

# Squirrel\*

\* to move in an inquisitive and restless manner

## FROM THE HOD



**Gene Bawden**  
Head of Department, Design

**2020** has been a challenging year for making plans and sticking to them, but this doesn't mean we can't spend some time planning our futures, especially for 2021. If you're in your final year, the body of work you're finishing now is your passport to the future; a future of work or higher education. Swipe to page 4 to see the details of our **Honours** information evening coming up next Tuesday 13 October at 5:00. And, while you're there, discover the work of James Meadowcroft, one of our 2019 Honours students who recently won the Design Institute of Australia's Graduate of the Year Award (Vic/Tas) in Communication Design. If you've found yourself a unit or two behind in your course progression (or would like to get ahead for 2021) check out our summer offerings on page 5. And, finally, if you remember the challenges of starting a new degree, and would like help a new student adjust to life at MADA, consider becoming a mentor in 2021... and its a great CV builder. See details below (left).

### Mentor a first-year student in 2021

Become a peer mentor to support first-year students in Art Design & Architecture! Help students get the most out of their time at Monash by supporting them through their first semester. Develop your employability skills, network with other students, and have priority access to professional development opportunities.

Applications close  
**October 21.**

**To find out more and apply tap here.**

**Right:** Illustration by Monash alumnus Antra Švarcs, "Cat Characters". Tap the image to see more of Antra's work.



# WOTTA WATCH

“Arguably the first true horror film, **‘The Cabinet of Dr. Caligari’** (1920) set a brilliantly high bar for the genre — and remains terrifying nearly a century after it first stalked the screen. At a carnival in Germany, Francis (Friedrich Feher) and his friend Alan (Rudolf Lettinger) encounter the crazed Dr. Caligari (Werner Krauss). The men see Caligari showing off his somnambulist, Cesare (Conrad Veidt), a hypnotized man who the doctor claims can see into the future. Shockingly, Cesare then predicts Alan’s death, and by morning his chilling prophecy has come true — making Cesare the prime suspect. However, is Cesare guilty, or is the doctor controlling him?” — [www.rottentomatoes.com](http://www.rottentomatoes.com)

**To watch this quintessential work of German Expressionist cinema (albeit colourised), tap the image below.**

» Watch the original trailer on YouTube by tapping here.



# NED'S SHORT PICK

**Run The Jewels JUST (featuring Pharrell Williams and Zack de la Rocha)**

Director: Winston Hacking  
Producer: Rik Green  
Executive Producer: Amaechi Uzoigwe; Rik Green  
Type Animation: Drew Tyndell

Tap the image to watch the video.



Above: Run The Jewels ([www.youtube.com/watch?v=32hUIGnMpOY&feature=emb\\_logo](http://www.youtube.com/watch?v=32hUIGnMpOY&feature=emb_logo))



# ICONIC

Suzhou Program Director, Ian Wong has just released the latest in his series of interviews with iconic Australian designers in conjunction with Design Tasmania and the Robin Boyd Foundation. Ian speaks with Mary Featherston (above) about Australia's design history, touching on the manufacturing processes as well as key innovations and techniques employed with Grant Featherston on creating in their iconic furniture, like the 'talking Chair' commissioned by Robin Boyd for the Australian pavilion at the 1967 World Expo in Montreal.

**Tap the image of Mary above to connect to the interview.**



**Top:** Designer, Mary Featherston  
**Above:** The 'Talking Chair' as it appeared at the Montreal World Expo 1967 Australian Pavilion designed by Robin Boyd.  
**Left:** The 'Talking Chair'. To read more about the chair and the Featherston's, click on the DHARN website below. Dr Denise Whitehouse writes extensively on the Featherstons in this excellent design history resource.



# HISTORY BUFF

Connect to Australia's Design history through the sites that celebrate the achievements of our own design pioneers. **Tap each image to connect.**



**DHARN**  
 Design History Australia  
 Research Network  
 (image: Grant and Mary Featherston)



**RMIT Design Archive**  
 (Image: Aristoc Fler Furniture, by Grant Featherston)



**Re:collection**  
 (Image: Department of Trade and Industry advertisement, 1968)



# Bachelor of Design (Honours)

Take charge of the next step in your design career – Design Honours year

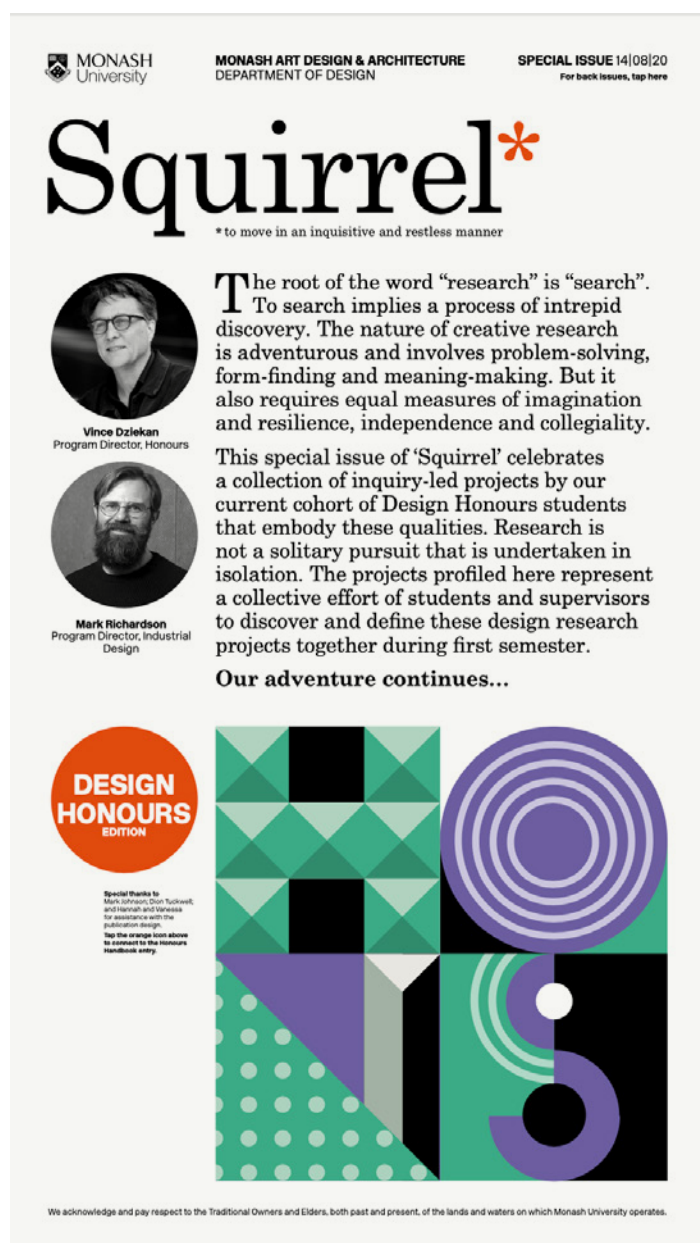
We are holding an online information session for the Design Honours course next Tuesday 13 October from 5–6 pm. Come along and hear about our specialist Honours Year.

Honours is a prestigious program and opportunity to undertake a focused year of self-directed, project-based study in a specialist area while working closely with a committed team of academic supervisors.

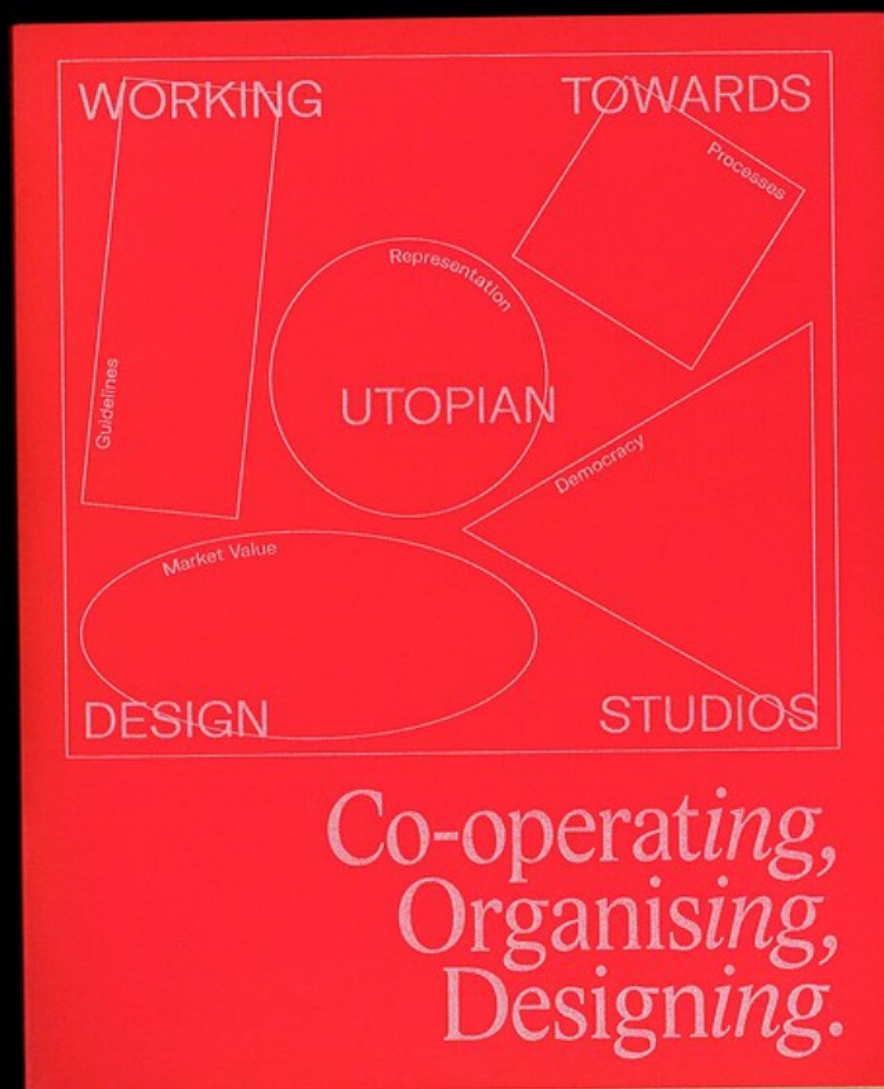
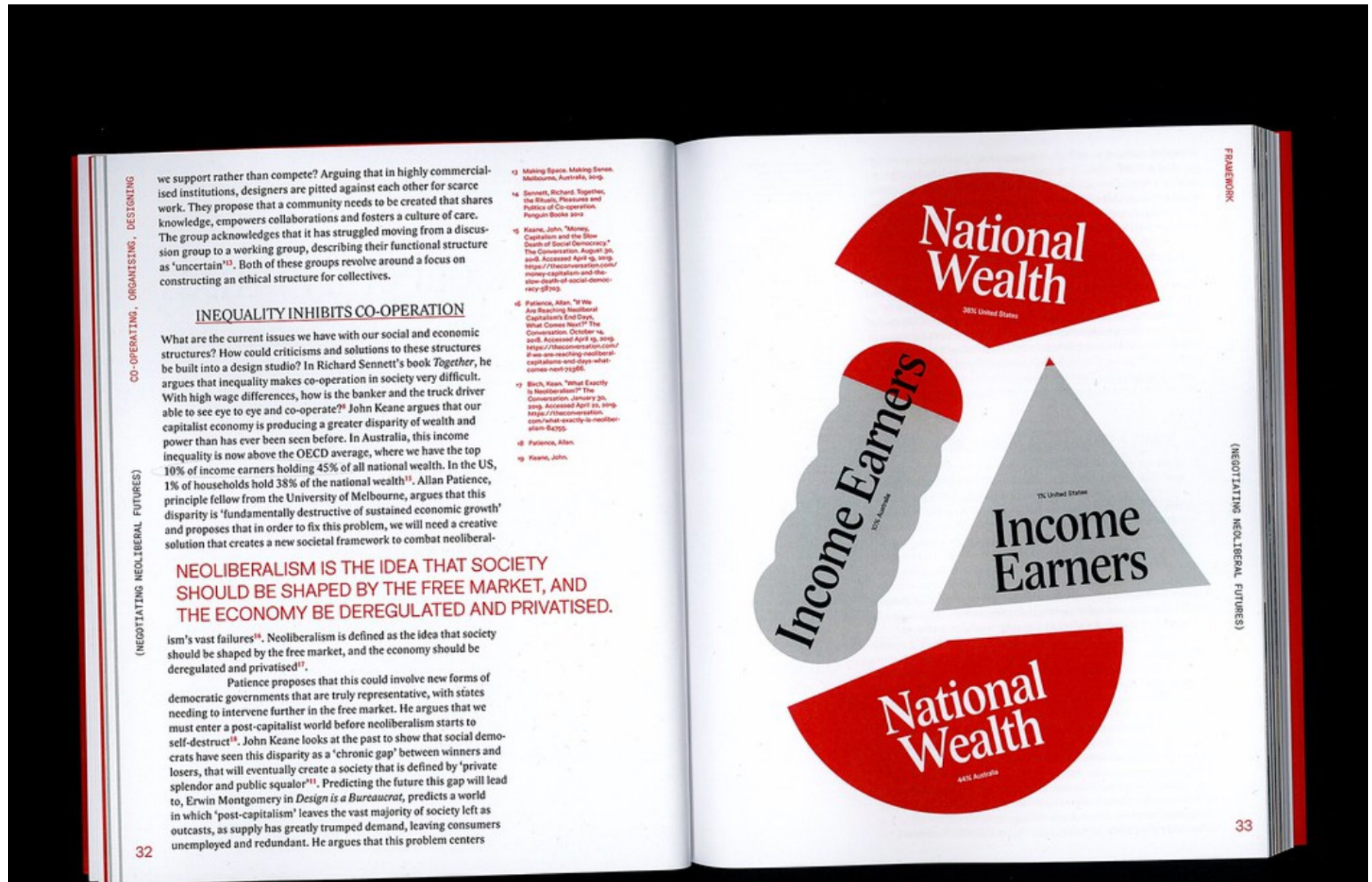
For those of you looking to challenge yourself by extending your creative practice, building networks, developing advanced research, critical thinking and project management skills, please join us at the information session.

**Event details:**  
**Tuesday 13 October**  
**5–6 pm**  
**Zoom ID: 81012612977**  
**Password: 14640229**

[Register in advance for this event by tapping here.](#)



Above: If you missed the special Design Honours edition of 'Squirrel', or would like to revisit it to see the breadth of projects, tap the image above.



How could a co-operative framework inform a utopian design studio structure? This book questions the traditional capitalist model of a design studio that acts to create efficiency in the pursuit of profit, and aims to uncover structural changes that could create agency for designers. To test this co-operative framework, Amici Studio is used as an experiment.



**Congratulations to James Meadowcroft, who has just won the Victoria/ Tasmania Design Institute of Australia Graduate of the Year Award for Communication Design. Featured in this panel is his 2019 Honours Year project, "Co-operating, Organising, Designing".**

This project posed the question, 'how could a co-operative framework inform a utopian design studio structure?' His book questions the traditional capitalist model of a design studio that acts to create efficiency in the pursuit of profit, and aims to uncover structural changes that could create agency for designers.

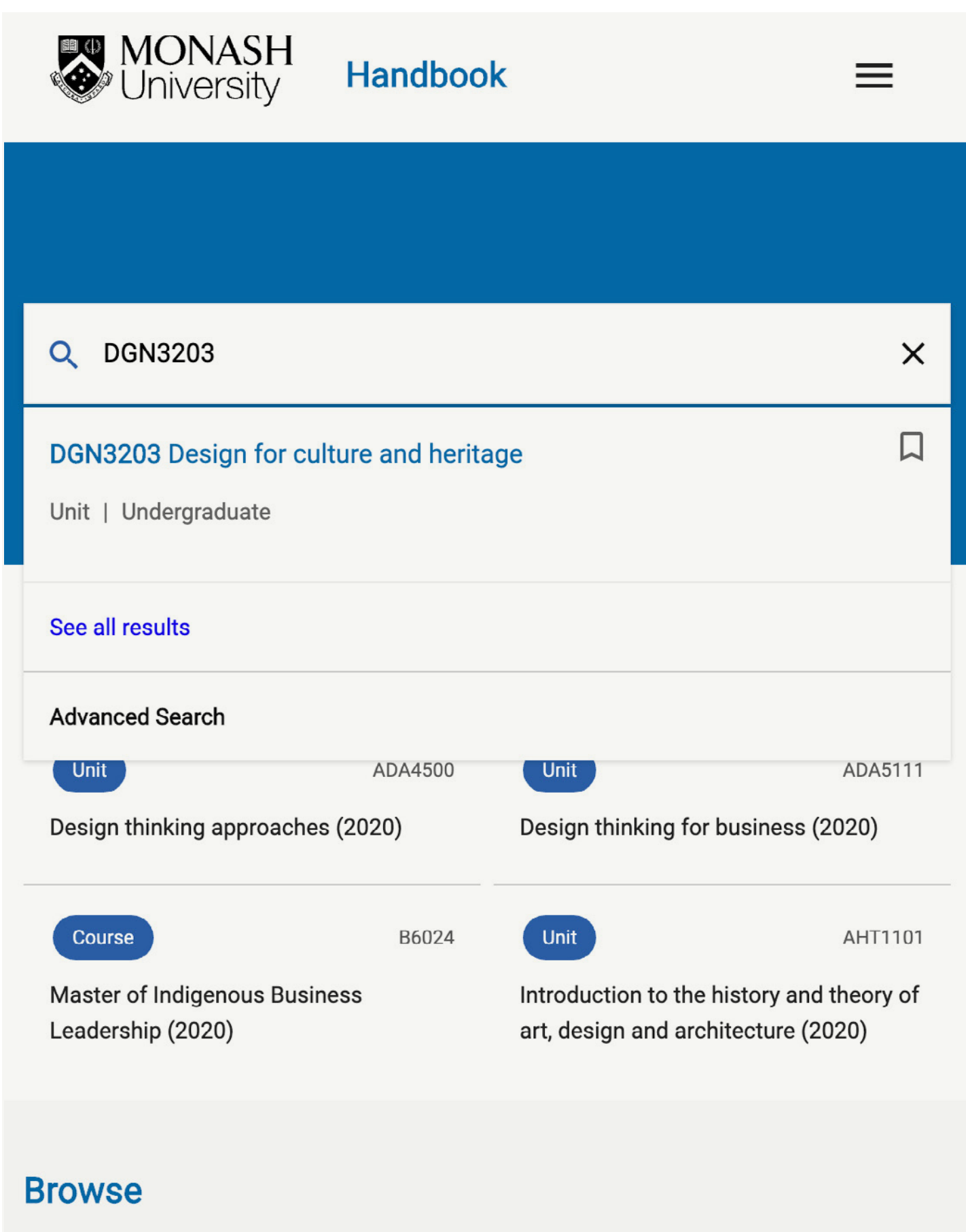
To see more of James' work tap the panel to connect to his website.



**Above:** Hongyu Wang, Touchless Interaction Design for M+ (Design Prototype), Design for Culture and Heritage (DGN5203), Semester 2, 2020.



**Catch up or get ahead over the summer** with a range of core and elective units. Listed below are the units the Department of Design will be running in December 2020 (and in some cases January 2021). They will all be delivered in intensive (block) mode, with the potential for some face to face teaching as well as online.



To discover more about the units please refer to the Monash University Handbook by tapping on the image above. Simply type in the unit code or unit name in the search function.

#### **ELECTIVES:**

##### **DGN3203 Design for Culture and Heritage**

Teaching period: 16/11/20—4/12/20  
Final assessment date: 7/12/20  
Contact Dr. Vincent Dziekan

##### **DGN5203 Design for Culture and Heritage (Masters)**

Teaching period: 16/11/20—4/12/20  
Final assessment date: 7/12/20  
Contact Dr. Vincent Dziekan

##### **DIS4201 3D Modelling and Virtual Space (Masters)**

Teaching period: 16/11/20—4/12/20  
Final assessment date: 7/12/20  
Contact: Jeffrey Janet

##### **DIS5201 3 3D Animation (Masters)**

Teaching period: 16/11/20—4/12/20  
Final assessment date: 7/12/20  
Contact: Jeffrey Janet

#### **CORE UNITS**

##### **CDS3001 Communication Design Studio 4**

Teaching period: 4/1/21—29/1/21  
Final assessment date: 12/2/21  
Contact: Warren Taylor

##### **IDN3001 Industrial design studio 4**

Teaching period: 16/11/20—18/12/20  
Final assessment date: 8/1/21  
Contact: Mark Richardson

##### **SDN2001 Spatial Design Studio 3**

Teaching period: 16/11/20—18/12/20  
Final assessment date: 8/1/21  
Contact: Dr. Chris Cottrell

##### **TDN2001 Sociologies of design (online only)**

Teaching period 16/11/20—4/12/20  
Final assessment date: 7/12/20  
Contact: Jess Berry

##### **TDN3001 Research for design (online only)**

Teaching period 16/11/20—4/12/20  
Final assessment date: 7/12/20  
Contact: Jess Berry



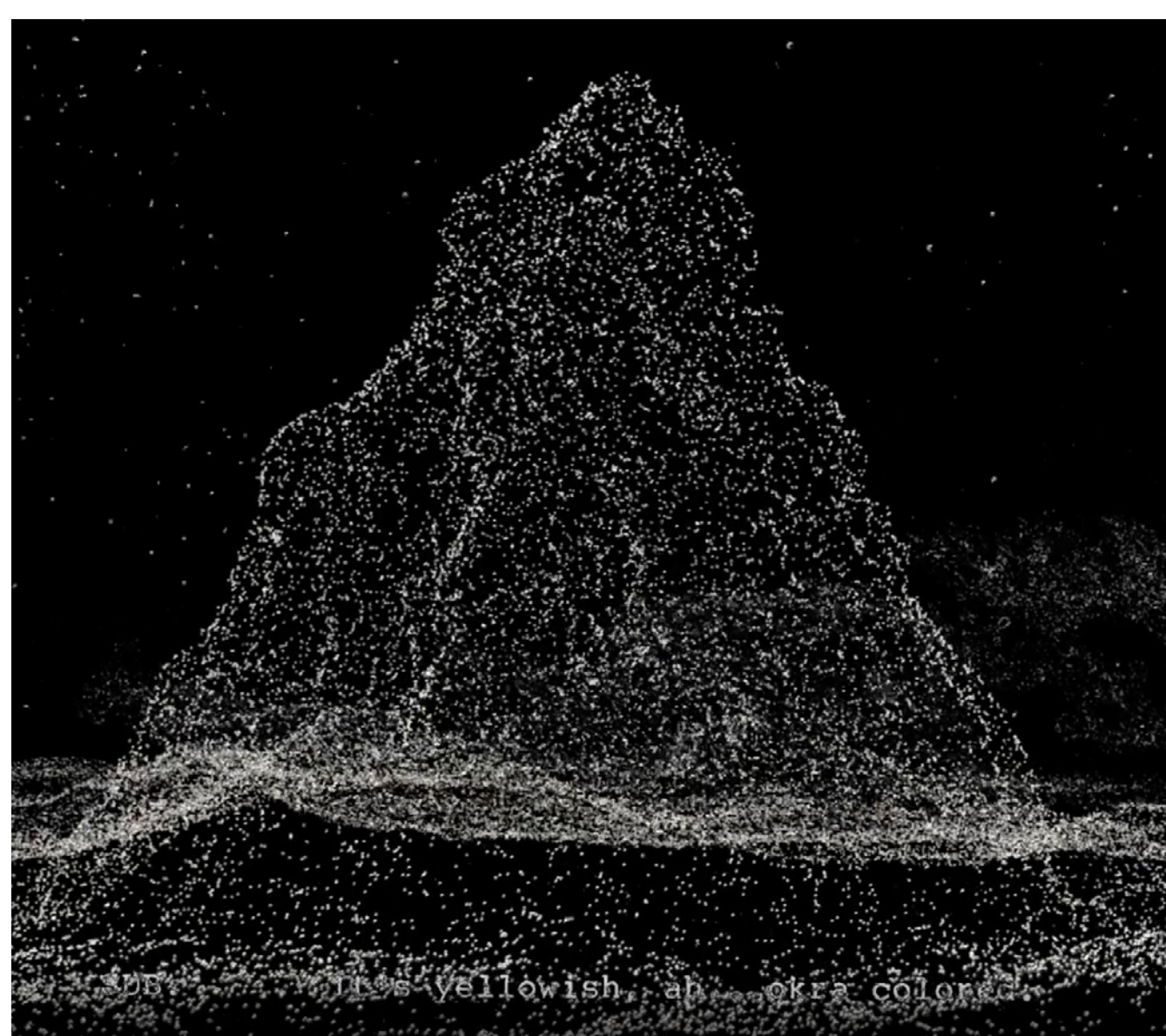
Recently **Vincent Namatjira** became the first Indigenous artist to win Australia's prestigious Archibald prize, for his portrait of legendary footballer Adam Goodes. The painting entitled, 'Stand strong for who you are', embodies Namatjira's main message to all Indigenous youth to stay strong and stay proud of who you are. Watch his incredible backstory of this award-winning piece by tapping the image.

The Australian Centre for the Moving Image (ACMI) is Australia's national museum of film, TV, video games, digital culture and art. Tap on the ACMI icon to connect to their site and subscribe to their weekly updates. The stories on this page are from the ACMI email update.

**Above:** Winner: Archibald Prize 2020, Vincent Namatjira, 'Stand strong for who you are'. Acrylic on linen (152 x 198 cm).

[Tap here to connect to the Archibald Prize and Art Gallery of NSW site.](#)

**Right:** Daniel Jenatsch, 'Tell Me About The Ones Who Sleep Through The Storms', 2020.



**Subspace** is a self-organised digital museum that explores how the digitisation of our existence affects how we see, hear, think and feel. Subspace launches with three commissioned artworks by contemporary Melbourne artists Daniel Jenatsch, Jordan Halsall and Trent Crawford, and with a series of written pieces by Anna Kate Blair and Emily Siddons.

**Tap on the detail** from Daniel Jenatsch, 'Tell Me About The Ones Who Sleep Through The Storms' to connect to the Subspace works.



**Each Thursday, Victoria's top culinary talent is taking the world's favourite snack to a whole new level with your help.**

Watch some of your favourite chefs whip up a sandwich in their own kitchen - just tap the image to follow along to make it yourself! Just tap the image to connect.



# NET WORK

**Glen Eira Multicultural Youth Network (GEMYN) was established in November 2019 to address and identify issues faced by Multicultural Youth within Glen Eira. As our campus is in Caulfield, this network is open to you.**

Members include young people aged 16 to 25, from a range of faiths, cultures and backgrounds who live, work or study in the City of Glen Eira. Over the next 12 months GEMYN will be looking at delivering some exciting new initiatives such as:

- Welcome to Glen Eira events for those newly arrived who want to meet new people in their community.
- Creating videos that raise awareness of the challenges faced by multicultural youth.

- Exploring new training and support opportunities for multicultural young people.

### **The Glen Eira Melting Pot cookbook**

Glen Eira is full of many amazing and diverse multicultural communities. They would like to celebrate their diversity through a brand-new initiative called 'The GE Melting Pot'. This will be a cookbook made up of different cultural meals that are enjoyed and hold special meaning to young people and their families in Glen Eira.

**They invite you to submit one of your family favourite or culturally favourite meals to be shared in this book. Tap on the 'network' icon for more information.**

# LOCKDOWN DIARIES

In Squirrel 9 we invited you to participate in 'The Lockdown Diaries', an exhibition initiated by the Non-Residential Colleges.

Sydelle Saldanha, the project's Design Director, said, "being a design practitioner, this project enabled me to explore the art of documentation through a form that allows for the liberty of self-expression. I find it important to provide a platform for archiving experiences that going forward, can be analyzed for the individuality within the collective".

**To see all the images tap Lucy Tao's image, right.**



Above: Image by Lucy Tao. "Enjoying applying facial mask at home and it makes you relax and look beautiful".

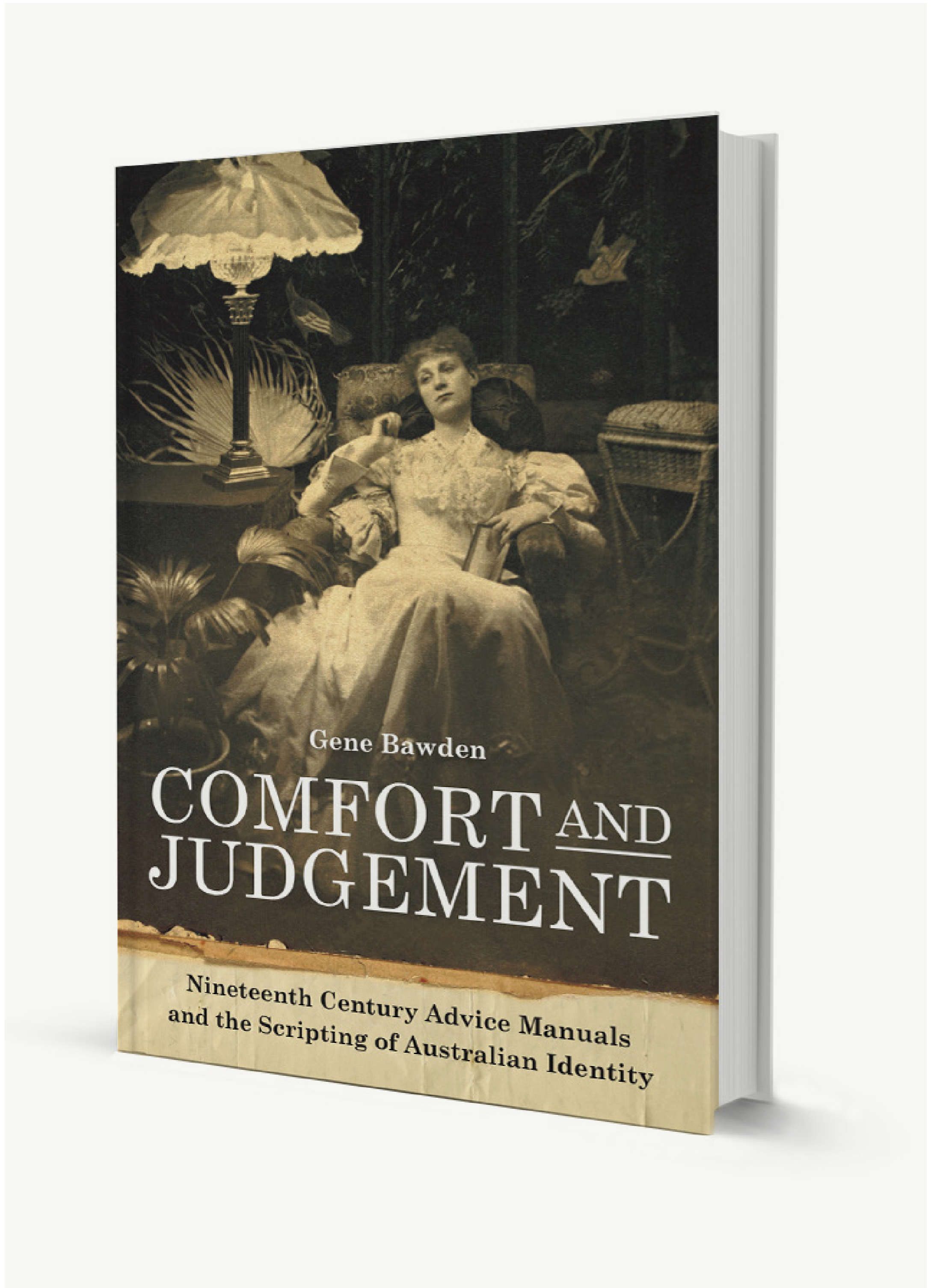
# GOOD READ

**This week:**  
**Comfort and Judgement: Nineteenth Century Advice Manuals and the Scripting of Australian Identity**  
by Gene Bawden

Since the earliest days of colonisation white Australians have sought solace within the domestic interior. Faced with a disconcerting and entirely alien environment, the replication of English interiors provided the colony's settler communities with the tether they sought to a guiding homeland and its governing rules of domestic practices. Though Australian identity is aligned, truthfully or otherwise, to the 'masculine' exterior – the bush, the outback and the beach – the 'feminised' interior provides an alternative site of identity, potentially closer to truth than the heroic fictions of colonial frontier narratives. *Comfort and Judgement* provides a richer, deeper understanding of the Australian home than has been realised before.

— Monash University Publishing

Gene's book is available in the Monash Library



Above: 'Comfort and Judgement' (2019). Cover image: "The End of the book", J. Brooks Thornley (1896). State Library of Victoria



# BOOK REVIEW



**The Fundamentals of Typography**  
By: Gavin Ambrose, Paul Harris, Sallyanne Theodosiou

Posters have the power to influence and inform — so how does a designer hone their creations to have the impact they need?

With a special focus on conceptualization, internationally-acclaimed and award-winning designers Natalia Delgado and Scott Laserow takes you through planning, analyzing and creating posters that stop viewers in their tracks. Classic and contemporary examples from around the world show you what can be achieved at the cutting-edge of the medium - from protest and propaganda posters, through pop culture and Swiss style, to animated and interactive designs.”

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



# LISTEN UP

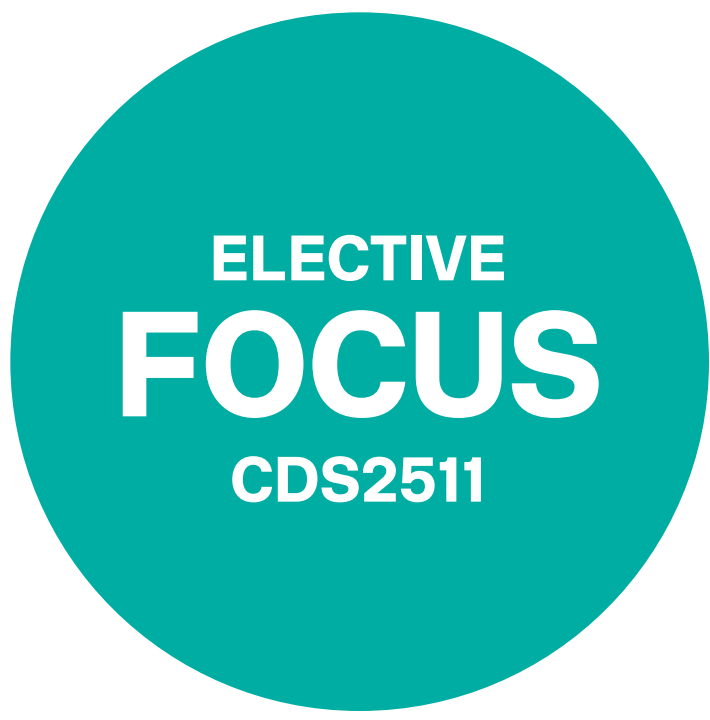
**Blueprint for living with Jonathan Green**  
ABC Radio National Podcasts

In her novels, Jane Austen says very little about what her characters are wearing, but in reality, the clothes of Austen's gentry would say so much about them and their times. A new book shows how Regency England was a place of social, political and industrial change that was transforming their world and the fashions to come.

Hilary Davidson is a dress and textile historian and an honorary associate at the University of Sydney. She is the author of 'Dress in the Age of Jane Austen: Regency Fashion.'

Tap the image of Jane Austen to listen to Hilary speak with Jonathan Green on the ABC's 'Blueprint for living'. Tap the "listen up icon to browse all the episodes.





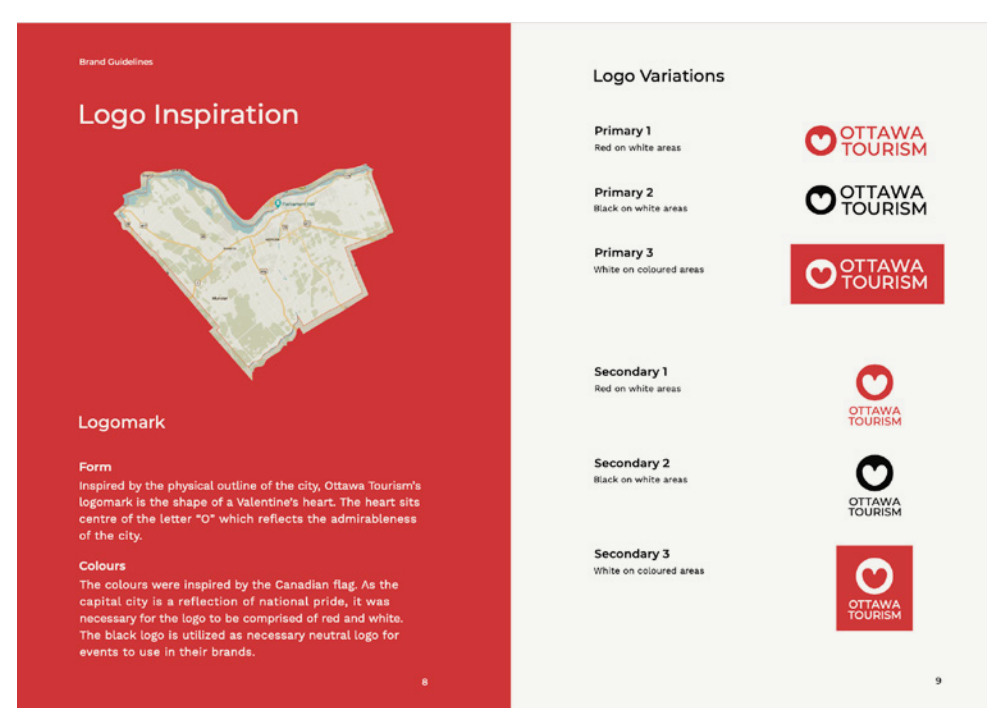
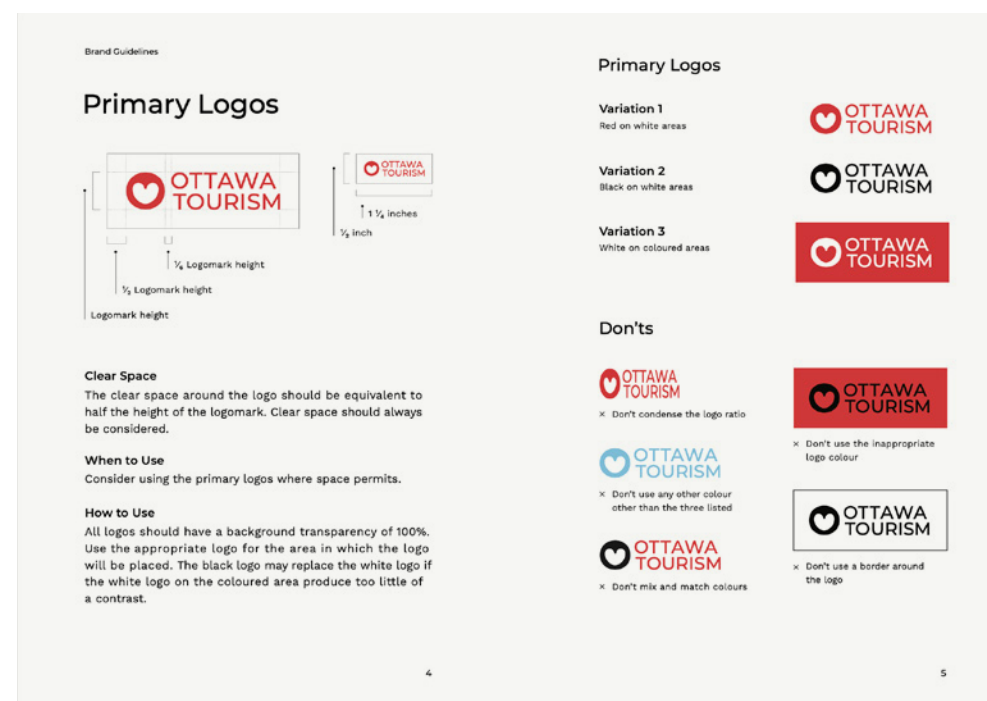
# Branding for designers

Lecturer:  
Dot Georgoulas

A brand is more than a logo. It's the narrative story of a product or service that makes people feel a certain way towards it. It is a persuasive and highly potent communication vehicle in which communication designers play a pivotal role.

This unit intends to develop your comprehension of the value of branding and the development of brand awareness.

**To read the full unit description tap the 'Focus' icon above to connect to the Monash Handbook entry.**



**Above:** Branding applications for the Art Gallery of Ontario, Helena Hae Ryung Kim  
**Left:** Brand guidelines publication for Ottawa Tourism, Emily Ong

# ARTS CENTRE

Tap the image, right to Connect to the Arts Centre Archives to explore the extraordinary scrapbook from Wirth's Circus. Compiled by transport manager Charles West, it's filled with thousands of fascinating images from times gone by, and stories waiting to be discovered.



**Above:** Photograph of Wirth's Circus clowns, c.1940 in Charles West's scrapbook Gift of Mrs Barbara St Leon, 2015 Australian Performing Arts Collection, Arts Centre Melbourne

# LISTEN UP

**Hartmut Esslinger, Founder of Frogdesign: Advice For Designers.**

Just tap the image to connect to YouTube (2.2mins)



**Left:** Hartmut Esslinger is a German Industrial Designer known for being one of the first to recognise that 'form follows emotion' - that consumers appreciate something more than just pure function. His unique work has left its mark over modern industrial design of consumer goods.

Born in 1944 in Altensteig, Hartmut studied at the University of Design in Schwäbisch Gmünd, and founded Esslinger Design in Altensteig in 1969, renamed Frogdesign in 1982.

Frogdesign became one of the world's most famous design agencies, with headquarters in Silicon Valley, and offices in USA, China, Germany and Italy.

Hartmut has designed products for companies such as Sony, Apple, Fissler, AEG, Logitech, Microsoft, IBM, Lufthansa, SAP, and Dell, all with a timeless, universal design philosophy.

Frogdesign created the 'Snow White Design Language' which was applied to all Apple product lines between 1984 to 1990. Frogdesign also worked on Lufthansa's global design and brand strategy, SAP's corporate identity and user interface, Microsoft Windows branding and user interface design, HP, Motorola and General Electric. In 2000, the company was renamed Frog Design, and finally named frog in 2011.

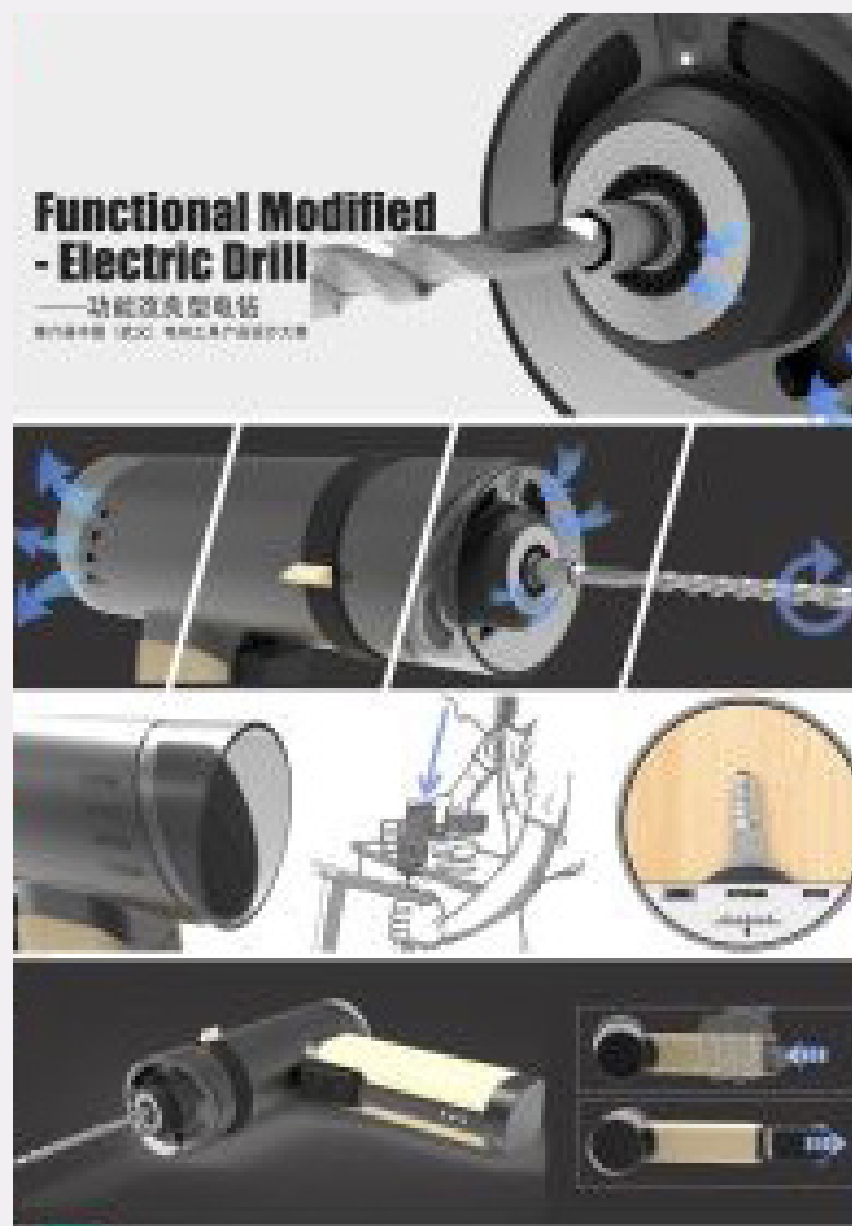
In 1990, Hartmut co-founded the Karlsruhe College of Design, and in 2006 he became the Professor for Industrial Design at the University of Applied Art in Vienna.

Hartmut published A Fine Line in 2009, exploring sustainable business solutions.

— <http://ideasondesign.net>

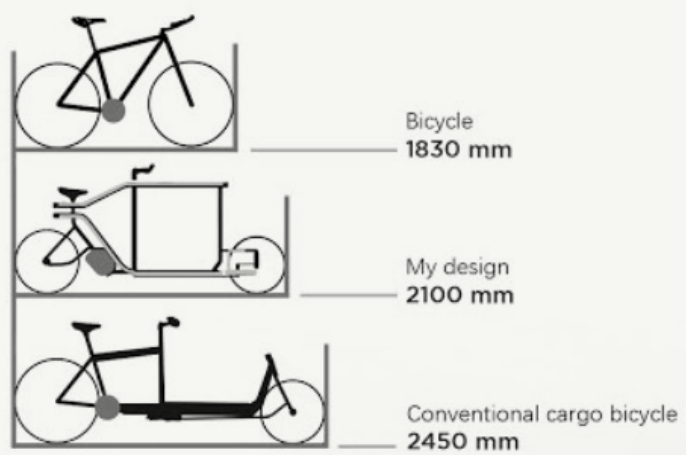


**Congratulations** to our students in Suzhou who recently won awards in the 6th China Power Tool Product Design Competition, 2020. The talented designers are Nan (Intelligent mower design), Sophia (Robotic Arm Intelligent robot arm for garbage classification), Harper (Fascia massage gun), Gatsby (U+ Function improved electric drill), Lynn (Turbine Blower Design), Hang (Thanos Electric mill design), Klay (“Carden Shaft” Drill design), Lillian (Full function coffee grinder), Hilary (Smart crawler lawn mower). Their lecturer, Bernie Walsh, won a special ‘best teacher and mentor’ award.



### Concept 5.5 Modular cargo tricycle

In order to meet the appeal of better handling while riding, I researched some suspension and steering design for trikes. These are two of them.



Related insight:  
**Compact**

The length is much shorter than conventional cargo bike, it compatible with current bike infrastructure like ground anchor and U rack.

With all module installed, this capacity is comparable to regular cargo bike.

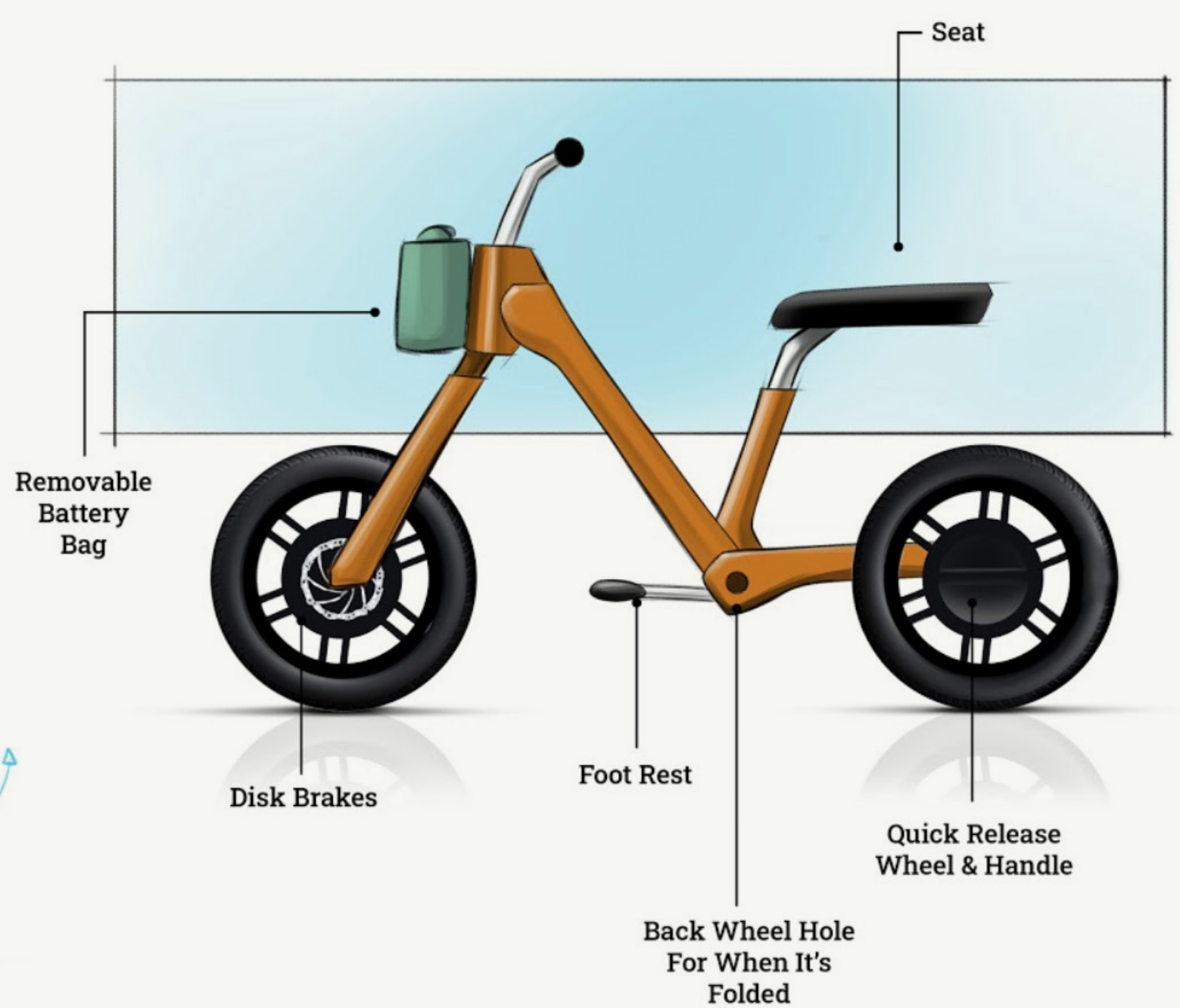
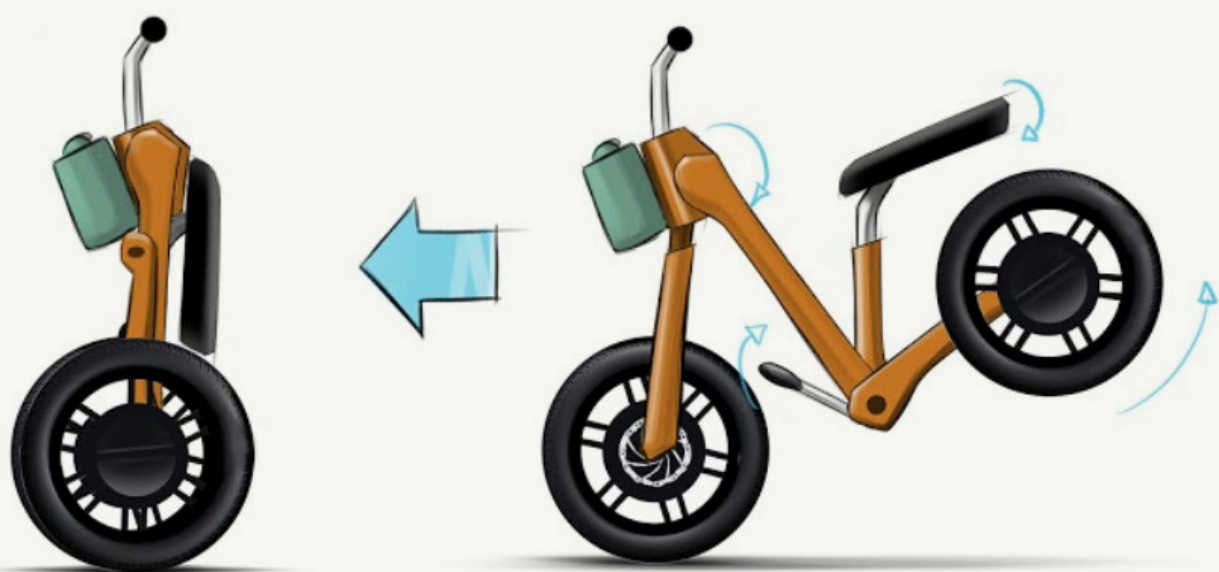


### Swing-E-Bike

**Insight:** Bicycles are too large for traveling comfortably on peak hour train services.

The Swing-E-Bike is a compact and easily folding electric scooter/bike, it is made for those with a busy work life schedule that need to travel via train into the city or another business hub. Its design with a quick and easy to release rear wheel that converts the bike into an easy to wheel trolley. It features a large comfortable seat suitable for more than 1 person and rechargeable battery contained in its own carry bag.

#### Folding it up....

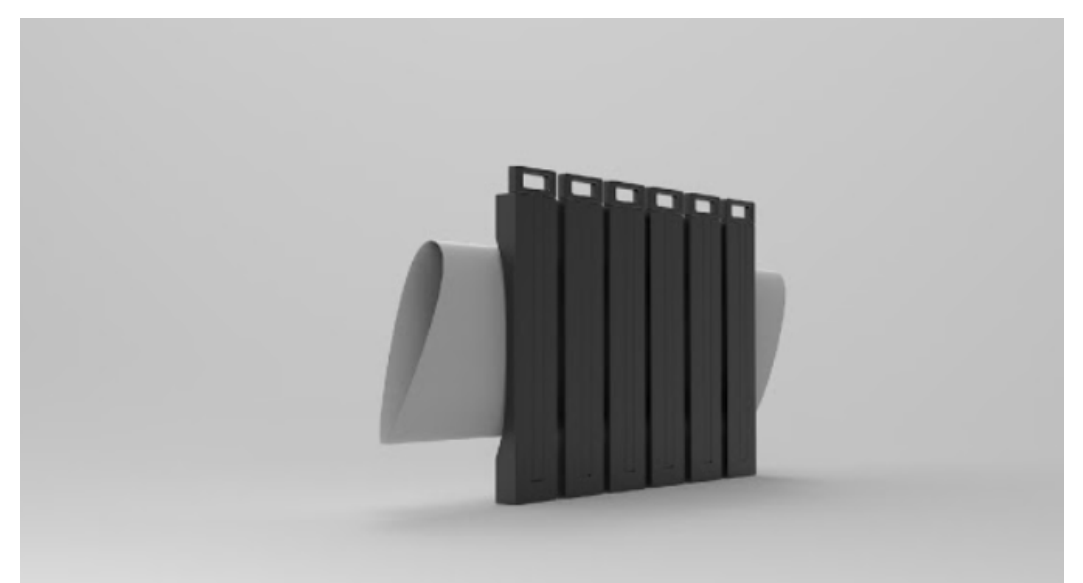
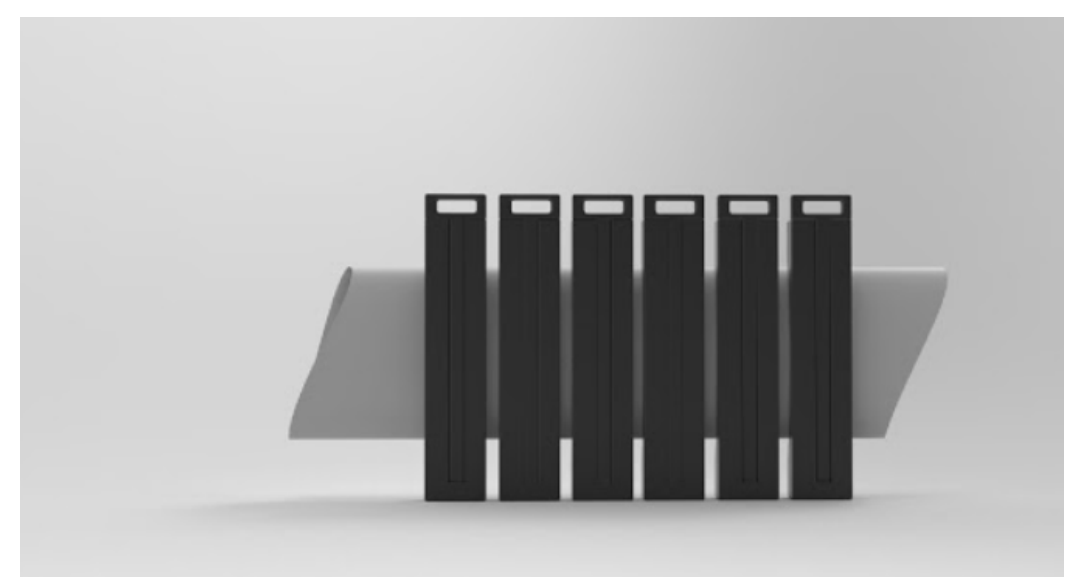


## Designing the future of Mobility

Lecturer:  
Rowan Page

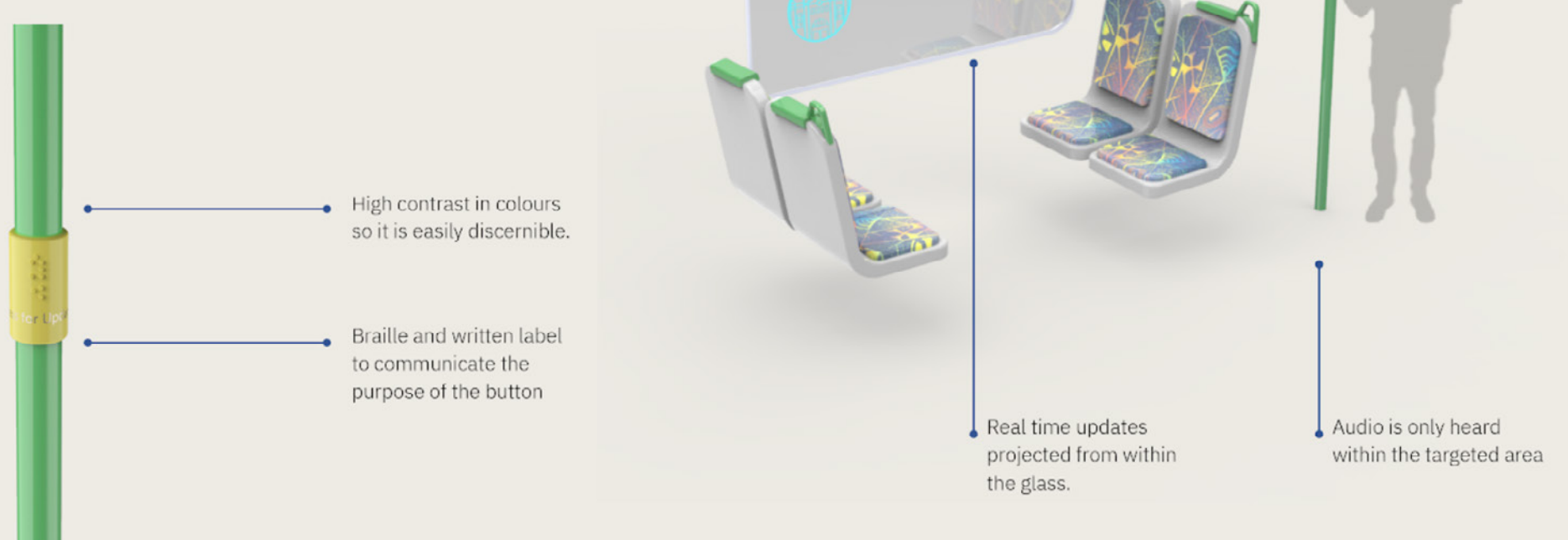
Final Year Industrial Design Students are moving towards realising their graduating projects. These are just some of the initial ideas generated by the group undertaking the 'Future of Mobility' project. Over the next few issues we'll be featuring more of their great work.

- Modular Cargo Tricycle:** Qingyu Su
- Swing-E-Bike:** Charlie Waddell
- Ride-share scooter:** Zipeng Guo
- Onboard wayfinding:** Jacqueline Wilson



### Concept 01 | Onboard Wayfinding

**Design Insight:** All passengers need access to timely, accurate and valuable information & updates to ensure they reach their destination safely. The solution uses projections from within the glass windows to display up to date information. The announcements harness directional speakers to only notify passengers within a targeted area.





**Above:** Monash Industrial Design graduate Nick Carnie, at Volgren. **eElow:** The Nishitetsu Railway Company bus designed by Volgren to negotiate the streets of Tokyo.



## THE OUTSIDE WORLD

### A future in mobility design: from design graduate to engineering leader

“Nick Carnie’s Volgren story begins not on an assembly line or in a meeting with an engineer but at a university. It was while completing his Bachelor of Industrial Design at Monash University, one of Australia’s most highly regarded higher education institutions, that Nick was introduced to the bus body manufacturer.

In 2010, Volgren approached Monash Art, Design and Architecture... to improve the design of their route buses. Over several years, Monash and Volgren collaborated on a new vision for what an Australian-manufactured bus could be and the result – the flagship Optimus – was nothing less than extraordinary” – [volgren.com.au](http://volgren.com.au)

Nick, and the Monash team including Robbie Napper and Selby Coxon, played a major role in the Optimus project. **To read more about Nick’s Volgren story, tap here.**



### Website of the week Thomas Williams

Tap the panel to connect

Thomas is a graduate of Monash Communication Design now living and working in Los Angeles. Focused on brand identity and digital product, he has worked and collaborated with global brands including Apple, Patagonia, MINI, Xero, and Sonos. He is currently the VP of Design at the Wall Street Journal.

MADA Spatial Design presents

MONASH  
ART  
DESIGN  
ARCHITECTURE

# Bio Matters

with Nancy Diniz  
course leader of MA Biodesign,  
Central Saint Martins

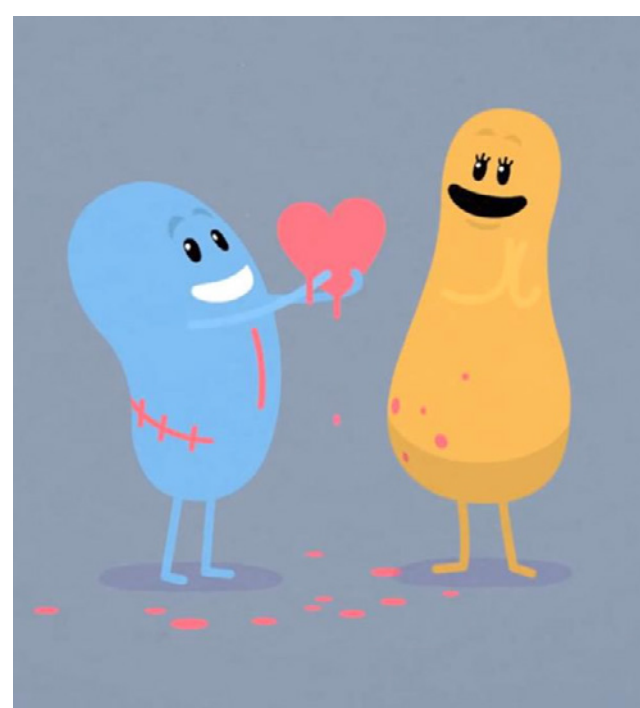
13.Oct.2020, 5:50-6:30pm (AEDT)

How do we design with living systems? What do we learn from biological systems to change the way we construct our environment? Nancy Diniz is the director of MA Biodesign at Central Saint Martins in London and a partner of bioMATTERS, a company developing products manufactured 100% out of waste. Through her teaching and practice, she has been developing design workflows that involve biocomputation and biofabrication techniques to create innovative sustainable products. Nancy will share her thoughts on the biodesign process, commoditisation of biodesign, and the ecological future.



To connect via  
Zoom tap here

To discover more about  
Nancy Diniz, tap here



**Humour in Design Panel Discussion**  
presented by RMIT University Masters of  
Communication Design students  
14 October, 4:00—5:00pm

The panel discussion includes Dan Torre, a senior lecturer in the School of Design at RMIT University; Julian Frost, Melbourne based illustrator, designer, and animator and creator of the widely successful campaign 'Dumb ways to die' (left); Ann Carew from the RMIT Design Archives, and Lienors Torre, an artist, lecturer and curator at Deakin University. For more details and tickets for this free online event visit [Eventbrite](#).