

Squirrel

* to move in an inquisitive and restless manner

FROM THE HOD



Gene Bawden
Head of Department, Design

After four weeks of studying at home, you now have a week to enjoy a little respite from your on-line learning. The mid-semester break is an opportunity to catch your breath as much as it is an opportunity to catch up on class work. You may have a project or two to work on, but you also have a week to rest your zoom-weary eyes. Take a break, eat way too much chocolate and return to classes energised and ready to tackle the rest of the semester.

You might also like to take some time to plan, especially when it comes to electives in Semester 2. Over the next few issues we'll be highlighting some of our elective studios so you get an insight into the kind of work that is produced in them. Electives are a way to diversify your skill set or hone particular capabilities. And, they are one of the great strengths of the Monash program.

Most importantly though, enjoy your break!

Right: Kaybe Wong, portrait of Yayoi Kusama.

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There are several Illustration electives that run in both first and second semester. This work was completed with Associate Lecturer Tracie Grimwood in *Illustration as Design* (VCO2204) in Semester 2, 2019. To see more of the work completed with Tracie, swipe to page 3.



WOTTA WATCH

Mon oncle (My uncle) (1958) is a French Comedy by filmmaker Jacques Tati, and the first to be produced in colour... and wow! What colour it is! The film is a riot of lavish 1950s colour saturation in pinks, greens, yellows, blues and greys. The story follows the character of Monsieur Hulot (Tati himself) who visits his nephew in his parents' uber-modernist house. Its a very funny critique of design and consumption. **SEE REVIEW BELOW**

The modernist living room in Jacques Tati's *Mon Oncle*. Spectacular architecture, interiors and fashion all come together in this hysterical critique of design. Tap the image to watch it on Kanopy.



» Watch the trailer

In Jacques Tati's 1958 film *Mon oncle*, M. Hulot is the viewer's entry point into two worlds that are investigated and contrasted: one world is obsessed with contemporary gadgetry and industry, the other is rooted in ways of the past. But more than an apparent social commentary about the conflict between new and old, *Mon oncle* is Tati's most touching and pleasant film, a masterpiece of physical comedy and meticulous planning, and a delicately heartrending story about family bonds... Hulot serves

as the uncle of the title; his nephew, Gerard Arpel (Alain Becourt), is a young boy who prefers spending more time with his absentminded uncle than his ultra-modern parents. Gerard's parents are both overweight and obsessed with their various doohickeys. His mother fills her days by maintaining their elaborately designed home of convenience, and his wealthy father runs an industrial factory downtown.

Awarded Best Foreign Film Oscar in 1958

NED'S SHORT PICK

Tap the image to be inspired by the award winning animation of Monash graduate Zoe Hu (2017).

'SPRING/SUN/WINTER/DREAD' — **Zoe Hu**

AGDA Pinnacle Award Winner, 2018 (Student Category)

<https://vimeo.com/244172137>



"This incredible student project inspired me to keep making, pushing and exploring creativity's ability to make anything possible" — **Andrew Ashton**

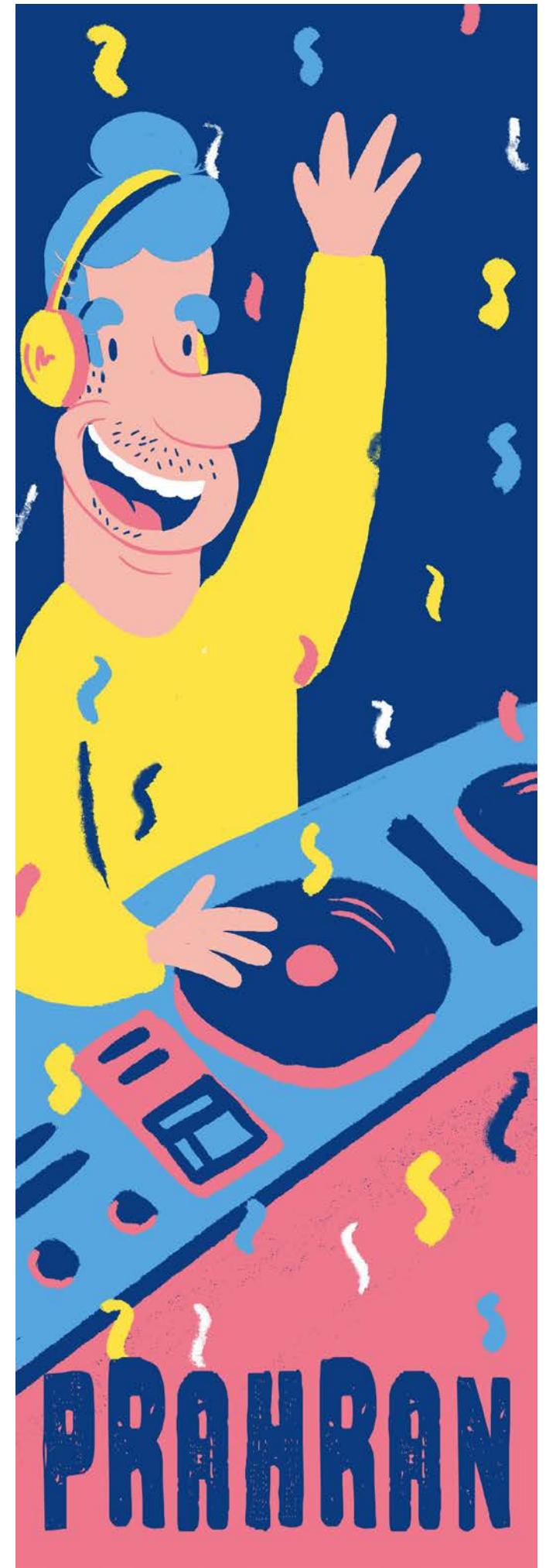
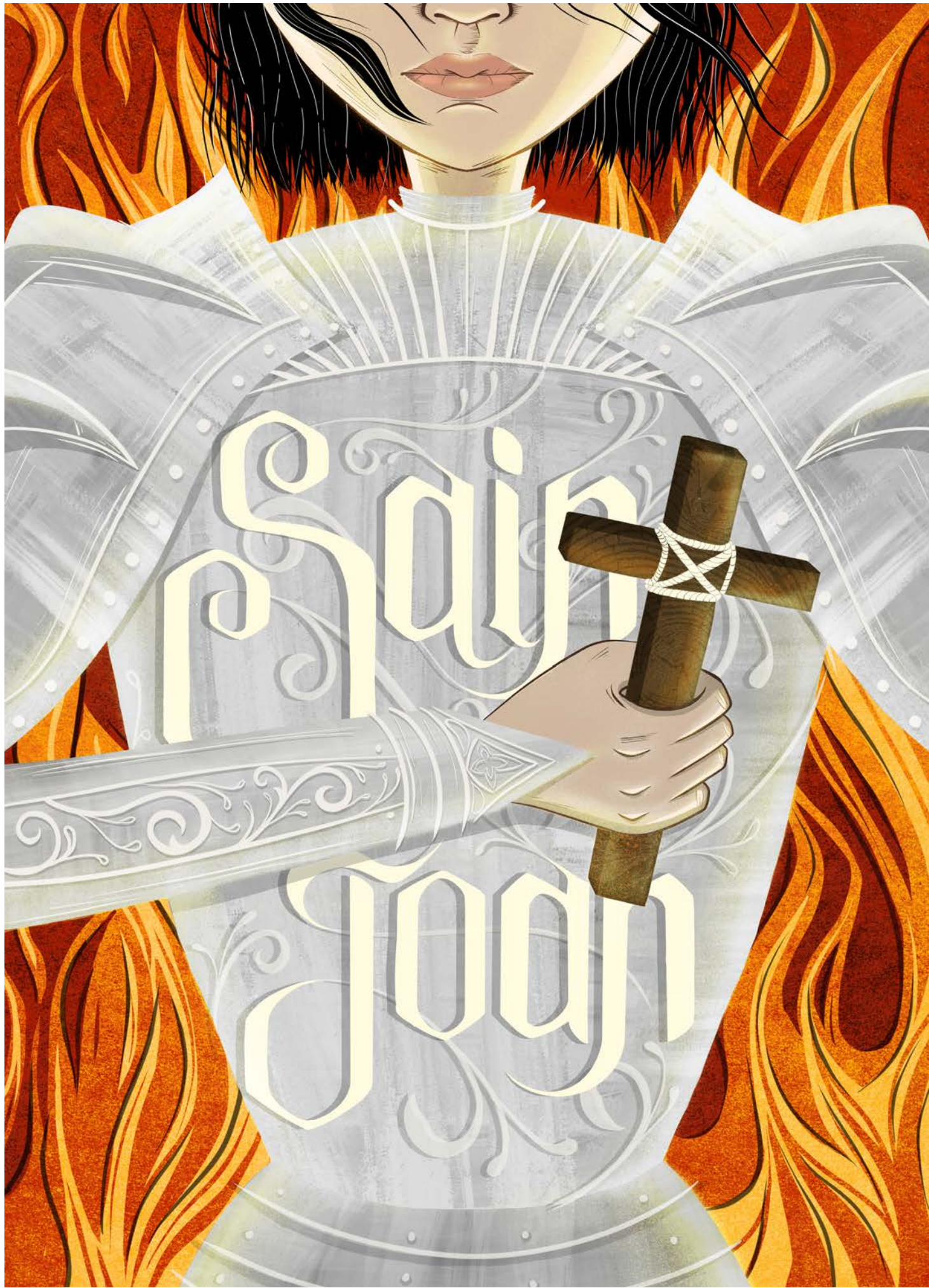
ELECTIVE
**SPOT
LIGHT**

Illustration as Design (VC02204)

Lecturers: Tracie & Ned

Clockwise from right:
There's no planet B: Erin Flatters
Melburbs/ Prahran: Renee Sachibertolyu
Dr Faustus: Abbie Cooper
Pasta packaging: Bethany Philpotts
Joan of Arc: Paloma Cenzano
Interface design: Emily McBride

[Click here for the handbook entry](#)



THE OUTSIDE WORLD

This week we visit creative agency, Paoli Smith. Andrew Paoli and Matthew Smith graduated from Monash over 25 years ago, but as you can see from their website their relationship to Monash is still going strong!

Recently they did a Zoom interview (are there any other kind now?) with Sally Brownbill. The full interview can be found [here](#), but below is their advice for soon to be graduates:

What would your advice be to someone wanting to break into the Design industry in 2020?

“A healthy dose of humility and humour helps. You need to be able to get on with people and be practical. Build strong relationships so that you can negotiate great outcomes. Accept that not all design battles will be won. Work hard, get out there and meet as many people as you can. Take on jobs big or small, paid or unpaid. It is a great privilege to work. And if people enjoy working with you, the rewards will be plenty.”

Tap the ‘Future Burger’ images to visit their site or head to paolismith.com.au

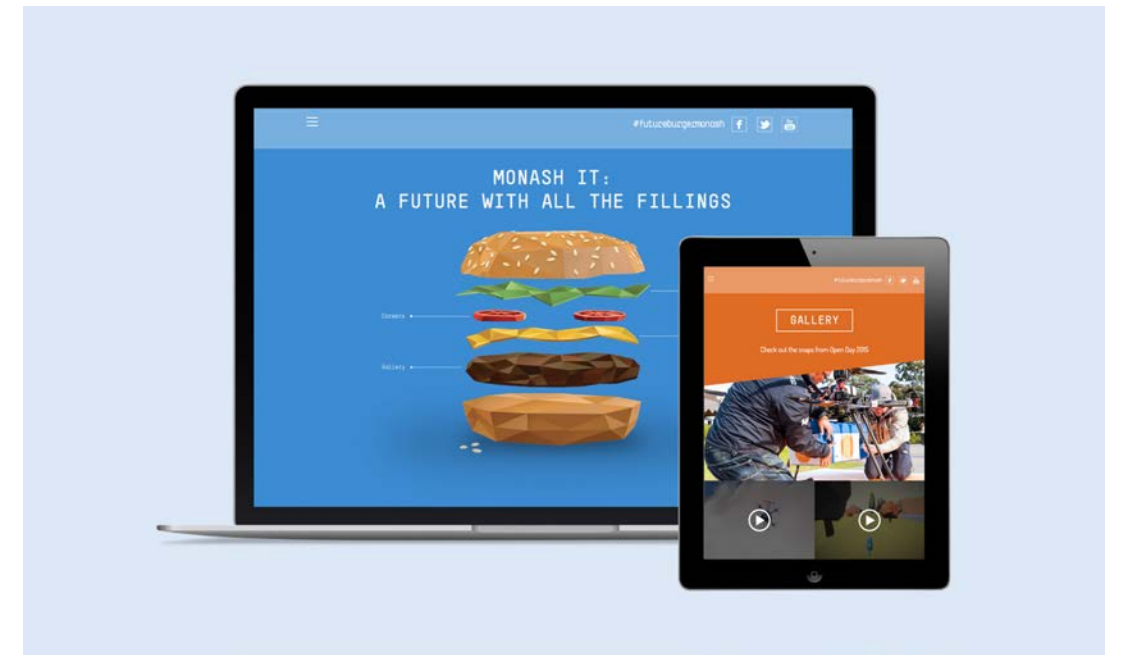


Andrew Paoli (Top) and Matthew Smith; Creative Directors of Paoli Smith.

Below: Monash University's Faculty of Information Technology 2015 Open Day digital campaign.

Paoli Smith worked as part of a collaborative team: with the Monash marketing team and Right Angle Studio to created 'Future Burger'. Drones fitted out with GoPros to capture footage, delivered hamburgers to prospective students attending the Open Day, who had pre-ordered online. The campaign was hugely successful and attracted coverage on the major networks and newspapers. More than 5,000 prospective students attended 1,200 subscribed and 64,000 viewed the footage.

— paolismith.com.au



FOLLOW

Museums around the world have physically closed, but they're open on the web. Check out the virtual exhibitions and tours on their sites and their incredible collections and stories on Instagram. Just tap the images to follow.

ngvmelbourne National Gallery of Victoria



National Gallery Victoria
Melbourne

[NGV website](#)

metmuseum



Metropolitan Museum of Art
New York

[Met website](#)

nationalportraitgallery



National Portrait Gallery
London

[NPG website](#)

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



THE GUEST ZOOM

Industrial Design Lecturer Nyein (IDN2001) has organised some stellar international guest speakers this semester. A good thing about Zoom — there’s a whole world to inspire you. This week designer Miguel Herrer zoomed in from Canada: “I am impressed in the agility of Monash University to continue education through these unprecedented times and happy to contribute to the design community in any way I can..”

Everyone is welcome to attend future talks, just keep an eye on your e-mail for the details and a zoom link.

TED X

Nyein recently did his own truly inspiring Ted X talk. In it he connects creativity and methodology through a unique investigation of his great grandfather’s career as a theatre performer in Myanmar. **U Po Sein** was “an influential traditional actor, singer, and dancer, who has been credited with innovating and modernizing Myanmar performance arts, in dance, song, costumes, and stagecraft.” (From U Po Sein’s Wikipedia entry)

On stage with Nyein is his grandmother, Daw Myint Myint Sein (U Po Sein’s youngest daughter); a timely reminder of why we are isolating: to protect those we love who may be vulnerable. Watch to the end and see her steal the show!

Tap the image of Nyein to watch.



‘The Song that Disarmed an Army’, Nyein Chan Aung, TEDxYangon
Thanks to Romany Manuell and the Monash Library staff who helped so much to source the images for Nyein’s talk.



Earth Day is April 22, and a poignant reminder of the role designers play in the future of the planet. Whether it's the use of recycle materials or just the conscious decision to say 'no' to ideas that are unsustainable, we have an obligation as both people and designers to make change.

Visit the site to see what more you can do. Just tap the hand.



Congratulations to our grads who have been short listed in recent national awards.

Above: Katelin Eichner and Harrison Young worked closely with Bayard and his team from O-I Glass to create the infinitely recyclable *Millie* juice bottle; designed to help customers identify the correct intake of fruit per day. Thanks to Mel Coombes for guiding the students through such a complex brief.

Right: James Meadowcroft has been shortlisted for the DIA Graduate of the Year Award (GOTYA). The awards are announced in late April, so we wish him every success. The work presented here won James an AGDA Distinction Student Award in 2019.



Top: 'Millie', now used by Emma and Tom's for a range of their products. The product is made from infinitely recyclable glass.
Above: James Meadowcroft 2036-An Exploration Into Climate Denial And Global Warming. **Tap on the images to connect to their websites.**



Debbie Millman is an America designer, author, educator, curator and host of the incredibly successful podcast 'Design Matters'. 'Design Matters' is one of the world's first and longest running design podcasts, through which Millman has interviewed nearly 500 artists, designers and cultural commentators. Click the Design Matters image above to connect to all the podcasts, but in particular her interview with Illustrator and typographer Jessica Hische (tap on the Valentine's Day lettering above to visit Jessica's site). Many of the podcasts deal with more than just design, but its relationship to gender, culture, and social obligations.

Website of the week

Studio Binocular

studiobinocular.com

Founded by Monash graduates Laura Cornhill and Ben Wundesitz in 2001, Studio Binocular has grown to be one of the most significant branding and communication studios in Australia. After Ben left to pursue his design career in London, Laura has taken the studio from strength to strength, acquiring an array of impressive clients. Important to their work is the inclusion of diverse people, careful language and respectful design.



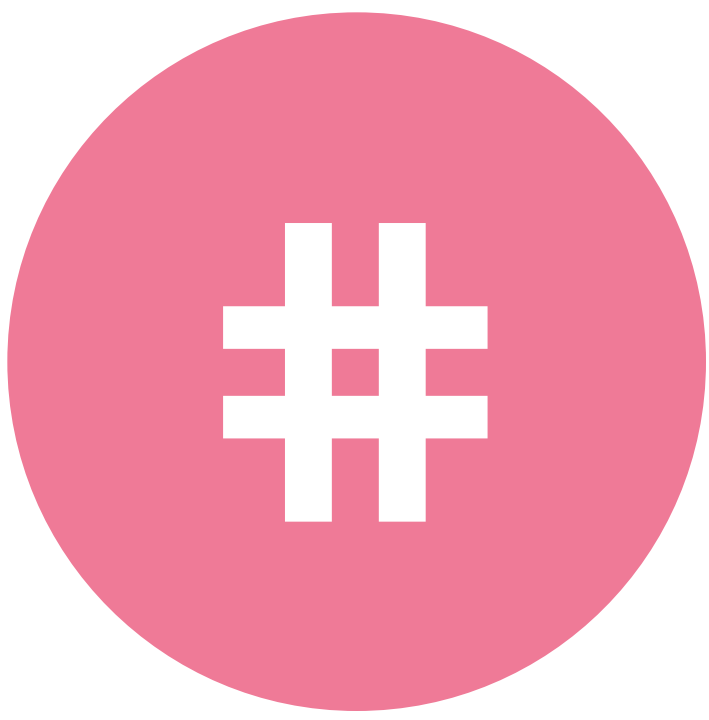
Respect Victoria campaign—Studio Binocular



From the Library

Few people realise Monash University Library has an incredible collection of rare books. One of their recent acquisitions is the historically significant design publication, *The Wood beyond the World* by William Morris. It was published by Morris' Kelmscott Press in 1894. Morris was associated with the British Arts and Crafts Movement during the late 19th century and he established the Kelmscott Press in 1891. His artistic aesthetic translated itself into extremely beautiful books. These items are significant because of their manner of production - Morris designed his own typefaces, made his own paper, and printed by hand - which began the modern revival of fine printing.

To see what other delights the rare books collection offers, tap the image above.



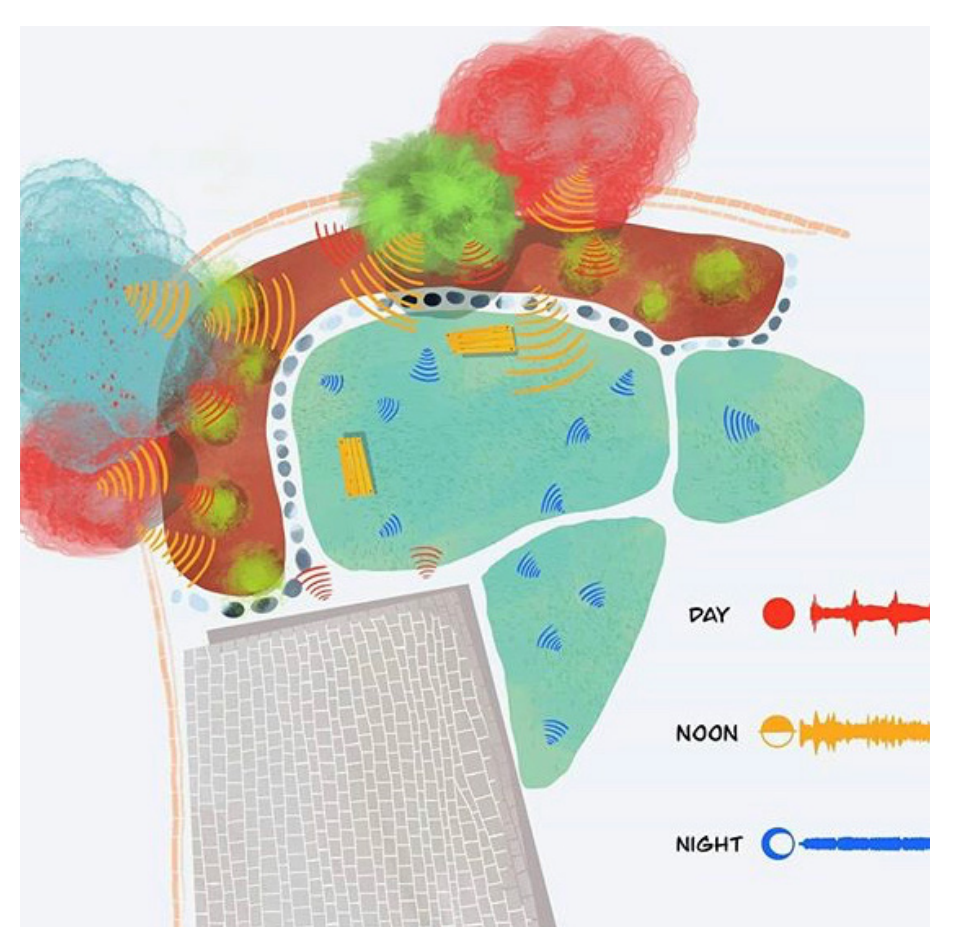
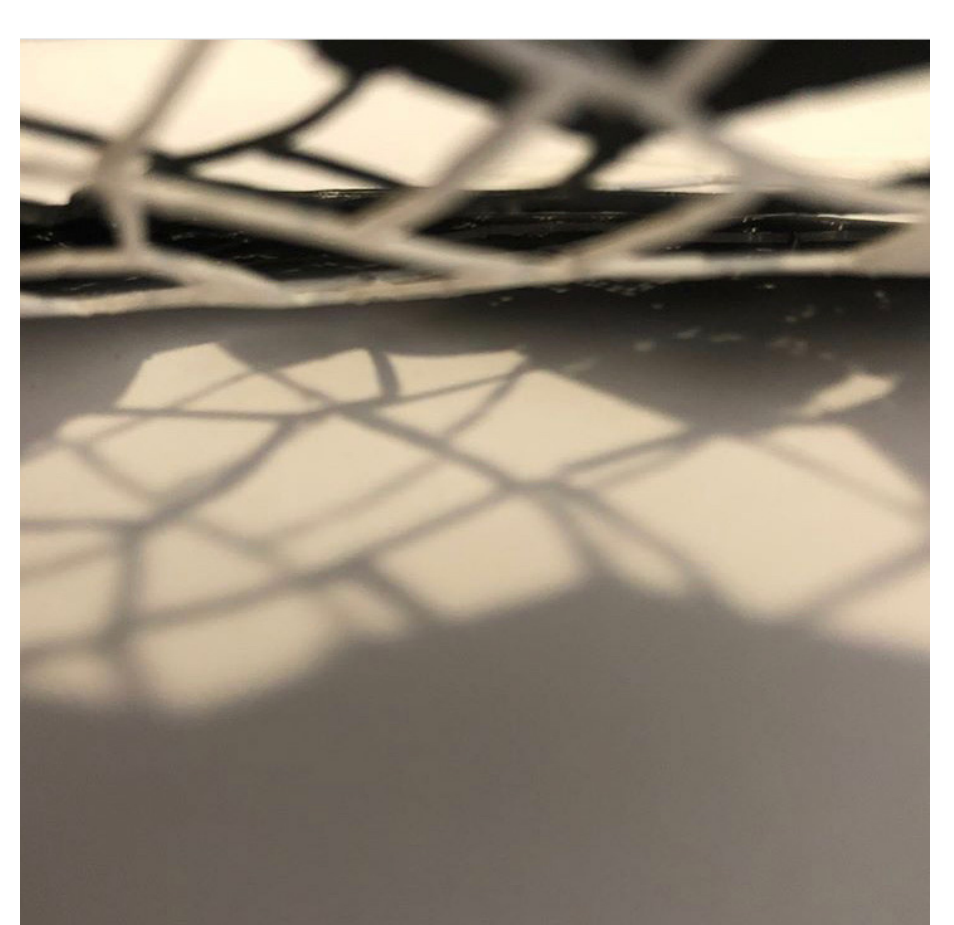
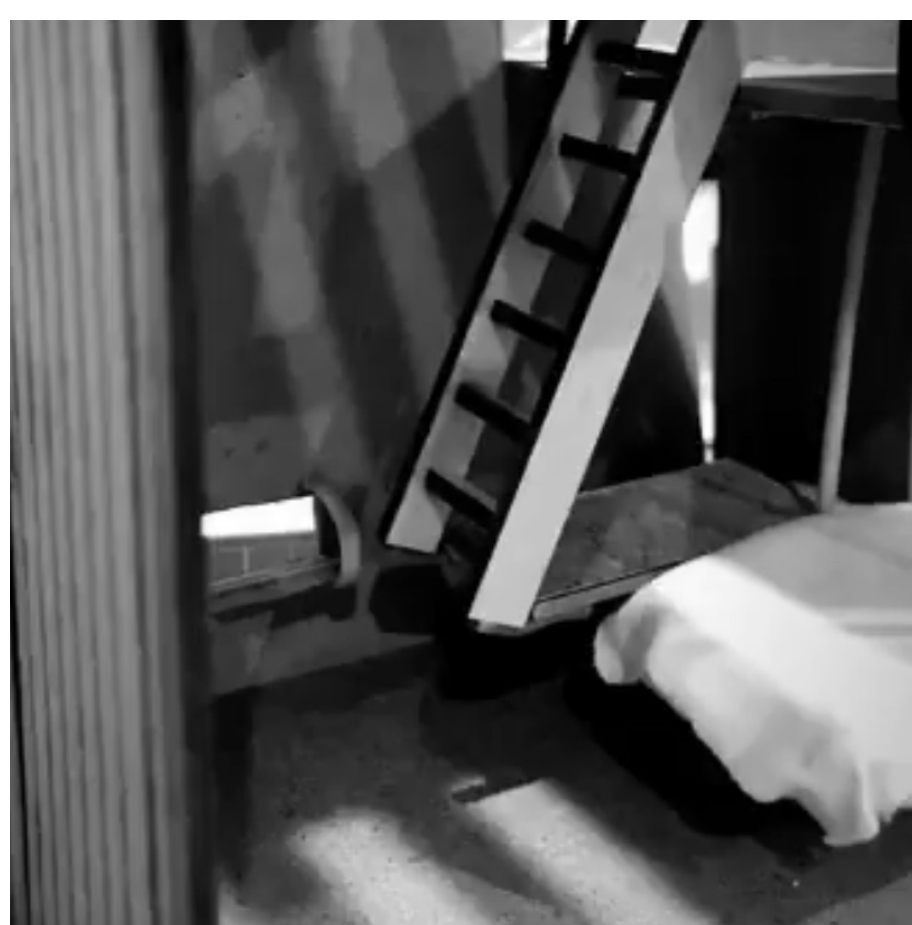
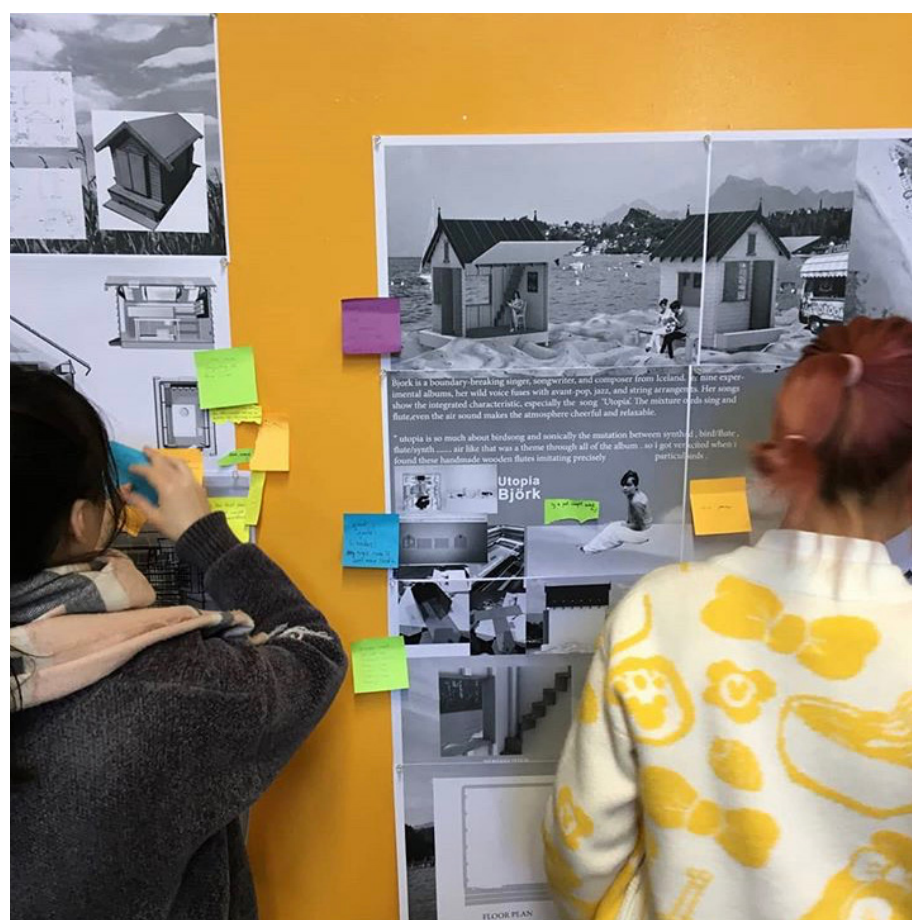
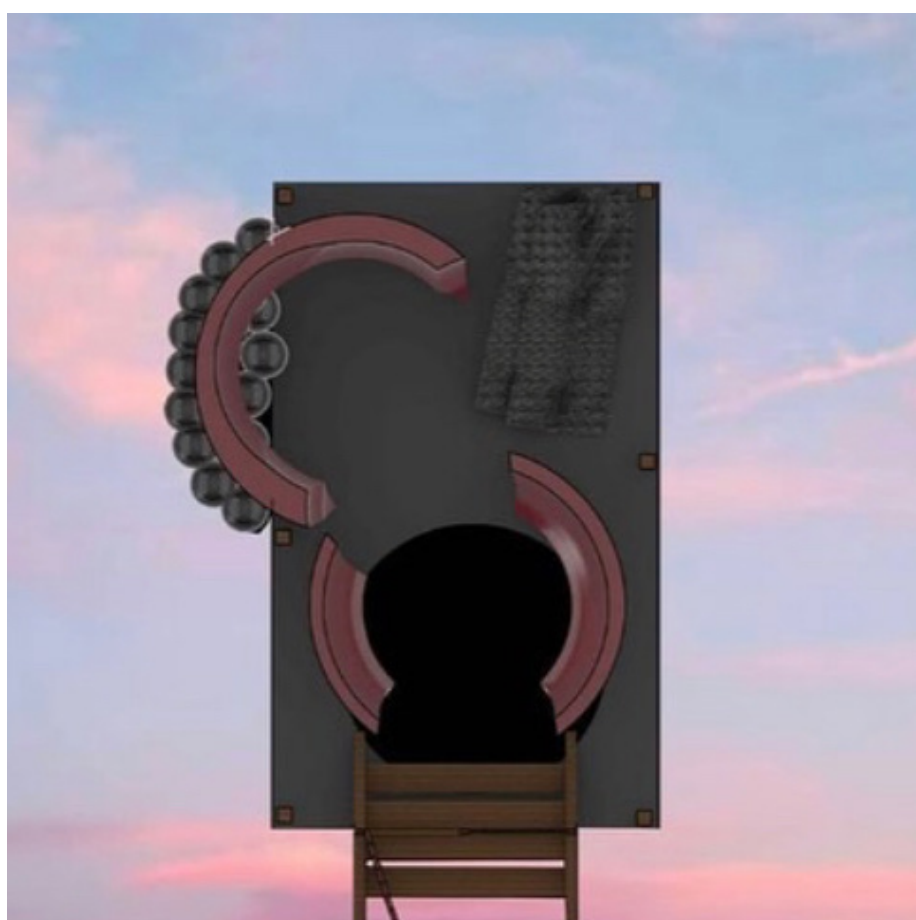
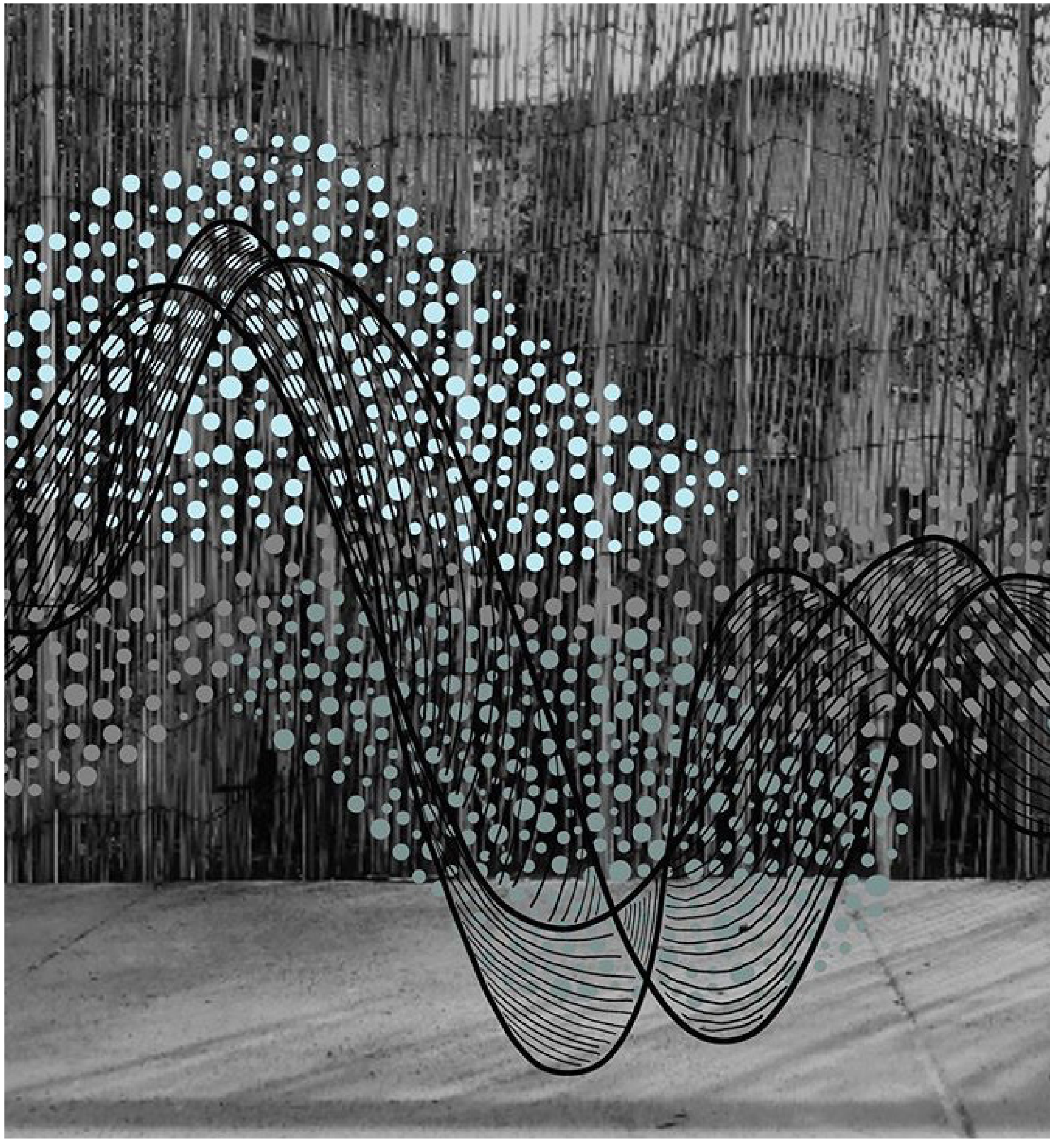
#monashspatial

**Follow your peers;
follow your hashtags.**

This week we've highlighted the Spatial Design program. In its second year Spatial Design is our newest degree, and as you can see the students are confidently exploring and engaging with the experimental and experiential qualities of spatial design: inside, outside and virtually.

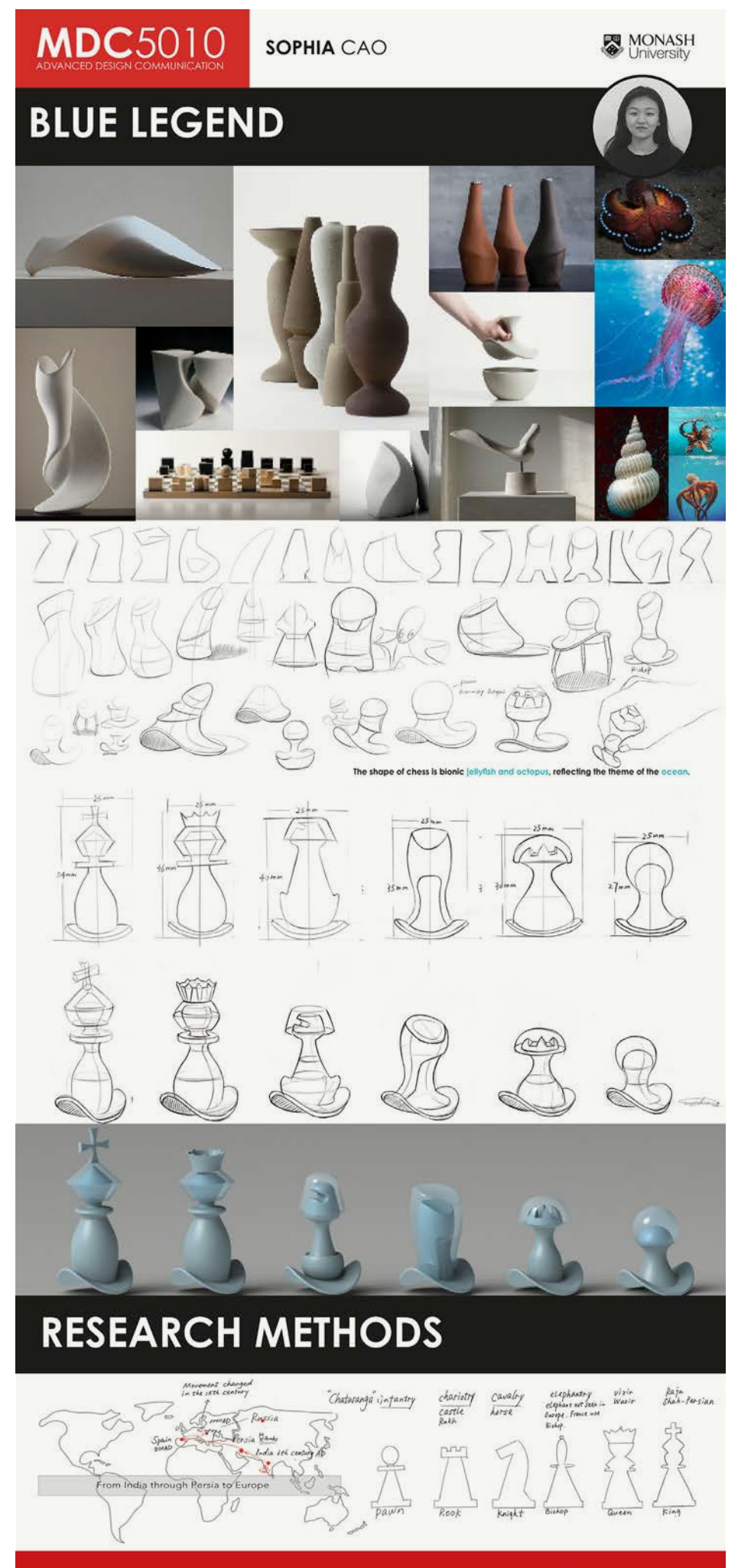
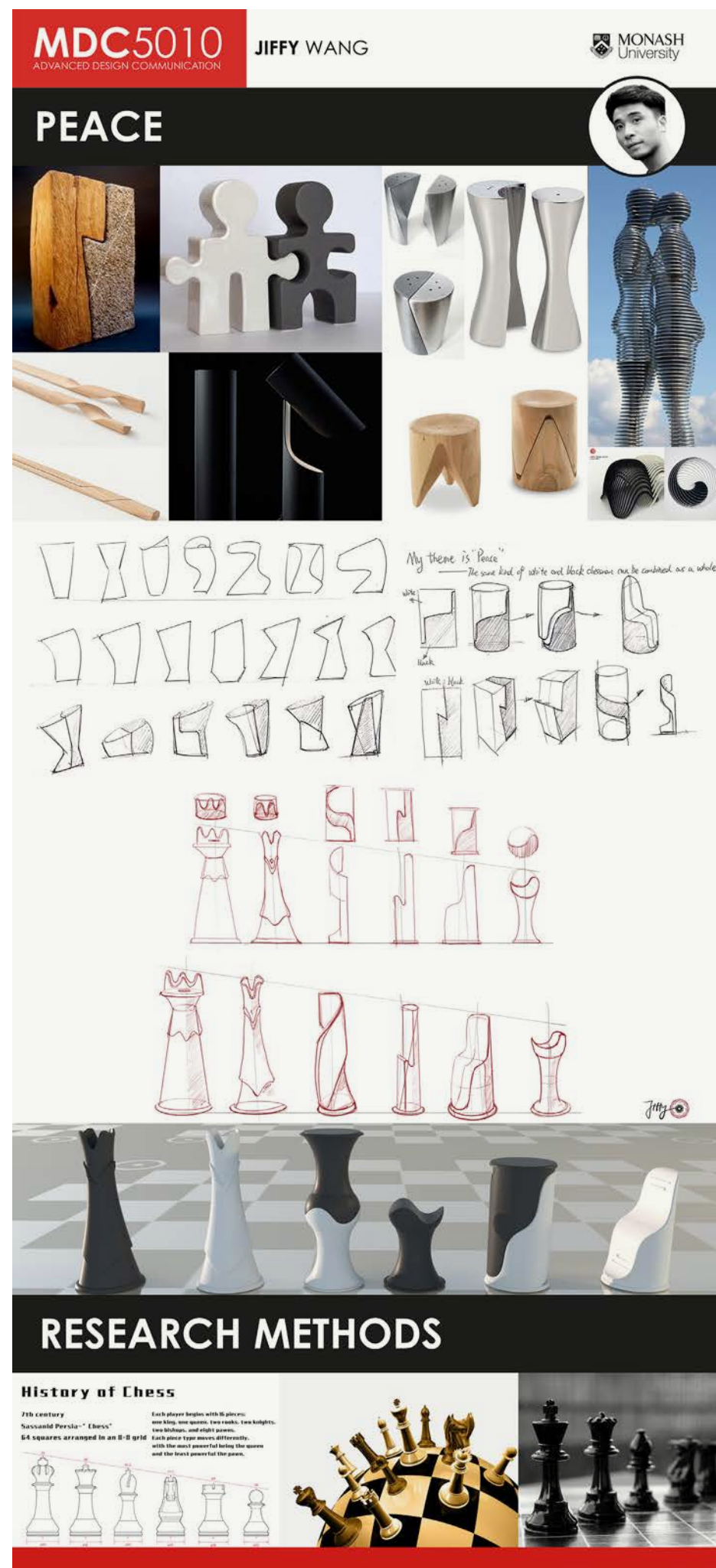
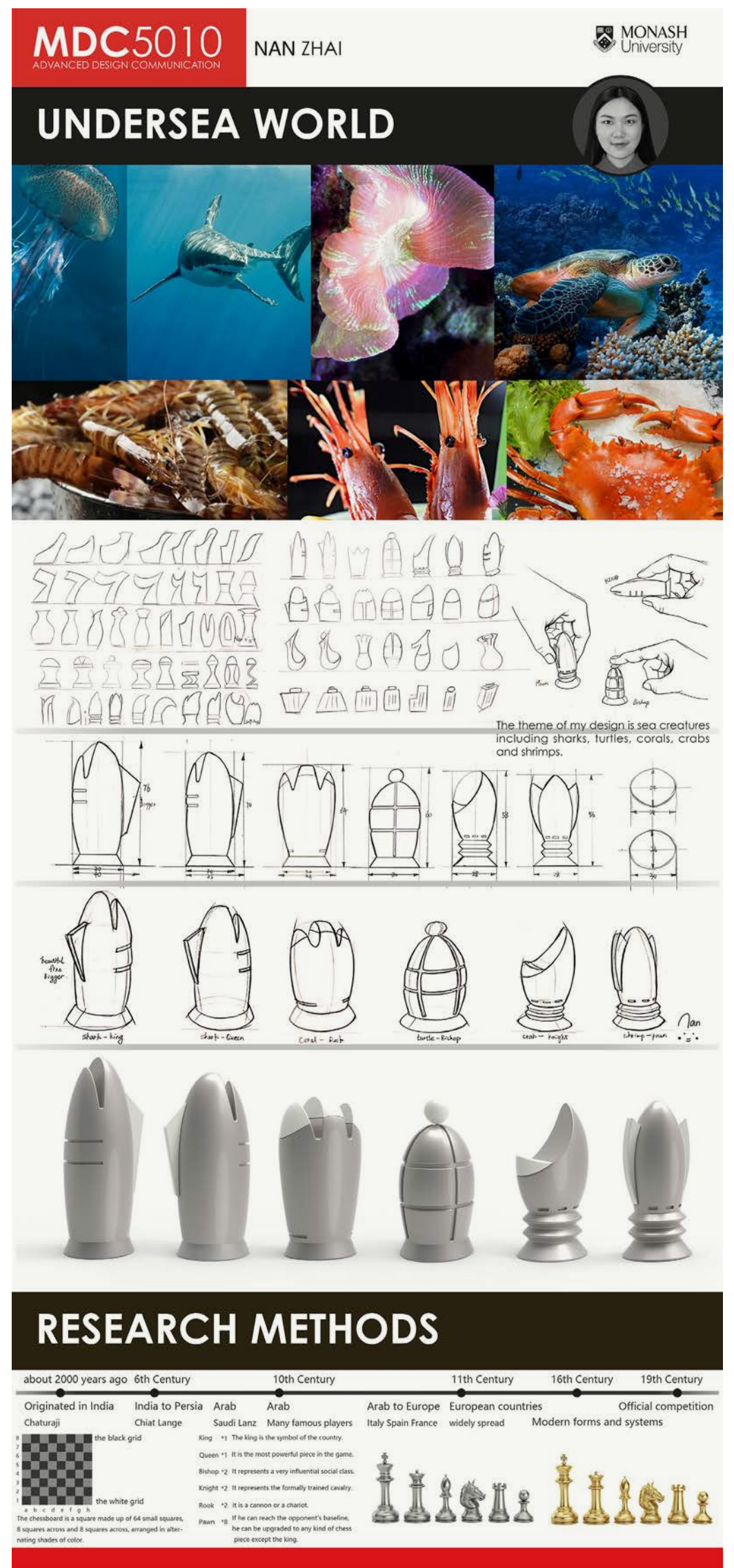
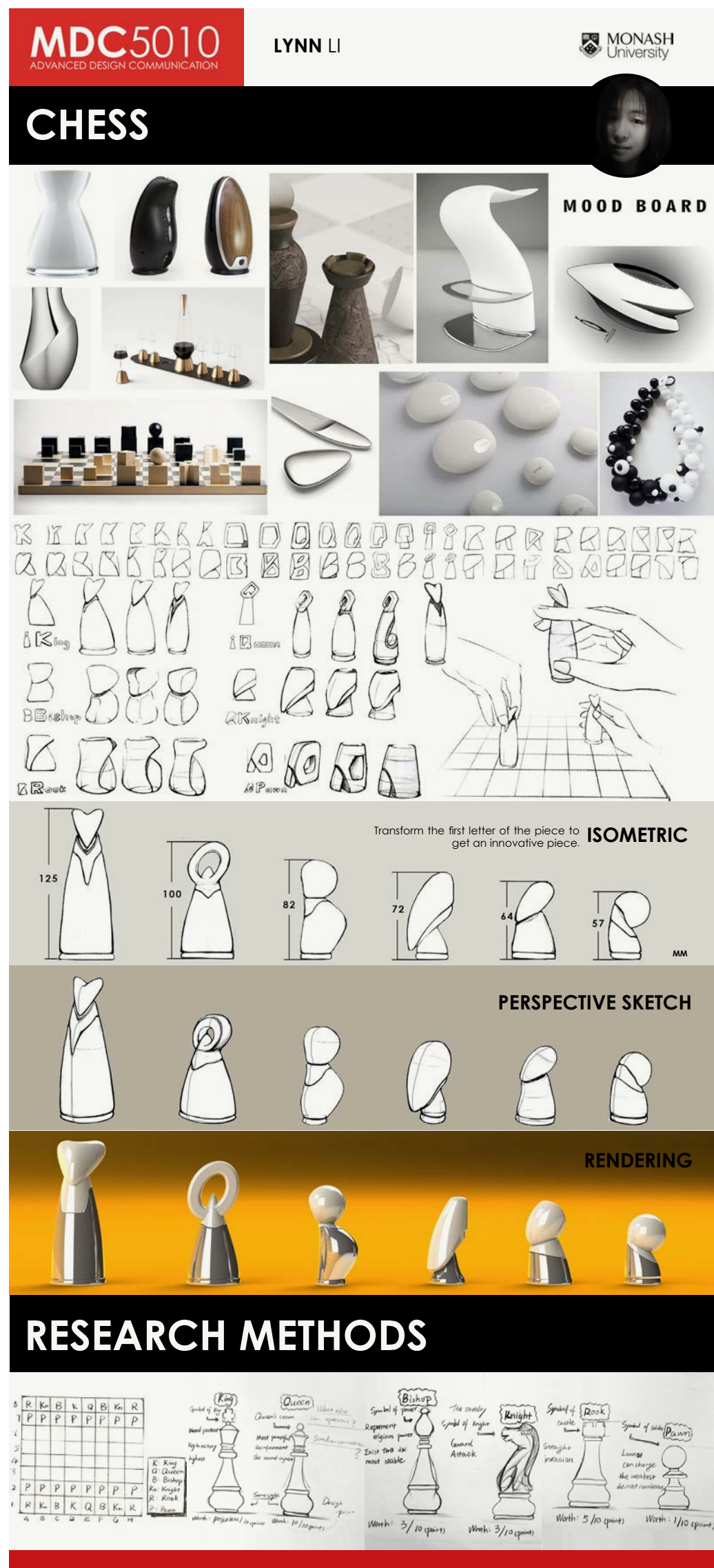
We're all looking forward to following their work, ideas and influences on social media over the year.

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**Remember to
#monashada as well,
so many more people
can see your work**



SUZHOU

The Master of Industrial Design in Suzhou, China, is a double degree with South East University, Engineering. Over the last eight years it has grown to a cohort of 50 students per year, and we're exceptionally proud of the quality of the work they do. Run by a team of three—Ian Wong, Bernie Walsh and Phil Slattery—their's were the first classes to go online this year. Given most of their students do not have design backgrounds you can see they've taken to it with incredible enthusiasm. The chess project is an introductory project and the work was produced in just 4 weeks; from hand renders to digital modelling. Well done Bernie, Phil, Ian and the whole Suzhou cohort.



berniewalsh101



If you would like to follow the enviable drawing mastery of Bernie Walsh, just tap the Instagram post to the left. Bernie has worked on many award winning design projects, especially through his close connections with Cobalt Design.



**THE
ZOOM
ROOM**

Adam Cruickshank's 'Unconventional Publishing' (CDS2524) class had an unconventional surprise for him when he returned from a breakout room: everyone mimicking those cool designer glasses with a pair of scissors:)

✂️ SCREENSHOT BY SAMANTHA BEAUMONT

The handbook outline for CDS2524 is here.

Right: Unconventional Publishing's second group exhibition, 'No Clients' at Bus Projects, 2016. Picture: Adam Cruickshank.

For more images and information visit Adam's website at adamcruickshank.com or tap the image.



Don't forget we want to see your Zoom backgrounds, your work in progress... any and all of your creative output. Email to gene.bawden@monash.edu

For inspiration take a look at Jacky Winter's collection of free downloadable zoom backdrops. **Just 'click the pic' on the right.**



Ellen Porteus. Zoom 2: Jacky Winter Group. jackywinter.com

YOUR FEED BACK

“The content produced each week – while it’s only been a few – has been exceptionally interesting, clear and concise. I’m very much enjoying how you are all teaching, finding it easy to follow and informative!”

Amelda

Industrial Design (ID Studio 3 IDN2001)

We really appreciate feedback. Whether is great, like Amelda’s, or if there’s something you can help us improve, we’d love to hear it. MADA has set up a feedback site for all students to contribute to. You can return as many times as you like over the rest of the semester and write as much as you want. We really do value your feedback positive and otherwise, so let us have it!

Go to the survey link by tapping here.

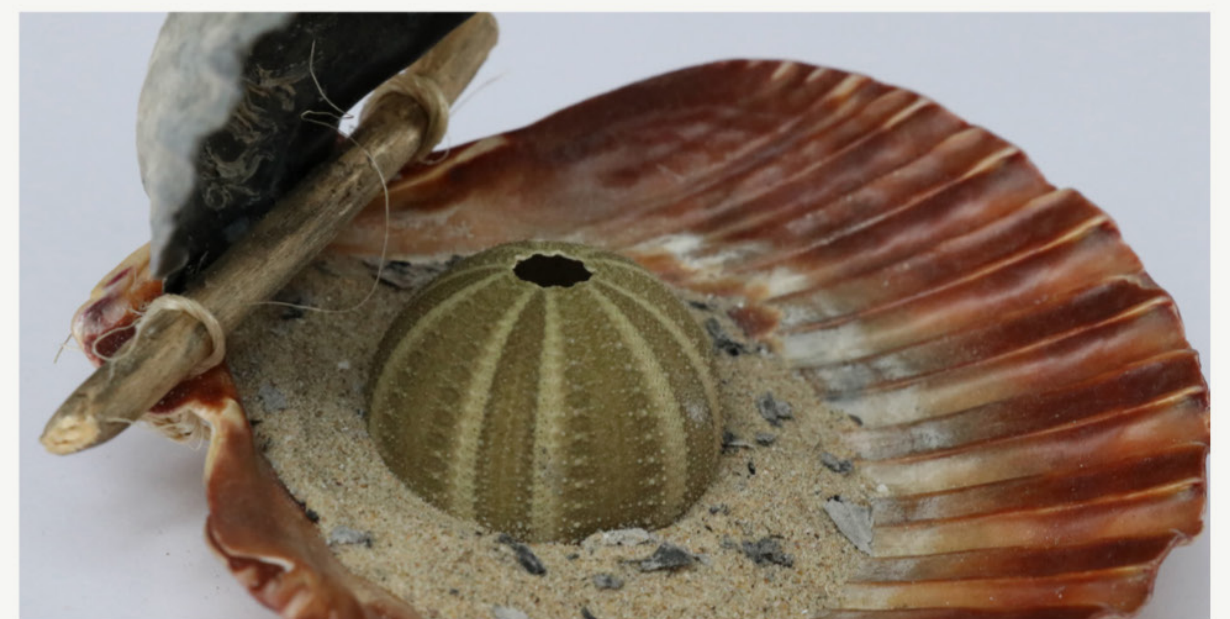
OUR FEED BACK

“The students are demonstrating amazing resourcefulness, and total can-do attitudes ... Not a complaint nor an excuse to be heard, they’re just rolling with what they have at hand and can access via delivery online.”

Melinda

Associate Lecturer (Packaging Design CDS2512)

Final Product

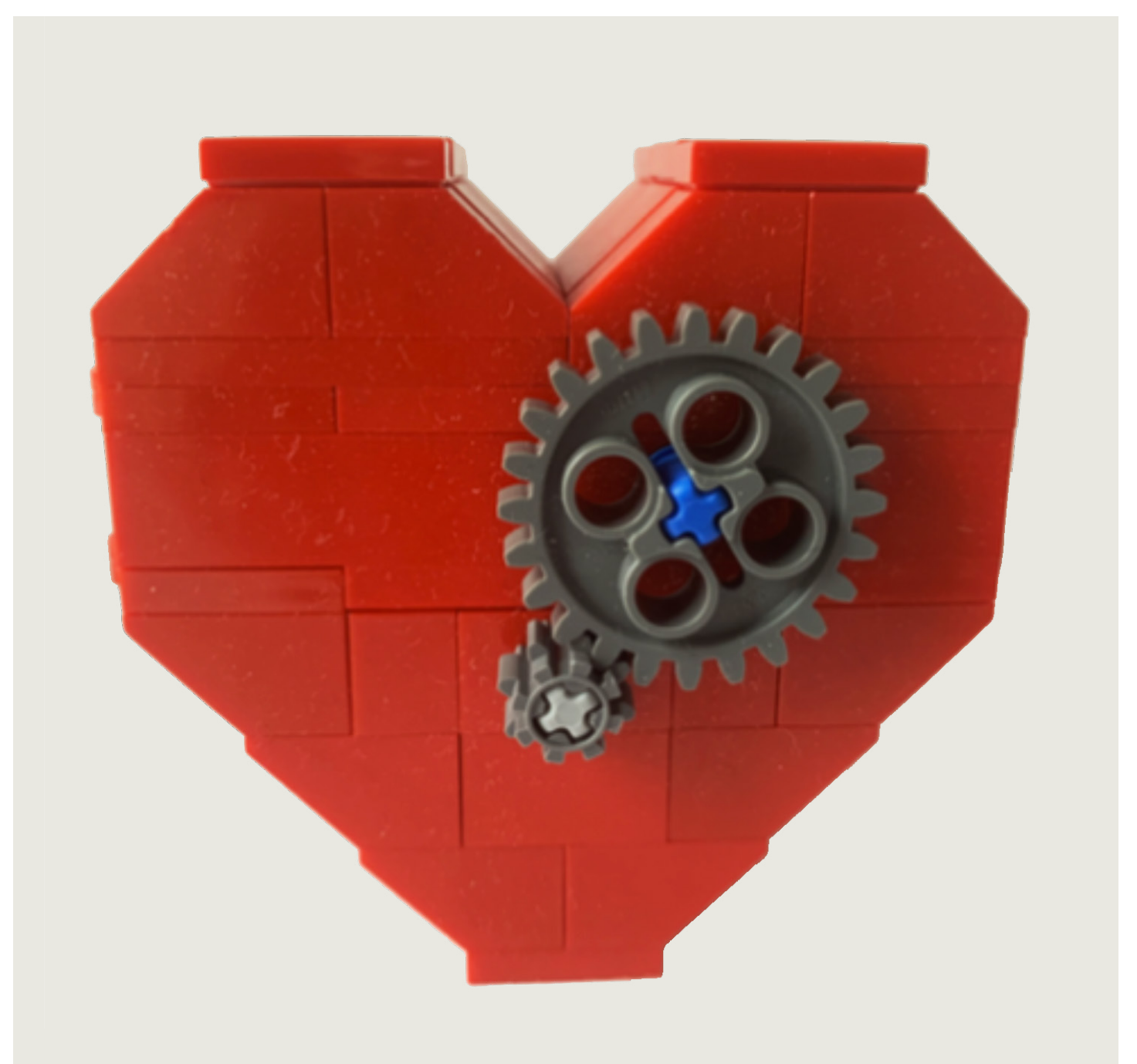
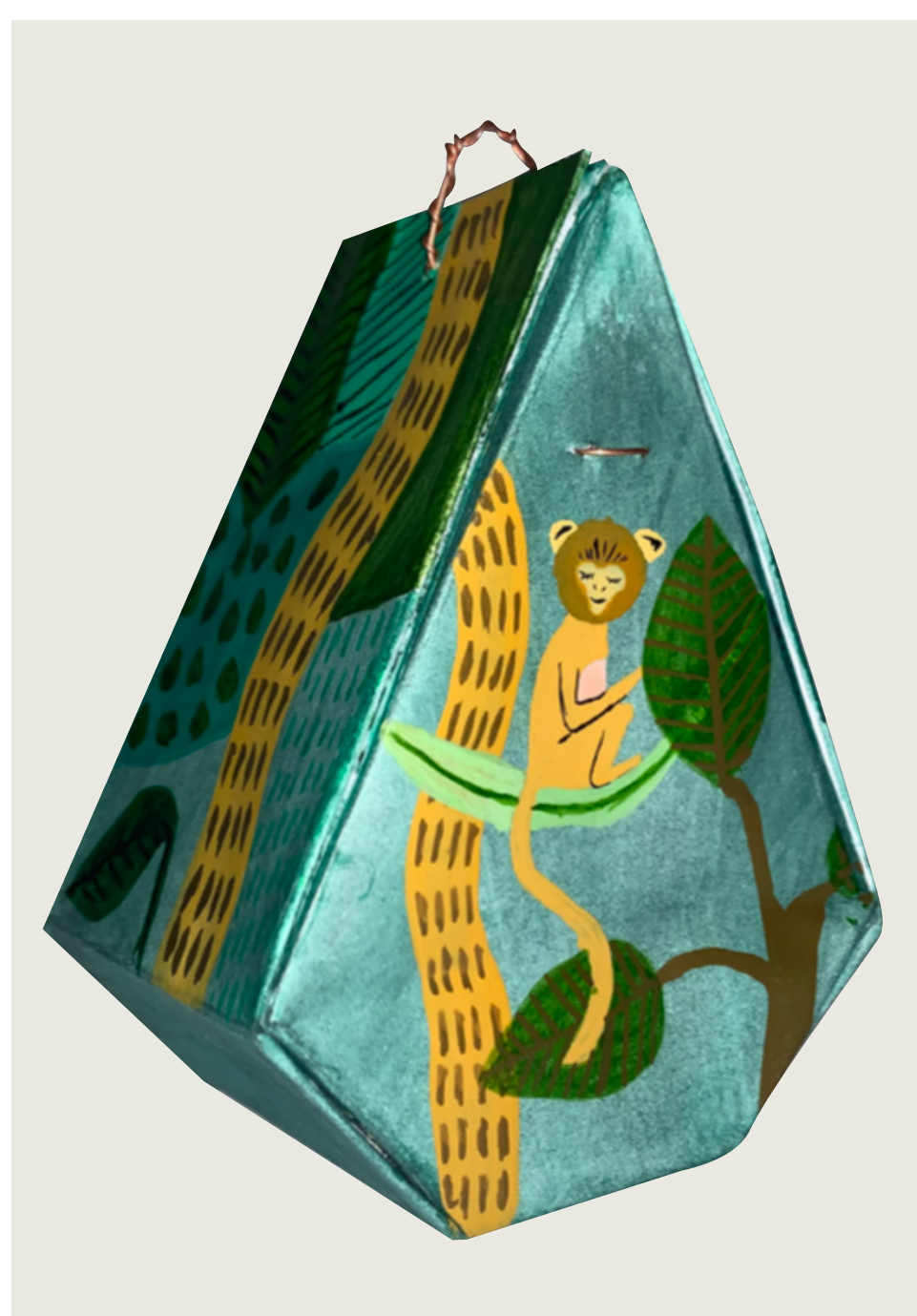


The students in Packaging Design (CDS2521) demonstrating their creativity when asked to package an object precious to them. The project’s aim is to understand the fundamental purpose of packaging as a secure and safe receptacle for its item — and in our current circumstances, to be as resourceful as possible with materials.

Above:
Alina Neuberger
(Sea Urchin shell)

Right:
Jessica Caine
(Monkey necklace box)

Far right:
Keying Huang
(Lego heart ring box)



STAY SAFE

A reminder to stay safe over the break.

Right: 1.5m social distancing floor stickers at MADA, produced by MADA Marketing's design intern, Liam Grant.

Below: Megan Tsen (Year 2, Communication Design). Self-initiated project, 'Stay in, reach out'.

Both are timely reminders to maintain our social distancing; but not forget to connect. Stay in touch by whatever electronic means are available to you; and stay safe over the Easter break.

