

RADIO FLYER

Antonio Pasin started building wooden toy wagons in Chicago in 1917, and by 1923 had formed the Liberty Coaster Company, named after the Statue of Liberty. Demand for the No. 4 Liberty Coaster was high during the 1920s. In 1930, the company was renamed Radio Steel & Manufacturing; the first steel wagon produced was named Radio Flyer. Pasin coined the name Radio Flyer from his fascination with both the invention of the radio and flight. During World War II, the company produced special gas cans, known as Blitz cans, for the US Army.

Throughout the second half of the 20th century, Radio Flyer became well known for the popular red Radio Flyer wagon. Today, the company produces a wide range of children's toy vehicles, including fire engines, bicycles, tricycles, and racers.



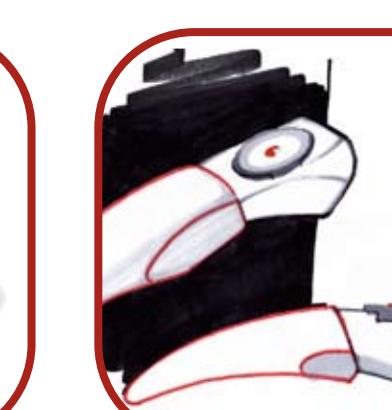
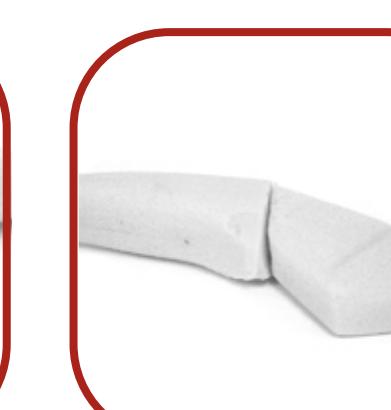
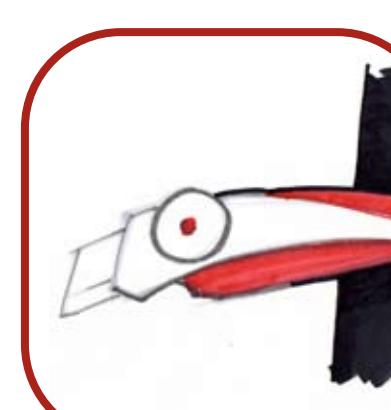
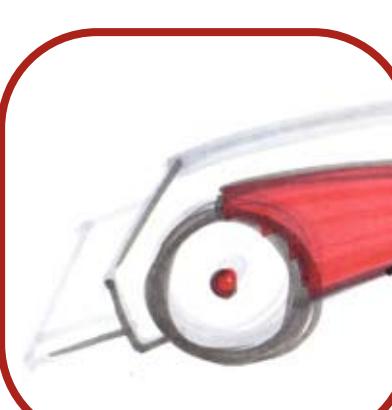
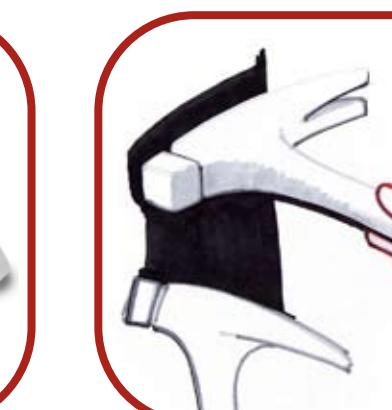
Nearly all of Radio Flyer's products exhibit their classic color, red. The color reflects their history and timelessness.



Like the company's reputation, the materials used to manufacture their products are meant to last and show function.



Many of Radio Flyer's products feature a swooping form, along with simple soft shapes. They're products also use the color white to show function and accent.



Scope

The objective of this assignment was to research and study a chosen brand's design language, be able to communicate its language through ideation and three-dimensional model building, and finally to create a family of hand tools or office accessories that accurately speaks this language.

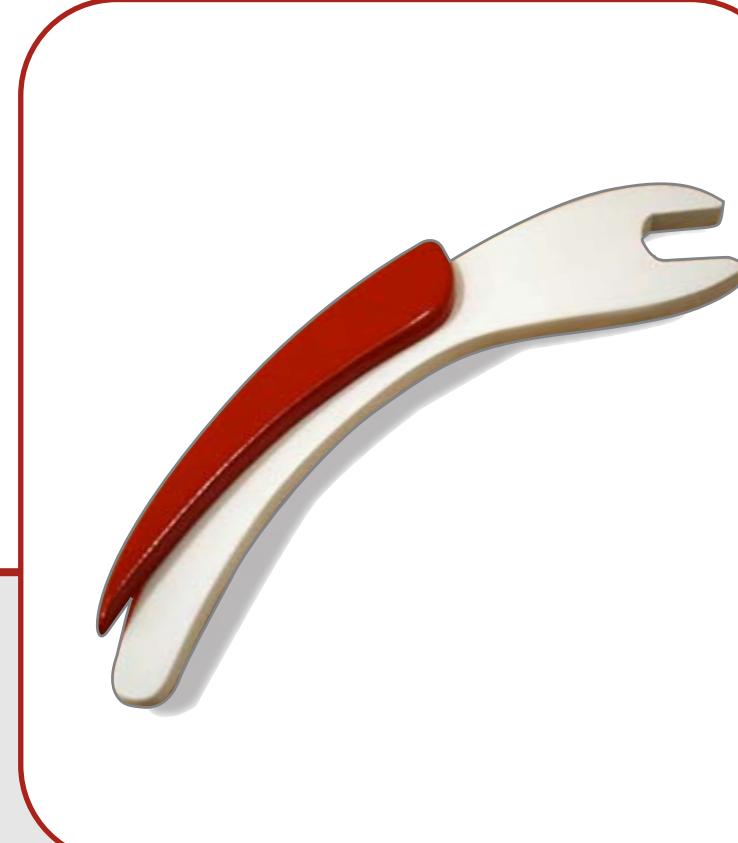
The goals of the assignment were to practice and refine an iterative, process-centered design methodology, to translate two-dimensional representations into three dimensions, refining both two and three-dimensional sketching techniques, to research and identify an appropriate market and set of users, based on your understanding of design within a social context, and to create a successful product family, defined by appropriate and consistent form and visual style.

Liberty Hammer



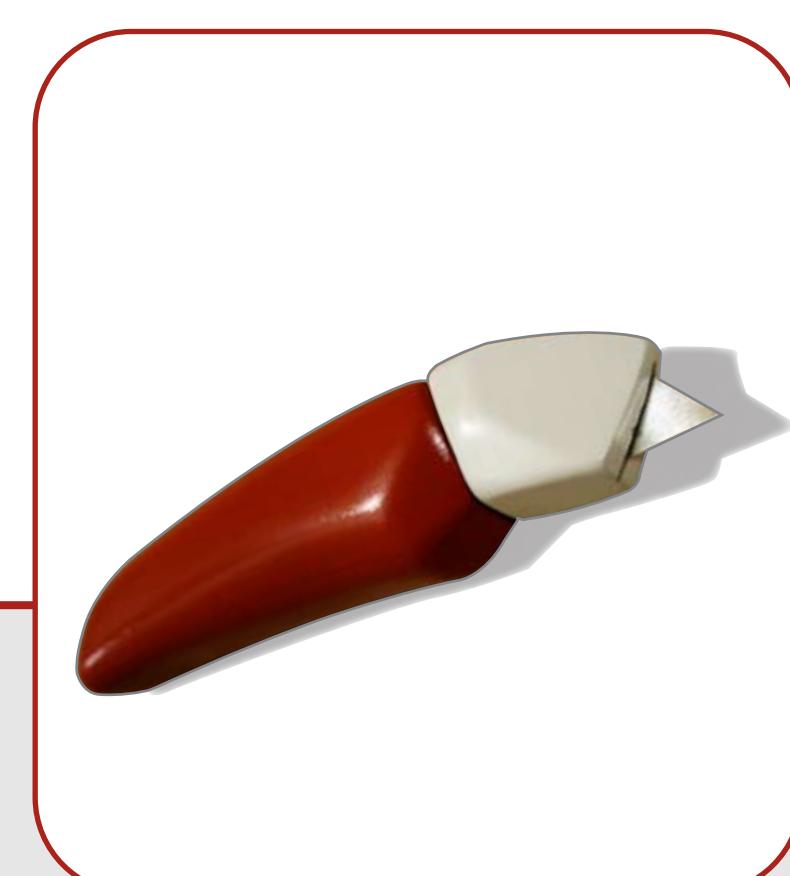
This hammer exhibits the classic Radio Flyer color scheme with the company's signature rounded safety edges. The Liberty Hammer features an ergonomic grip, and nail puller/ pry claw that allows maximum force to be applied without strain.

Retro Wrench



The Retro Wrench features an extendable grip, which acts as a pry bar and also improves the amount of pressure that can be applied. The swoop-like grip reflects the style typical to Radio Flyer's tricycles. The curved handle enables various degrees of attack on a hex head.

Little Red Knife



The Little Red Knife is a compact utility knife that can be comfortably held in either the left or right hand. The white blade housing easily communicates which end of the knife is functional, therefore helping eliminate confusion and possible injury.