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The brief for this project is to select and design a product that can be sold within the David Mellor shop. By analysing various aspects of the brand including materials, existing products, unique styles, patterns and colours an appropriate design and product can be formed. By researching and harnessing these aspects of the brand this information can be used to drive the project.

The first step of the project is to create a breakdown of the brand. By researching the target market and how this will influence design decisions is a key element. Understanding the target market is essential to any project. Discovering who the David Mellor products are targeted at, the price range for this particular market, the environment in which the product will be placed in will affect and influence the design of the product and will also help tailor the product to the brand to fulfil the brief.
RESEARCH PLAN
Advanced Design Principles

- David Mellor
- Ergonomics
- Brand History
- Existing products
- Key Designs
- Materials/Finishes
- Hathersage Visit
- Tea, Coffee, Sugar Jars
- Target Market
- Research Conclusion
David Mellor the original designer of the brand before his son Corin Mellor took over the franchise after his death in 2009. A well renowned design well known for his bespoke high end cutlery ranges and special one off commissions. Over his life he participated in many special projects, from re-designing the British Traffic light system in the 1960’s which is still in use today to the restoration project of Broom Hall in Sheffield. Due to a Sheffield background David Mellor had a wide knowledge for metal work which drastically influenced the products he manufactured and their designs.
David Key Designs
Advanced Design Principles

David Mellor Projects

1953:
David Mellor’s first piece of design was the cutlery set called ‘Pride’ which he designed whilst he was still attending Royal College of Art in London. It became an award winning piece of design in 1957. The product is still available to buy in stores to this day.

1966:
During this year David Mellor was commissioned by the government to re-design the initial traffic light system to create a more safe and reliable way for people to travel. This design is still in use today 50 years on.

1966:
Another product designed by David Mellor which was commissioned by the Post Office was the Post Box. A square fully cast iron product. It received mixed reviews due to the differentiation from the previous design. This new design involved a hook and lever which opened a Shute and allowed the mail to slide into the bag making it easier for the post man/lady to collect.

2003:
The ‘Minimal cutlery’ was recognised as one of David Mellor’s most innovative sets of cutlery due to its used of luxury materials and its sleek form. This product was designed with the idea of ‘Modern Living’ in mind.
The Beech stool and plywood table follow the David Mellor brand closely due to their simplicity and functionality. The simple use of one piece of material creates an aesthetically pleasing piece of design. The stool is an early piece of Corin Mellor’s collection which has remained very popular throughout. The wood is coated in a Polyurethane Lacquer to create the high end finish.

Following the David Mellor rule of no more than two materials this table shows the process of casting iron to create the large base with the contrasting sheet glass to complement the design. Its simplicity is its greatest effect, thus creating an elaborate modern piece of design.

The sleek flowing design is what defines this product. It creates a modern aesthetically pleasing design whilst still remaining comfortable for the user to hold. A counter weight is incorporated into the back of the handle to create the perfect balance between blade and handle.

These ‘linear’ glasses are inspired by mid-20th century Scandinavian Modern and robust English 18th Century glassware. Many products from David Mellor follow these styles. Each with their own elaborate design. Though the glasses are individual in size they still complement each other and remain a part of the same set.
The variation in sizes is another aspect of David Mellor and the overall brand's style as each product has its own individuality and detail, however when they are brought together it is clear that they are a part of the same range. These salt and pepper grinders are manufactured using European Beech and finished using a coloured wood stain.

A traditional piece of design by David Mellor. Again following the simplicity of the brand. The slim design with the contrasting stainless steel creates the perfect contrast.

Following the popular use of stainless steel these candle sticks are spun to become the slender design it is. This is a very popular process used in the David Mellor brand. With a large amount of attention to detail to create product.

High end polished stainless steel form the basis of these Cafetieres. A simplistic piece of design becoming one of Corin Mellor's finest pieces and an iconic piece of the David Mellor range.
HATHERSAGE VISIT

Advanced Design Principles

Fig 14: Hathersage Store
HATHERSAGE VISIT
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HATHERSAGE VISIT
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Fig 15: Round Building

Fig 17: Design Museum exhibition
Visiting the Hathersage store gave an insight into the history of the brand, the history of David and Corin Mellor and the products in the store. It allowed research to be done on materials, finishes, the types of products sold, how much they are sold for and how they are manufactured. It also gave an awareness of who the target market for the store is and how this will affect the outcome of the project.
**User Profile**

**Wealthy William: Type 2 Metropolitan Money**

- **Age:** 38
- **Lives:** Luxury detached house, Holiday home in Portugal.
- **Occupation:** Business Director
- **Income:** £105,000
- **Marital Status:** Married with children.
- **Hobbies/Interests:** Fishing, Golfing, wine, culture.
- **Drives:** Range Rover.

When shopping for products aesthetics and function are more important than the price. Would be very likely to buy a David Mellor product due to the aesthetics and quality. They would likely use this at family meals, entertaining quests and general use in the house.

**Classy Clara: Type 14 Town house Cosmopolitan**

- **Age:** 27
- **Lives:** Converted flat in London
- **Education:** University of St Andrews
- **Occupation:** Lawyer
- **Income:** £60,000
- **Marital Status:** Single
- **Hobbies/Interests:** Shopping, Cooking for friends, wine, interior design.
- **Drives:** Audi TT

Would likely choose aesthetics over the function. She would likely want high end products from the David Mellor store in order to impress her friends when she cooks for them.
Target Market
Advanced Design Principles

User Profile

Calm Connor: Type 22 Larger Families in Rural areas
Age: 52
Lives: Large Detached house in the countryside
Education: University of Sheffield
Occupation: Large Scale Contractor
Income: £50,000
Marital Status: Married, 4 children
Drives an BMW X5
Hobbies/ Interests: Gardening, electrical goods, walking, entertaining guests. Shops at Waitrose and Marks and Spencers.
Highly likely to buy this brand as they like high end products that represent the life they have spent working for along with their accomplished family business and house.

Designer Dave: Type 15 Younger Professionals
Age: 25
Lives: Expensive flat
Education: Sheffield Hallam BA Product Design
Occupation: Freelance Designer
Income: £30,000
Marital Status: Single
Drives an Seat Ibiza
Hobbies/ Interests: Social Media, Walking, Design Museums, Socializing.
Very likely to have heard of and know the David Mellor brand as a design student and professional designer. Would likely buy the bran due to the designer and the naming.
Ergonomics and Anthropometric data is the investigation of how people interact with products and surroundings. It is the measurement of parts of the body to help designers design and improve products in everyday life. This is highly relevant in this project as to design jars that are held requires information about grip and especially hand breadth as this determines who can hold the jars and whether the 5th and 95th percentile can use the product. Without this information the jars may be the wrong size and only a limited about of people will be able to use them.
EXISTING PRODUCTS
Advanced Design Principles
By researching the existing products in the David Mellor store, the most common materials that are used can be identified and narrowed down to the most suitable for the product that is being designed. It has to be practical with its properties whilst maintaining the high end quality that the brand strives for.

**Materials**

**Wood:**
- Ash
- Oak
- Beech
- Plywood
- Rosewood
- Walnut

![Fig25: Ash Bowl](image1)

![Fig26: Walnut Tray](image2)

**Metal:**
- Stainless Steel
- Silver Plated
- Sterling Silver
- Cast Iron

![Fig27: Prade Stainless Steel](image3)

![Fig28: Glass Decanter](image4)

**Other:**
- Ceramics
- Cork
- Horn
- Glass
- Silicone

![Fig29: Glass Carafe](image5)

![Fig30: Ceramic Pot Stand](image6)

The finish of the product is just as important as the material used. The finish that is used must be food safe so it does not harm the user. If the product is wood then a finish must be applied to extend the longevity and wearing of the product.

On small pieces of ash and oak, several varnishes were tested to find the best quality finish. Using teak oil, Mahogany varnish, Danish oil and then comparing them to the original untreated pieces has allowed the correct finish to be selected. All of the finishes are food safe once the varnish or oil has been applied properly and left to dry and soak into the wood. The highest quality finish is that of the teak oil; it creates an even finish over the wood and highlights the wood grain to make the wood stand out to the user whilst still following the country style.
Other Finishes

Wax
Wax finishes are applied to wood in order to create a high gloss finish. They are also used to create a protective coating to preserve the wood.

Oil
An oil is applied as a protective layer. It is not solely used as a finish.

Dye
A dye can be applied to either change the colour of the wood or subtly highlight its features. Both water based or oil based dyes can be bought.

Wood Preserve
Only use for exterior to protect against weather, insects and rot.

Varnish
A varnish coats the wood for decorative and preservative qualities. They can also be applied over dyes to seal the wood.

Stain
A stain can be applied for decorative effects. It can be used to colour the wood whilst still keeping the aesthetic qualities of the wood and its grain,
In order to check the dimensions needed a small test was done. By using an existing sugar jar a 1kg of sugar was poured into the empty jar to see the capacity and how easy the jar is to lift whilst the container is full.
Process
Advanced Design Principles
By exploring the context of the tea, coffee and sugar jars it showed the process of how each individual interacts with the jars, how they go to hold the jar, how they grip the lid, where they grip the jar, what they do with the lid, how they retrieve the contents of the jars, do they hold the jar in the air whilst scooping the coffee out, do they slide the jar across the counter all of these questions are answered by witnessing the process.

Using this information has affected the direction and outcome of the design. When the user first reaches for the jars they slide them closer to make them more accessible. To remove the lid majority of users will place one hand on the main part of the jar and the other on the lid in order to steady the removal of the lid and stop the chance of spilling the contents. It has shown that a user typically will tilt the jar towards them in order to make the contents easier to retrieve. This also happens frequently if the user is smaller in height and allows them to visually see what they are retrieving.

The information gained from this research will allow key design decisions to be made in order to create the right product for the user that will still be visually appealing. By creating a shape which has varying widths will allow more users to hold the jars with ease to lower the chance of dropping the jar. This idea also applies to the lid. It has to be simple enough to allow one hand to grip the jar whilst the other hand is used to remove the lid. All of these questions and features have to be taken into account in order to create an appropriate product for the David Mellor store.
This design page was intended to explore the possible shapes of the jars. It contains a variety of different sizes and shapes. Some however are slightly too complex and will likely not follow the style of the shop. The idea of three different sized jars is appealing as it allows the user to decide what product they would likely to go in each jar based on which one they use the most of. The jars will have no labels on them as the David Mellor products do not contain the words, tea, coffee and sugar.
This page was done using inspiration taken from the products already belonging to the David Mellor store. Shapes and features taken from other products and altered to become ideas for lids. However, many of the shapes though they are visually appealing would not be ideal for grip comfort and cleaning. Some are very simple shapes which are easy and comfortable to hold. More exploration into detail, sizing and shape is needed in order to identify the best choice of lid.
A variety of different shapes in the jar were tested to see which would be the best for this product and will allow the highest capacity. Number three however proves the best as it utilises the space properly and has a rounded base which allows the spoon to scoop the remains of the contents without it getting stuck in the corner and making it difficult to clean. By tapering the sides it utilises the material and space as less material equals less weight which makes it a lot easier to hold.
STAND IDEAS
Advanced Design Principles
This is a development of how the jars will slot together. By using two rings that slot together the lid will remain secure and keep the contents safe. One larger outer ring will be attached to the base of the jar whilst the smaller ring will be attached to the top of the lid. The rings are highly likely to be machined out of stainless steel in order to create the high end finish and allow the product to be food safe. The rings will contain a small chamfer to remove the sharp edges for safety.
Using blue foam models allowed the exploration of shapes, sizes to gain visual reference to see which direction the design project should continue in. A range of models were created with a variety of different lids to complement the base of the jar whilst continuing with the David Mellor Brand.

This lid has too much detailing which takes it away from the David Mellor brand. It would be difficult for the user to grip the product and therefore use the jars.

This jar has one flowing edge which links the jar to the lid in one curve. This not only creates a visually appealing jar, but keeps the simplicity which is key in this design project. The increasing radius of the lid adds a simple, but effective detailing to the product. However, a radius may have to be placed on the base of the jar to keep the continuous radius and remove the sharp edge.
Another model was created taking into account the faults of the previous models and the changes that needed to be made in order to create a more effective and high quality product. A radius was added to the base of the model to continue the flow of the design. Asking people to grip and hold the jar gave a sense of how people interact with the product.

The tapered edge of the main body of the jar allow a variety of people with a range of different hand sizes grip the product with ease. This is also true with the lid of the product. The steepening curve allows it to be held with ease.

Asking people to grip and hold the jar gave a sense of how people interact with the product.

The design involves a tapered edge on both the lid and the base to allow the most comfortable grip for a range of people. When people were asked to remove the lid, as identified in the research one hand is most commonly place on the base whilst the other grips the lid. Feedback from the shape of the jar was good as many found that they could remove the lid easily.

It was evident from the product testing that the container would not be large enough to hold the amount of contents required. This would leave the user repeatedly re-filling the jars which does not make the product very effective. Another model will be required in order to find the right capacity that will hold enough and not weigh too much that it can't be lifted or carried.
Following the testing of the previous jar a larger model was required in order to store the necessary amount of product. However this model ended up being too large to grip. The lid was also too large as it was much bigger than the majority of palm sizes. Having created one jar too large and one too small, the dimensions can be calculated and a jar that is in the middle can be created. This will hold the right amount as well as be gripped and held easily.
These are the individual measurements for each of the jars. These size jars will allow the required amount of either sugar, coffee and tea to be stored. These size jars were chosen to limit the amount of space taking up on the kitchen work top. The jars differ in size due to two reasons, one which is that down to personal preference a person or family may use more of one item and require a larger space whereas the others may not be used as frequent. The second reason is that it follows the branding style of David Mellor as in many of his designs individual products have varied shapes, sizes and colours however when placed together are still noticeably a part of the same range.
This first stand is a simplistic single piece of Ash board. By adding a small chamfer around the edge this will add detail whilst removing the sharp edge that may hurt the user when they reach for the jars. Its simplicity compliments the style of the David Mellor Brand by not being too elaborate and keeping up the 'country style' theme.

This stand however has a curved edge which matches the radius of the bottom edge of the jars which allows the design to flow and brings the stand and the three jars together as a matching product. The stand has three inner circles which are sunk into the surface which allows each jar to locate securely into its place so if it is knocked it is less likely to tip and lose its contents. The three inner circles also allows the user to arrange the jars as they see fit offering an array of different patterns.
FINAL IDEA
Advanced Design Principles
PRODUCT IN CONTEXT
Advanced Design Principles
The brief for this project was to design a product that could be sold in the David Mellor store. This entails following the materials, shapes and form that he uses to create another product that although it is a new design closely relates so that it does not seem out of place from the store or can be identified as a different designer. Following the idea of simplicity is best the design must clearly relate to this theme whilst still being functional.

Overall the design was quite successful. It met all the design specifications set at the beginning of the project. The design used the distinctive materials that are used in the David Mellor store. The Ash jars with the stainless steel complementing metal rings. Traditionally the products within the David Mellor store contained nor more than two materials and so this was one of the key elements that had to follow into the new design.

The shape of the jars though they are simple have a tapered edge which allows all ranges of people to hold them. So if a person has smaller hands the jar could be gripped near the top of the jar where the diameter is much smaller.
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