



CREATE A MODERN DESK PAD FOR TODAY'S WORKSPACE. WHAT SHOULD A MODERN DESKPAD DO? WHAT SHOULD IT LOOK LIKE?

Remember desk pads? Those big clunky leather clad surfaces, that depending on its brute-ness reflected your position within the food chain?

Current desk pads have been reduced to just pieces of plastic, with minimal features. Cosco tasked us with creating fresh concepts for deskpads aimed at the modern workspace.

TECH MANAGEMENT

Cell phones, tablets, headphones are all commonplace in the modern office. How best to keep these items organized?



CABLE MANAGEMENT

Modern tech needs to be attached to a power source or a computer for data transfer. How many different ways can these be managed?

NOTE WRITING

Through observation it was clear that post-it notes are still very much in use. There always needs to be a place to simply jot down a note.



LAPTOP PORTABILITY

Not everyone has a typical workspace. Some folks have offices in coffee shops, kitchens, or parks. How best to cater to these workers as well?



COMPUTER SPACE MANAGEMENT

What if the work desk is cluttered with a monitor, computer tower, laptop, keyboard, etc. Is there a way to help manage these spaces?



PEN / OFFICE GEAR ORGANIZATION

Pens, pencils, markers, styluses, all need a centralized home for quick access.

