Contents

"Metaproject is an important annual design tradition at RIT in which students interface with realistic problem-solving challenges. The Vignelli Center for Design Studies is pleased to support this important work."

Roger Remington

metaproject 06
Rochester Institute of Technology

Concept: Josh Owen
Design: Veronica Lin, Katie Nix
Paper: U–Velvet 80# cover
Printing: Mercury, Rochester, New York
Binding: Mercury, Rochester, New York

For more information visit
metaproject.rit.edu
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Industrial Design at RIT

At RIT, we believe that industrial design education lies at the nexus of theory, process and practice. Industrial design is a human-centered discipline which requires an understanding of the complex relationships between culture, commerce and environment. Our varied and experienced faculty expose students to the history, context and state of the art, while imparting the skills necessary to compete as contemporary designers. Aesthetic sensitivity, technical competence, social and environmental awareness, and analytical thought are developed in a robust university environment where business, engineering, social sciences and scientific partners exist within arms reach as willing collaborators. Through hands-on experience in strategic design thinking, graphic visualization, technical drawing, model making and prototype development, graduates emerge with the skills needed to conceptualize, design, and develop new and improved objects and systems with an eye towards a better world-view. Our high profile internships expose students to formative experiences in the field. Our ever expanding international agenda links students to global thinking. The world renowned Vignelli Center for Design Studies is a unique resource that reveals the nuances of design process seen through the lens of some of the world's most masterful projects housed on site in the center's archives. With all of these assets, our students emerge as leaders in the field and our graduates redefine the profession as capable editors of content and 21st century story-tellers.

Metaproject

Meta
from Greek: μετά = "after,"
"beyond," "with," "adjacent," "self"

is a prefix used in English (and other
Greek-owing languages) to indicate
a concept which is an abstraction
from another concept, used to
complete or add to the latter.

Word Origin & History
Prefix meaning
1 "after, behind"
2 "changed, altered"
3 "higher, beyond"

from Greek. meta (prep.)
"in the midst of, in common with, by
means of, in pursuit or quest of,"

from PIE *me- "in the middle"
(cf. Goth. miþ, O.E. mið "with,
together with, among;" see mid).
Notion of "changing places with"
probably led to senses "change
of place, order, or nature," which
was a principal meaning of the Gk.
word when used as a prefix (but also
denoting "community, participation;
in common with; pursuing"). Third
sense, "higher than, transcending,
over arching, dealing with the
most fundamental matters of."

The Metaproject Series

The Metaproject initiative from RIT is now running in its sixth iteration. In keeping with the Design is One philosophy espoused by RIT's Vignelli Center for Design Studies, Metaproject aims to encourage students to produce design that is "semantically correct, syntactically correct, and pragmatically understandable, but also visually powerful, intellectually elegant and timeless."

Metaproject 06:
Poppin

The title for this project and corresponding exhibition is reflective of the project's ongoing initiative: to impart a deeper understanding of problem-solving with the goal of exposing the intricacies of design thinking through the execution of a project brief. This exhibition demonstrates that education partnered with industry can be a successful vehicle for fostering innovative thinking and product excogitation.

In the spring of 2016 twenty-two Industrial Design Seniors taking a course with Professor Josh Owen were given the task of rethinking the landscape of office products in consideration of this year's project sponsor, Poppin's 'workstyle' approach. The students were tasked to create innovative accessories for Poppin's new line of furniture that accent, improve, or add to their use.

Introduction

Jeff Miller

VP Design, Poppin

Poppin is thrilled to sponsor this year's RIT Metaproject.

Josh Owen, Professor and Department Chair of the Industrial Design Program at RIT, has been a friend and colleague for 15 years. During this time, I've served as guest critic and presenter to a number of his design classes at Philadelphia University and The University of Pennsylvania, and at his invitation contributed to RIT's prestigious Vignelli Center Archive. Josh is an esteemed leader who inspires and champions his students' goals; shepherding their insights into reality, inspiring by example of his own renowned work and that of design luminaries, and connecting new generations of talent to the larger design community. I've been a great fan of the Metaproject platform that he's built and refined, and look forward each year to what comes out. This year it's been especially exciting to see what goes in.

Poppin rethinks everyday office supplies into workstyle products that let everyone work happy. Our colorful and simple design aim makes for a strong family across categories. Despite the mercurial pace of society and technology, the basic performance of so many current work tools–from clips and pens to staplers and letter trays–has remained similar since their invention. But technology's imposition on office furniture has been quite the opposite.

Historically the design of desks and office chairs cowed to the ergonomics of the typewriter, then the CPU and CRT, and all the consequent wired tethering to the office architecture. Now the lightness and ubiquity of technology is starting to reverse that trend. Poppin's belief is the same elemental approach of distillation that makes its concise stapler a streamlined success, is now applicable to furniture in the office – where a sofa can be a productive work environment, and a very ergonomic task chair can eschew extraneous bells and whistles in favor of a subdued aesthetic and a colorful offering. Poppin's new range of furniture tailored for the start-up office, includes desking, meeting, filing, task seating and lounge seating. Poppin's collection is simple in design and function, affordable, and made of limited parts that go together without tools to make myriad combinations.

Poppin's Metaproject brief challenged students to make accessories for our furniture using the same guiding principles. In February we descended on the campus with our full assortment, unveiled it to the students in an auditorium setting, and asked them to use it as a canvas and springboard for their own ideas. Their concepts had to be performing and feasible to manufacture, while fitting our product and our family aesthetic. Interestingly this year's Metaproject had an additional twist.

Francesca Pezze, Poppin's own product designer and RIT design alum and Metaproject veteran was on hand as student guide and project juror.

At Poppin, the designers and merchants have been working and living our brand's themes long enough that [thankfully] our creative output seems to intuitively adhere. Our daily routine is locked up in the poppin-centric and careful equilibrium of sculpture, engineering, and marketing that I believe makes for 'good' product design. What would happen if we asked for input from outside the organization to write some pages of the same story? And from students who–while cognizant of our real business world needs–were free from our ingrained positions. Our expectation was for plenty of out-of-the-box thinking and lots of enthusiasm.

We got just what we expected, but were surprised and delighted along the way. From the project's first review two pervasive trends were manifest in the students' concepts; One camp turned Poppin's conventional wisdom on its ear, inventing new schematics and solutions to problems not yet identified as opportunities. While another, was so aligned with our methodology that in some cases the designs were remarkably similar to projects we were already working on in-house. Wow! Despite the 22 project participants and resulting abundance

of concepts to consider, the reviews in person and by video were strikingly successful. Students were remarkably composed and effective at concisely delivering overview, concept and reasoning in discreet 5 minute units. Then with each successive review they incorporated our comments and recommendations into incremental progress. Aided by the internet, digital design tools, and 3D printing the caliber of the work was completely impressive, especially as compared with my own design study decades ago.

So here we are with the final results we're enormously proud to have been a part of. Please enjoy with us the abundant variety of concepts both cool and revelatory while studied and sound. Plenty will appeal to Poppin's target customer. Thanks to Josh and the superb support of his RIT staff and graduate students who made this project such a success, along with the many individuals at Poppin who helped to coordinate, judge, and realize its outcome.

Poppin
April 2016

Prologue: Pedagogical Context

Josh Owen

Faculty and Metaproject Author

Course Description

This semester-long course introduced industrial design students to a working relationship with clients using a combination of seminar and workshop formats. The first half of each session presented aspects of the history, theory and the practice of product design as it related to the Poppin project agenda in the design and development of a solution to the aforementioned accessory for furniture category.

The second half of each session consisted of group and one-on-one critiques, discussions, field-trips and materials workshops. Critics were engaged at regular intervals throughout the course to share their insights.

Project Goals

Each student was required to explore the factors and challenges associated with creating an accessory for furniture that solve existing problems in the workspace or improve upon current solutions. This required that students fully immerse themselves into design research in order to seek results that related to the core constituencies, brand values and philosophies relative to Poppin.

Procedures

The industry participants used the following guidelines: Appealing to Poppin's target market; Value conscious and aesthetically minded; Feasible for mass production; Simple and functional.

Project Deliverables

Students each designed and produced a high-quality, finished functional prototype from actual materials using available on and off-campus resources. They were expected to carefully archive their process and document their final product with design-control drawings, graphically compelling use-scenarios and the written word to convey their overall concept. Students were given the opportunity to art-direct the final documentation of their product though a cross-disciplinary collaboration with third-year New Media Design students to deliver media communication materials.

Outcomes

In addition to the considerable media exposure given to the projects selected as winners, the projects were brought to New York City and exhibited in the context of Design Week. Several were earmarked for potential further development in order to explore their feasibility as products suitable for manufacture. Each student retains the ownership of the intellectual property of his/her design.

Institutional Value

**The furtherance of
a strategic course plan**

As demonstrated by this sixth generation of the course, Metaproject is a repeatable template to be used as a thematic umbrella. The program of study can be used as a model for other courses to follow the strategic plan of the institute which addresses innovation and globalization. Metaproject 06 successfully fit into a single semester and works well with the rapid output needs of professional collaborators.

A partnership with the industry

In the case of Metaproject 06, the partnership was with the furniture industry leader, Poppin. In this project, the company donated materials and services, and provided educational feedback sessions from their members and partners. In exchange, twenty-two students designed products which were crafted in synergy with the sponsors' core values.

**An exhibition
of RIT student work**

Together with students from the course and a support team, which included a graduate teaching assistant and members of the sponsors' groups, an exhibit was designed to showcase the course output in a consolidated vision in the University Gallery of the Vignelli Center in Rochester, New York.

A global venue

The venue for further dissemination of the results of the student research in this project was the May, 2016 International Contemporary Furniture Fair (ICFF) in New York City. The ICFF, in conjunction with "Design Week" in New York City, is the most visible design-related event in the United States. During the Fair's four days, 145,000 net square feet of the Javits Center are filled with more than 23,000 designers, architects, retailers, manufacturers, representatives, distributors, developers, students, educators, curators and media. More than 550 exhibitors display contemporary furniture, seating, carpet and flooring, lighting, outdoor furniture, materials, wall coverings, accessories, textiles, and kitchen and bath fixtures for residential and commercial interiors. Selected projects from universities and design schools are also showcased. Together with the many lectures and presentations held on site during the fair, and the hundreds of off-site events held throughout New York City and Brooklyn as part of Design Week, this assemblage of national and international exhibitors and visitors affords the chance to experience the most selective scope of the globe's finest, most creative, individual, and original avant-garde home and contract products showcased in one venue. This year's installation was housed within the Jacob Javitz center and the Poppin Showroom in Manhattan.

**A case study book
& a project identity**

This book chronicles the methodology and output from the course, shedding light on the project results. The design of the book itself reflects the "Design is One" philosophy espoused by the Vignelli Center for Design Studies which is overlaid into the project linking the student work and the print collateral thematically to the Vignelli Center. Together with a press-kit of images and information, this book is printed in edition of 2,000 and used as collateral to accurately communicate the course and its representatives to the scholarly world as well as to the media and to the professional sector when it is disseminated during the ICFF. Extra copies are used by the ID department to seed future projects and by SoD to promote further, trans-disciplinary collaboration as well as by the Dean's office and the Development office for their purposes.

**A trans-disciplinary team to focus
& communicate course output**

Katie Nix and Veronica Lin, a fourth year undergraduate student from RIT's ID program took the lead this year in developing the graphic materials for this course. Elizabeth Lamark, Photography Services Supervisor, RIT Production Services photographed and processed the student projects together with her team of photography students under the art direction of myself and the students in order to provide press-ready high quality documentation of the work for use in all communications. Adam Smith, Professor and Chair of RIT's New Media Design Program coordinated a collaboration with his Junior students on this project. The Vignelli Center hosted the project's final on-campus event and displayed the student work for the university community and award ceremony. Rich Kiley from RIT's University News Services made sure that the University's interests in promoting the project were well represented working in concert with the sponsor's outreach efforts.

A process-oriented support website

The Metaproject global website was created in 2012. It consolidates the work from all Metaprojects and creates a platform for future iterations of the project.
The current website serves as an on-line portal for the project, however it does not duplicate the efforts of the book. Where the book focuses on project results, the website focuses on the project back-story and linkages to the institution.
This site is also used for dissemination to media and other interested parties.
This year, the website was revisited and maintained by students James Curtis and Jay Sullivan in order to follow new trends in technology and to remain current. Social media channels were maintained by student leaders from the course.

Bringing in industry luminaries

The Poppin team are leaders from industry and acted as judges for the project. Outside perspectives of this natureare invaluable in selecting the most promising projects to be evaluated for further interest.

Jeff Miller
VP Design
Poppin

Francesca Pezze
Product Designer
Poppin

David Branham
Director of Merchandising
Poppin

LT Taylor
PR Manager
Poppin

Building the future

Efforts like this project require extensive planning and the coordination of many resources beyond the classroom.
It is our hope that the above methods of documentation, dissemination and exhibition initiatives will facilitate the generation of more such projects in the future.

Student Designers

Brendan Babiarz
Tristan Cannan
Evan Cincotta
Yuting Dong
Sandro Hatibovic
Afifi Ishak
Kasia Kozak
Kyle Laidlaw
Veronica Lin
Danielle Marino
Emily Moore
Christopher Munoz
Dylan Panarra
Kayla Rakower
Stephanie Saucier
Sara Schult
Jordan Stemper
Elizabeth Talamo
Koby Trout
Maxwell Whitehead
Ethan Young
Linghua Zhu

Brendan Babiarz

Branch Accessory Holder

Accessory Category
Desk

Context
Within a start-up environment you are granted a limited footprint. Everyday we arrive at work with items that will come back home with us. However, while at the office these items tend to get in the way. Branch allows for the organization of your daily commute items; from bags, to coats, to hats, to headphones, to your keys.
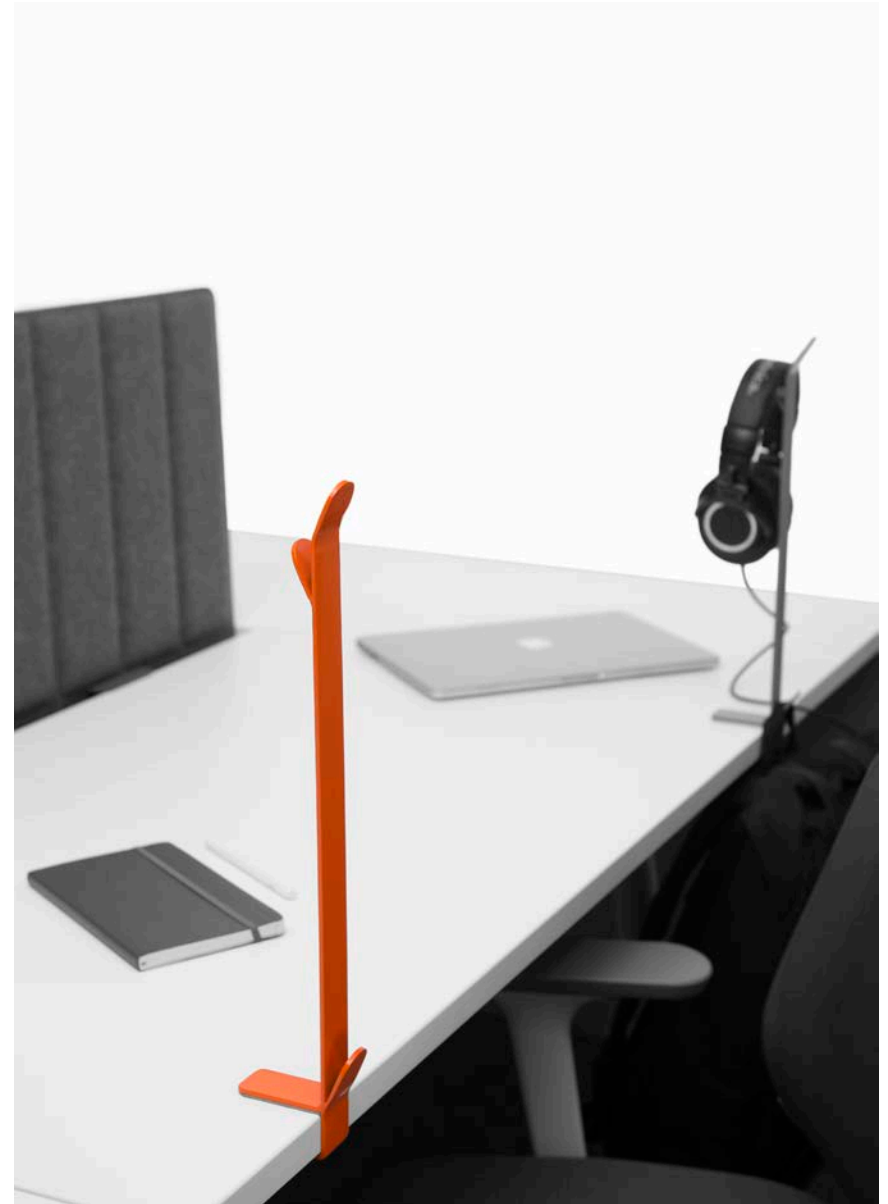
Tristan Cannan

Booster Desk

Category
Desk

Context
The Poppin Booster Desk is a reaction
to the oversights of the standing desk
revolution. While standing desks offer
an improved way to work for some,
the majority of consumers prefer
transitional desks where both positions
are possible. The problem is that
electronic desks that transition well
are unaffordable for most people
and small companies. Alternatively,
inexpensive, mechanical ones require
time, space, and major effort to use
to stand and then to remove to sit.
Poppin's Booster Desk cuts out
both time and investment.
It's an affordable option that transitions
from sitting to standing and back
in one fluid motion.
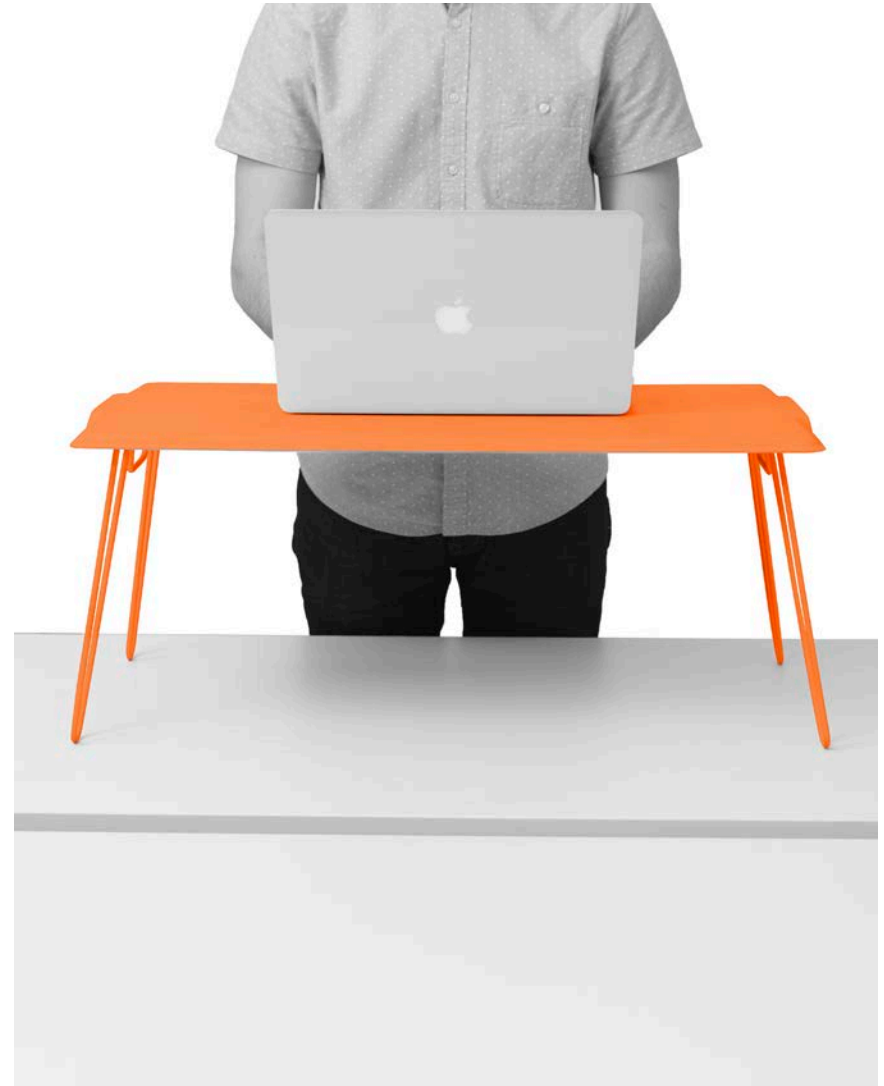
Evan Cincotta

High-rise Hanging Family

Category
Desk

Context
The High-rise Hanging Family takes desk organization to another level. Designed to work on both sides of Poppin's new table dividers, this accessory allows one to store more and free up important desktop real estate. The two bin sizes provide solutions for pens, notebooks, Poppin Mobile Memos and more.
The Cord Claw keeps cables in a convenient and organized place. Its height means there is no need to yank for more cable slack.
The Poppin Hook provides a place to keep a hat or headphones.
The Magnetic Bar holds onto paperclips and pushpins for the divider. With the Lofted Mobile Dock there is a place for your phone to hang out while you work. Its design allows for charging and full screen visibility. Each accessory can work together or separately to ensure everything on the desk has a home.
High-rise's plug-and-play design means rearranging takes seconds without the need for tools.

Yuting Dong

Box Seat 2.0

Category
Lounge

Context
Being creative in a fast-paced modern office environment could be challenging. Many times we see people shifting through multiple working zones, and coming up with best ideas in a relaxed lounge setting. Poppin Box Seat 2.0 is a comfortable block party ottoman that can both function as an office storage and a lounge table to capture all your ideas when you come up with them.

Sandro Hatibovic

Pyramid Messenger

Category
Desk

Context
The Pyramid Messenger is a messaging device for desktops in offices. The outer shell of the pyramid comes in a variety of colors with a solid white dry erase triangular pyramid. Write any message you choose: "do not disturb," "away from my desk,"or use it to write a checklist or to-do list! The outer shell covers all but one side of the pyramid, allowing for more direct pointed communication.

Afifi Ishak

Sticky Note Ball

Category
Desk

Context
Sticky Note Ball is a spherical polyhedron with 12 pentagonal faces. Each face is a pad of sticky notes for people to peel off for multi-purposes such as using them as bookmarks, as memos and so forth. This design enriches the user's mood and interaction when it comes to things on the desktop.
The Sticky Note Ball is rich in sculptural geometry and experience design which gives a powerful visual message as you peel away layers and is supported by the plastic core.

Kasia Kosak

Recycling System

Category
Shared

Context
The Poppin Recycling System is a sensible addition to any modern office styled by Poppin. The recycling bin helps to facilitate proper recycling habits in the workplace through its sleek design and details. The angle of the lid allows visibility of the cutout opening which indicates the type of waste that the should be disposed of in the bin. The bin shown here is intended for single stream recycling as the lid indicates through both paper and bottle sized openings.

Kyle Laidlaw

Extruded Universal Holder

Category
Desk

Context
Having instant access to information, in an organized manner, is critical in order to optimize workflow. Our screens and notebooks are the vessels for which this information is presented to us, so instead of tucking them away in our pockets and cases, we should provide a stage for them. The tray is able to support your phone, tablet, notebook, and any other items you can fit. It is designed to hold almost any tool you might need in any orientation you'd like it. The tray's secondary feature of hanging on the PET dividers makes it perfect for storing access tools, which gets rid desk clutter. When information is just a glance away, getting things done tends to be much easier.

Veronica Lin

Foot Pebble

Category
Shared

Context
In the office environment, the most productive workflow happens while seated at your own desk. Poppin Foot Pebble solves the staticity of workstyle by elevating the feet from the ground and engaging a playful and versatile dialogue with the rest of your body, without disrupting the workflow. Made out of solid cork, it is sustainable, lightweight and easy to clean; the silicone handle allows you to carry it around wherever you go. The Foot Pebble promotes a better posture and healthy movement in the office environment, to work healthy, to work happy.

Danielle Marino

Munch Mat Takeout Bag

Category
Shared

Context
Eating in the office can present obstacles to workspace cleanliness but is necessary in everyone's work day. Constantly pressed for time, a growing majority of the workforce prefers to eat take-out at their desks. The Poppin Munch Mat guards the desk and keyboard from the inevitable mess of snacking. The handles allow it to function as a reusable to-go bag, both insulating your meal as well as eliminating the need for plastic and paper bags. Made of coated cotton fabric with silicone handles, the Munch Mat is a wipeable surface that can also be machine washed. The Munch Mat is a fun and simple solution to crumbs on the desk, and is a sustainable alternative for plastic to-go bags.

Emily Moore

Task Chair Overhanger

Category
Desk

Context
With your busy lifestyle and often crowded office space, any way to keep your belongings off of the ground makes for a more efficient and attractive workspace.
The Chair Overhanger slips easily onto the chair and adds a pop of color to match the office decor, while allowing for you to hang multiple personal items such as scarves, bags and hats. When a coat is hung over these items it hides them and gives the user a sense of security knowing others cannot see their belongings.
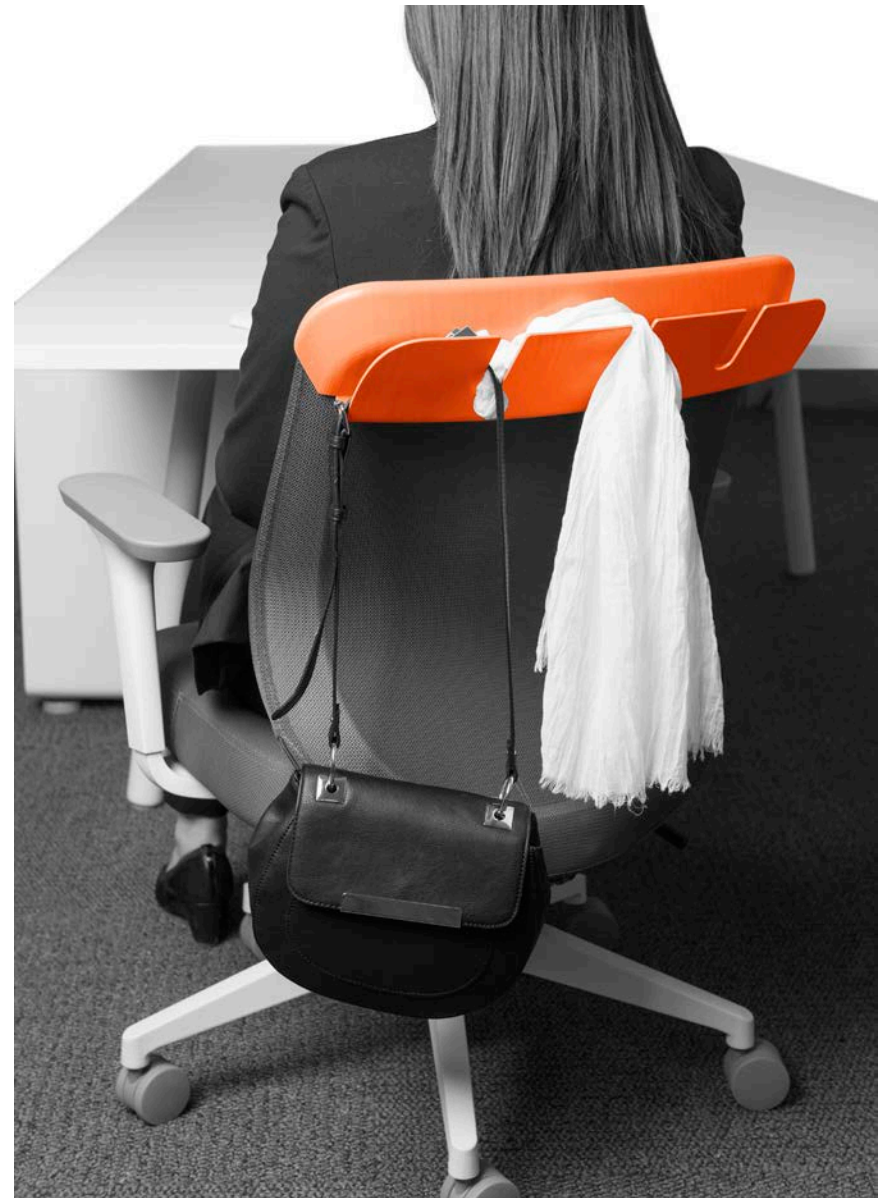
Christopher Munoz

Divider Storage Caddy

Category
Desk

Context
Usable real estate is at a premium in the Startup environment. The focus of project is in creating a versatile shelving system for the user that can sit on top of the Poppin Wall Divider and hold various cups, planter pots or other tools. The user will also be provided the option of having the shelving system sit on a desk to perform similar functions or serve as a file sorter.
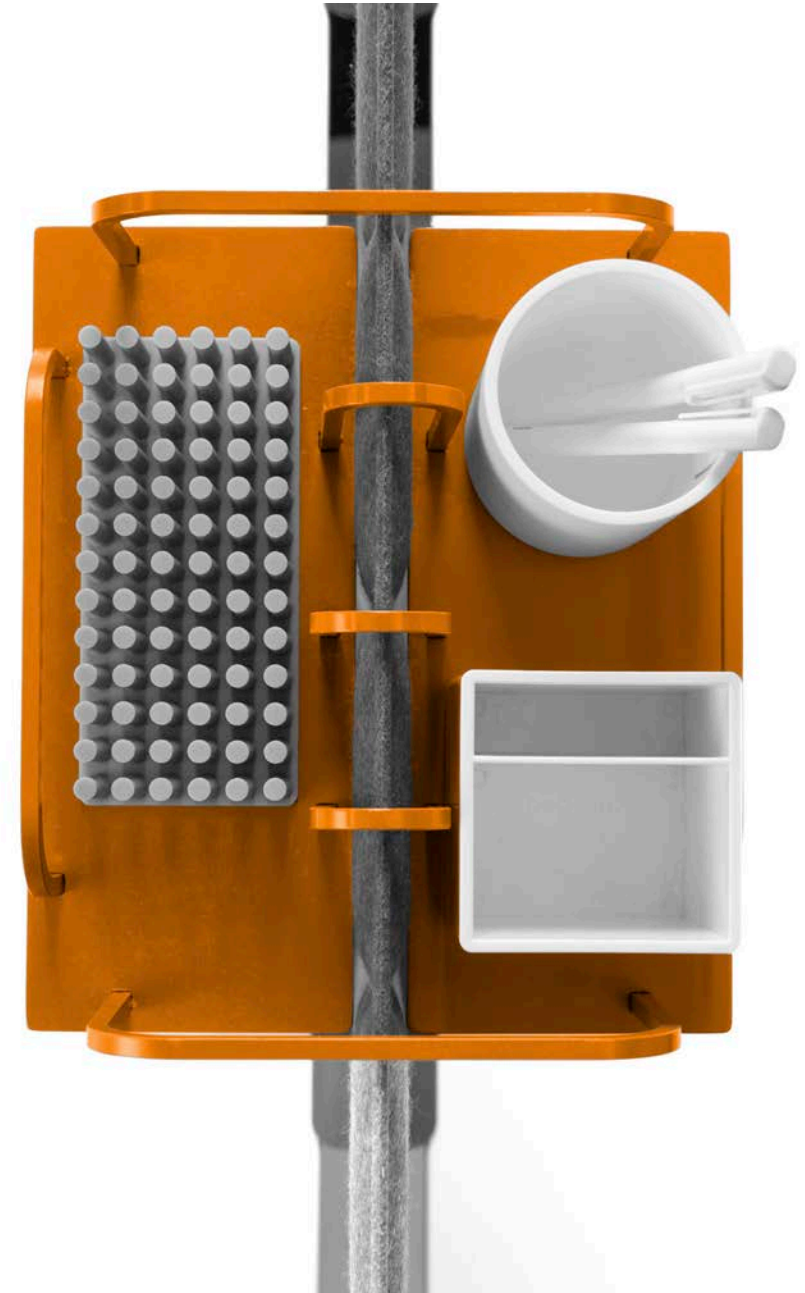
Dylan Panarra

Side Note Chair Accessory

Category
Desk

Context
The SideNote brings storage functionality to the chair. Pockets under the Arm Rests provide easy access for a variety of items and allow the desktop to be freed of unnecessary clutter.
Using the structure of the chair as skeleton, SideNote is an effective add-on which can further illustrate company branding through color.
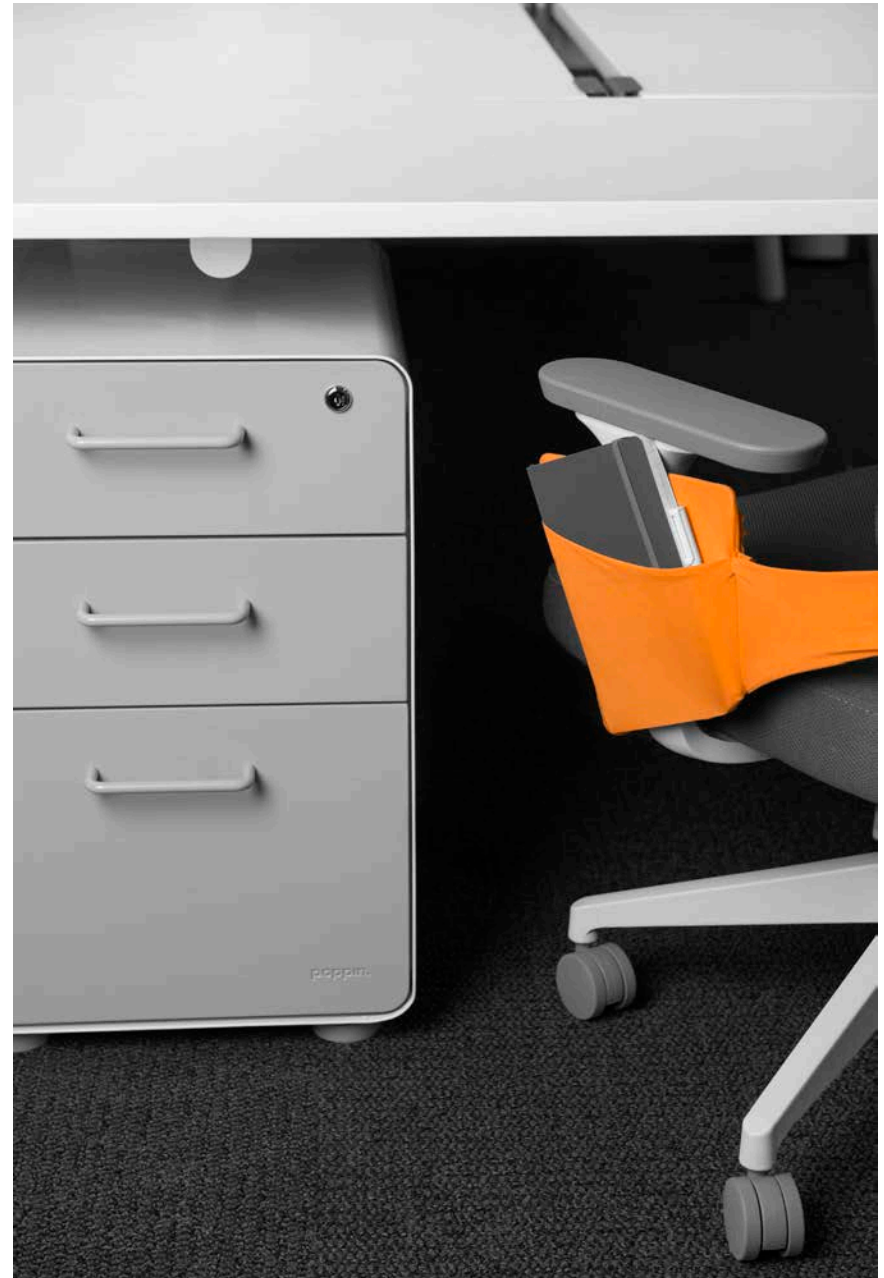
Kayla Rakower

Lattice Storage

Category
Shared

Context
This series of lattice storage units
are designed to inhabit any office
and encourage personalization.
When the units nest together, they're
intersecting loops make new volumes,
while the individual components fit
comfortably within, alongside,
or even on top of Poppin's existing
accessories and furniture.
The structure encourages an array
of functions, acting as a shelf,
file sorter and even a side table.
Simple. Innovative. Poppin.
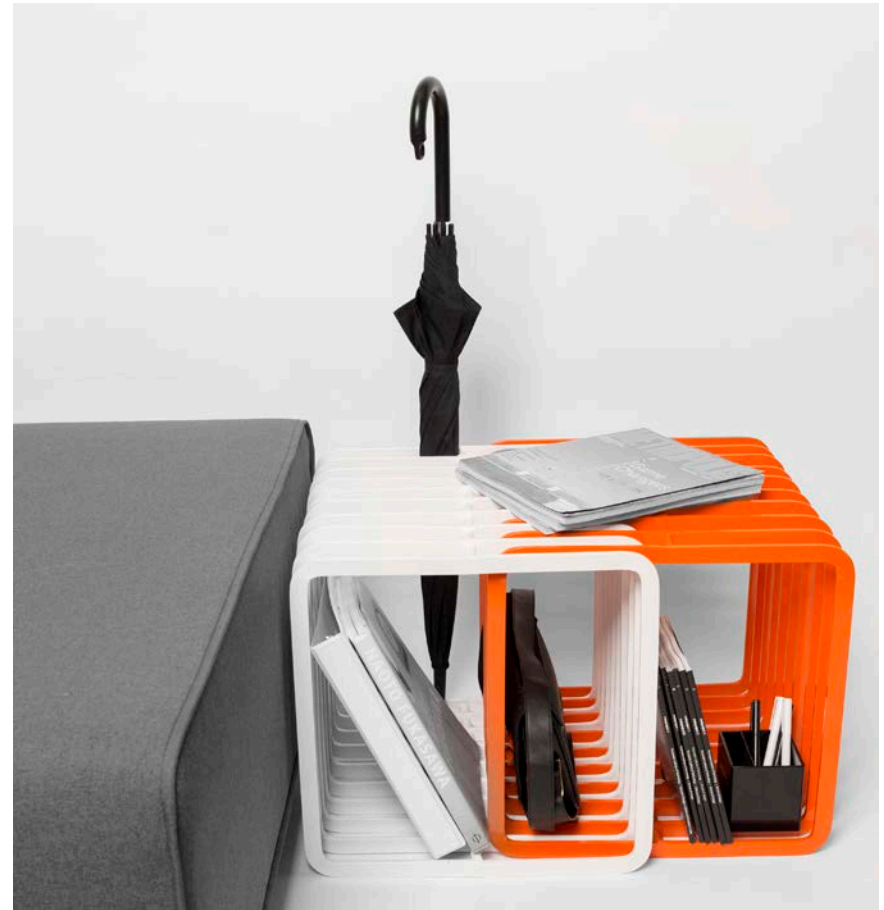
Stephanie Saucier

Poppin Power

Category
Desk

Context
The modern office environment needs to be versatile. In most cases it's difficult to provide power to these ever-changing spaces. Poppin Power is a device that brings convenient power access to the Poppin desktop. This device fits perfectly into the existing Medium Accessory Tray with risers that support another tray to be placed on top with clearance. This gap allows for cables to run out of the insert's USBs and outlets to any variety of devices. These pieces work cohesively to create one unit that provides power, organization, and convenience.
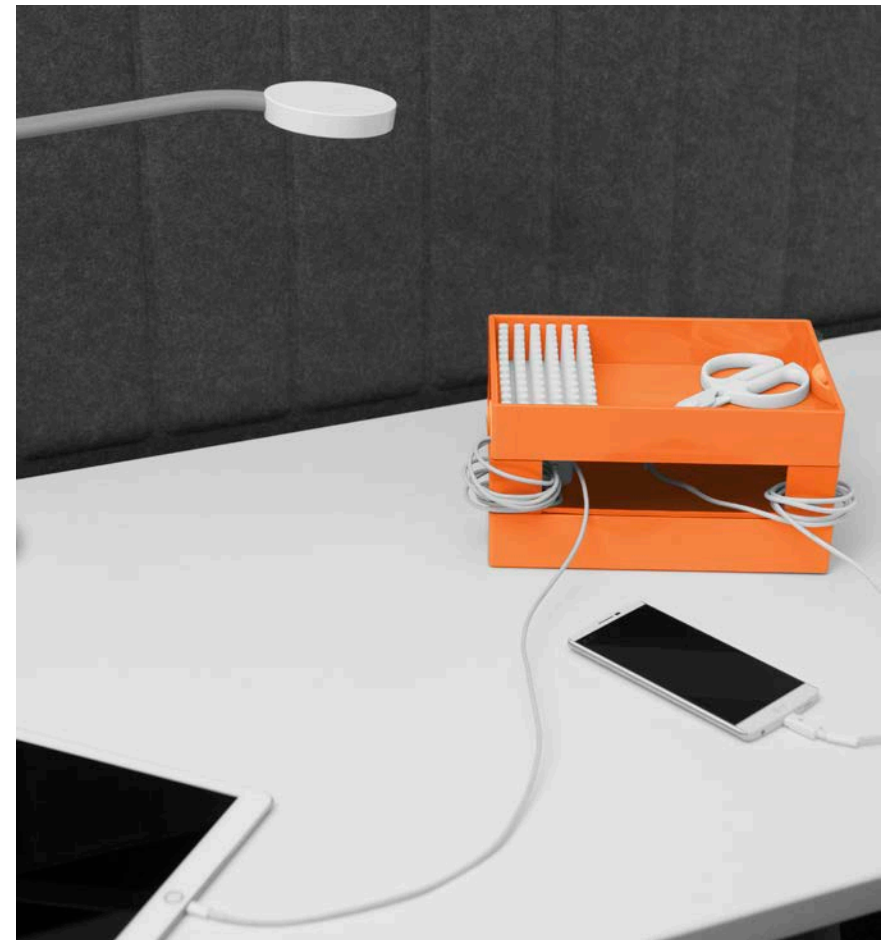
Sara Schult

**Nesting Cup
and Carafe Set**

Category
Shared

Context
Adding a touch of sophistication
to the typical water cooler experience,
this set of four stacking cups and
a water pitcher keeps the office
hydrated and energized all day
and anywhere, while also reducing
the material waste impact of
disposable water cups.
Whether in the break room,
in an executive meeting, or
during a brainstorm session,
the set easily transitions between
different office spaces matching
perfectly with the colors of your brand
and never fails to keep everyone
refreshed and happy.

Jordan Stemper

**Connect-Office
Gaming Partition**

Category
Desk

Context
It is important to stay productive at work, and sometimes the best thing to help you stay productive is to just take a break sometimes and play, move around, work out, to exercise and refresh your mind and help you tackle assignments.
Connect-Office Gaming Partition fits right into the workplace with its dual-functionality, work and play. You are able to play a quick game with your neighbor, and at the same time receive the privacy you need to focus.

Elizabeth Talamo

Category
Desk

Context
In a startup environment, adaptability is essential. As such, leaving one laptop charger at home and the other at the office, tucked neatly away under your desk, becomes a matter of practicality, not only lightening the load of your morning commute but also making your transition from home to office and back again more simple. Cable Hideaway 2.0 is the unseen necessity in the office space, keeping your unsightly tangled mess of cords organized. Able to work with or without Poppin's PET dividers, Cable Hideaway 2.0 features a silicone topper with 7 slots, a few slots for each person on either side of the desktop, to keep all of your cords within reach.
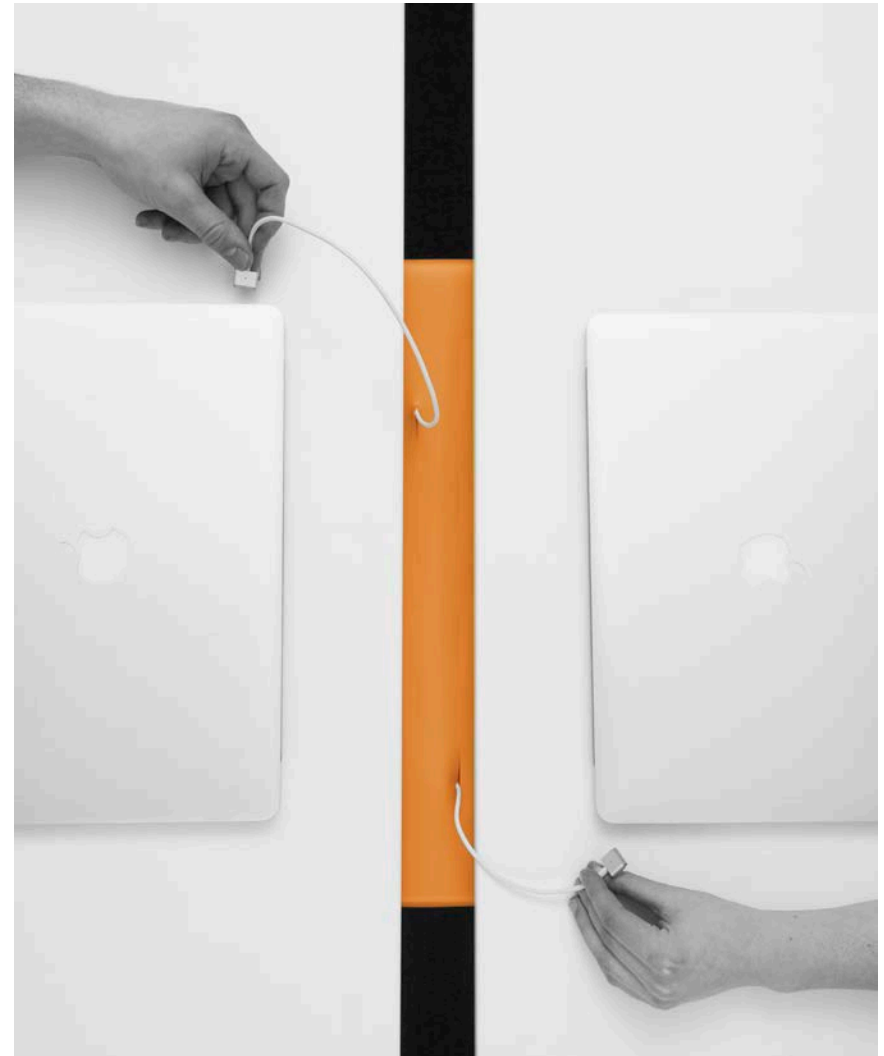
Koby Trout

Lap Topper

Category
Shared

Context
The Lap Topper is a mobile platform that lets you take your work anywhere you want without disrupting your workflow. Perfect for the nomadic worker, the Lap Topper provides an easy way to move about the office without having to pack up, organize, or otherwise distract from the task at hand. A 360 degree bevel around the edge makes it easy to pick up and go, encouraging healthy movement throughout the office environment. Subtle surfaces on the underside allow the Lap Topper to swivel around when on a flat surface, to easily share content on a laptop or tablet.
A soft touch overmold around the edge adds comfort for all-day use and a bright pop of color. Whether it's on your lap, on a desk, or anywhere in between, the Lap Topper encourages productivity and seamless transition from place to place to work happier, in more places.
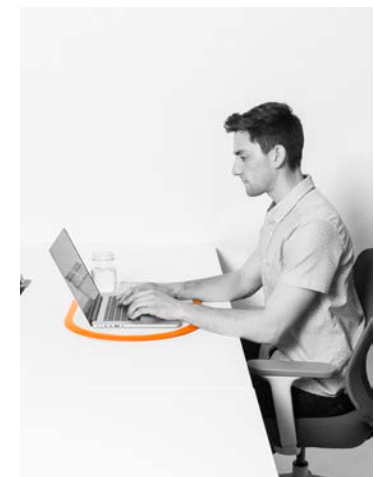
Maxwell Whitehead

**Adjustable Desktop
Divider / Privacy Screen**

Category
Desk

Context
The trend towards open office plans
has created great opportunities for
creativity and collaborative employee
interaction. The benefits of these
open plans are numerous but can
often create a loud and distracting
environment with little affordance
for individual privacy. The Adjustable
Desktop Divider allows individuals to
create a visual and auditory barrier at
their workspace. Allowing individuals
to retreat to seclusion from the hectic
open office environment to reach
optimal productivity. The ability
to transition between a flat, open
divider and a overhanging enclosure
allows users to adjust their workspace
based upon their task at hand.
It creates a visual indicator to fellow
employees, signaling when someone
is available for collaboration or
wishes to be left alone.

Ethan Young

Under Shelf

Category
Desk

Context
Imagine yourself rushing to your desk piled high with projects and paperwork, not sure where to place your belongings.
The Under Shelf is a small shelf that utilizes space under the Poppin desk, providing a unique expansion and is simply attached to the desk by wrapping a sturdy elastic material around the leg. Its crisp aesthetic and intuitive function make for easy attachment and removal.
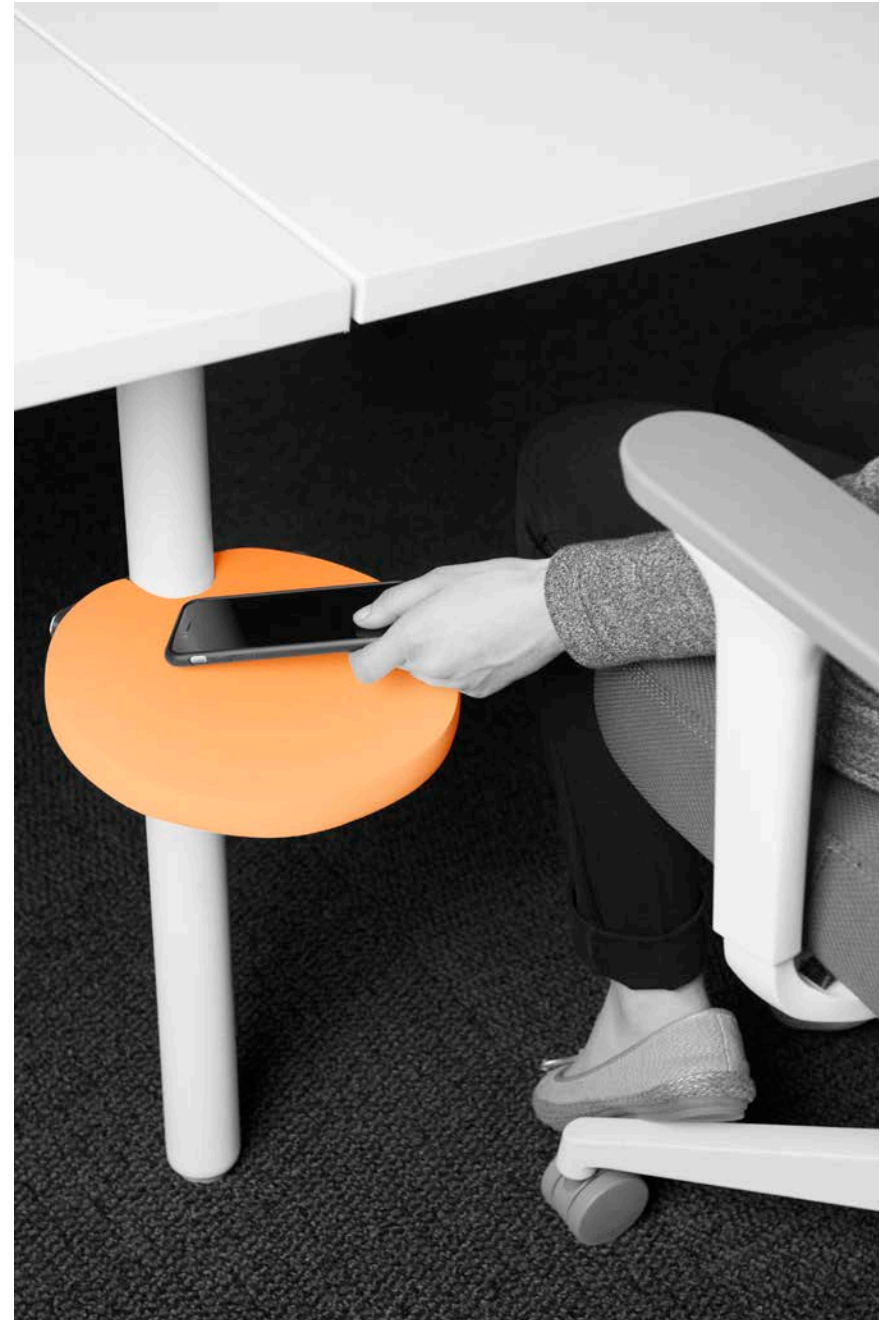
Linghua Zhu

Phone Docking Station with Cup

Category
Desk

Context
We are in an age where people always carry cell phones with them. In order to give people an accessible and more comfortable experience when providing a space for their cell phones at work, I created a design that combines a penholder with a cell phone holder. This design is a multi-functional table accessory that works efficiently and save space on table.
The leaning angle of the product makes pens more organized, and the bottom details create enough space for the charging cable to go through.

Winners

Winners
Brendan Babiarz
Tristan Cannan
Veronica Lin
Koby Trout

Honorable Mentions
Afifi Ishak
Jordan Stemper
Elizabeth Talamo
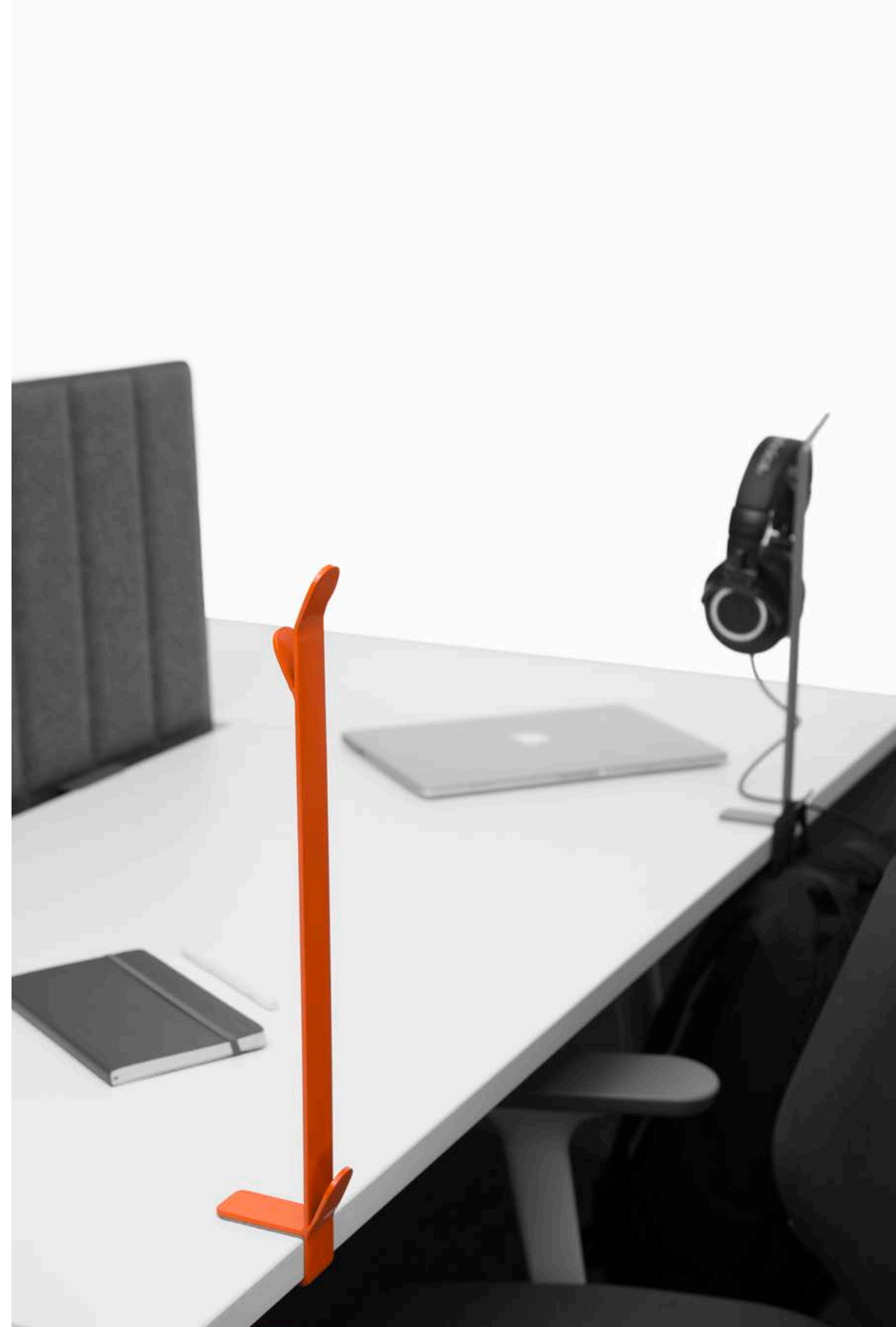
Brendan Babiarz

Branch Accessory Holder

Tristan Cannan

Booster Desk
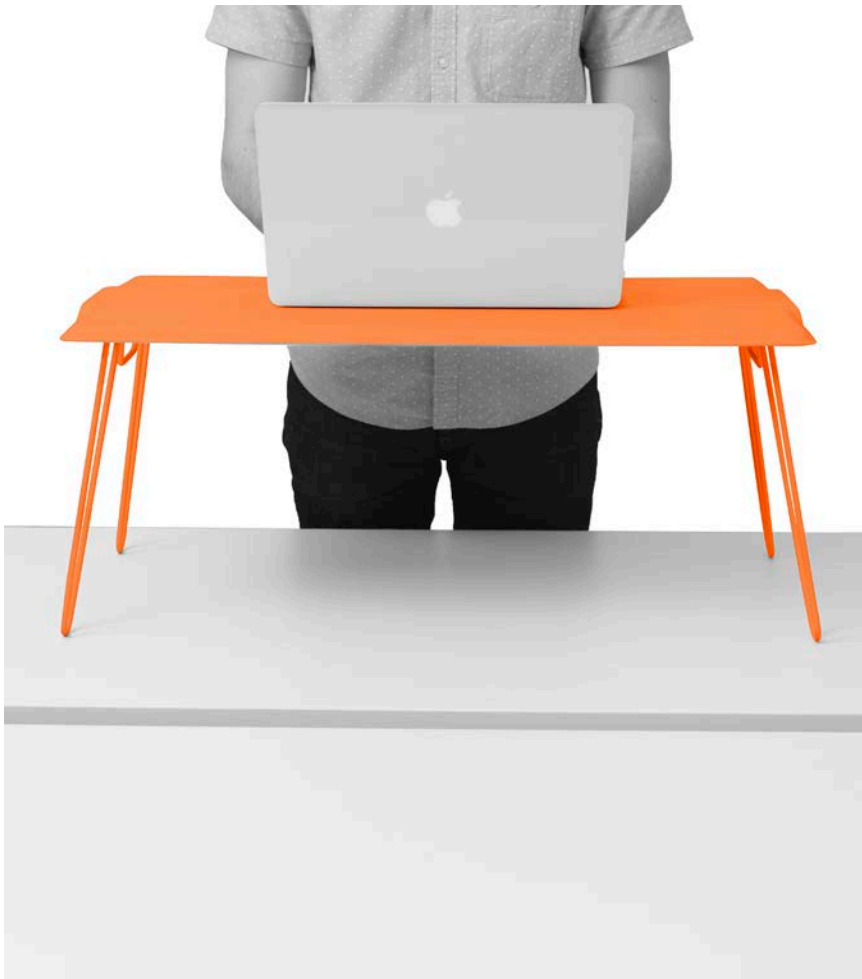
Veronica Lin

Foot Pebble

Koby Trout

Lap Topper

Afifi Ishak

Sticky Note Ball

Jordan Stemper
Connect-Office
Gaming Partition

metaproject06   Projects   Winners
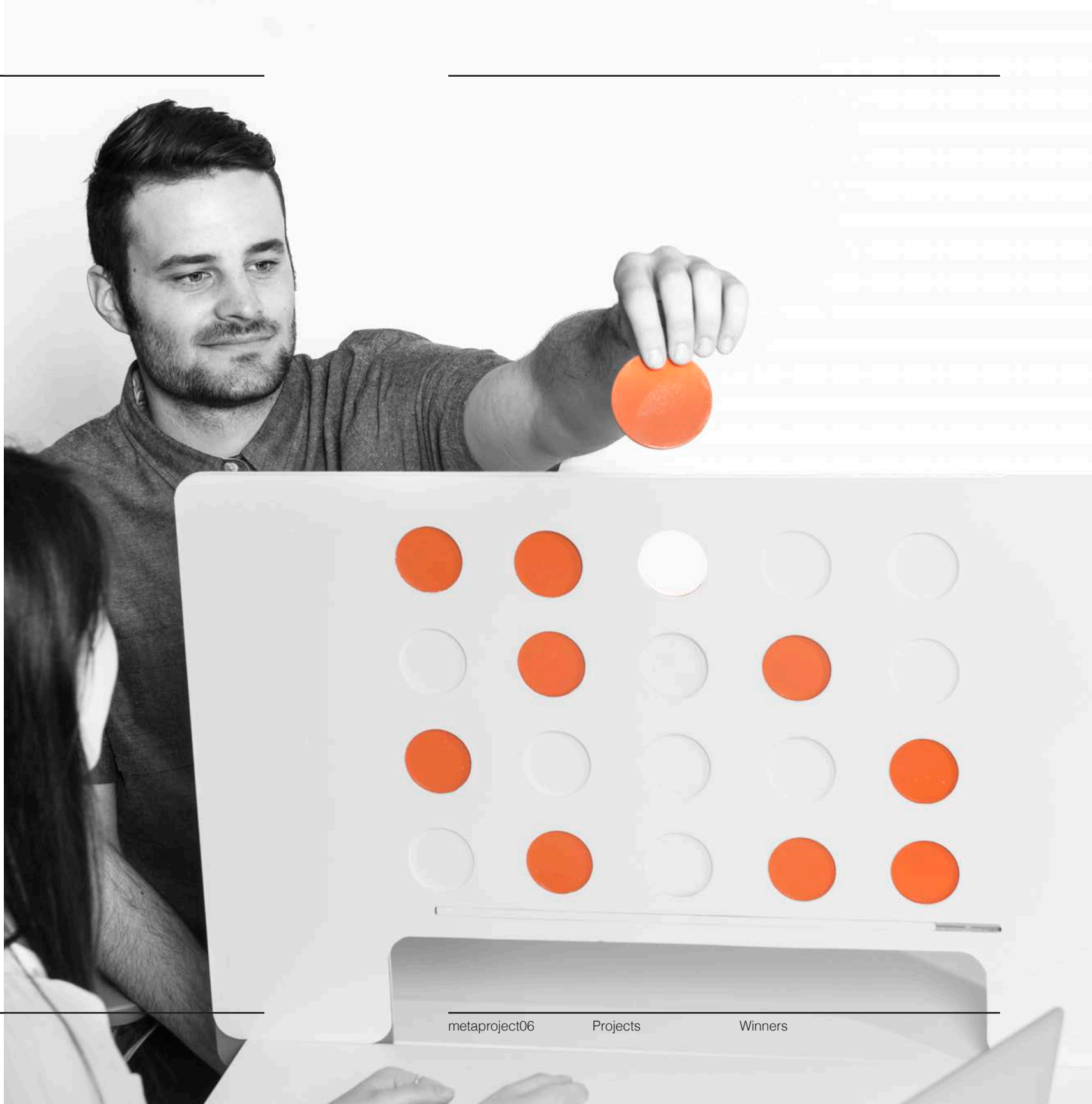
Elizabeth Talamo

Cable Hideaway 2.0
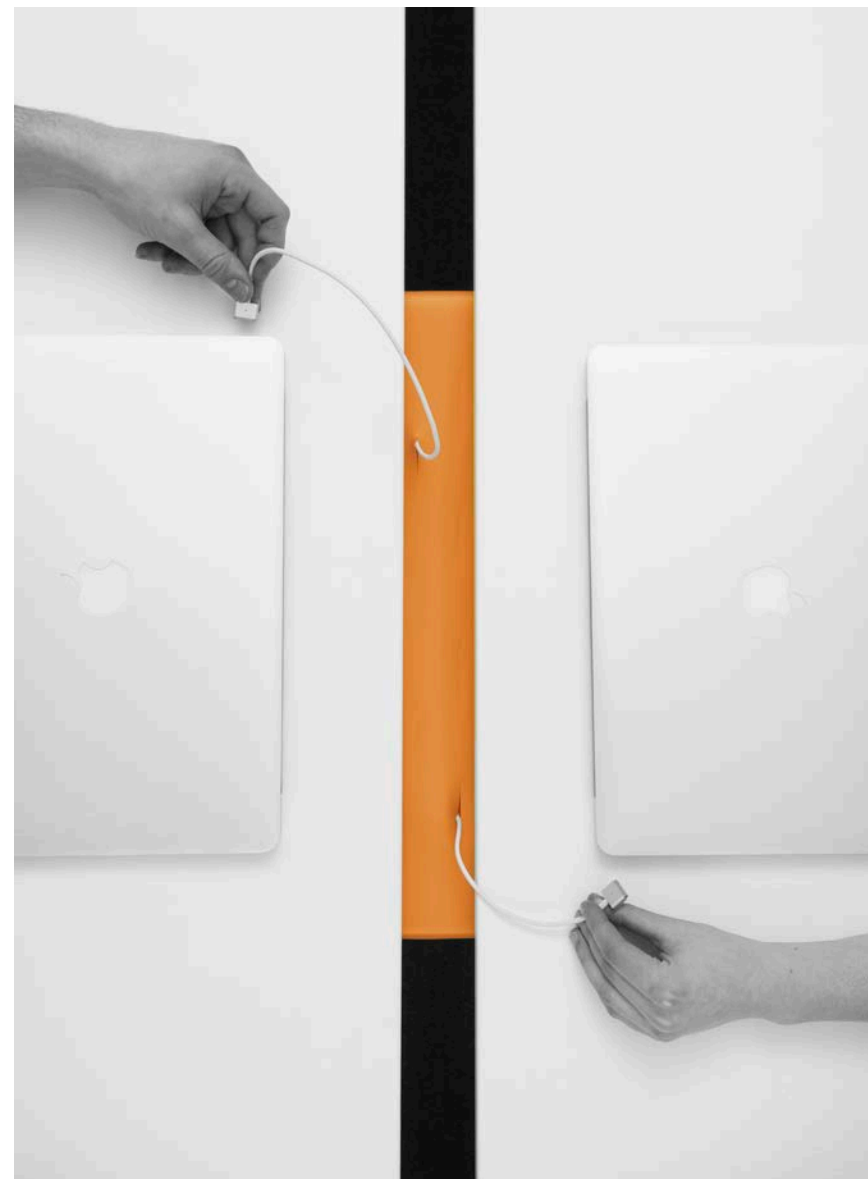
Student Designers' Statement
Koby Trout and Veronica Lin

The hype of Metaproject has grown since its introduction in 2011, and this year the excitement was higher than ever. We gathered in the University Gallery for the unveiling of this year's corporate sponsor, and we were all delighted to learn that it was Poppin.

Immediately we were allowed to interact with Poppin's furniture collection that the course provided us, taking items apart in order to understand the design philosophy of the company. The assigned project brief was perfect: design accessories complementary to the furniture line for the modern office environment, which allowed us to reimagine the ideal working environment for the next generation of office workers, which will include us.

Metaproject was more than a class, it presented unique opportunities and experiences in a fast-paced timeline that challenged us to stretch our creative boundaries and experience a real-world design brief for a real-world client. Under the guidance of Josh, and reviews with Poppin's design team, we developed concepts that were simple, creative, and tangible but still carried the essence of Poppin's ethos as well as the Vignelli "Design is One" legacy.

Through conducting research, model-making, bonding between peers, and collaborating with other designers, we all have grown over the process. We were exposed to multiple media ources, such as the opportunity to write an article for Metropolis Magazine, the involvement in the International Contemporary Furniture Fair booth planning, or the collaboration of the project messaging for New York Design Week with New Media Design students.

Working in collaboration with our sponsors was an invaluable experience of what professional design work could entail, and it could not have been possible without the help and support of many contributors. We would like to thank all of our classmates for taking this class all the way to ICFF. Thank you to Rick Auburn for his assistance in the workshop. Thank you to Jeff Miller, Francesca Pezze, David Branham, LT Taylor and Poppin for giving us this opportunity. Thank you Adam Smith for facilitating the collaboration with New Media Design students. Thank you to Vanessa Quirk and Metropolis for sharing our experience with the world. Thank you to Elizabeth Torgerson-Lamark and her team for photographing our entire journey, along with Alex Freeman for capturing our experiences in a special video documentary. Thank you to our Graduate Assistant, Bradley Dunn, for his wisdom and continual support. Lastly, we would like to thank Professor Josh Owen for sharing his knowledge with us and always making sure we were having fun.

Metaproject 06 Student Designers

New Media Design Collaboration

Adam Smith

Faculty and Metaproject Collaborator

Today's media-rich environment has created opportunities for visual and interaction designers to explore new forms of meaningful engagement through storytelling and digital product design. The New Media Design BFA program at Rochester Institute of Technology is an interdisciplinary major that allows students fascinated by visual design, interactivity, motion, and technology to design new forms of digital user experiences.

In Meta Project 2016, New Media Design students used these skills to conceptualize and design individualized interactive stories and experiences that allow users in-depth access to each industrial design student's process. Working in small teams, the New Media students examined sketches, writings, models, design iterations and motivations to create media rich solutions for touch and web enabled devices.

These solutions augment the book and online form by giving users behind the scene access to key creative materials and the design thinking process for each product and ID student. Reveling the story behind the product allows the user to gain a deeper understanding and appreciation for the final work featured. With the interconnected nature of our devices, this platform also allows the user access to direct communication with the student and links to additional works, again helping to extend and expand the user and designers connection. The collaboration between the ID and New Media students is critical to create a user centered experience that reflects each unique creative process and product.

New Media Design Students

Anthony Amici	Sophia Herdzik
Sudarshan Ashok	Wei Wei Huang
Charles Backus	Kelly Hurlburt
Olivia Baxter	Melanie Kim
Julianne Burke	Andrew King
Lauren Carney	Jasmine Lockwood
Autumn Coyle	Natasha Mistry
Timothy Davcev	Andrea Montealegre
Kathleen Delafuente	Caleb Payne
Keith Delk	Julia Peterson
Jeffwaslin Dinh	Jane Rosenthal
Amanda Farrington	Arietta Tetreault
Casey Gilbert	Jessica Wiltey
Noah Greene	Colton Woytas

Project Team

Industry Collaborator

This year, the Metaproject partnership is with Poppin, the New York based office supplies company that is rethinking every type of office product into a new colorful workstyle to work happy.

Judges

Jeff Miller
VP Design
Poppin

Francesca Pezze
Product Designer
Poppin

David Branham
Director of Merchandising
Poppin

ICFF Exhibition
Concept / Art Direction — Josh Owen
Product Photography — Elizabeth Torgerson-Lamark
RIT Production Services

Process Photography — Alexander Freeman
Elizabeth Torgerson-Lamark

Portrait Photography — Elizabeth Torgerson-Lamark
RIT Production Services

Graphic Design — Katie Nix
Veronica Lin
Bradley Dunn

Primary Author — Josh Owen
Contributing Writers — Jeff Miller
Adam Smith

**Industrial Design Professor
Josh Owen**

The work of industrial designer and educator Josh Owen is at once simple, practical and creative. Although typologies that Owen creates are commonly described as refined, iconic or minimalist, he defines function in humanistic terms, combining clarity of purpose and functional efficacy with emotive and tactile qualities chosen to align strategically with industry. Owen is the president of Josh Owen LLC and is a Professor and the Chair of the Industrial Design program at The Rochester Institute of Technology. His projects are produced by major manufacturers and have won many awards.

**New Media Design Professor
Adam Smith**

Adam is a Professor and the Program Chair of the New Media Design program at The Rochester Institute of Technology. His expertise and course curriculum concentrate on interactive design and development, user experience design and the integration of 3D for visual designers. In addition, Adam continues to work as an interactive and e-learning designer and developer for national corporate clients and design agencies. As an Adobe Academic Leader, Adam's contributions to the interactive design and arts educational process have been featured in Graphics Live Magazine, Graphic Design USA Magazine, Adobe.com and at the Adobe Max: Educational and Society for Technical Communications conferences.

**Project Coordinator
Jeff Miller**

Jeff Miller is a leading American industrial designer who has received international acclaim for his innovative, distinctive style. In 2011, Jeff joined Poppin as the Vice President of Design where he leads a growing team dedicated to developing clean, clever and colorful products for the office. Before joining Poppin, Jeff headed his own practice combining his research-driven consulting background, with a more personal elemental approach for a range of clients including: Bosch, Cerruti Baleri, Herman Miller, Itoki, Panasonic, Samsung, Apple, Colgate, Corning, LG, Motorola, OXO and Procter & Gamble.

**Teaching Assistant
Bradley Dunn**

Bradley Dunn holds a Bachelors of Architecture from Rensselaer Polytechnic Institute, and is currently pursuing his MFA Industrial Design at the Rochester Institute of Technology. He works as a Graduate Assistant for Campus Life as well as a Teaching Assistant to Professor and Department Chair, Josh Owen. These experiences have stressed the importance of collaboration to Brad. His graduate thesis, Instruments of Generation, is an exploration into advanced physical and virtual modeling tools and their implications on consumer culture. A system of collaboration between all stakeholders that will create better products built on a shared vision, reducing the power of "throw-away" culture.

Acknowledgements