

Analysis and workout of a small household appliance with Philips Design.

Control plan

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The ideal target of this project are young adults, of an age between eighteen and thirty five, who live in an urban area. They live in a small apartment within the city, alone or sharing with flatmates of the same age.

They are dynamic persons with an intense social life and who have interests and hobbies to which they dedicate their spare time. They also like travelling. They are influenced by the kind of society they are member of, its frantic rhythms, its cult for the idea of "image" as a vehicle of communication as well as a source of entertainment.

They take pleasure in being surrounded by objects of all kinds and in wearing clothes which express their personality. They do not have much time to assign to house-hold duties, which they tend to do irregularly and quickly. This is why they normally iron a few articles of clothes at a time.

The guide-lines of the project are:

Friendly

Playful - dynamic

Rhythm of the city

Exterior care

Link with one's own things

Social

The bulk of the project is focused on the gesture of use and approach to the system.

A new gesture, strong and dynamic towards the system, delicate and dynamic towards the article of clothing which are to be ironed.

The iron must comply with its users, it must follow their rhythms, their psychology and particularly, for what concerns this type of users, it must be tuned with the dynamic of their movements.

This iron results from a conceptual elaboration of the brush, in particular the clothes-brush. The aim is that of obtaining a new gesture, more delicate, more participating and capable to interpret the care for one's things. This is gained through the creation of a curved plate: the ironing takes place on a tangency line which, in following the movements of the hand, varies continuously. When the ironing is interrupted, the iron is simply laid on its back, which is a stable support. When the system is at rest, the iron is fixed on the ironing board through a nylon ribbon.

The iron provides a non-professional ironing and, according to its type of target, it is meant to be used for short-time sessions. It could be used just to iron a single tee-shirt or to re-adjust a shirt before wearing it. Therefore, this iron has a fixed temperature and produces a constant quantity of steam.

The plastic handle is transparent and can be pulled out to be filled with water before being screwed to its main body again. Because of the small dimensions of the water-tank, water must be added every fifteen minutes. The water-tank is illuminated from inside by a luminous led which indicates the battery feeding level and also allows to check visually the quantity of water present inside.



The iron: the handle, laid on its back, water-tank filling

The ironing board is the system playful element and it is a mobile object which can be easily adapted to different situations and places. It becomes a sort of manikin (from which the name "Dummy") which wears tee-shirts and shirts while they are being ironed. This is why the dimensions are determined considering the articles of clothing that the user irons (shirts, tee-shirts, trousers).

The top handle of the board has a spherical shape to assure the same firm hold in the different phases of the ironing. Besides, its shape facilitates a freer gesture.

The support of the board is constituted by two plastic spheres collocated at the base which allow to move it freely.



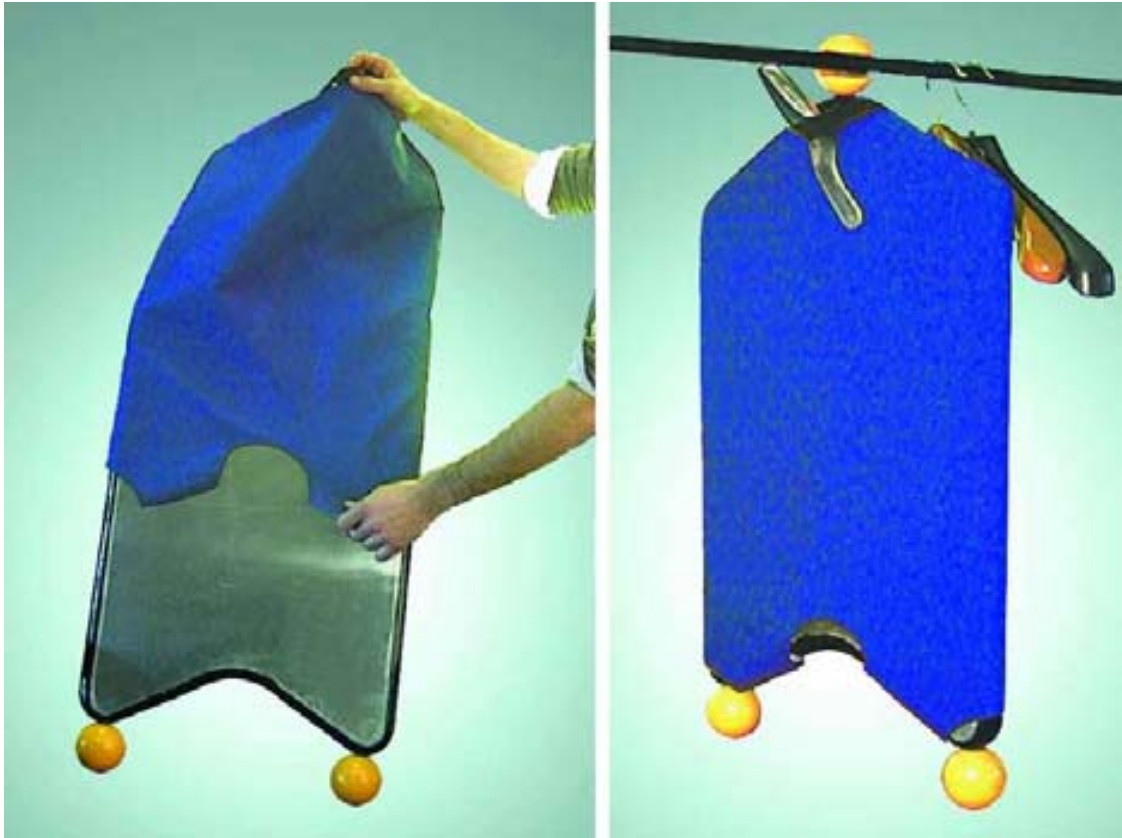
Ironing modality

When at rest, the system can be put within the wardrobe together with clothes and dress-hangers, because its top handle can be also used as a hanger. Thus, the system can be taken out and put back in a free-and-easy way and it can be collocated in the same ambit as clothes. This confers to such an object a new identity which seemed to lack.

The board is three-centimetre thick and it is made of honeycomb wood . Because of the type of shape of the board, from one regularly cut plate it is possible to obtain more than one board. The honeycomb wood is a light and extremely solid material: this makes the boards handy and resistant.

The object can be personalised though fabric board covers which can be pulled out and substituted at choice.

The board is available in three different sizes: small, medium and large, according to one's physical characteristics and therefore to the sizes of the clothes "Dummy" will wear.



Substitution of board cover - the system at rest