

# Squirrel\*

\* to move in an inquisitive and restless manner

## FROM THE HOD



**Gene Bawden**  
Head of Department, Design

**P**hew! We made it to the mid-semester break! And, for the first time our break is two weeks long; long enough to regenerate, refocus and re-watch what ever Netflix special takes your fancy. While I'm sure we all have things to finish or catch up on, it's also important that we find time to wind down and enjoy whatever it is that helps us relax, so we can return for the second half of the Semester empowered and ready to push forward to the end of 2020. The break is also an opportunity to reflect on what you would like to do with your design future. As we keep reiterating, design is about experiences as much as it is about images, spaces and things. In this issue you'll find highlights from the Service Design and Designing for Sustainability electives, as well as an outline of our New Collaborative Design pathway that starts in 2021. If you're completing second year this year, this pathway is open to you. **Scroll to page 3 for details.** But, for now, enjoy the Spring weather and we'll see you all again in 2 weeks time... an hour earlier:)

Two weeks of mid-semester break. Enjoy the down time, the Spring weather, and whatever activities help you relax and regenerate. 'Squirrel' will be on break for two weeks as well, so see you again on October 9.

**And remember, daylight saving time starts the Sunday before we return...** move those clocks forward an hour, and don't be late for your first Zoom class on Monday 5 October!



## WOTTA WATCH

'Grey Gardens' (1975) by filmmaking brothers Albert and David Maysles is based on the life stories of Jackie Onassis's eccentric aunt and first cousin, Edith Ewing Bouvier Beale and her daughter Edith Bouvier Beale. The pair were raised in Park Avenue but withdrew from New York society, taking refuge at their Long Island summer house called Grey Gardens. Living in isolation with limited funds, their house become one of squalor. They caught the public's attention when international tabloids picked up story of the Suffolk County Health Department's raid on their house, and Jackie intervened to aid her relatives. In 2009 HBO produced the film "Grey Gardens", starring Drew Barrymore as little Eddie and Jessica Lange as her mother, Big Eddie. **Tap the image below** to watch on [watchdocumentaries.com](http://watchdocumentaries.com).

» Watch the original trailer on YouTube by tapping here.



Above: Edith Ewing Bouvier Beale

## NED'S SHORT PICK

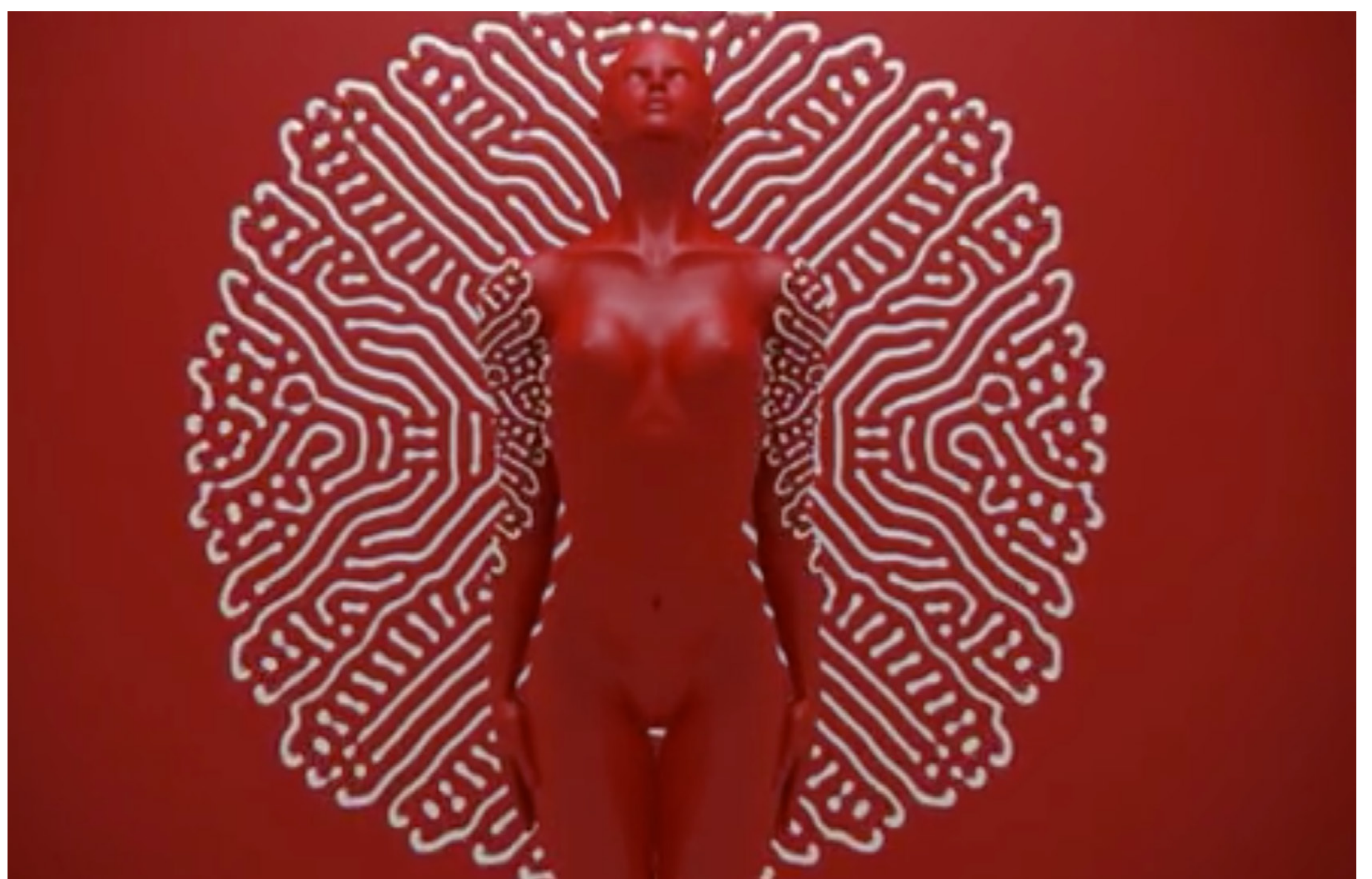
### Diffusion

Director: Kouhei Nakama

Music: "Highway to the Stars" by Kai Engel

Why don't humans have patterned texture like animals? **Tap the image to watch the video.**

To find out more [tap here](#).



Above: Diffusion ([vimeo.com/145251635](http://vimeo.com/145251635))



## Collaborative Design Studios 4 and 5 in 2021

We're excited to be offering Collaborative Design studio 4 and 5 to our third year cohort in 2021.

This is the perfect suite of units for students wanting to bring together different disciplinary skill sets; work collaboratively on industry-facing projects; and want to pursue careers in the burgeoning space of community co-design, strategic design, and service design (see three of the Melbourne-based studios leading the way in these fields below).

Collaborative Design (or co-design) aims to build your confidence as a collaborative design leader, to be able to take charge of creative undertakings that intersect design with the an array of other disciplinary partners, and importantly users and community stakeholders. Designing "with" people rather than "for" people is the driving tenet of this suite of units.

Regardless of which discipline studios you have taken throughout the past two years, all Bachelor of Design students are eligible to enrol in COL3001 and COL3002.

For further information please tap on the "Think Ahead" icon above to connect to Wendy Ellerton's Open Day presentation on Collaborative Design.

wendy.ellerton@monash.edu



As 2021 will be the first time we've run COL3001 and COL3002, there are no student images we can share with you. However, collaborative design approaches and methods have long been a major feature of Monash Design practice.

**Above:** XYX Lab's 'She City' exhibition and co-design community workshop, 2018. (Designed and facilitated by Nicole Kalms, Gene Bawden, Alli Edwards, Hannah Kormsmeier, Zoe Condliffe and Pamela Salen)

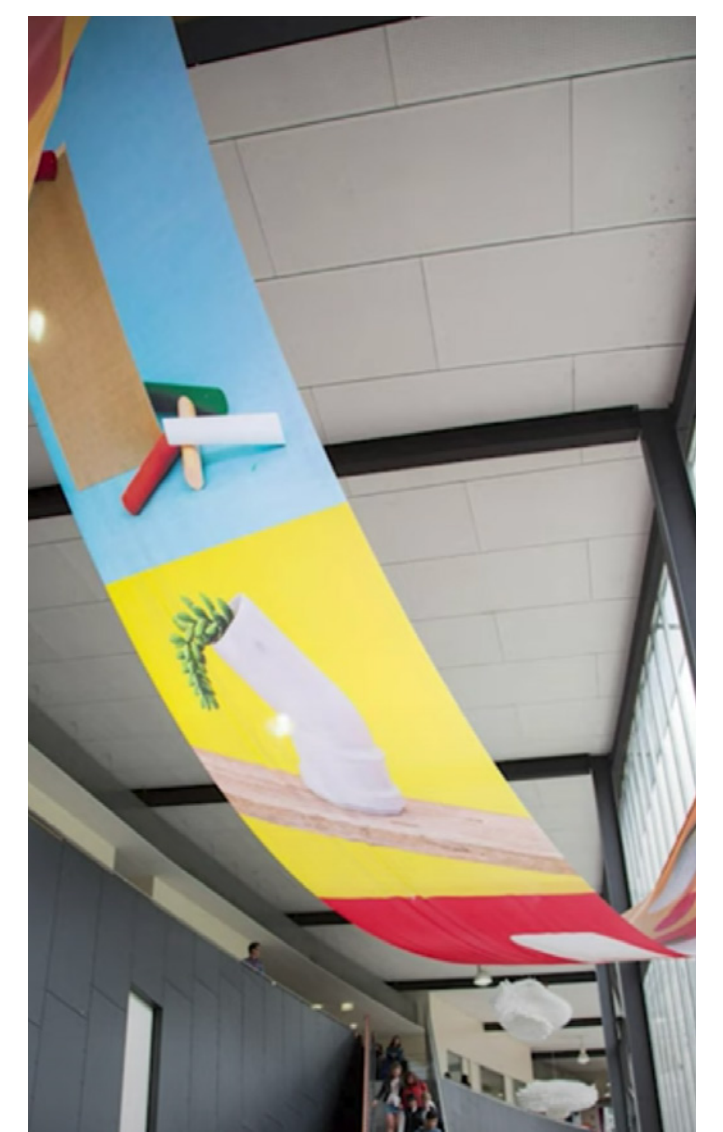
**Tap the image** to watch a 6 minute video outlining the events of this day-long collaborative workshop.

**Image:** Tina Dinh

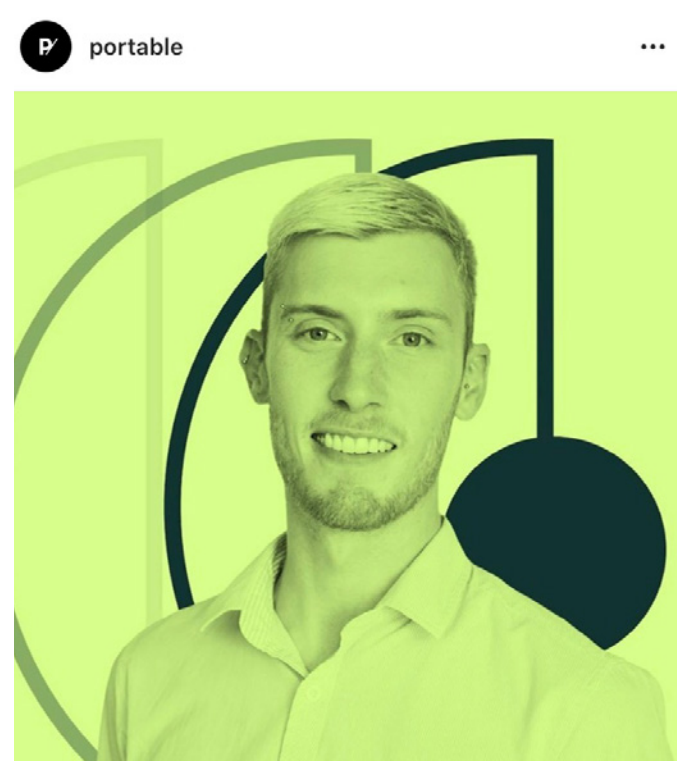
**Left:** Design Health Collab and Mobility Design Lab worked closely with the Australian Red Cross Blood Service, psychologists, clinicians, donors and blood collection staff to re-imagine the blood donor experience.

**Image:** Richard Morfuni

**Below and below left:** Monash Design students from every discipline working on a previous (in-person) Open Day: its spaces, design collateral and experiences.

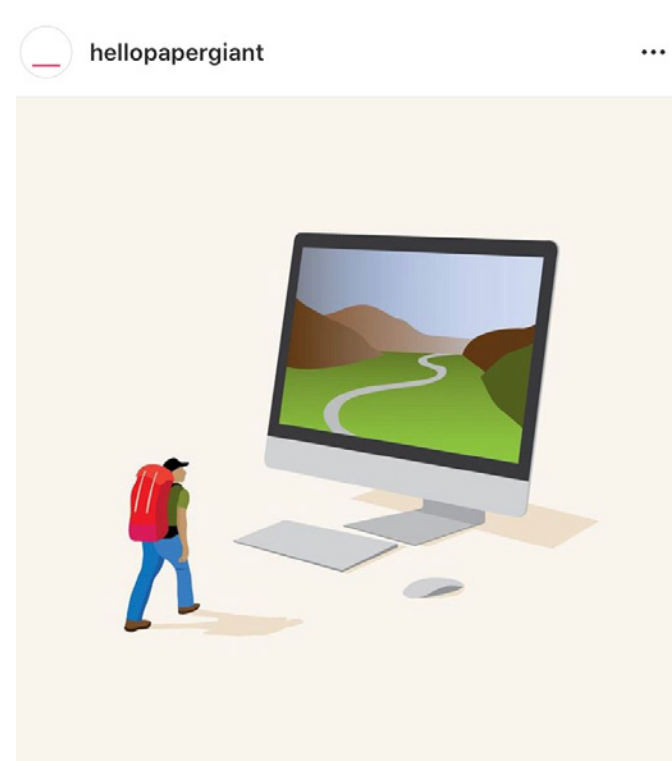


Be inspired and seek out those who are leading the way in co-design, strategic design and service design.



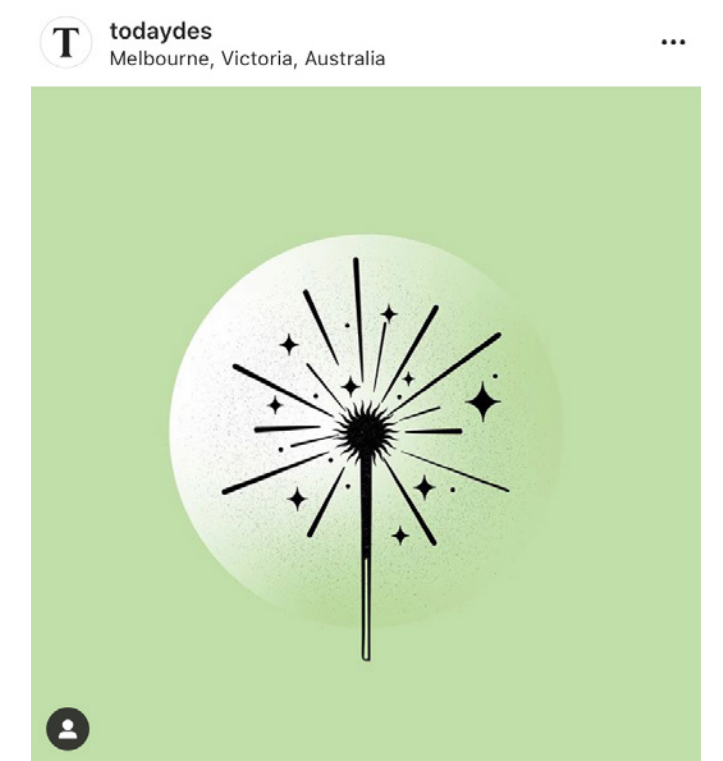
**Portable**  
Melbourne

 [Portable site](#)



**Paper Giant**  
Melbourne

 [Paper Giant site](#)



**Today**  
Melbourne

 [Today site](#)

When posting remember [#monashada](#) [#monashdesign](#) [#col1001](#) [#monashspatial](#) [#monashindustrial](#) [#monashcommdes](#)

**MASK  
WINNER**

Congratulations to first year design student **Sienna Fernando** who won the ‘Squirrel’ mask competition. Sienna received the largest number of ‘likes’ on our Instagram posts and wins a \$100 book voucher. Her mask project is also one of the highlights from Collaborative Design Studio 1 (COL1001) in Semester 1.



**Above:** Sienna Fernando's winning mask entry (Sienna is in Year 1, Bachelor of Communication Design). **Below:** Development work for the mask from Collaborative Design Studio 1 (Semester 1)



**MORE  
MASKS**



**Above left:** Tanaka Tatsuya's 'Miniature Calendar' project in which he creates tiny diorama photographs that he updates daily on his website. Tap the image to see more. **Above Right:** The Museum of Contemporary Art in Los Angeles has released a series of reusable artists' masks that you can purchase through their online store. The one featured here is by Barbara Kruger. Tap the image to see the entire range.



# Stay Strong



“I have designed some posters with the concept of self-care and I thought sharing them may spread some good vibes”

— **Kimia Kayani**  
First Year  
Communication Design



## Website of the week Pandarosa

[Web](#) [Instagram](#)

**Pandarosa** is a creative consultancy established by Monash alumni, Ariel Aguilera and Andrea Benyi. They specialise in the installation of large scale murals, surface design projects and interior architectural graphics.



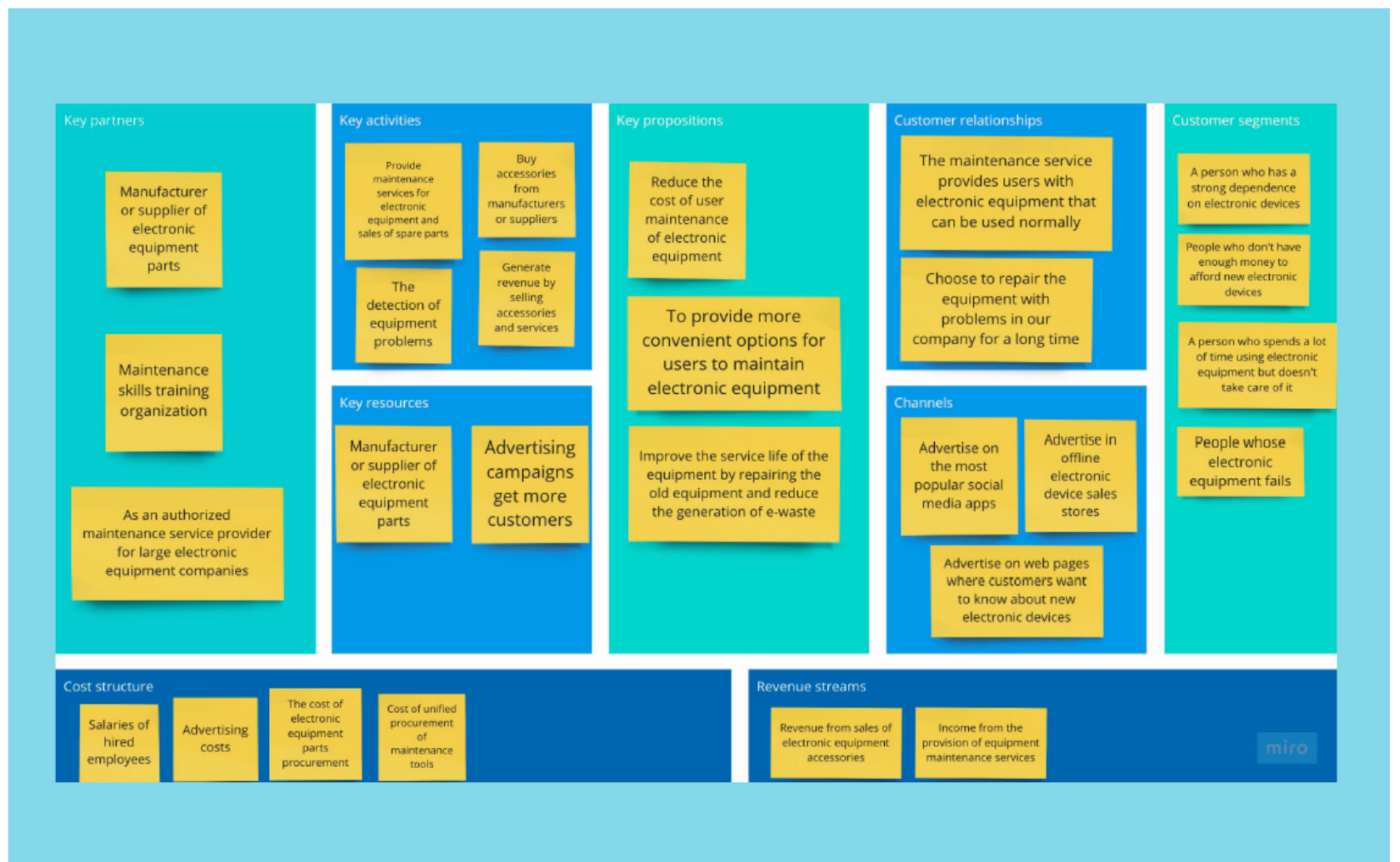
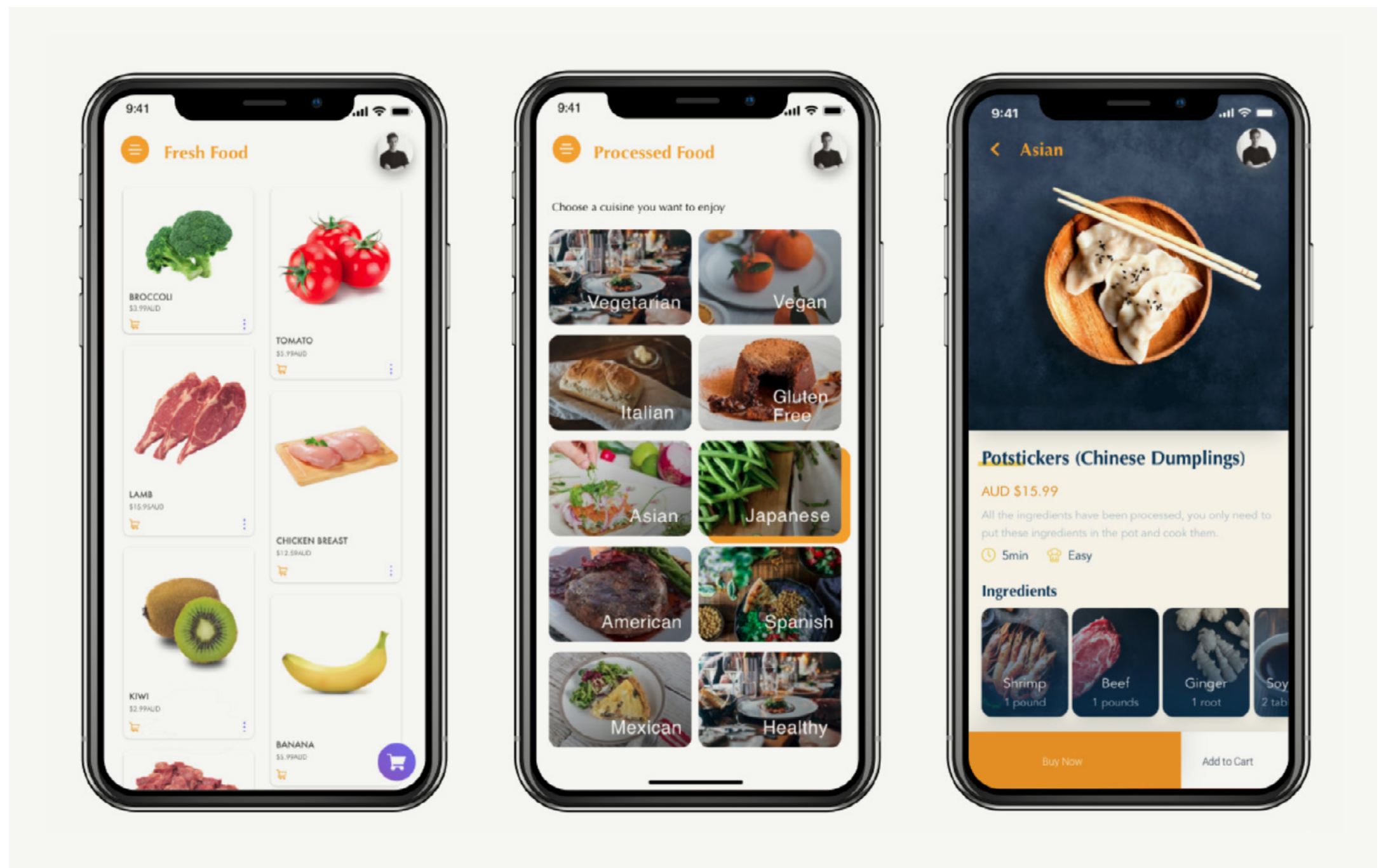
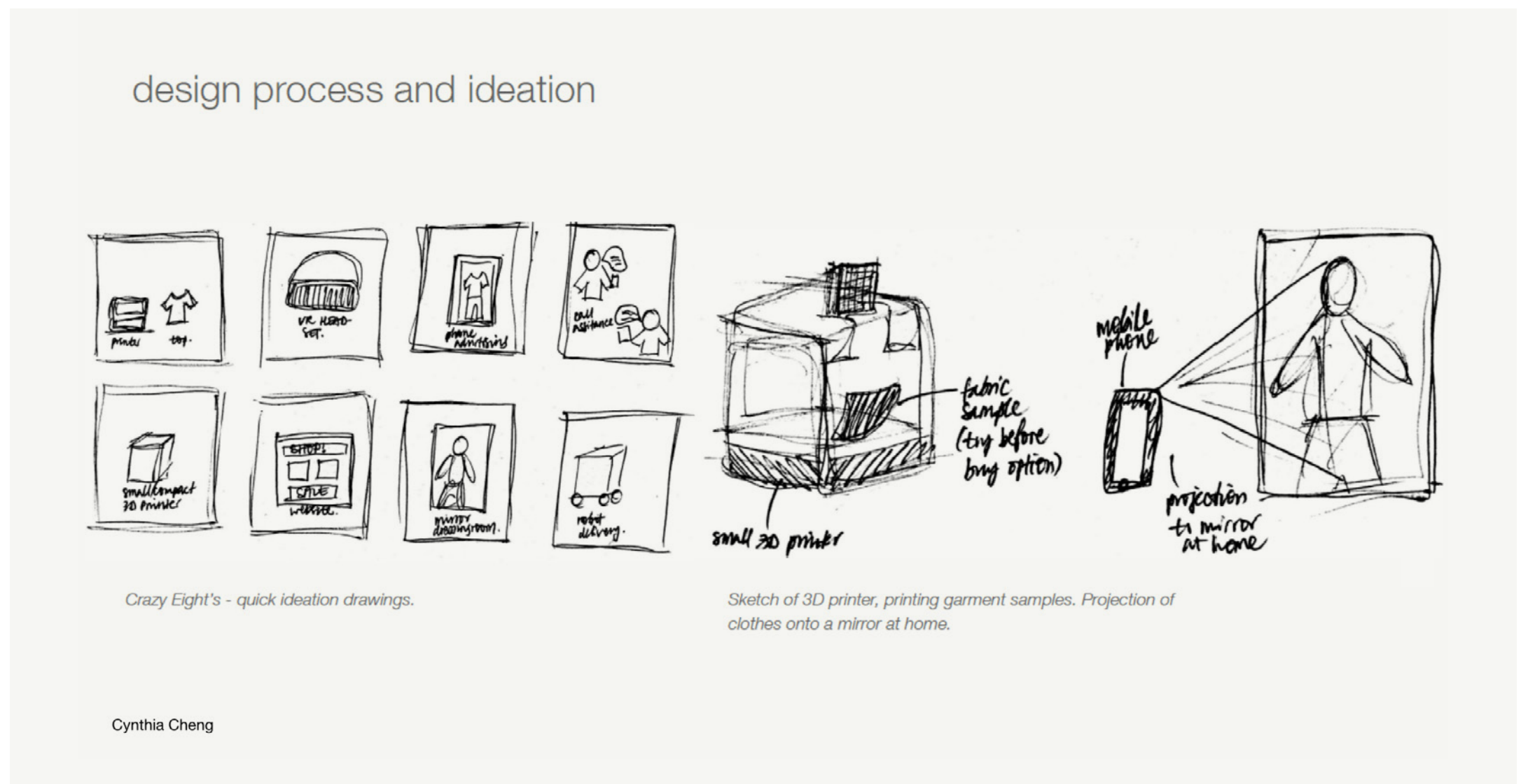
# Service design studio

**Lecturer:** Troy Mcgee

Understanding and applying the principles of service design is an important part of a designer's repertoire of knowledge. 'Services' in this unit are defined as carefully considered human-centred experiences with objects, artefacts or places connected by a system or systems of use. You will undertake a project based approach supported by theoretical frameworks discussed in the studio. The unit takes case study examples of creating and organising the provision of a service and enables you to then explore your own ideas. The practice elements of designing for services introduces you to creating work flow charts, experience testing techniques, and information graphics to communicate ideas and realise solutions.

**Tap the "Elective Focus" icon above to connect to the Handbook entry.**

**Top:** "Crazy eights" ideation, Cynthia Cheng  
**Middle:** App Design mockups, Yunjing Liu  
**Below:** Business Model Canvas by Zhuo Zhao



“This is Service Design Doing” is based on the work of more than 300 people from the global service design community. A total of 96 co-authors have contributed cases studies, expert comments and tips; while more than 200 volunteers helped edit the manuscript from an early stage. **Tap the image** to connect to a free online library of 54 Service Design method descriptions.

# GOOD READ

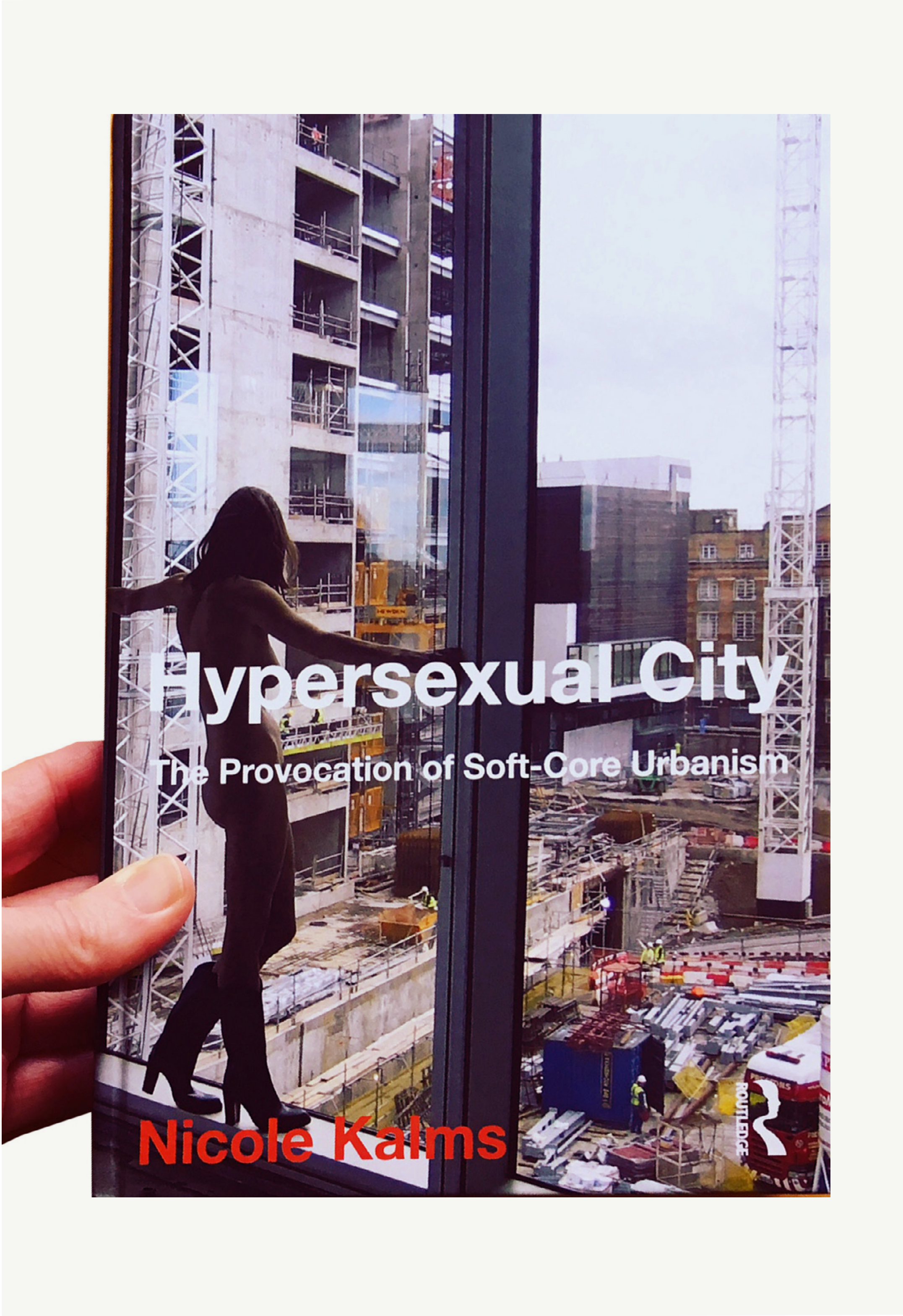
**This week:**  
**Hypersexual City,**  
 by **XYX Lab Director**  
**Nicole Kalms**

“Much of feminist architectural scholarship focuses on the enormous task of instating women’s experience of space into spatial praxis. *Hypersexual City: The Provocation of Soft-Core Urbanism* suggests this attention to women’s invisibility in sociocultural space has overlooked the complex ways in which women already occupy space, albeit mostly as an image or object to be consumed, even purchased.

It examines the occupation of urban space through the mediated representation of women’s hypersexualized bodies. A complex transaction proliferates in the commercial urban space of cities; this book seeks to address the cause and consequence of the increasing dominance of gendered representation.”

— [www.routledge.com](http://www.routledge.com)

Nicole’s book is available in the Monash Library



Above: 'Hypersexual City: The Provocation of Soft-Core Urbanism', Nicole Kalms. Cover image: Jemima Stehli "The Fee for the Shoes"

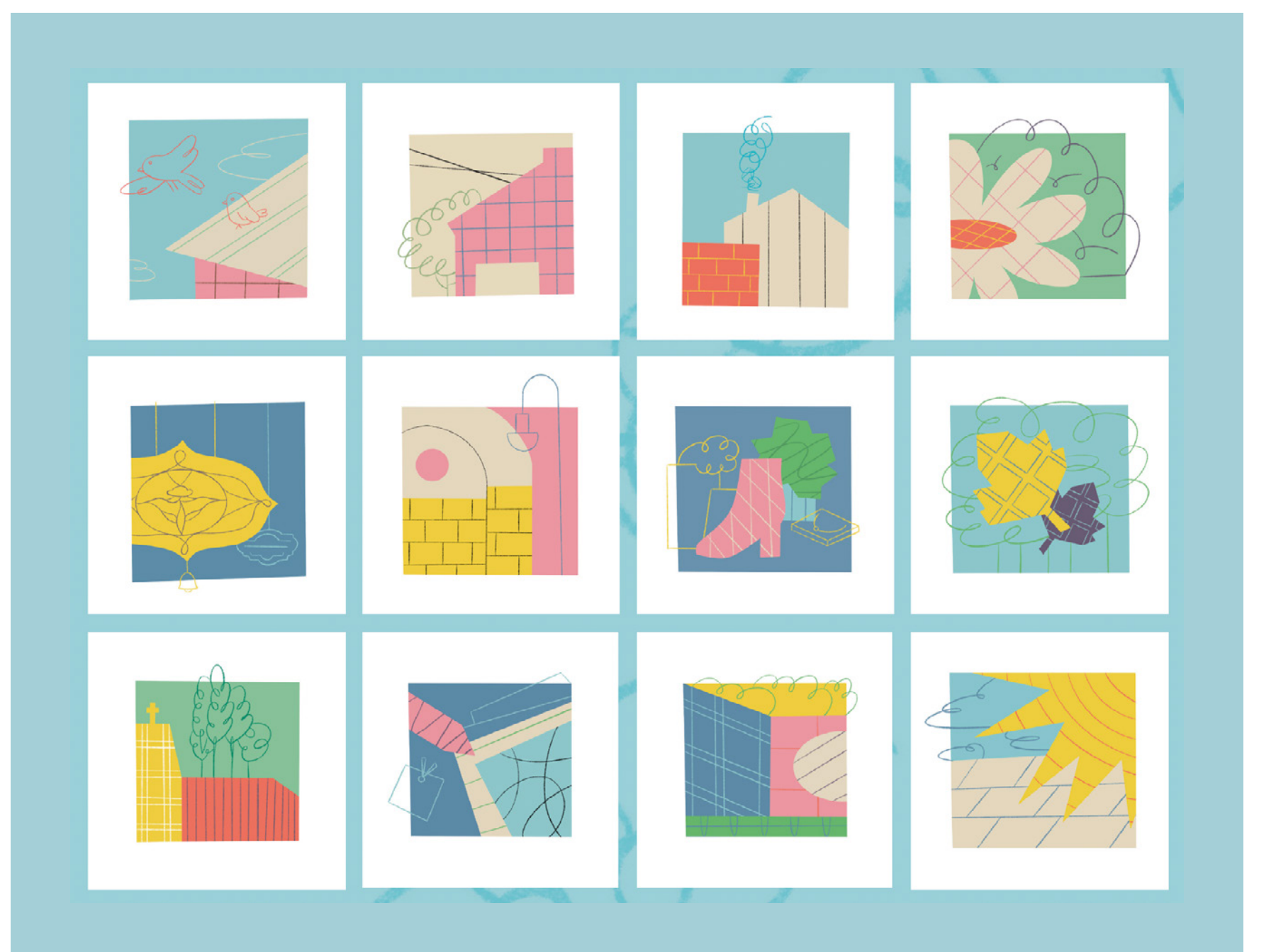


# THE ZOOM ROOM

**To Celebrate Diversity and Inclusion Week** Monash Art Design and Architecture teamed up with the Monash Business School to host a screening of 'Black Divaz', a film that documents the first 'Miss First Nations' Drag Competition in 2017. Among the evening’s many highlights was the opportunity to spend time with the fabulous Nova Gina (pronounced exactly how you think it’s pronounced). Here we see Nova sharing her insights on the strengths and celebration of Australia’s Indigenous LGBTIQ community with Nick McGuigan from Accounting and Gene Bawden from Design.

(Image kindly shared by Hannah Korsmeyer)





**Hoang Nhu  
Thao Nguyen:  
Yarraville**  
Communication  
Design Studio 4  
'Observation'

"I am inspired by the unique visual qualities of Yarraville in terms of its architecture and objects. My project focuses on experimenting with the textures, and capturing decorative features of the houses, gardens and the church in Yarraville. These illustrations aim to be really simple and they contain less detail in order to demonstrate a peaceful atmosphere. The illustrations are applied to stickers, a zine, wrapping paper and a poster"

— **Hoang Nhu Thao Nguyen**  
Lecturers: Kasia Ilczyszyn and Dane Kerr



Discover the fascinating story of how the hard-bargaining first Library president, Sir Redmond Barry, acquired one of the SLV's most valuable books: John James Audubon's 19th-century masterpiece, 'The birds of America'. This is one of the finest colour-plate works on ornithology ever produced. It's also one of the greatest works of book art. **Tap the image below** to connect to the video and links to the images.



## Remembering Terence Conran (1931–2020)

“Sir Terence Conran, one of the biggest influences on the British design scene of the past half-century, has died at the age of 88.

Conran's indelible stamp can be seen across the UK, from his brightly-coloured Habitat products to London's expansive Design Museum, which he conceived and founded. Peter Mandelson, chairman of the museum's board of trustees, calls Conran 'one of the most iconic figures of post-war Britain': "He leaves a treasure trove of household and industrial design that will stay with us forever." —Design Week

Tap the image to read the remainder of Conran's obituary from UK Design Week.

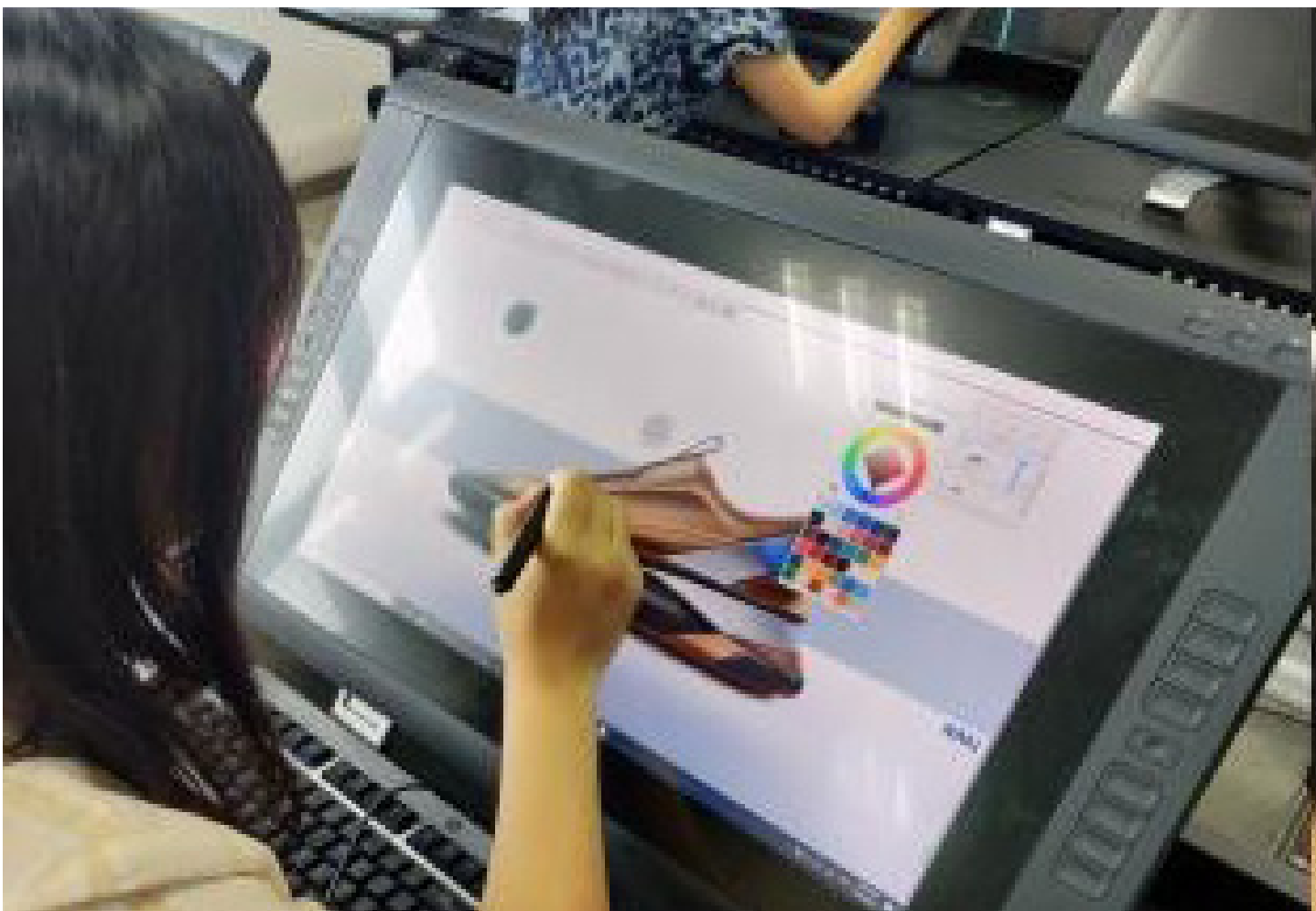
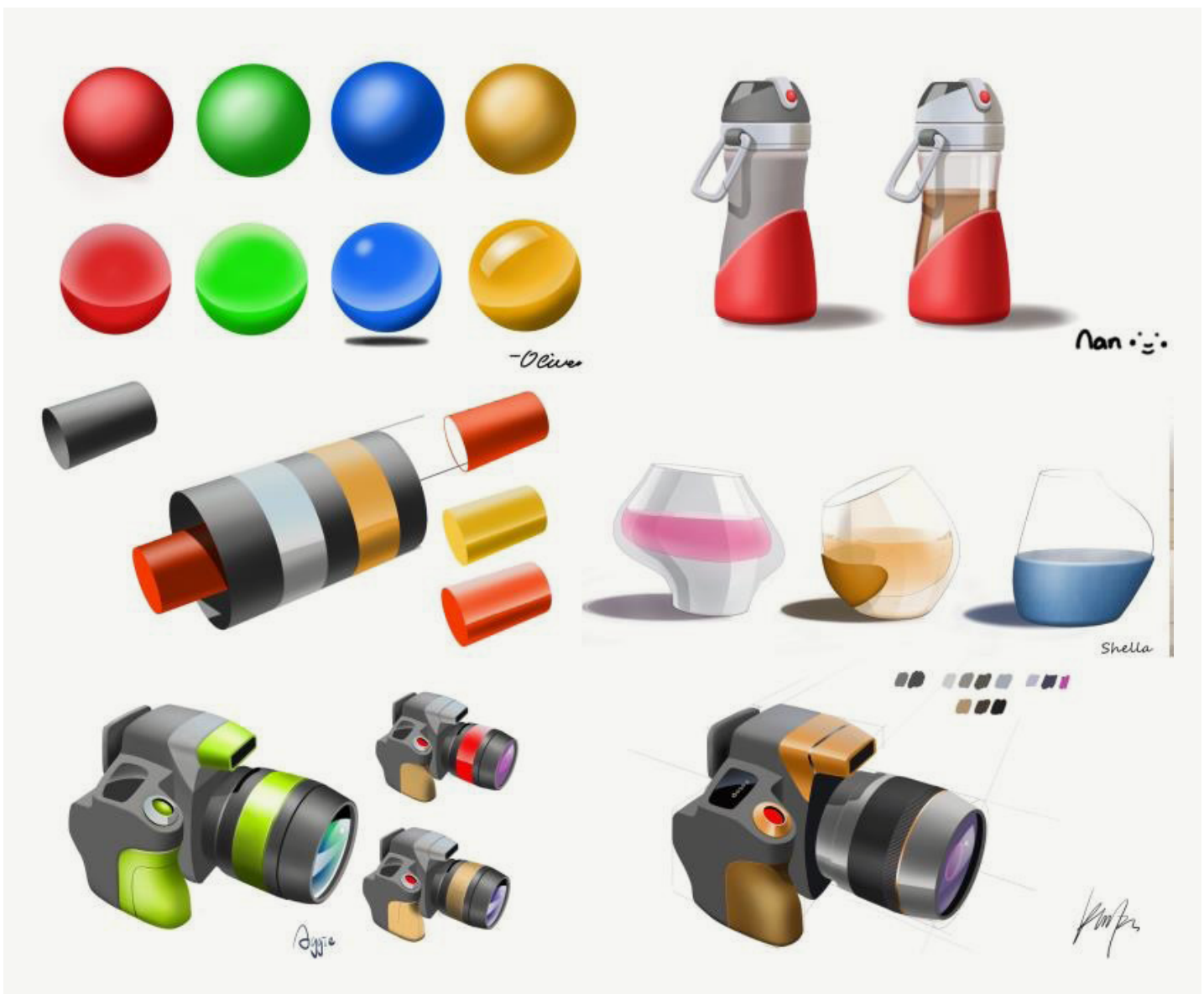
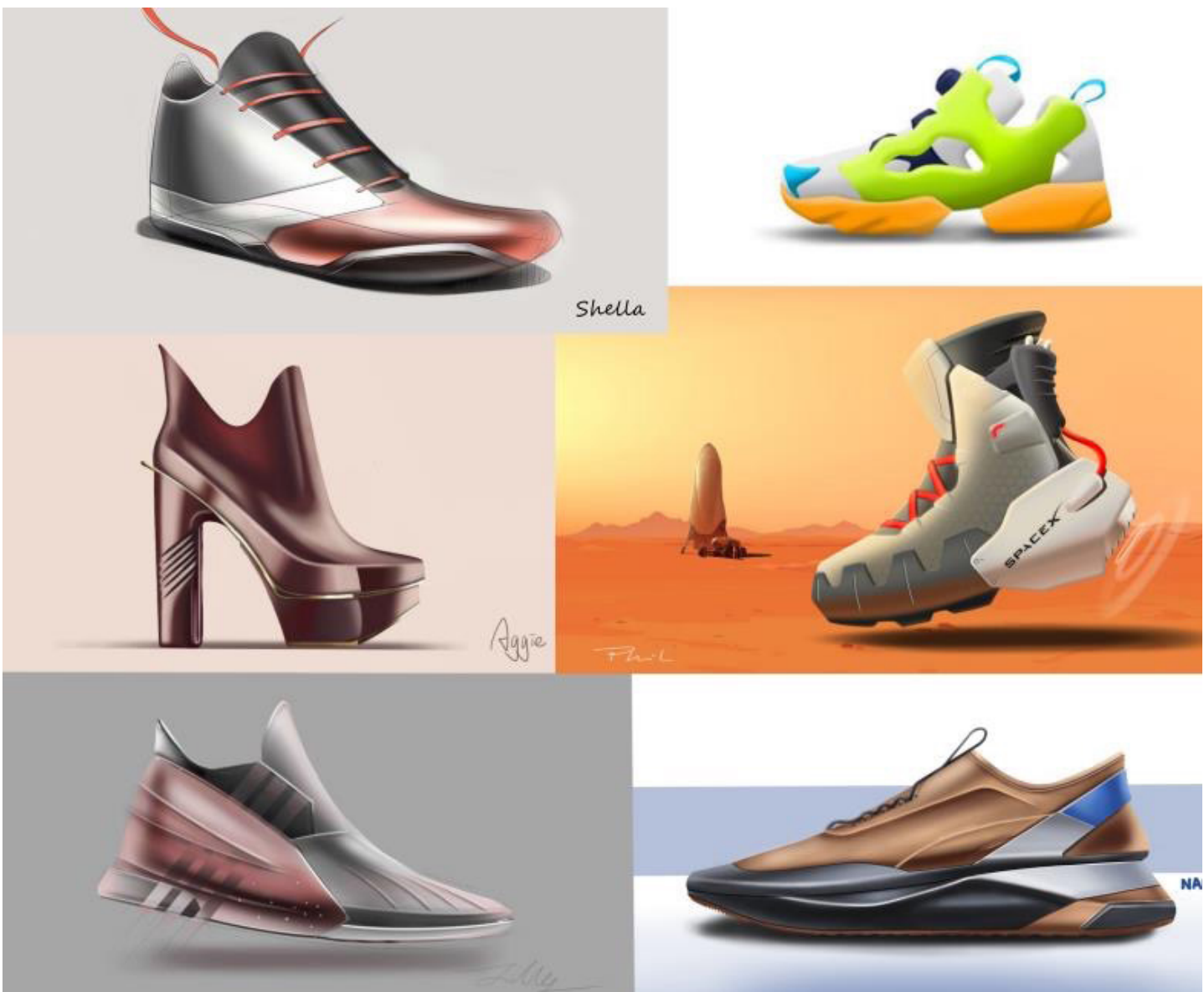


**Right:** Terence Conran photographed at his first exhibition, 'Ideas and Objects for the Home', held at Simpsons of Piccadilly in 1952. Photo by Michael Wickham.



# SUZHOU

This week our Suzhou colleagues shared with us some of the work they've completed in their rendering class with Bernie Walsh. Bernie can be seen in the centre of the top photo, delivering a virtual class to a small cohort of students lucky enough to be able to return to the Suzhou campus. Most students however, remain—as we do—learning online from home.

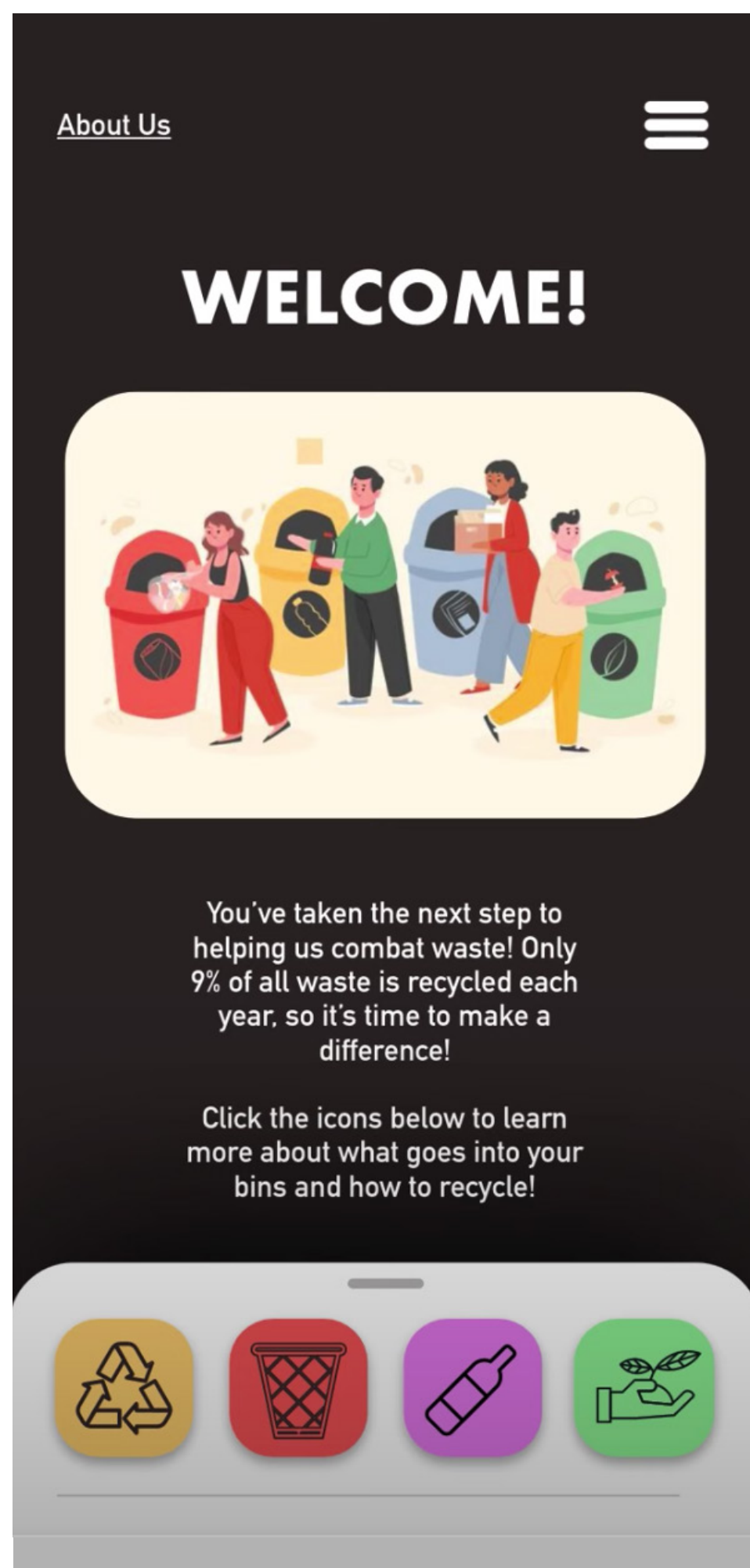




Event poster design  
Communication Design  
Studio 3 Lecturer: Ned Culic



Top row:  
Brittany Nash, Hilary Edmiston  
Centre row:  
Duyen My Ly, Hilary Leong, James Yang  
Left and above:  
Tiffany Nichols  
Far Left:  
Sijiaa Tang



Above: Amelda Norsworthy: CitiRecycle - UX/UI Sustainable Design App. Tap the image to connect to Amelda's demonstration video

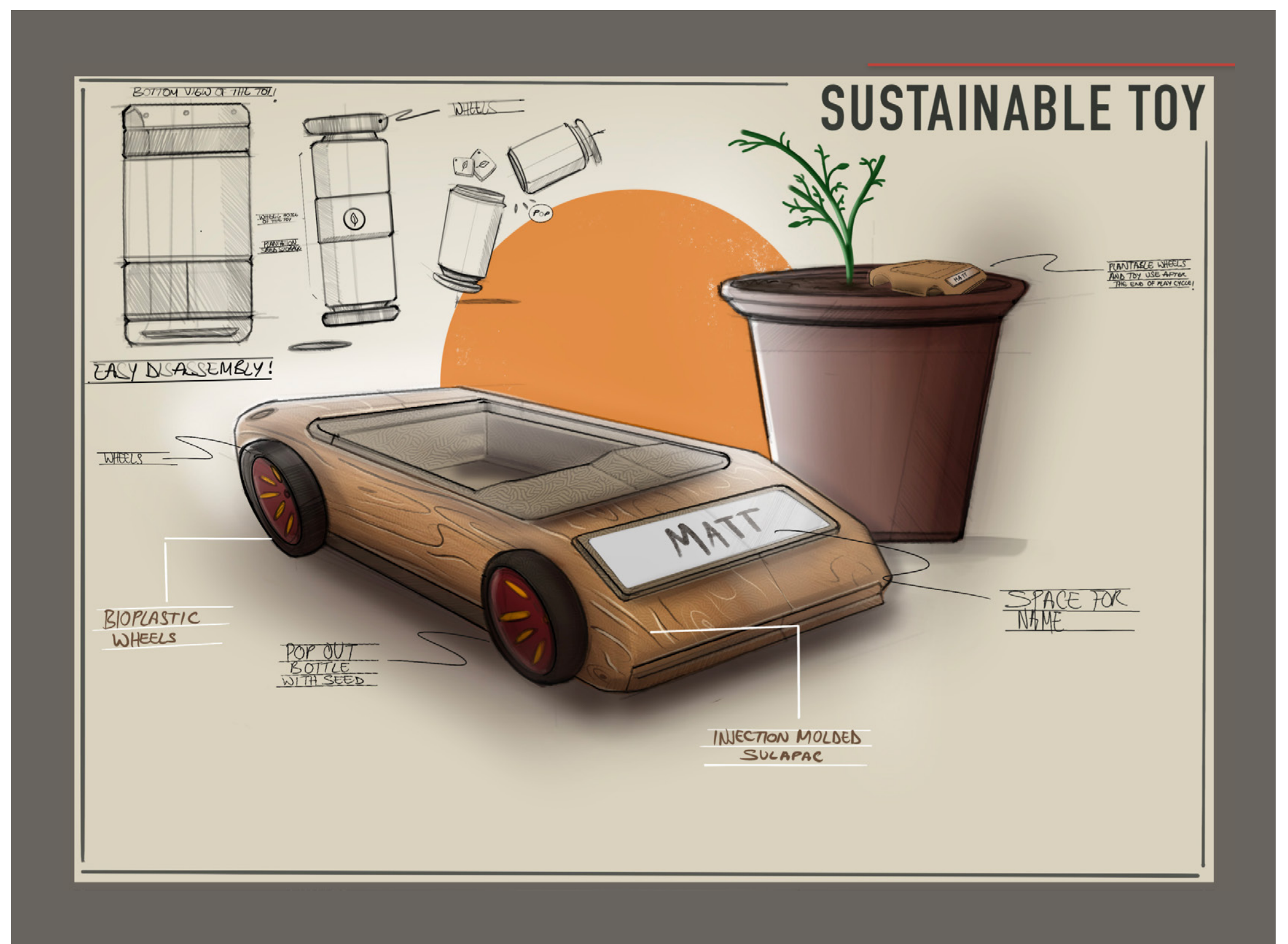


## Designing for sustainability

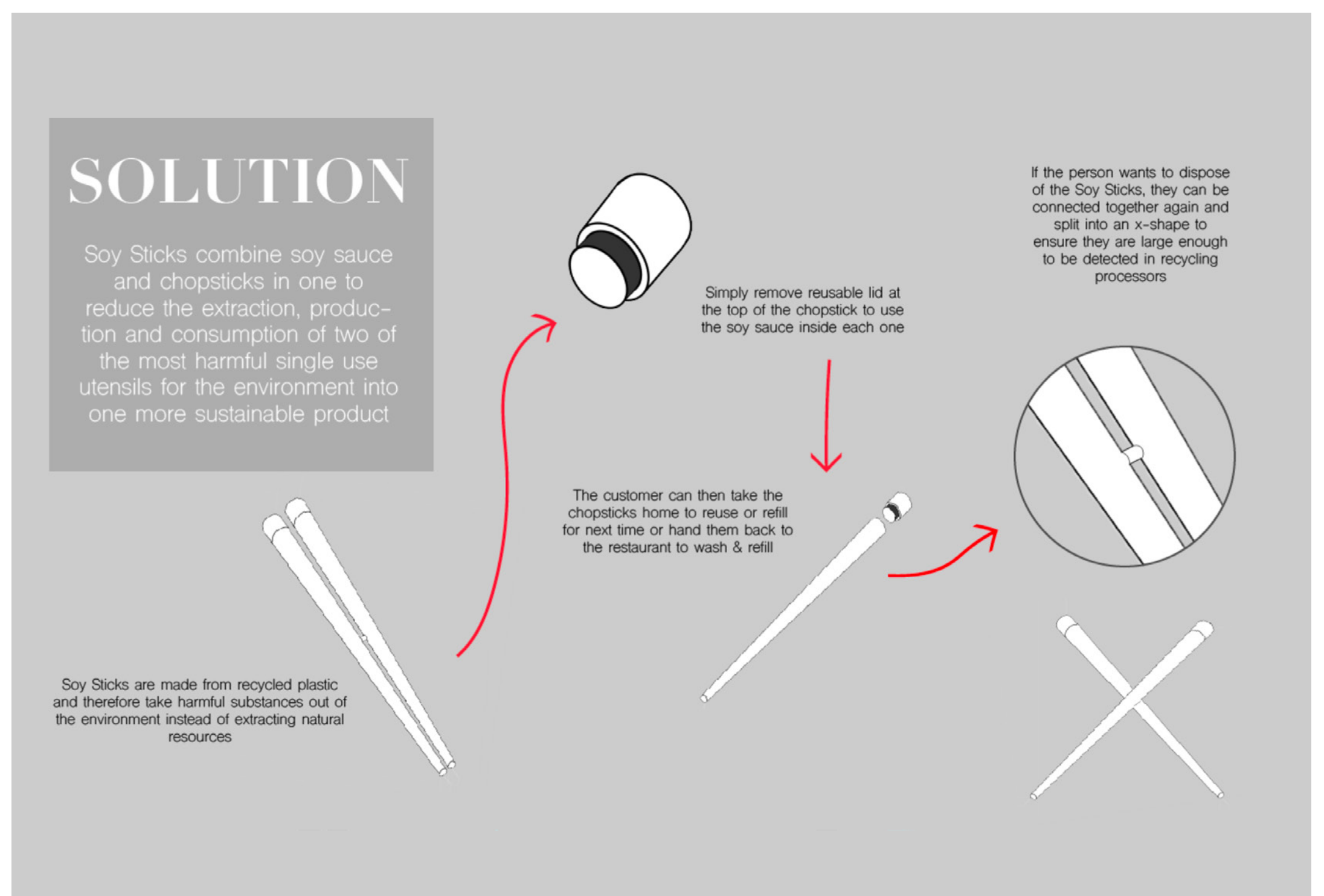
This unit covers a range of design theories and practices that underpin enduring and resilient ways of reducing the negative impacts of the human production of objects and environments and their associated sociological behaviours. Various perspectives of production, consumption and exchange are considered including Life Cycle Analysis tools, Recycling, Re-use, Dematerialisation and Reduction. The outcomes intend to demonstrate knowledge of the core themes of designing objects and environments that are sustainable to society, economy and nature.

**Lecturer Desiree Ibinarriaga recently shared some of her student's work from the unit with 'Squirrel' as they tackle the ever-increasing issues of consumer waste.**

**Tap the 'elective focus' icon above to connect to the handbook entry.**



Above: Kartik Dahiya's recyclable toy concept that targets damage done to the environment by the waste coming out of the plastic toy industry.

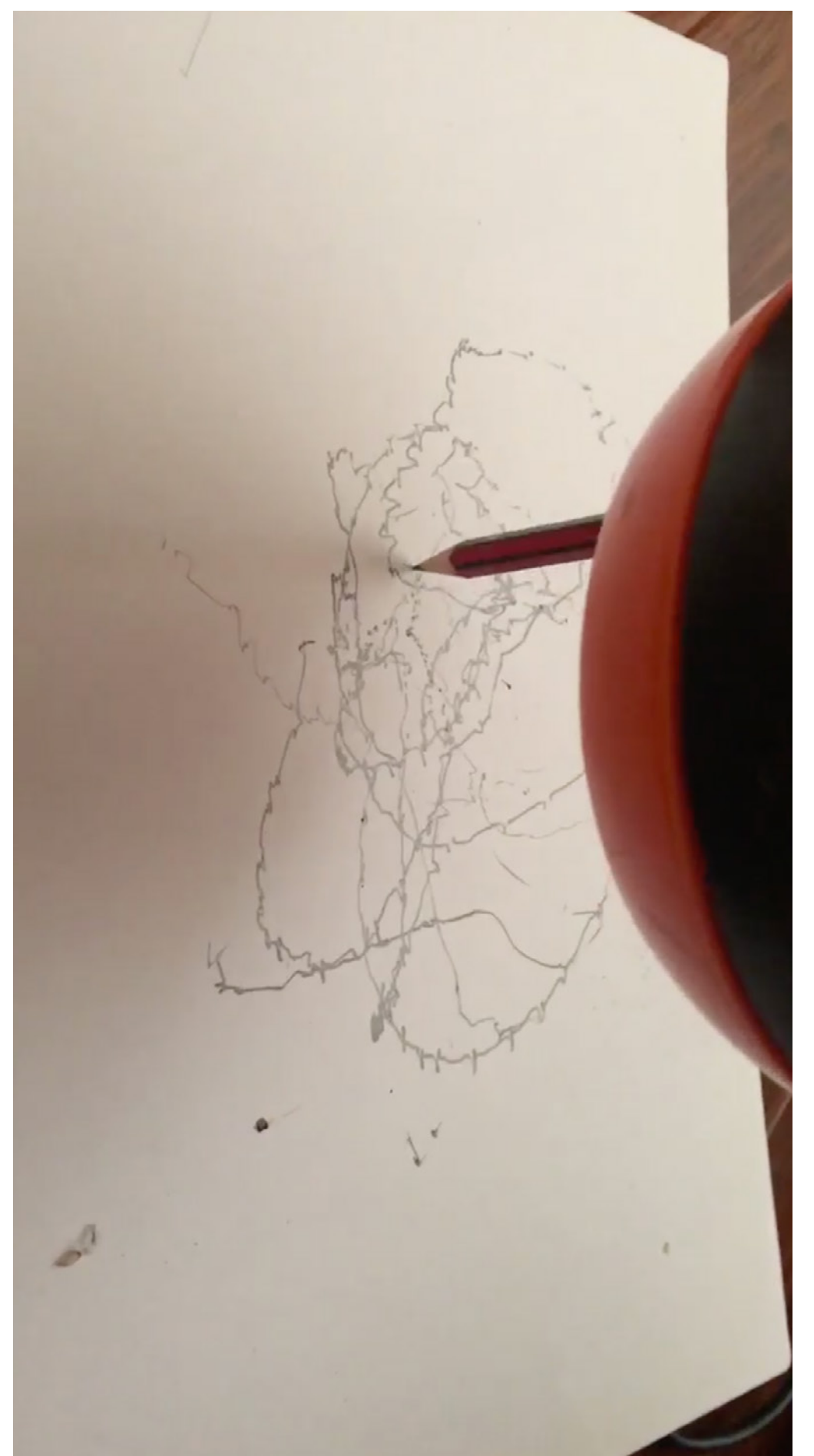


Above: Ella MacDonald's 'Soy Sticks' that eradicates the small but prolific fish shaped soy sauce bottle by combining it with refillable chopsticks.



**Coordinator of Drawing 1 (DWG1201)**  
**Amelie Scalercio** has shared with 'Squirrel' some of the phenomenal "drawing machines" MADA's first year students created in Semester One, responding to the social distancing recommendations of Covid 19.

**Connect to Squirrel TV by tapping on the 'draw' icon above to watch them in action.**



**Top:** Zoe Cockinis  
**Centre Left:** Chloe Hawthorne  
**Centre right:** Ayush Regmi  
**Right:** Samantha Rubeli  
**Far right:** Tristan Ismail