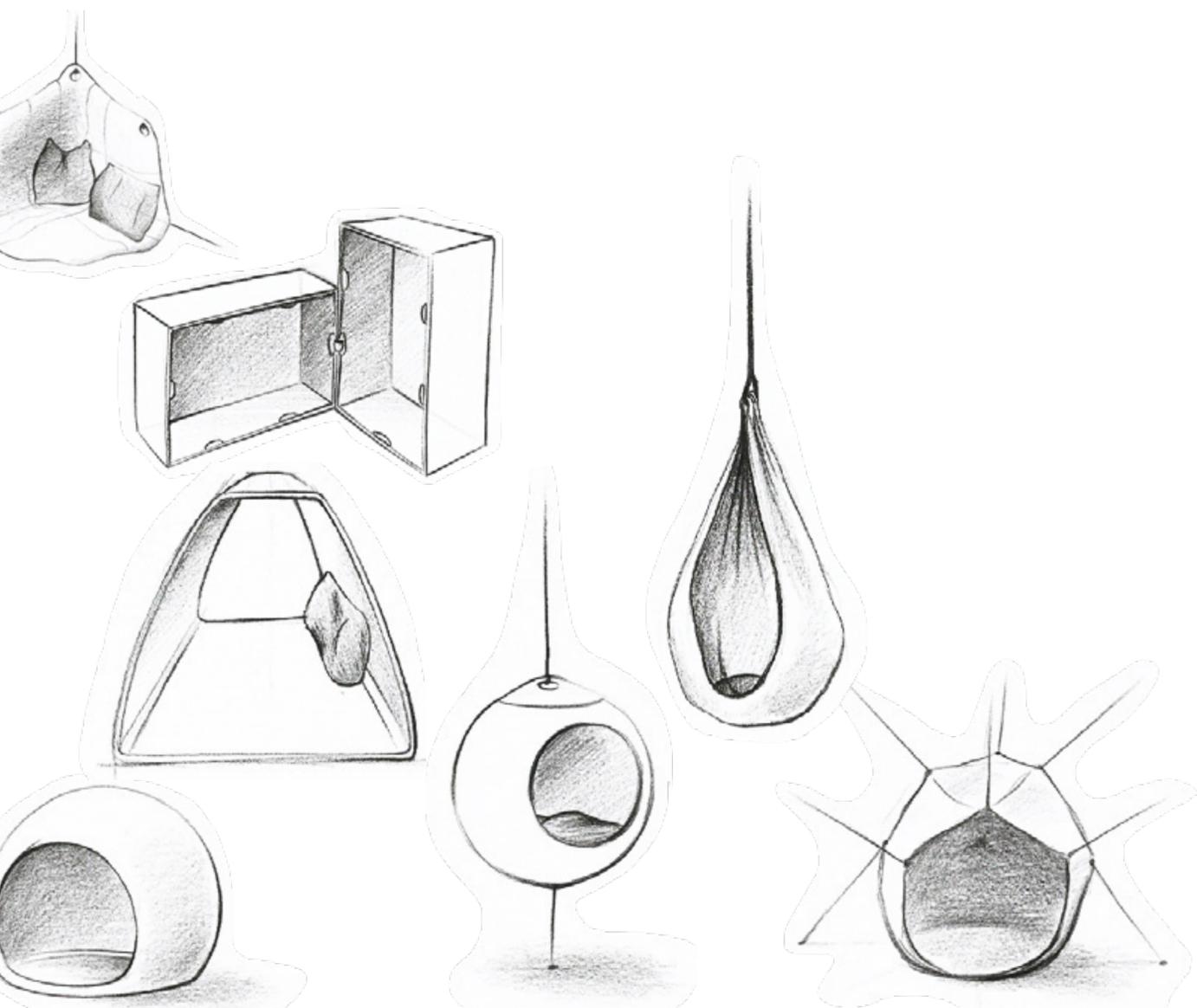
I wanted to project the DNA of the Ball Chair (1963) - a place for the whole family, to dream and for the feeling of calmth and comfort, a safe cocoon for one to stay in - onto a piece of furniture for children.

Therefore, I visited a Kindergarten, to be taught about self-constructed fortresses, creativity and different aspects of children's furniture.

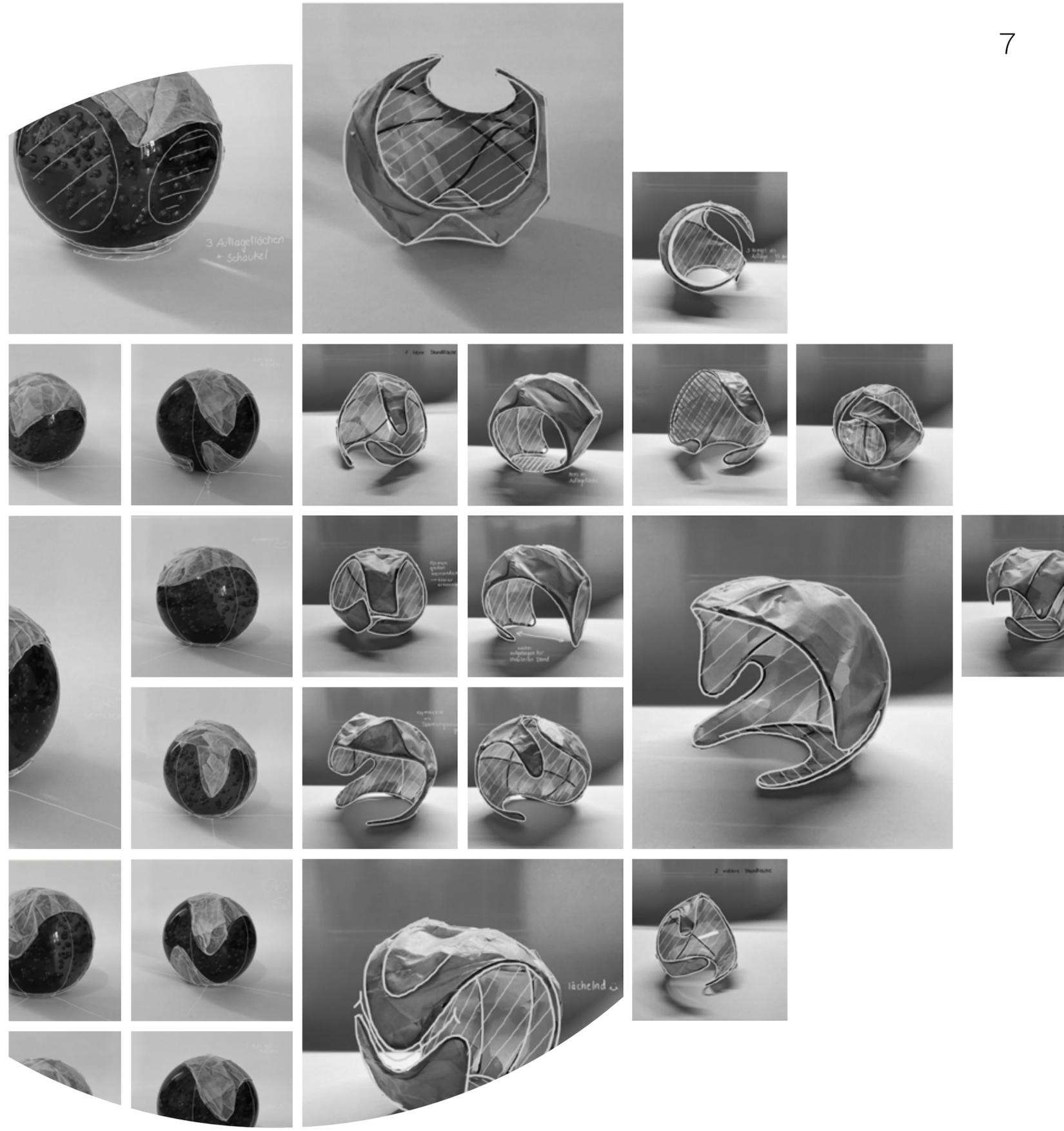


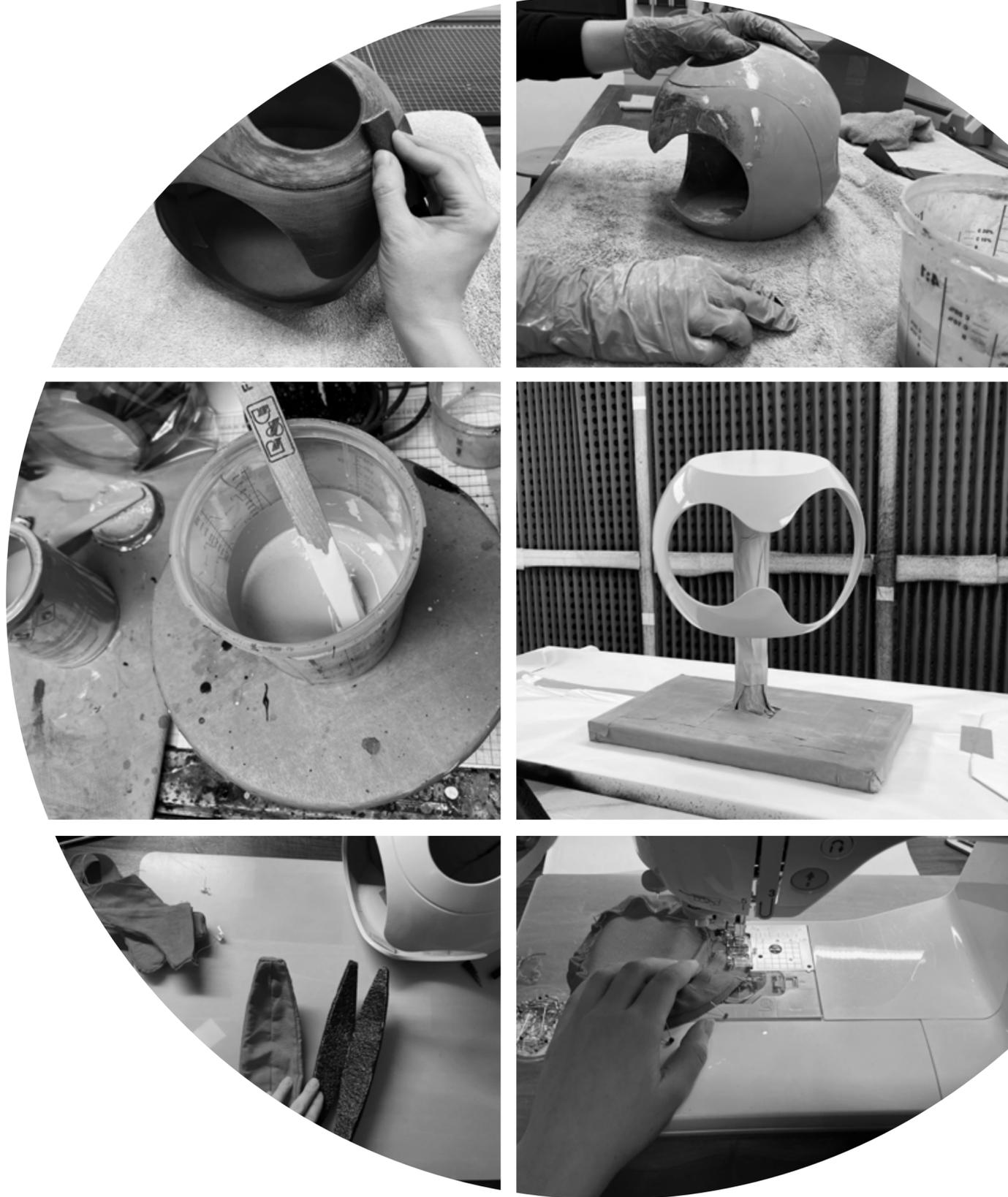
A gifted drawing by Yossi (6 years old):
This is how he builds his fort at home.

During the form finding process, it was, as in the original, the sphere which best met my requirements. So, during the three-dimensional brainstorming I worked with a glass-ball, tape and wire.



- organic
- round
- feminine
- passive
- peaceful
- gentle
- introverted
- simple
- sturdy
- strong
- warm
- well-known
- harmonic
- quiet





I constructed the final form in SolidWorks and 3D-printed in a 1:4 scale.

I painted the model at the company “Modellbau Kurz“ and sewed the pads at home, which are attached to the shell with industrial Velcro.

Just as the shape, the **Blue-Orange** symbolizes equal semantic themes:

Hard shell - soft core. A place to dream and rest, a place of pure comfort, to be protected and get away from the rest of the world.





B B B

friendly bobbel

...is a fort, a refuge and a place for reading, dreaming or playing. The friendly and simple designed shape of the hard shell stimulates the child's fantasy.

Also, this way it provides the possibility to position the furniture in three different ways: shell, house or seesaw.

“Fantasy fascinates everyone, because beyond the objects and the surfaces there are stories being told...”

- Eero Aarnio -



2 The S(e)itz

Vitra Design Workshop

Vitra Workshop - 3rd semester

Supervisor: Martin Hailer

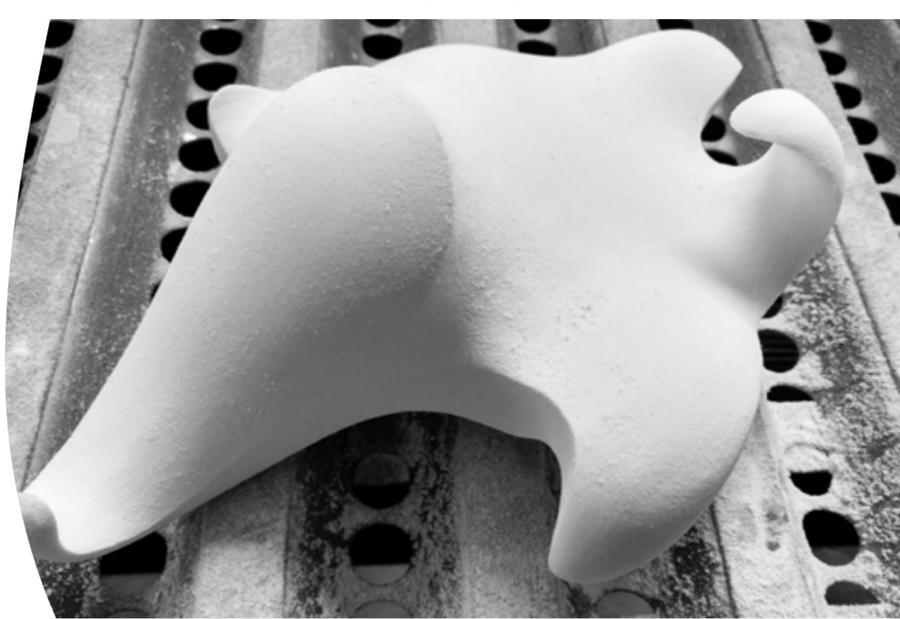
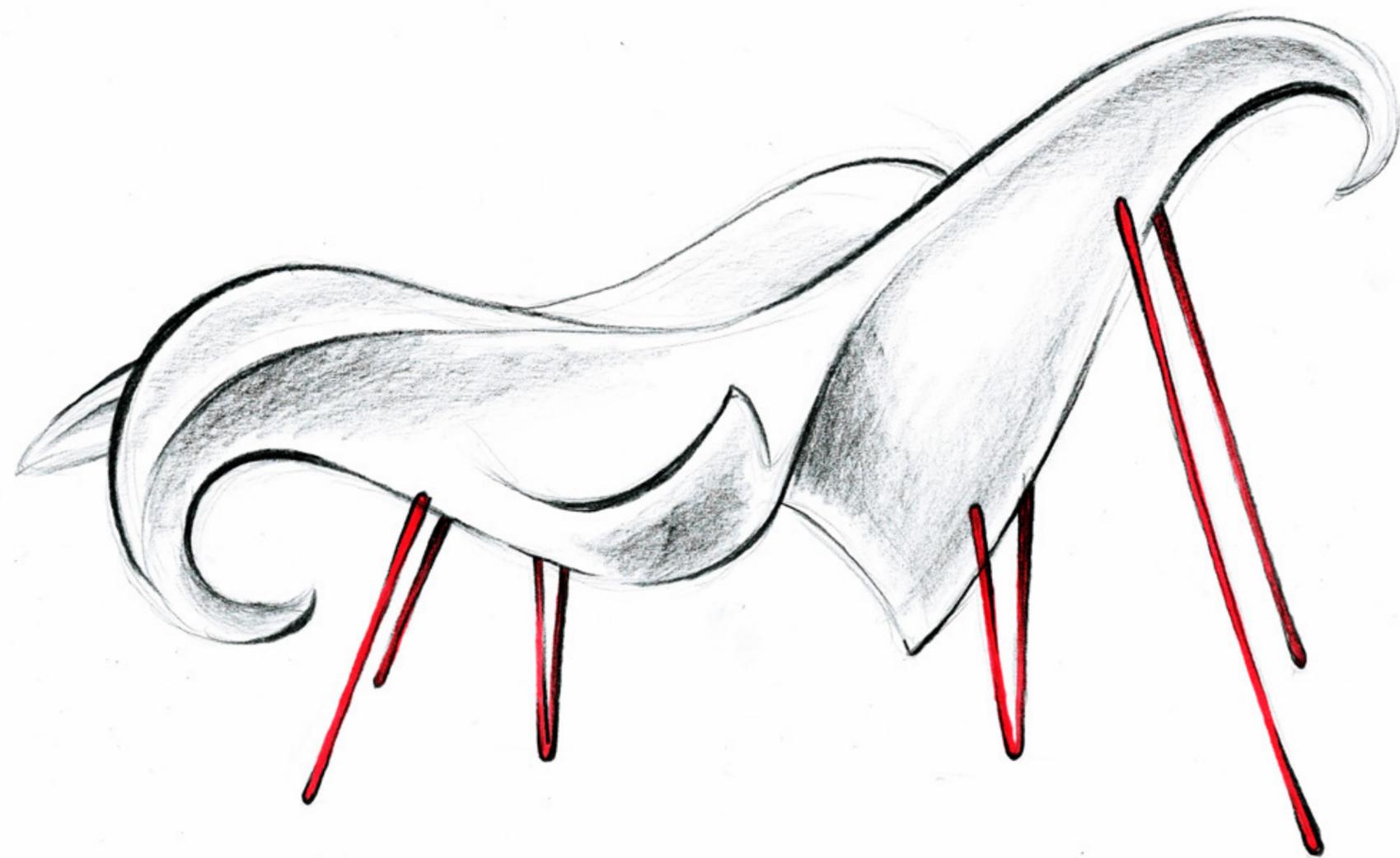
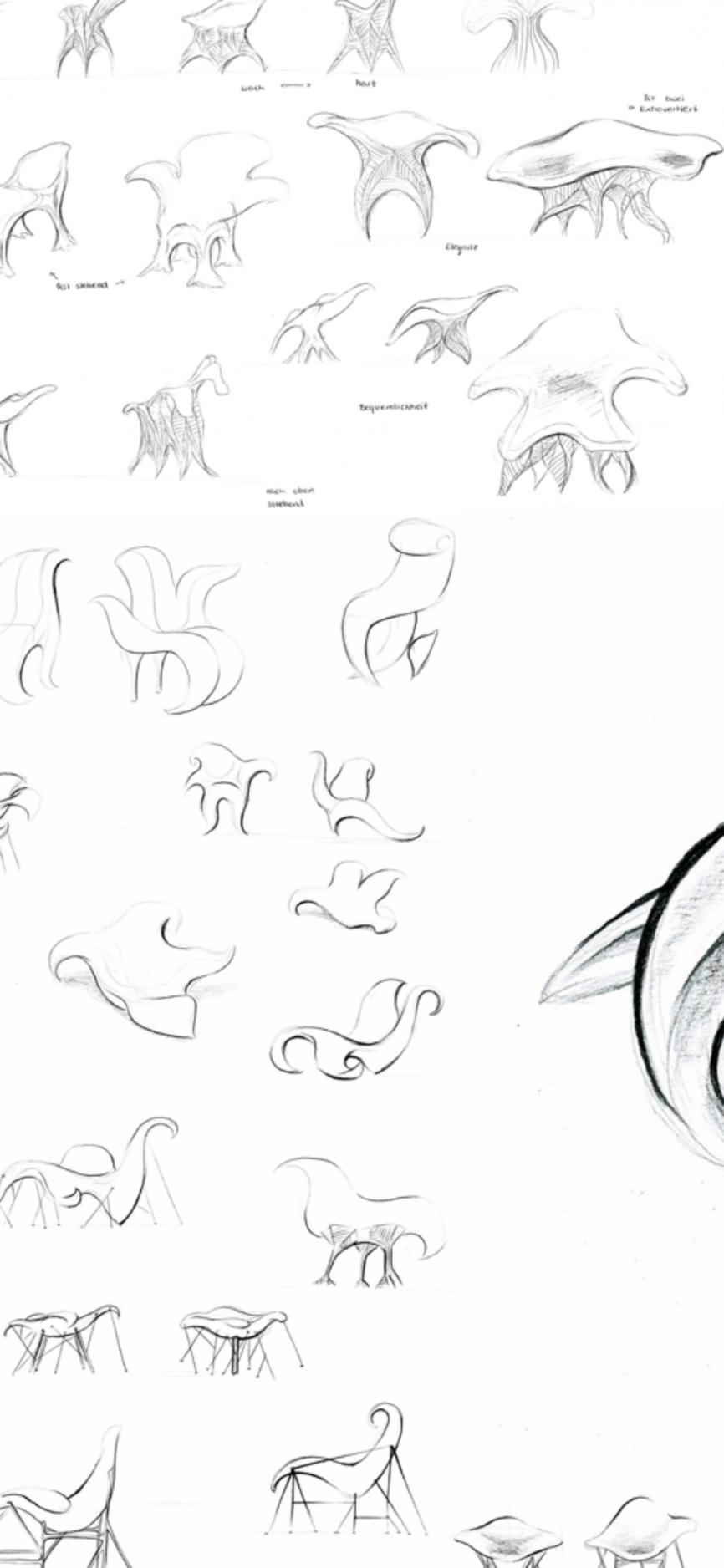
Prof. Tom Siegel

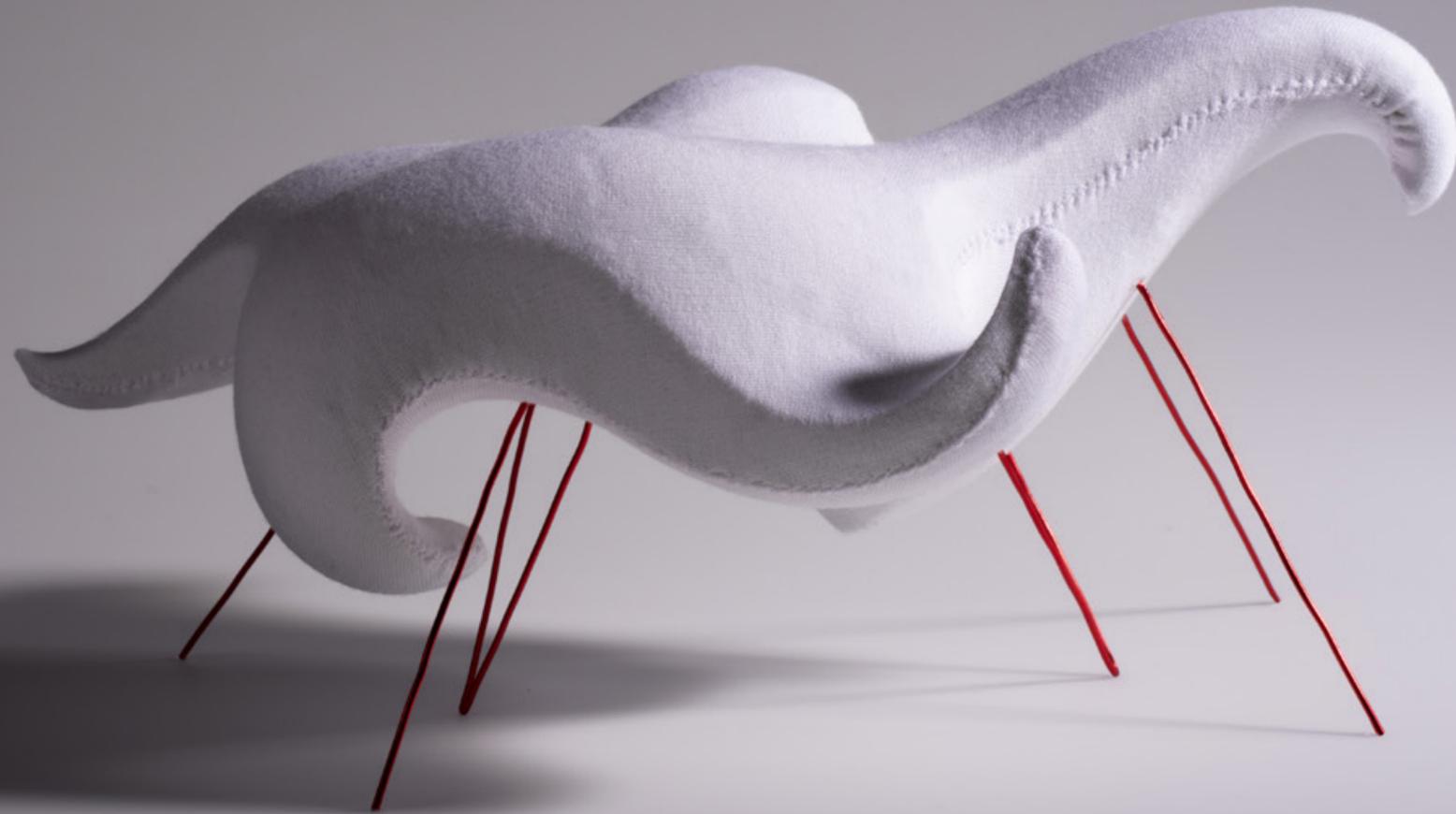
In cooperation with **Vitra
Design
Museum**

Assignment

The Vitra Workshop is organized by our university, for every third semester class in Industrial Design. Over 5 days we visit the Vitra campus, Wheel am Rhein. In addition to visiting the museum and production, we had to design a "chair for an athlete". The selected athlete and sport are analyzed and within a very short time a seat, suitable for the semantics of the athlete and the sport, is designed and physically implemented.







The S(e)itz

The curved shape of the comfortable seating shell of the Lounge Chair represents the dynamics and elegance of a gymnastic exercise.

The thin feet of the seat are inspired by the fastening ropes of the uneven bars. They represent technique, structure and ease.

3 Elvoire

a manifesto of absurdity

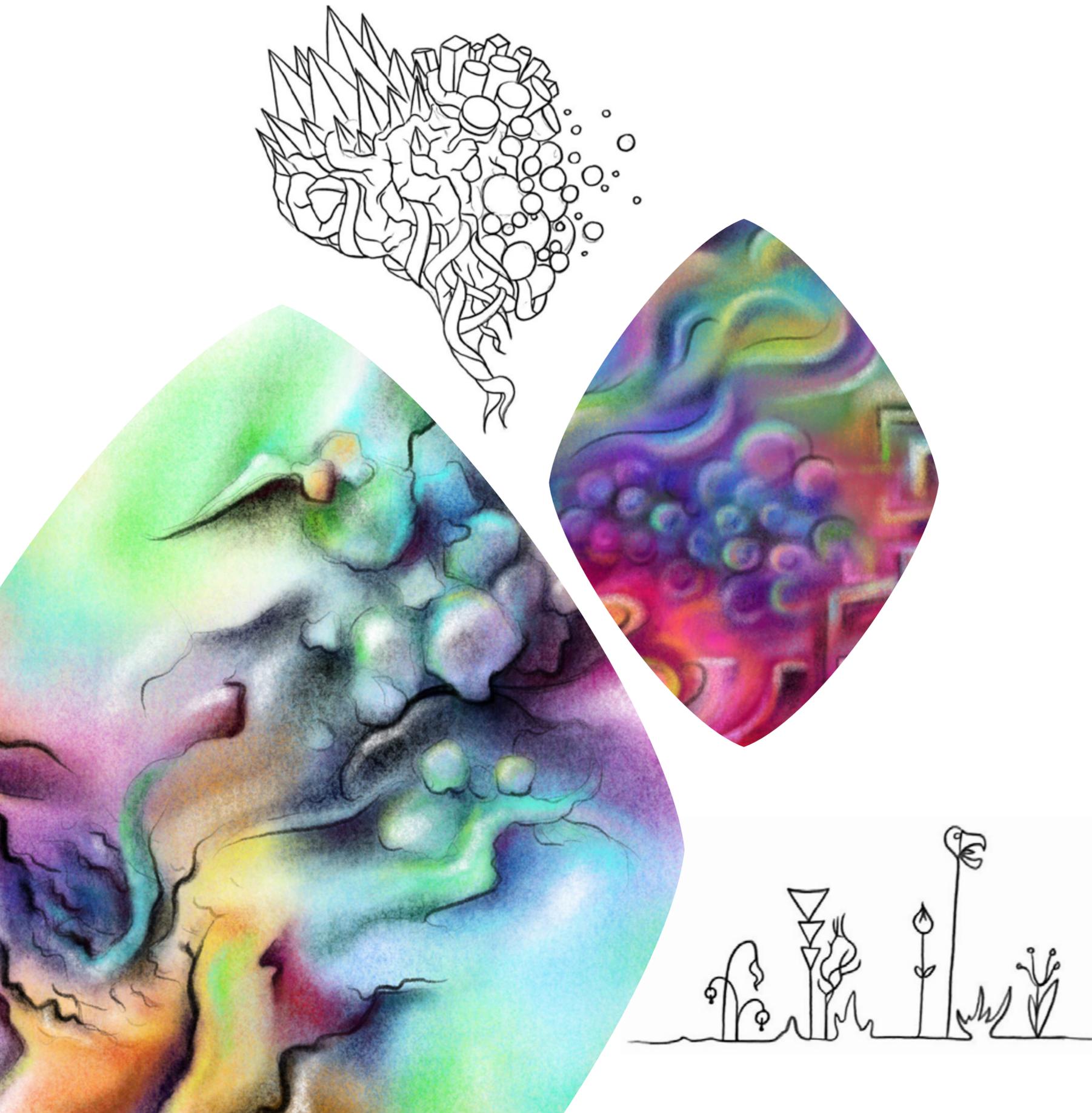
Main project - 3rd semester

Supervisor: Prof. Erik Schneider
Martin Hailer

Assignment

The task is to illuminate the term “absurdity” - to understand it and, in the end, to transfer it to a product that does justice to their claim to this term. Part of the task is to formulate their own “absurdity philosophy” or theses in a “manifesto of absurd design“. The project steps are the analysis, research, definition of requirements and selection of suitable materials followed by the technical and formal conception and implementation in a functional model using the original materials.



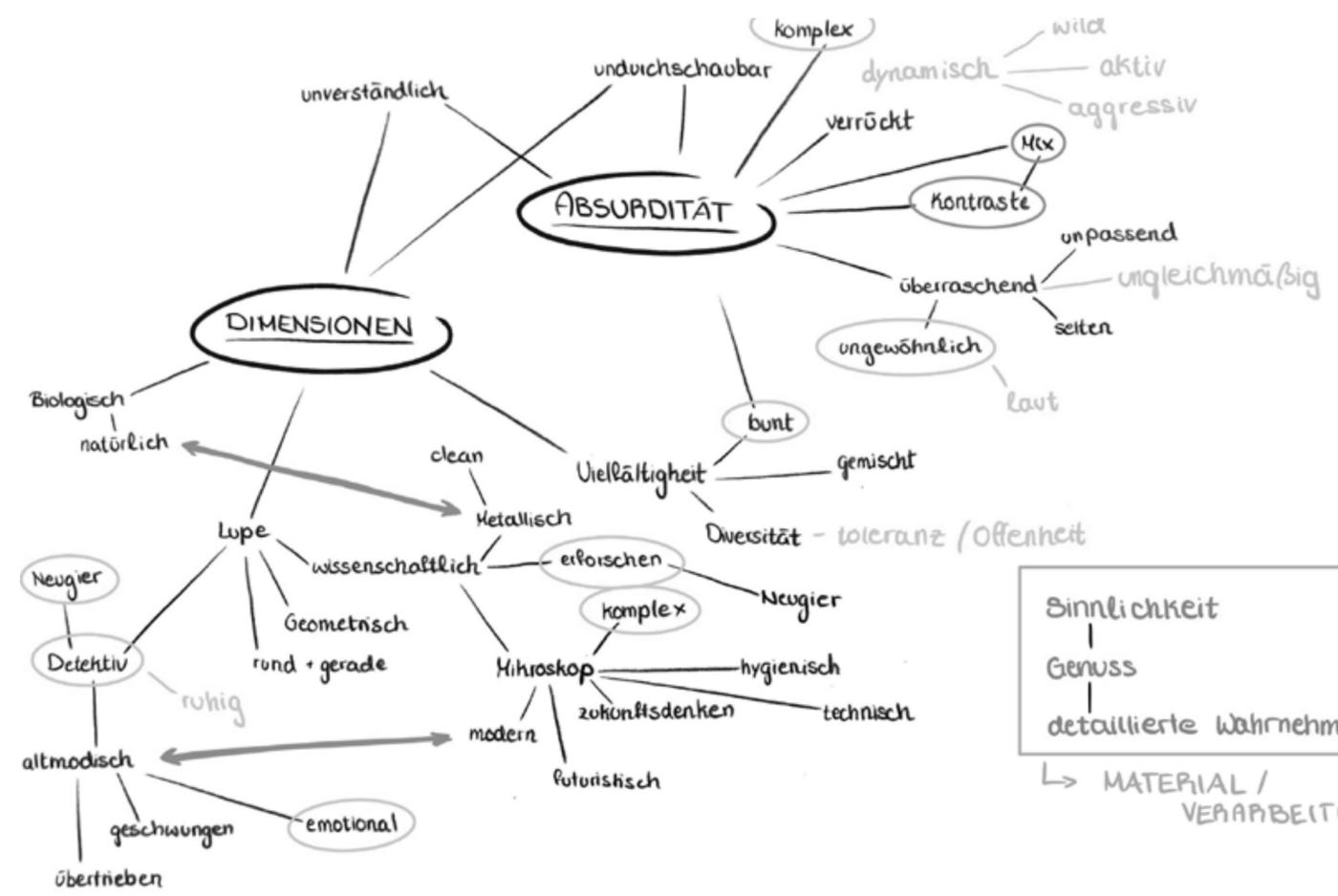


What means absurdity in the first place anyway?

Absurdity is grotesque, mad, far-fetched. The word comes from the Latin word “absurdus” and means sounding impure. We find absurdity in many different areas: art, nature, science...

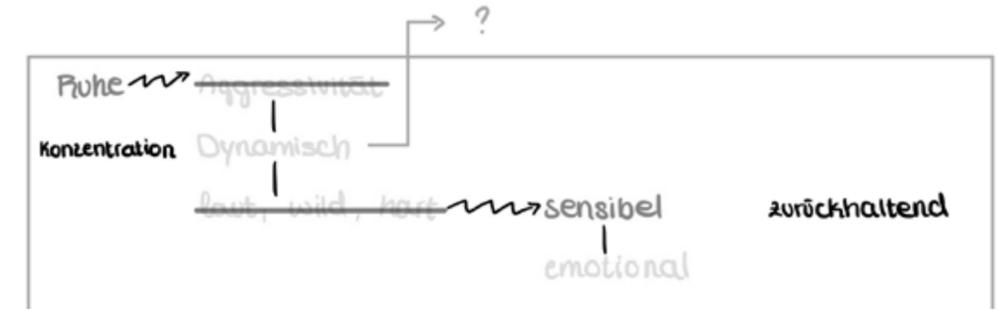
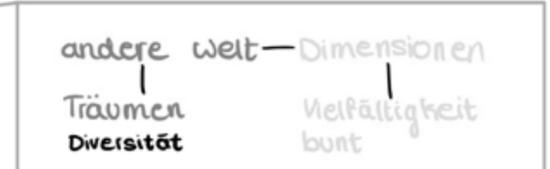
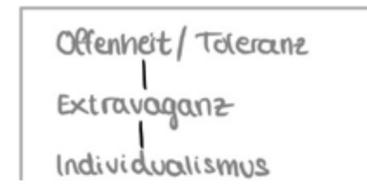
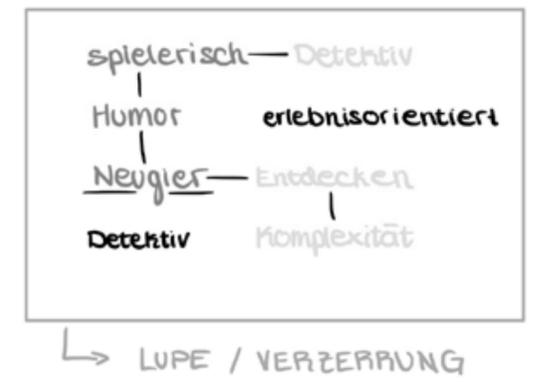
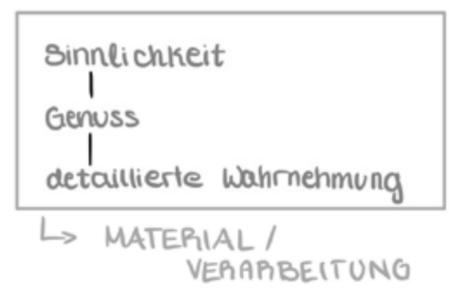
The most interesting thing for me personally was the thought of other **worlds** we can't grasp: other cultures, times, fictional worlds or the entirely unexplored.

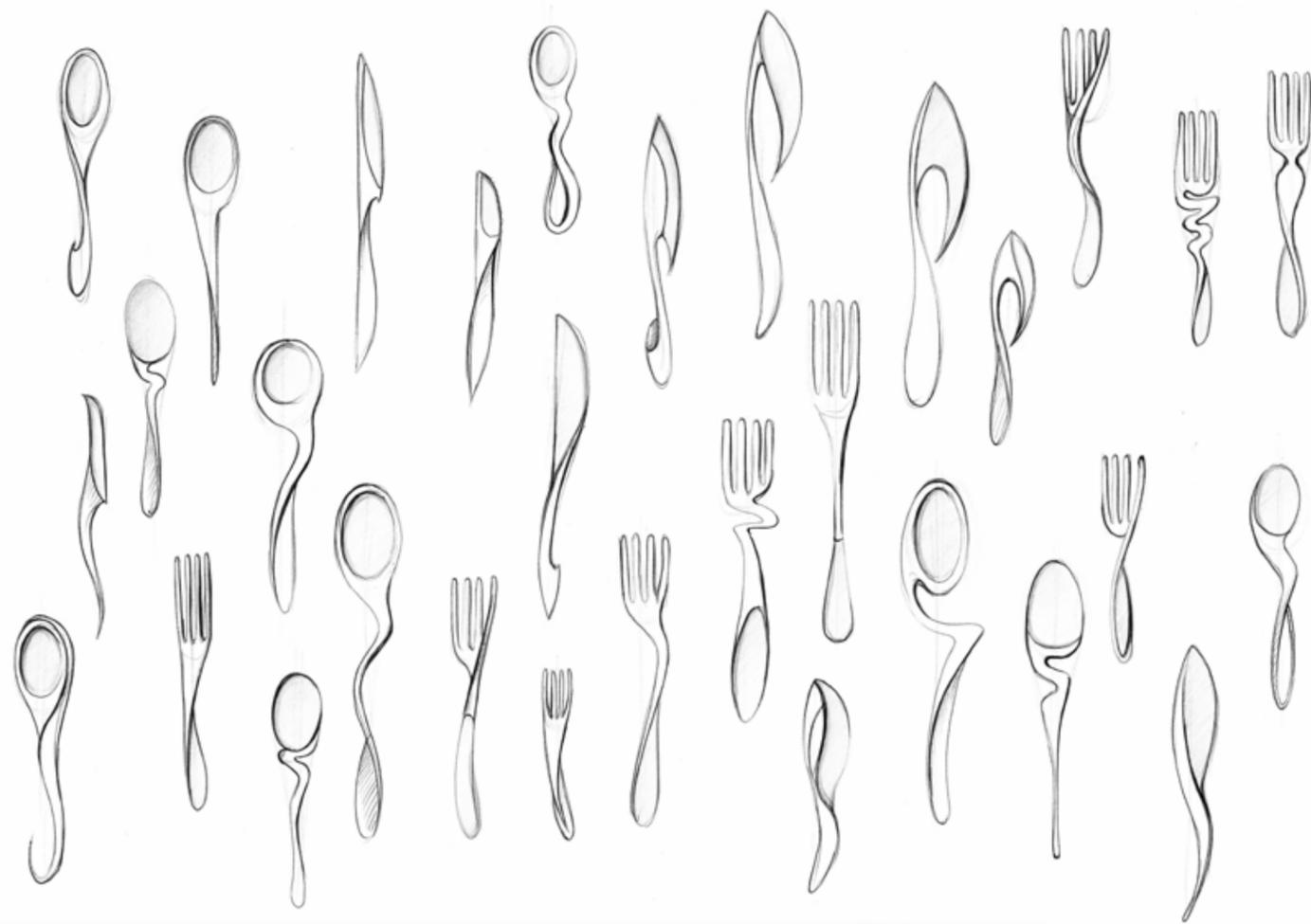
Furthermore, I am interested in **perception** and how it can be influenced and manipulated.



Based on the brainstorming, I developed my concept.

It focuses on the disortion of perception and "a product to consume food"





Through the creation of a persona, to represent the target group, as well as multiple semantic analyses, I ended up with the final form.

contrast

colorful

unusual

explore

curiosity

emotional

calm

detective

divers

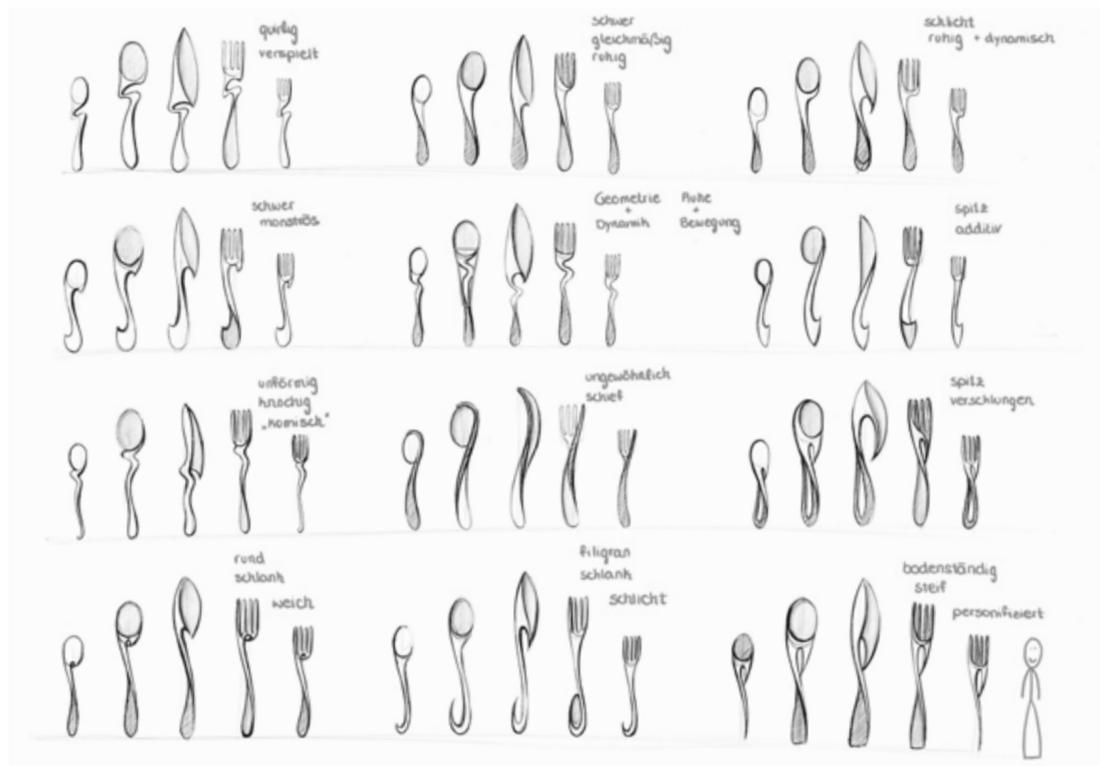
playful

unexpected

bubbly

free

fantasy





The final design of the cutlery set shows a **material combination** consisting of glass, metal and wood.

Here, the glass is a distorting magnifier. The wood and different colored metal stands for diversity, playfulness and the bubbly.





I was allowed to create the **glass** parts in the glassblowing workshop of the Max-Planck-Institute in Stuttgart.

The frames of all five cutlery parts were made of **Ureol** and coated with various **metals** in the electroplating shop.

The last five pieces were made from **WOOD** of the serviceberry tree and then oiled.





Elvoire

“Elvoire” invites you to consume more consciously and to deal with the oppressive issues of food consumption and the food industry in a relaxed, playful way.

“Elvoire” is cutlery of a special kind!



4+ VAI

from nature with love

Main project - 4th semester

Supervisor: Prof. Cosima Striepe

Assignment

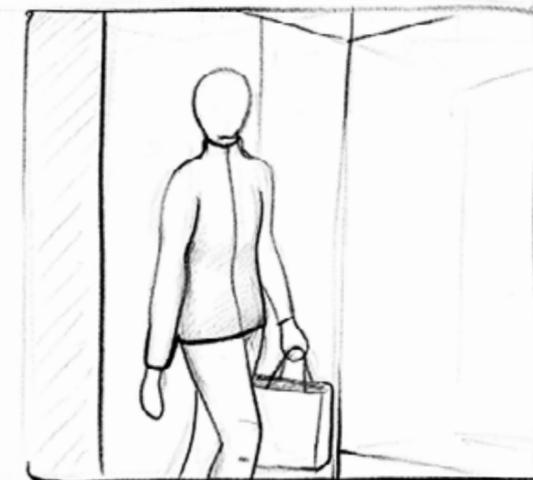
„From Nature with Love“ - The range of topics around biological constructions, working in a special way, are infinite. The students pick one biological function and combine them with a product. Thereby they can take the function, the material or the aesthetics from the natural role model to apply it to the chosen product.





I dealt with the bird's plumage, that they can „puff up“. When it's cold, the birds puff up their feathers. As a result the insulation layer gets bigger. When it's hot they fit the feathers tightly to the body.

I wanted to combine this principle with an everyday jacket, which will be adjust to the respective situation of the user considering his body and outdoor temperature.



My Persona was the 18-year-old Emory. She is active and most of the time on the road, loves skateboarding and hanging out with her friends.

I did a semantic analyse on Emory, which I used for the design of the jacket.

clear

wild

dynamic

loud

dominant

funky

active

self-confident

combative

young

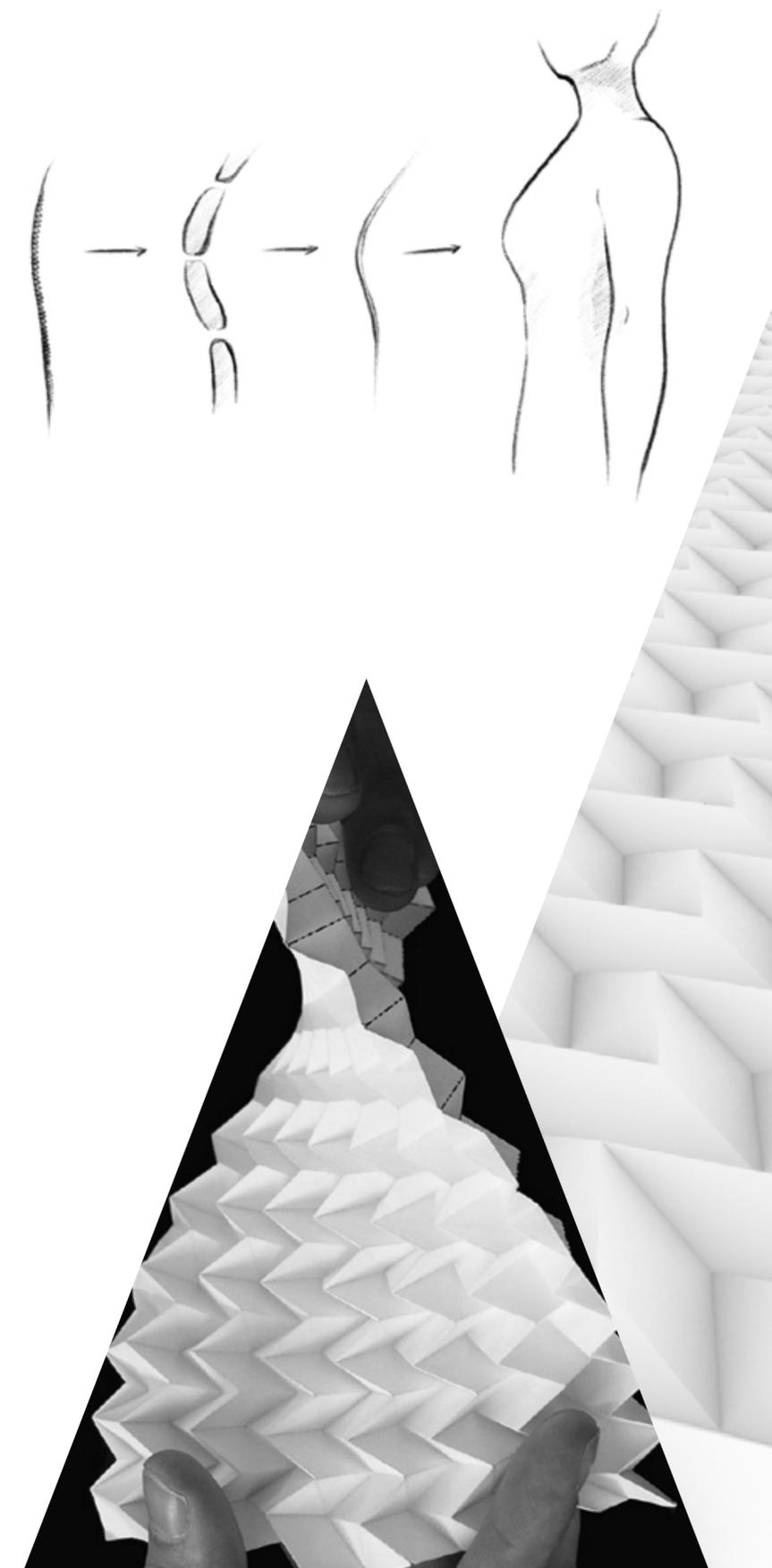
rebellious





Air cushions, which are placed in between the inner lining and the outer layer, will fill up in cold weather. As a consequence the insulated layer expands. In hot weather they will reduce in size, thus minimizing the insulation layer.

The outer layer consists of a micro-dimensioned Herringbone fold structure, which will always adapt to the current size of the jacket.



VAI

Just like the feathers of a bird, VAI adapts to different situations in day to day life of the user.

When it's cold it puff up and when it's hot it will reduce in size.



5 MINI

Let's Share - Time Together

Internship project - 5th semester

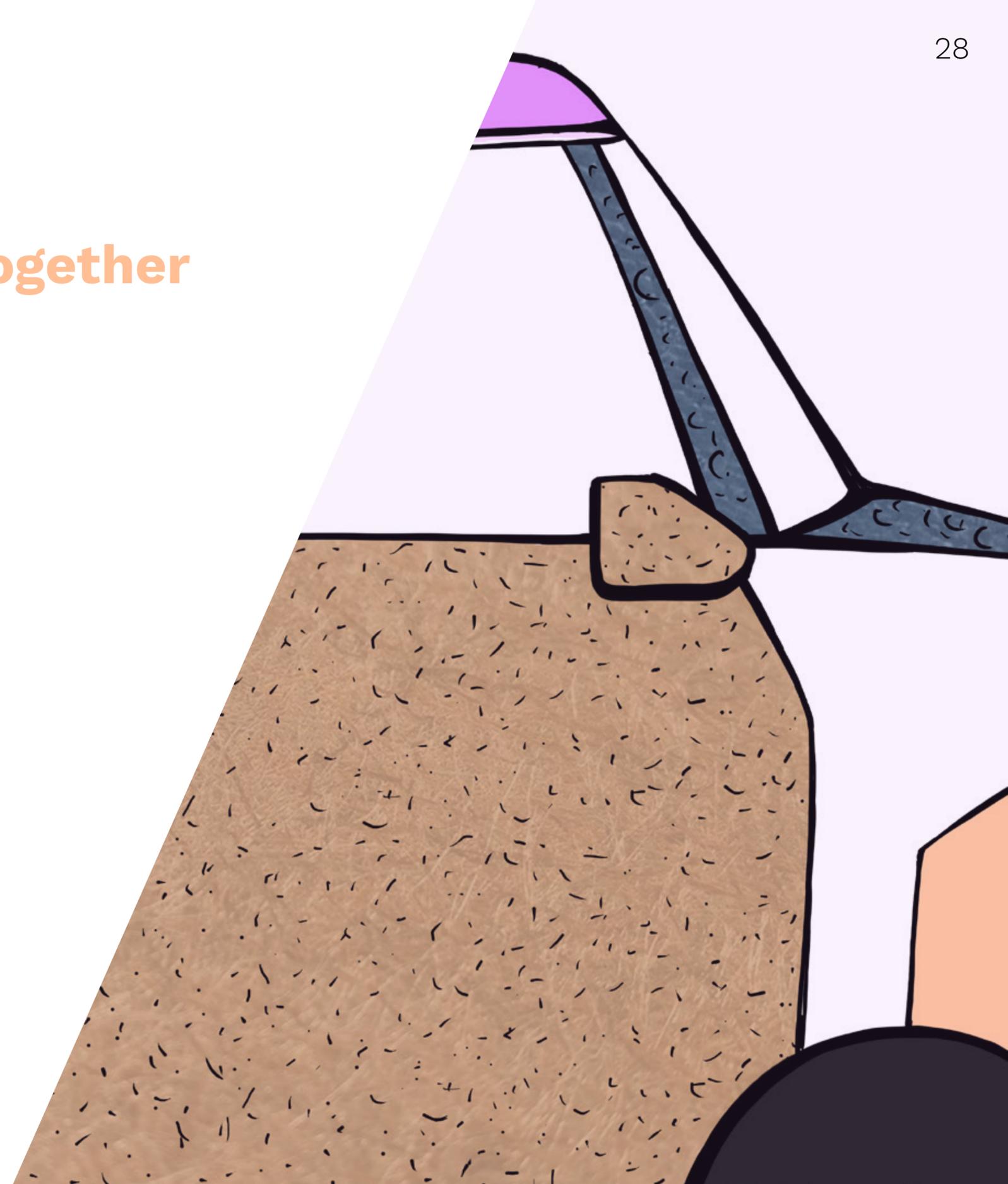
Supervisor: Kerstin Schmeding
In cooperation with MINI C&T, BMW Group

Assignment

In my project from my internship at the MINI-Designteam, I dealt with three topics: the brand MINI, micromobility and materials for the exterior.

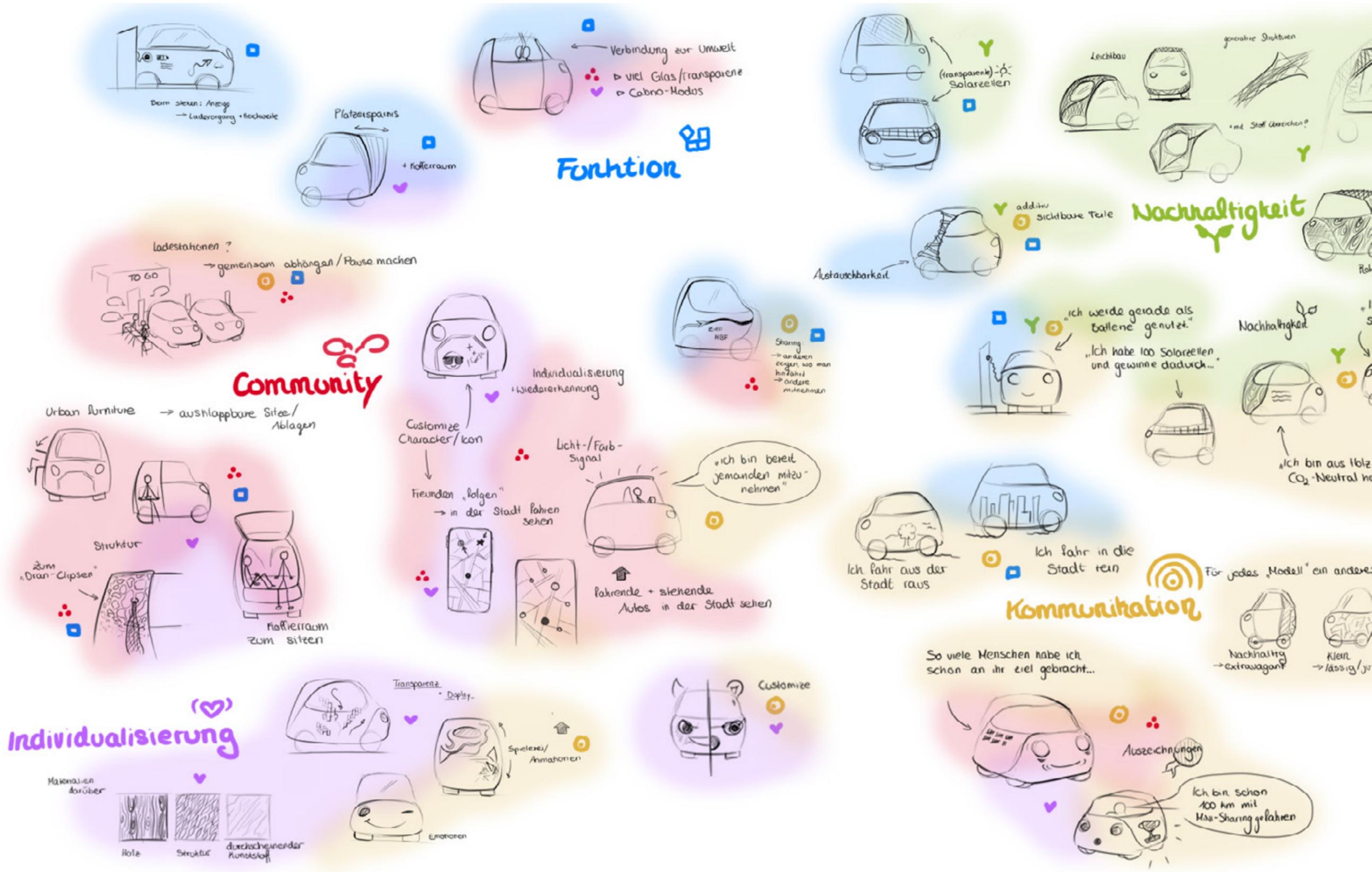
I thought about ideas and concepts to replace the typical aesthetics of glossy laquer on automobiles under the points of future micromobility and the character of the brand MINI.

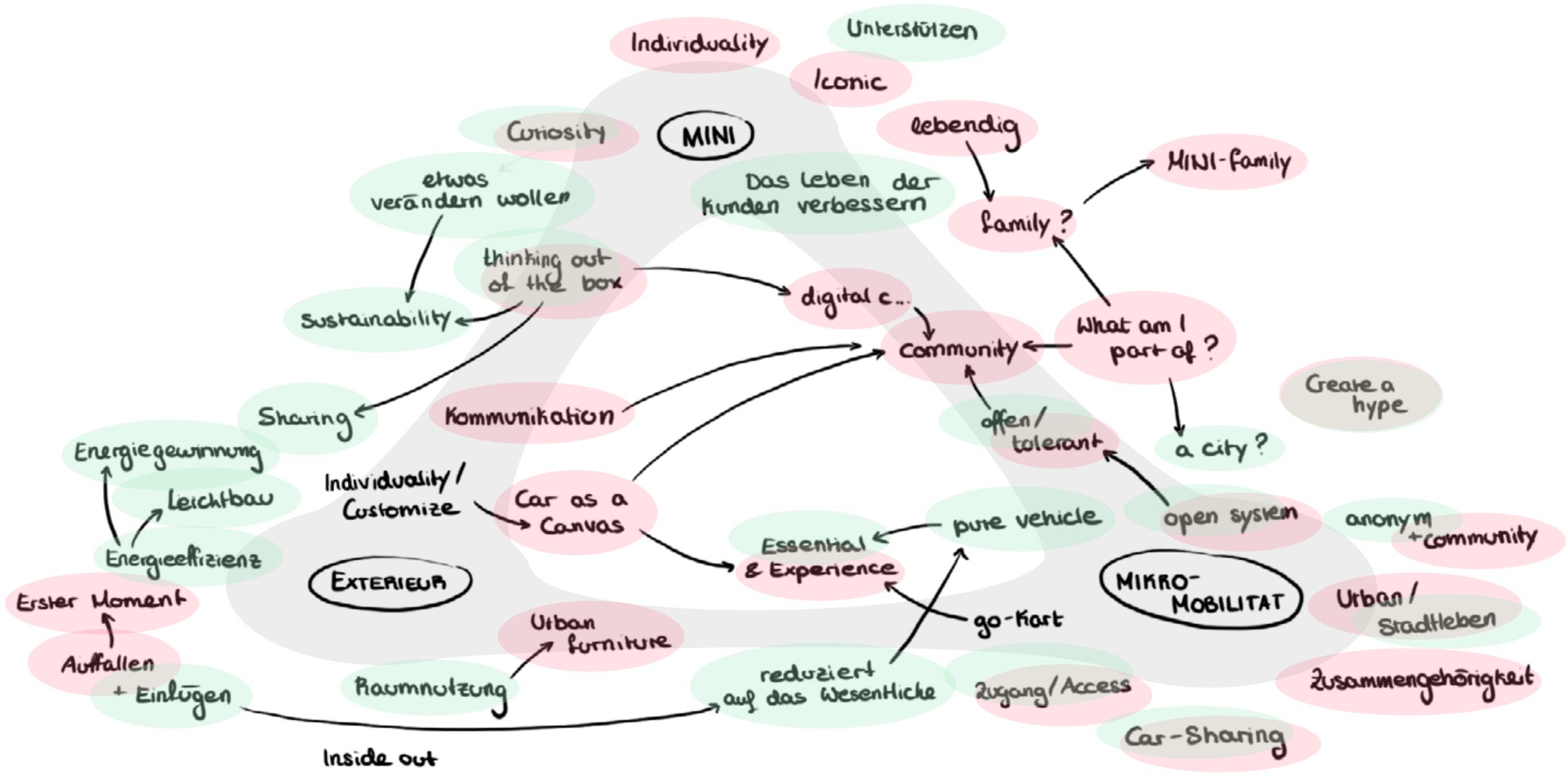
Thereby I focused on the user experience and the emotionality of the tolden stories.



I did research about the brand MINI, micromobility and materials for the exterior. As well as on the actual situation, I also took a look on trend research and future forecasts.

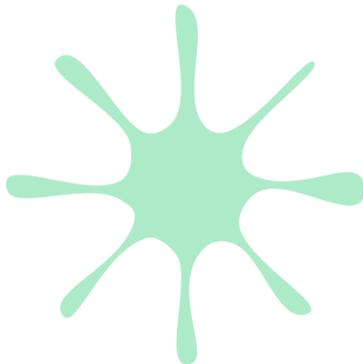
The focus in my projekt was on the emotionality of the user experience, not on the feasibility. This is why I started my brainstorming with little stories and user scenarios and classified them in five categories: sustainability, function, communication, community and individualisation.





From my ideas I created two storylines, which included several of my brainstormed topics.

Both are based on a MINI-sharing-concept, but each have their own character and focus.



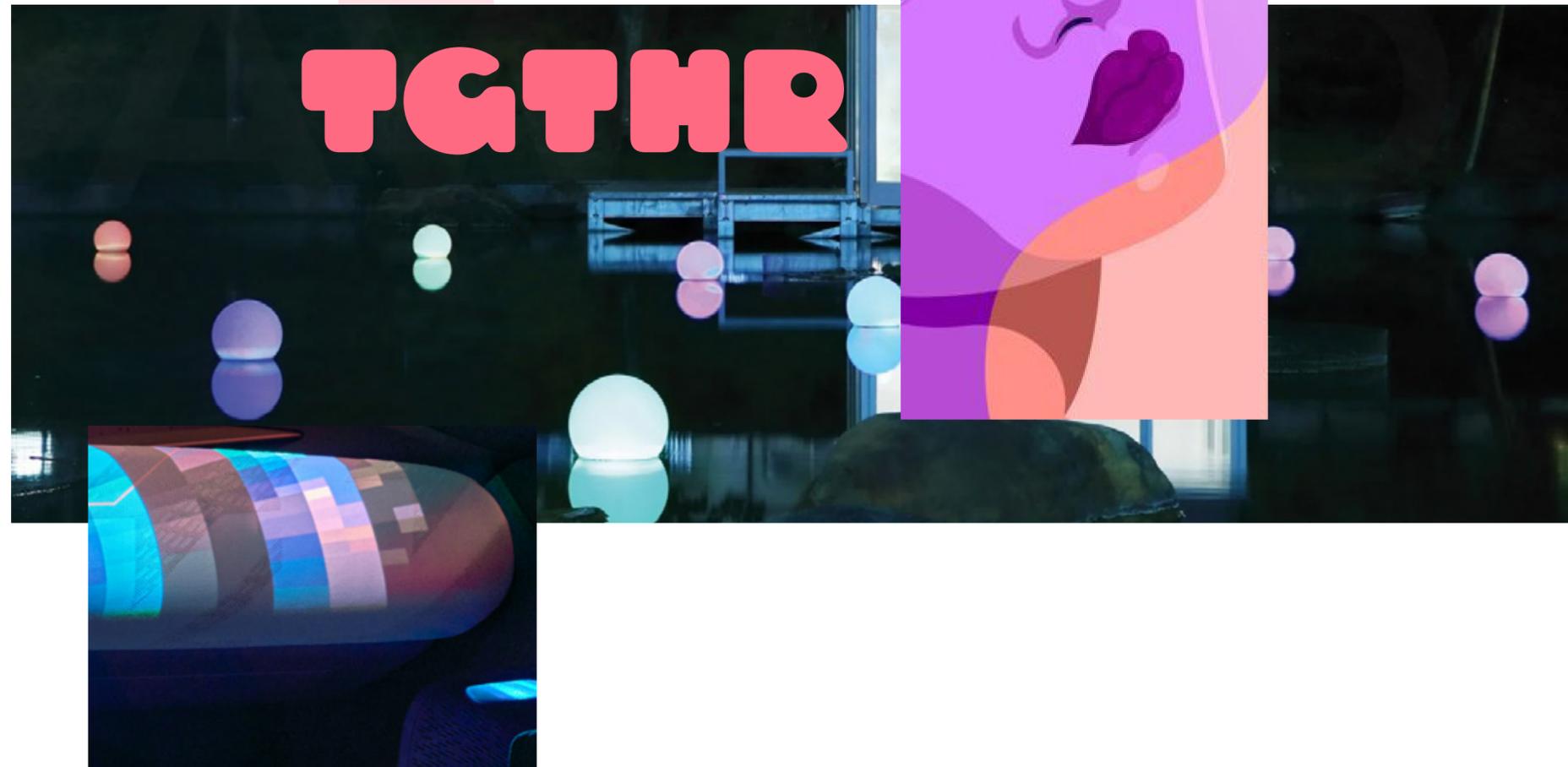
Concept 1: „Time Together“ deals with the topics of community and individualisation. The users can participate through community-stations and customizing possibilities around the app and the car.

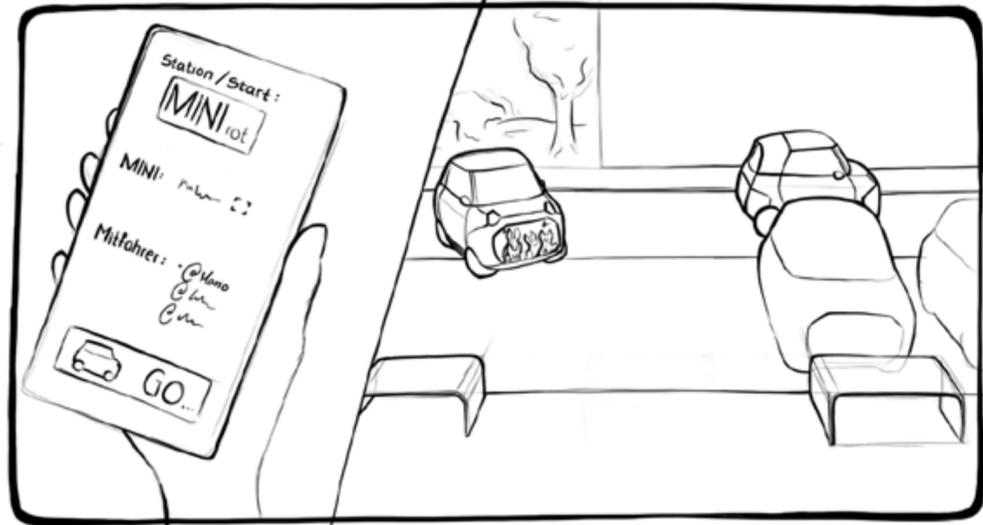
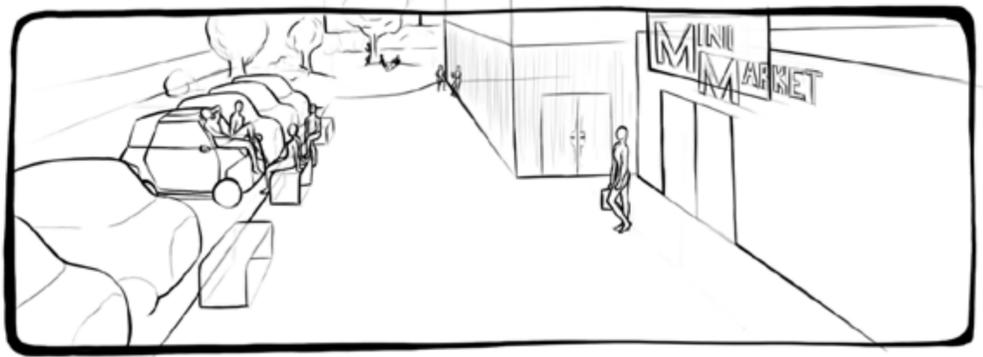
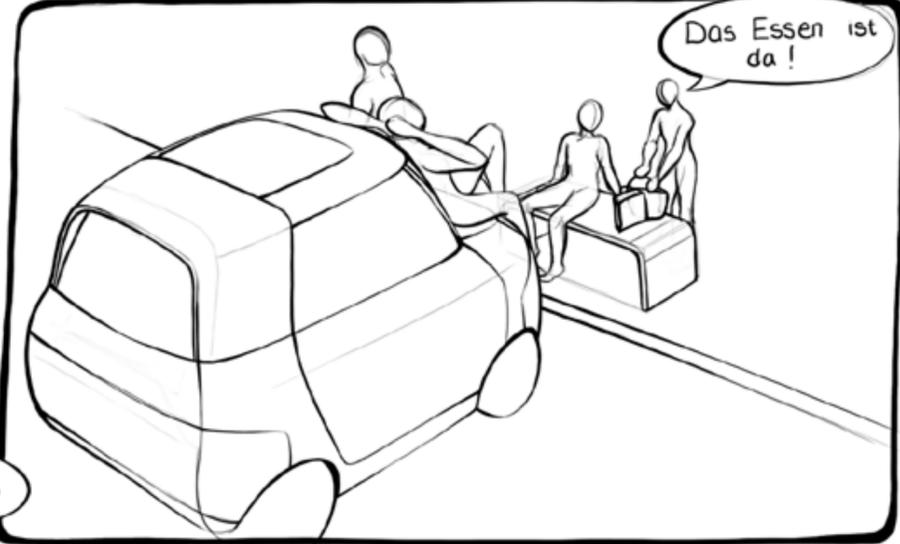
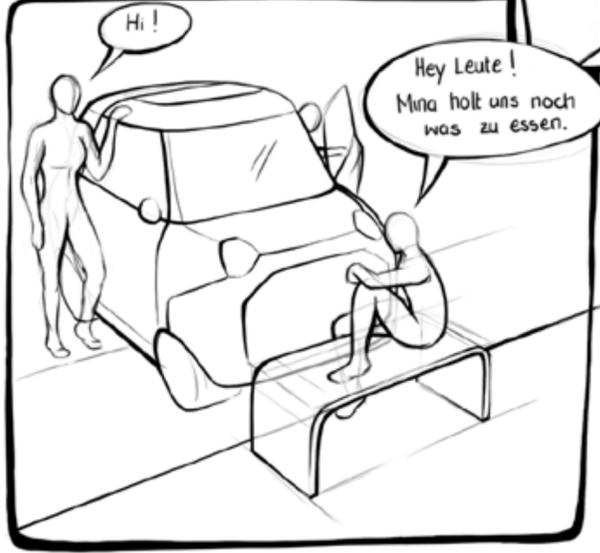
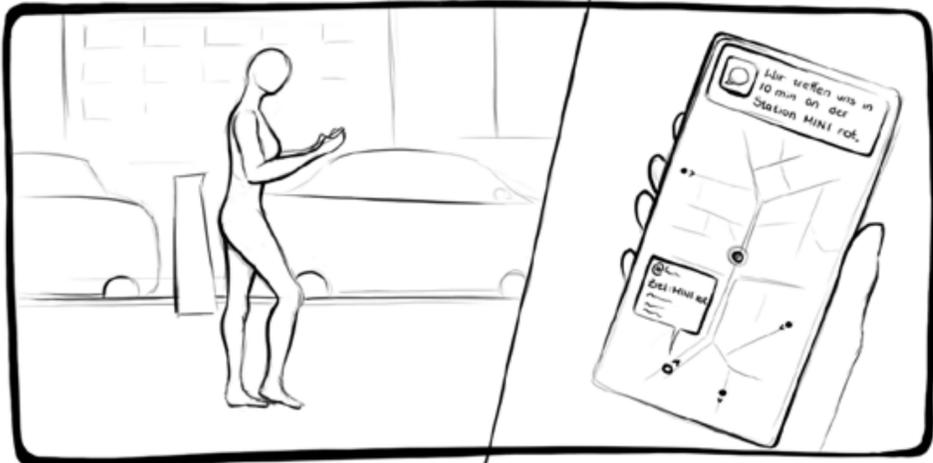


TIME



- playful
- charming
- bold
- additive
- loud
- active
- wild
- geometric
- strong
- cheerful





I presented most of the materials in their raw aesthetic. Some of them have a glossy surface to mirror the urban environment.

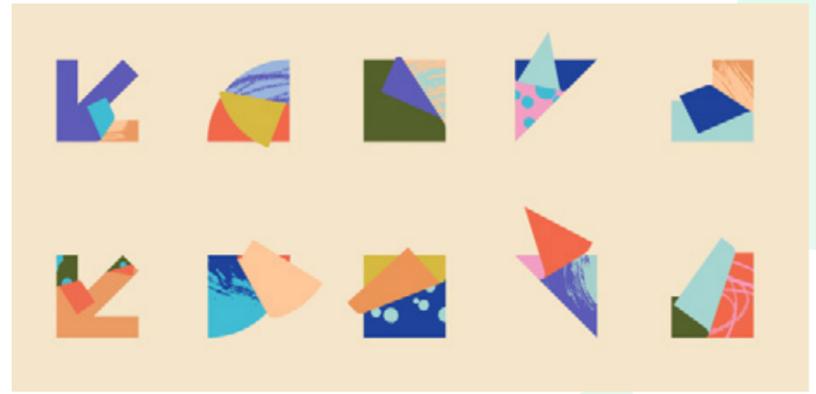
I used some natural fibre reinforced plastics (NFRP) and expanded polypropylen to reduce weight. The structure at the back gives some extra features and the dye solar cells generate energy and create a specific atmosphere.

The possibility for customizing will be fulfilled by the LED-strip on the roof and the front display in the octagon.



Let's SHARE

Concept 2: „Let's Share“
reduce it to the important
aspects of the sharing-concept.
It represents functionality and
sustainability.



reduced

simpel

calm

integrative

clear

gentle

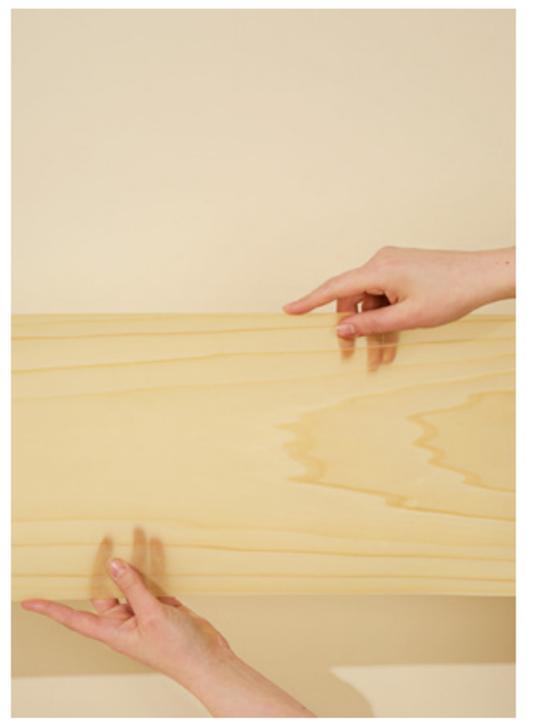
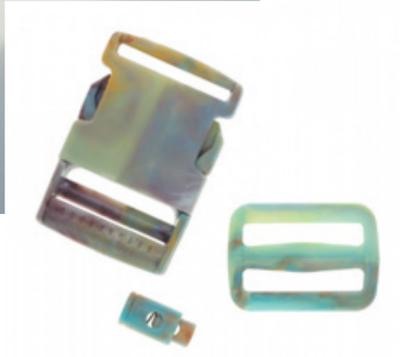
factual

nimble

fresh

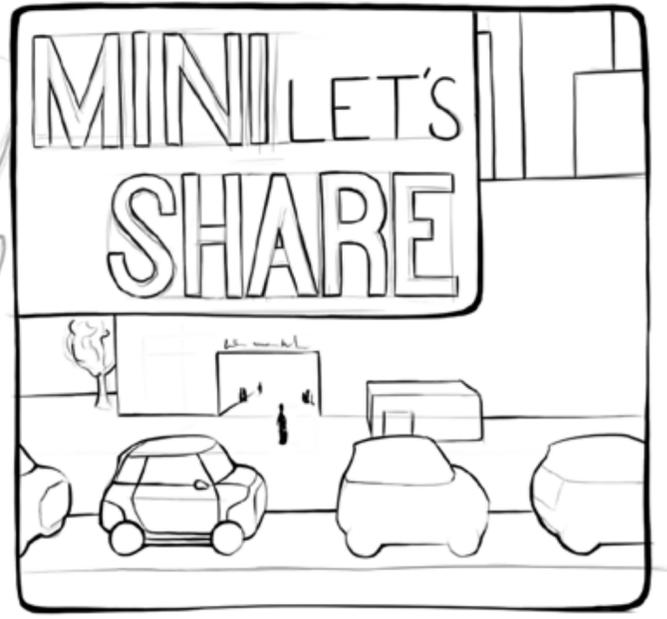
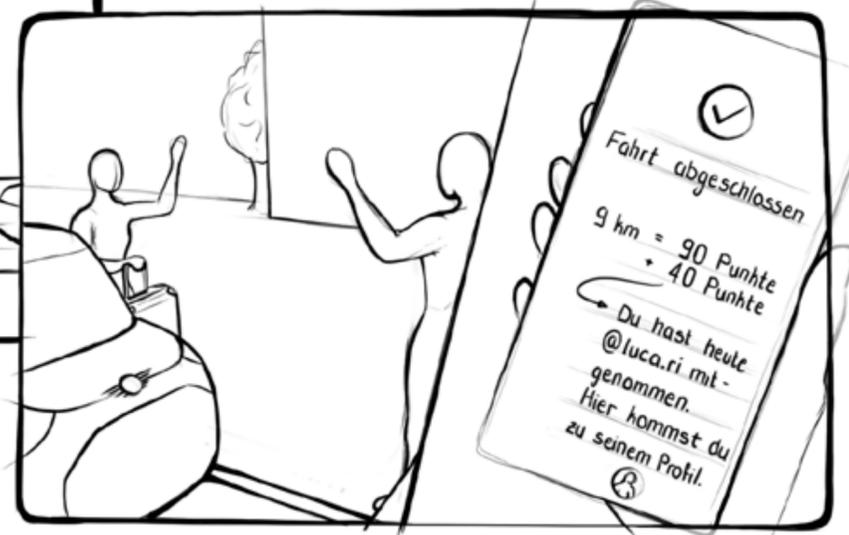
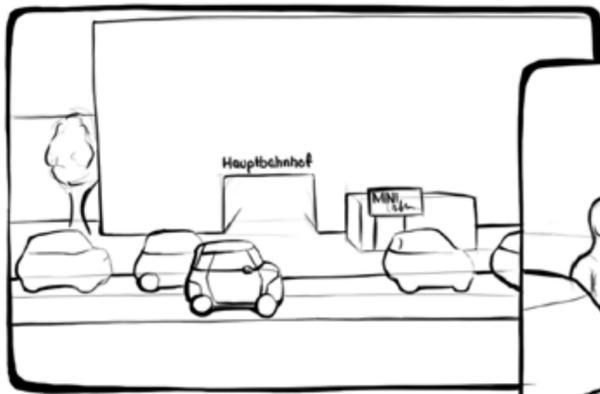
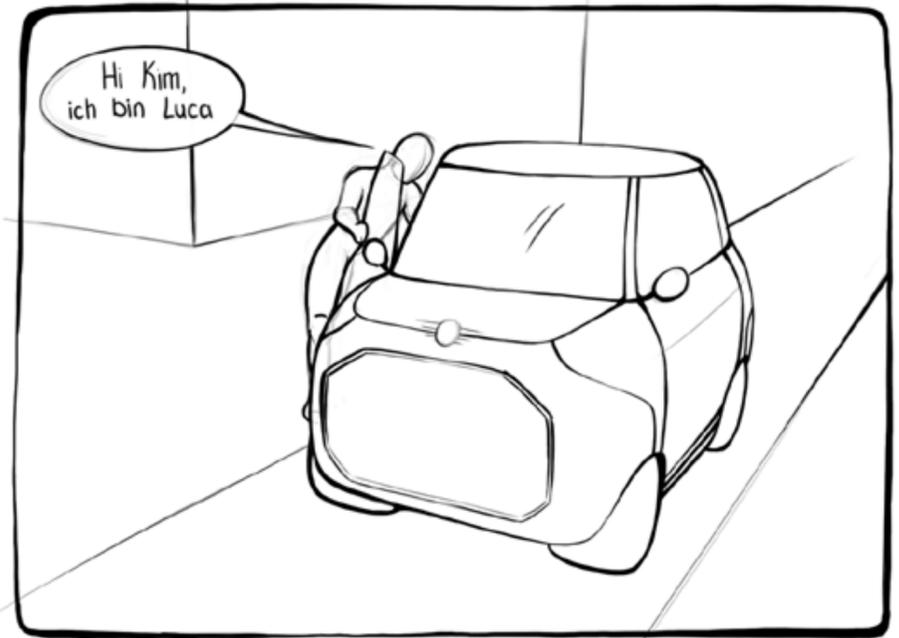
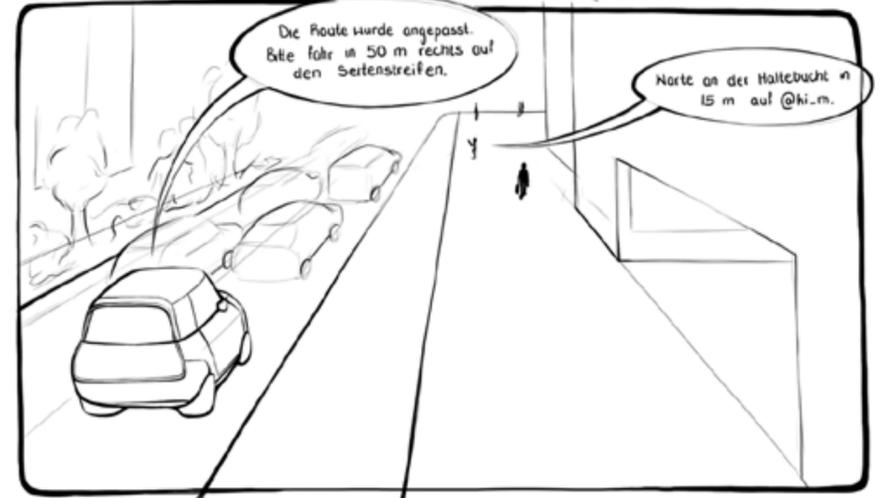
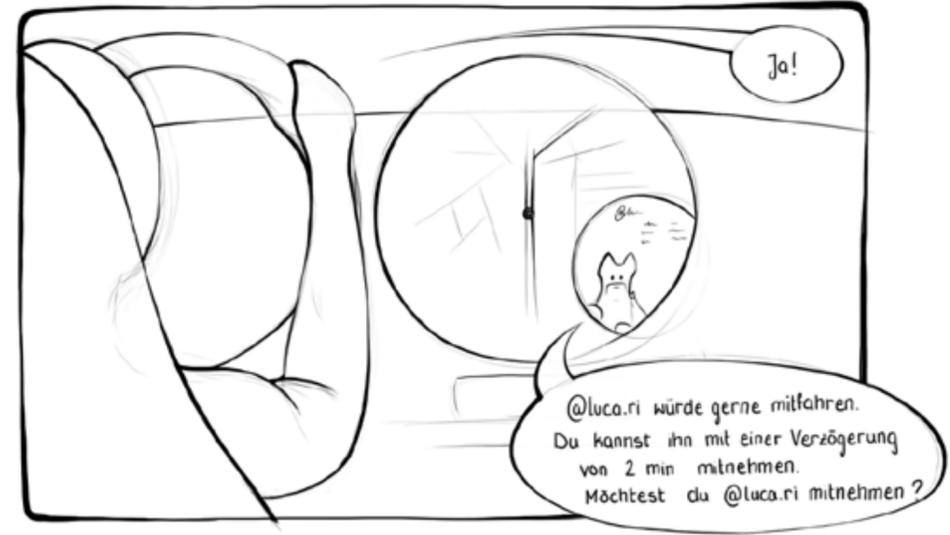
organic

quiet





Derzeit an einem anderen Ort in der Stadt...





In this concept I tried to reduce even more weight and to only show raw materials.

The NFRP is here also used and will be minor dyed, while the aluminium body will be shown with a matt finish. The transparent wood in the back reduce weight and give a look on the inner of the vehicle, same as the flax structures at the back and in the front octagon.

There is only a tiny display in the MINI-logo and the headlights are replaced with simple LED-strips. On the roof are semi-transparent solar cells which generate more energy than dye solar cells.

6 Addition

Sculpting Class

Sculpting class - 3rd semester

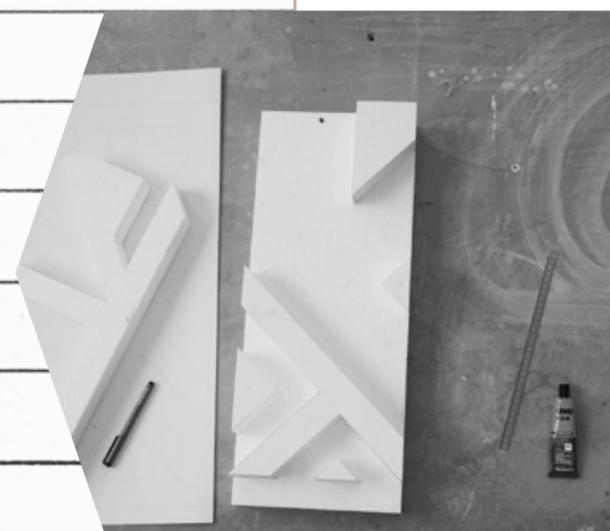
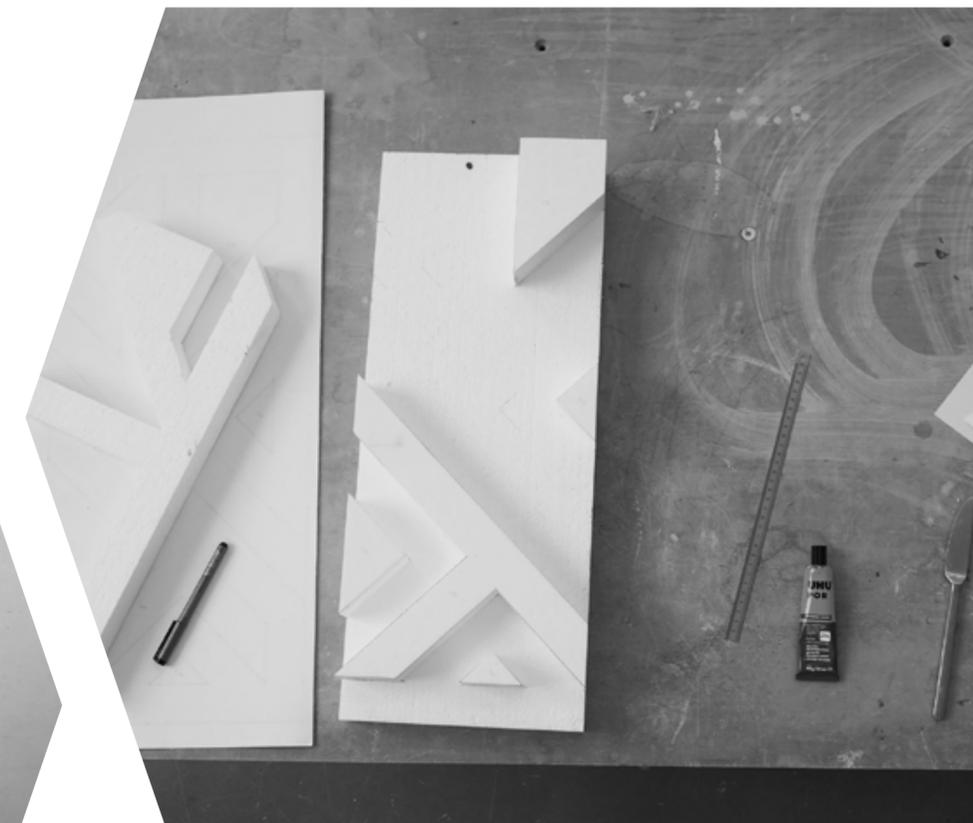
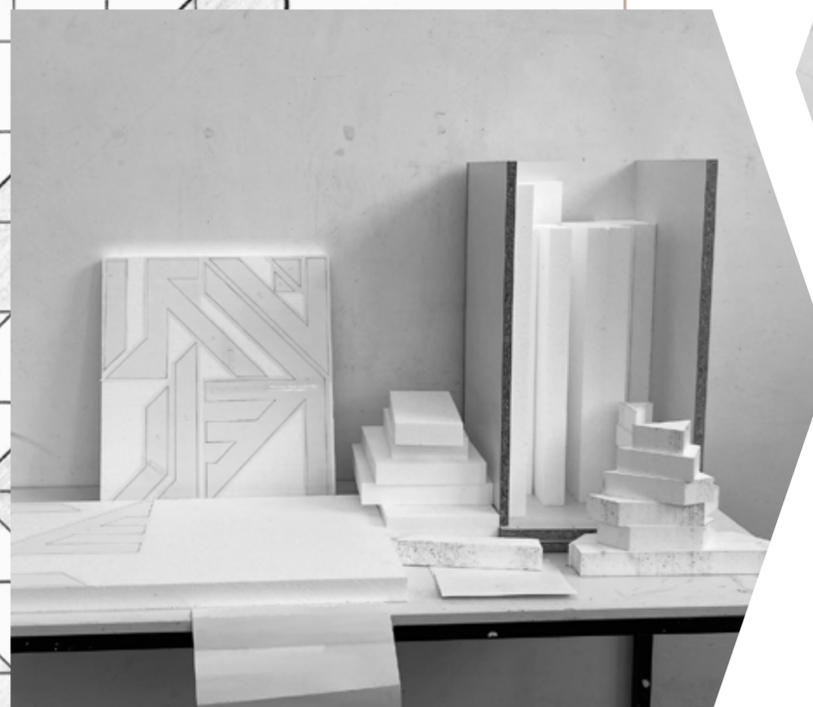
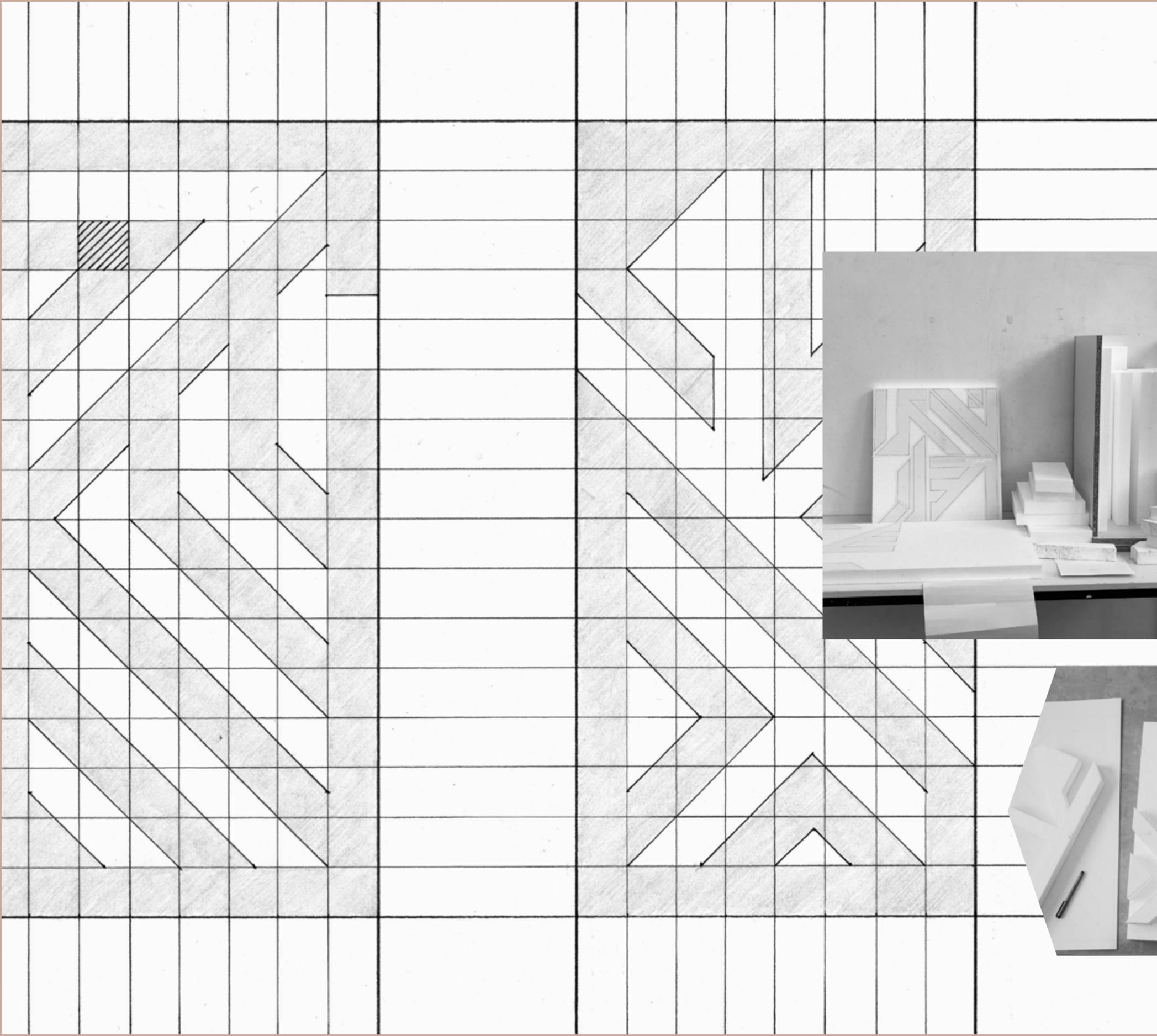
Supervisor: Vito Pace

Assignment

“WChUTEMAS - drawing and constructing, perception of three-dimensional forms, seeking form through subtraction and addition.”

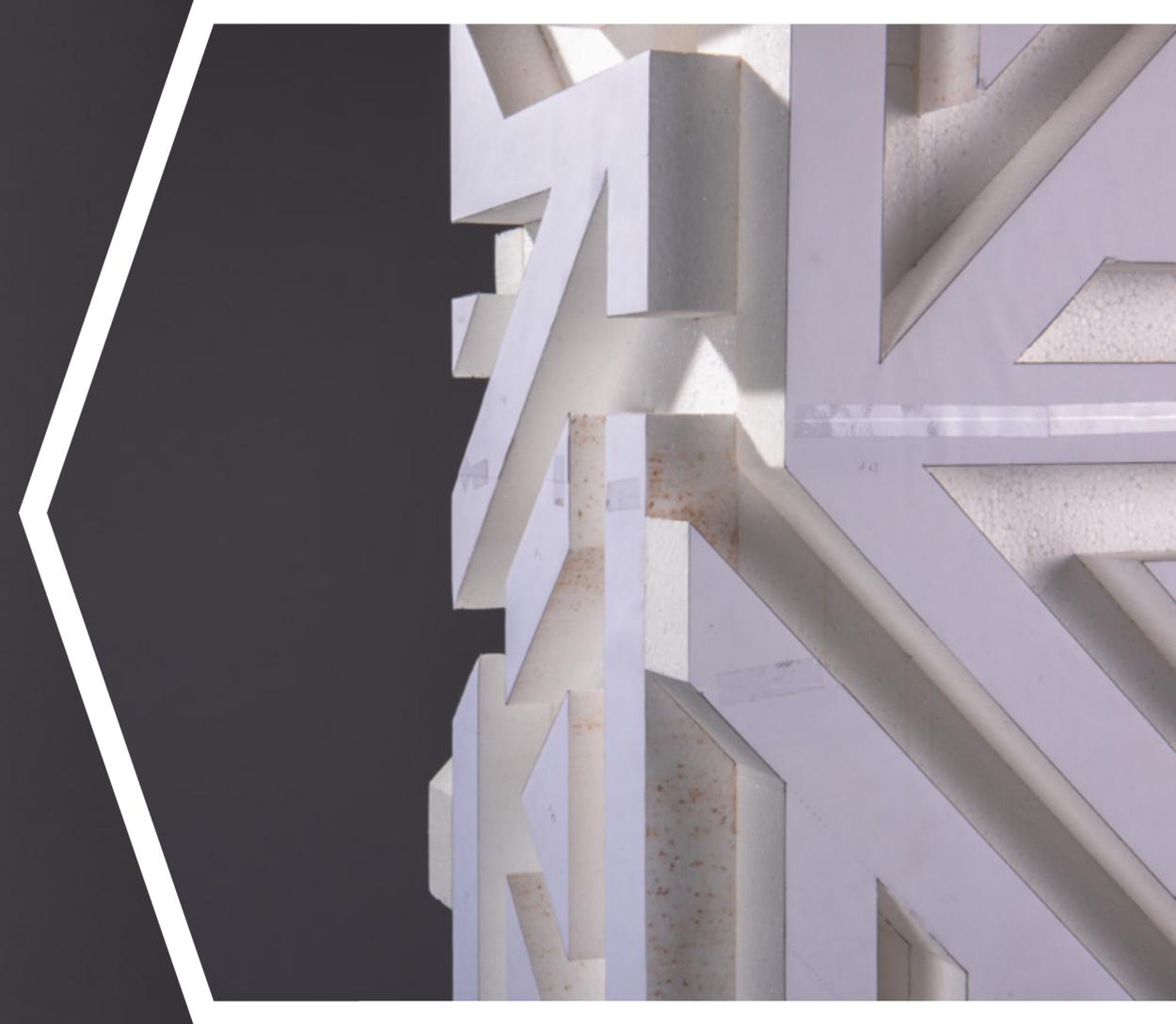
Over the semester a sculpture, or a plastic, will be developed and built. If chosen to work with the “WChUTEMAS” theme, a chosen space is to be designed in three dimensions.





The room I have chosen has a size of 32x32x64 cm, which I divided into multiple 4 cm cubes. On this base I developed a concept of straight lines in 45° angles.

The sides are all different and yet harmonize with each other.



7 Living Cube

Sculpting Class

Sculpting class - 4th semester

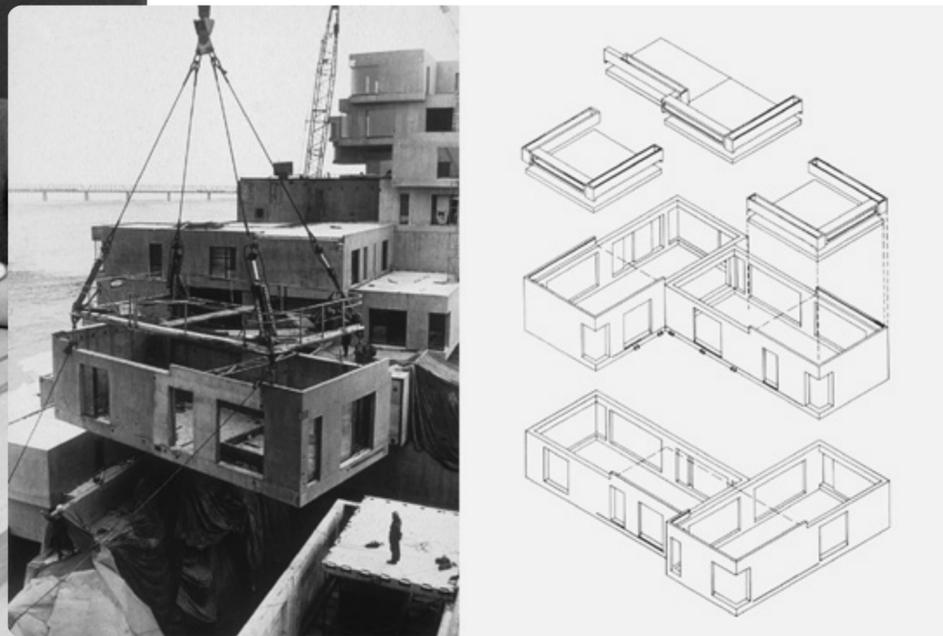
Supervisor: Vito Pace

Assignment

„three-dimensionality and space“. The topics of this class are based on the three-dimensional understanding of bodies and the sculptural geometry of them, as well as the observation from space and environment, the perception of the created environment, the understanding of addition and subtraction, the awareness of haptical materiality of the designed workpieces.



Habitat 67 (1967) - Mosche Safdie

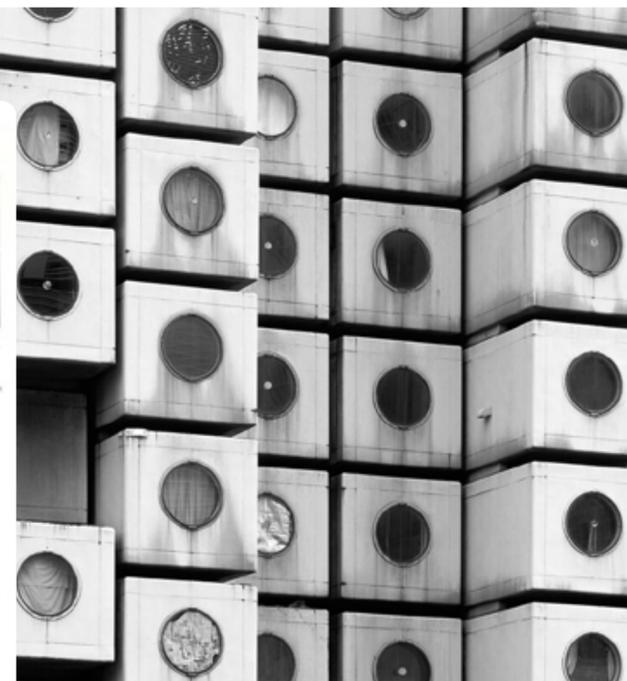
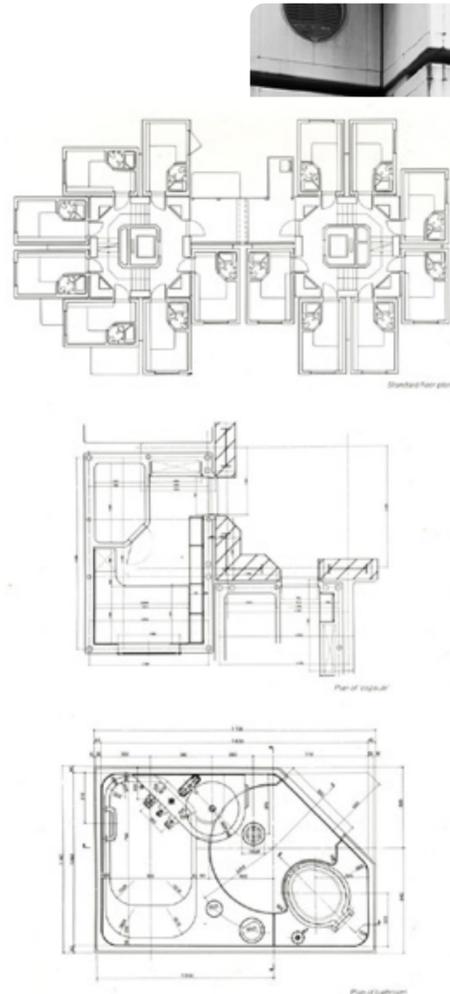


I dealt with the space as a living space.

Inspired by the „Habitat 67“, the „Casa Sperimentale“ and the „Nakagin Capsule Tower“ I worked on an own concept, including sculptural and architectural character.



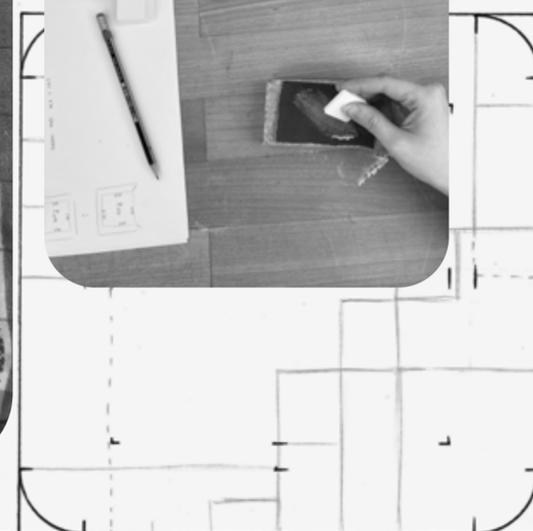
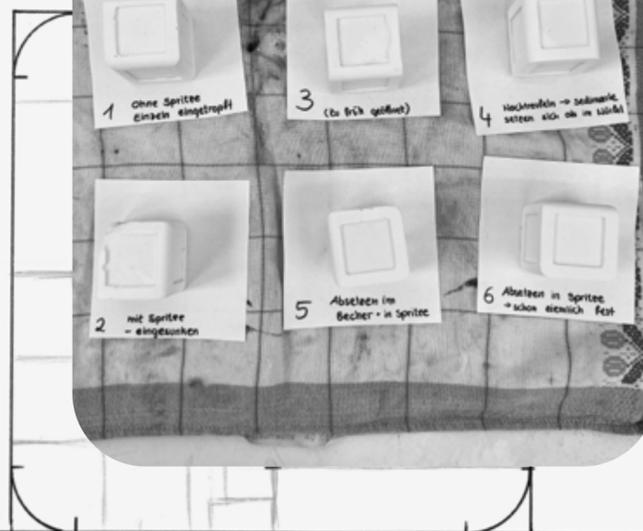
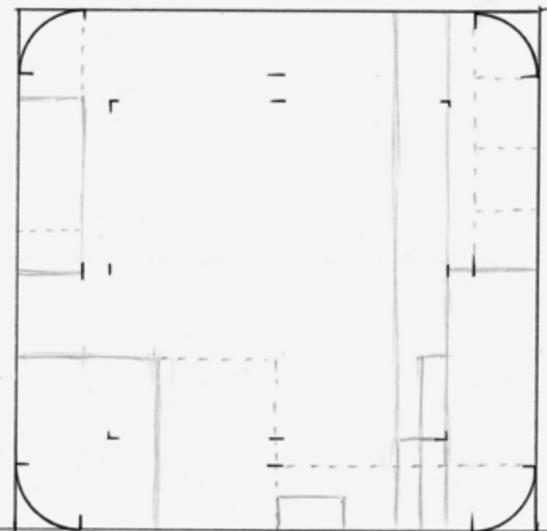
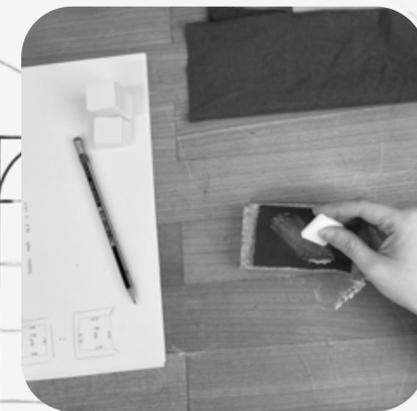
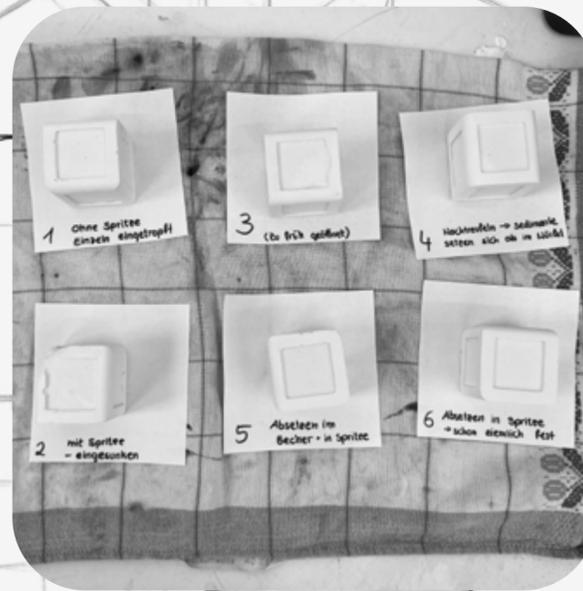
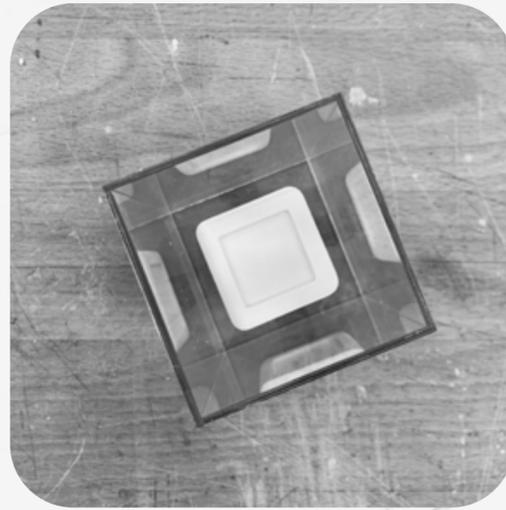
Casa Sperimentale (1975) - Giuseppe Preugini & Ugo de Plaisant



Nakagin Capsule Tower (1972) - Kisho Kurokawa

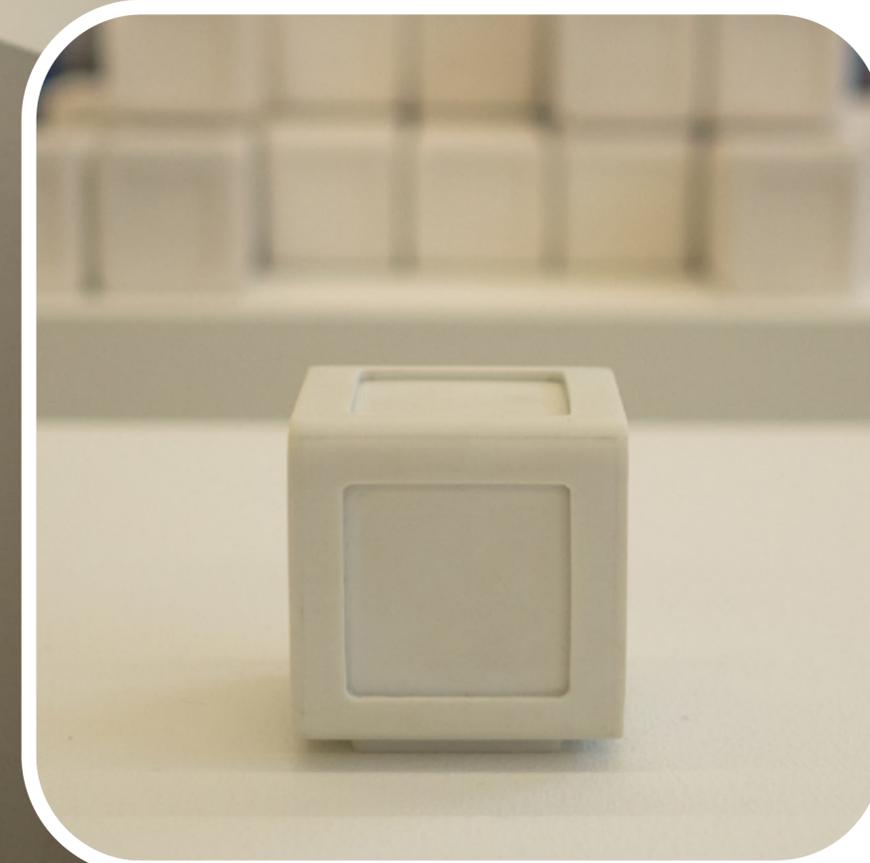
I constructed my „living-space-cube“ and built it out of polyester plates.

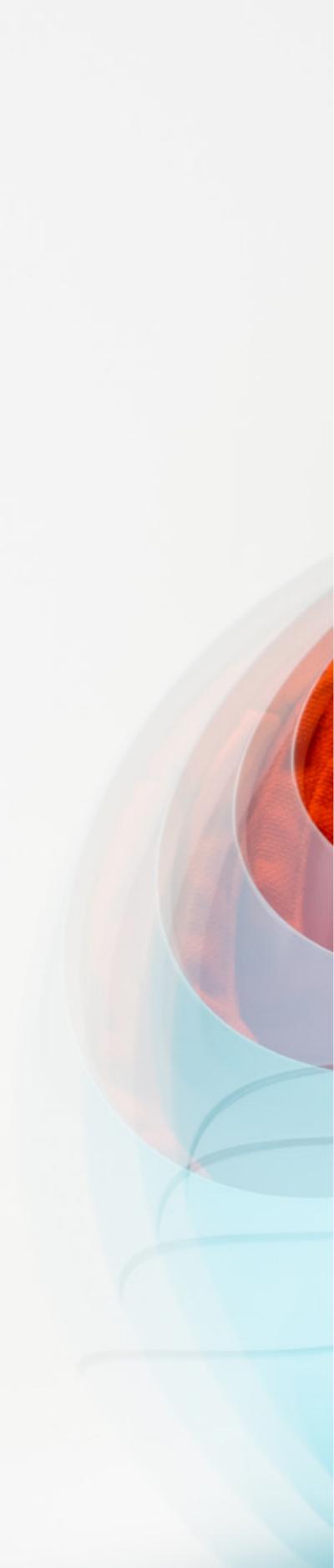
From this original module I take a cast of silicone and produce a lot of 4 cm big cubes out of plaster. They were plugged together with small plates, fitting in the depressions.





The idea was an unified, reduced living-space for each resident of this housing estate. Everybody get his own place, his own four walls, his own living cube.





Are you interested now?

Let's get in touch!

Paula Lewandowski

lewandop@hs-pforzheim.de

+49 151 57697622

www.peponopolis.de