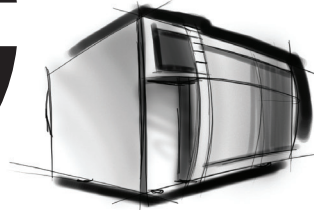
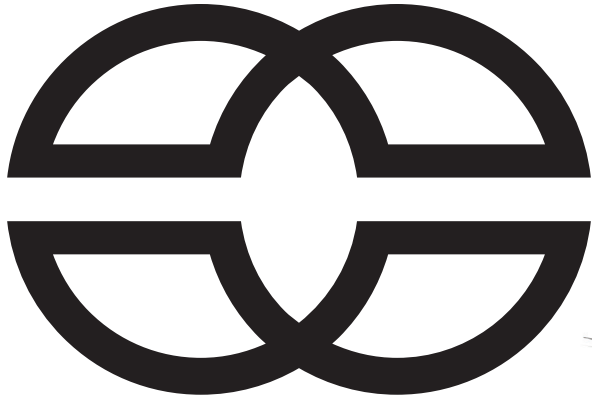


CALPHALON came to id@WIT and asked us to think up a “BETTER” line of kitchen electrics. Using their brand language we had to develop a family of 3 appliances that would appeal to a younger consumer.

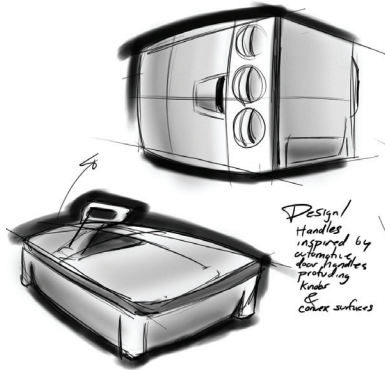
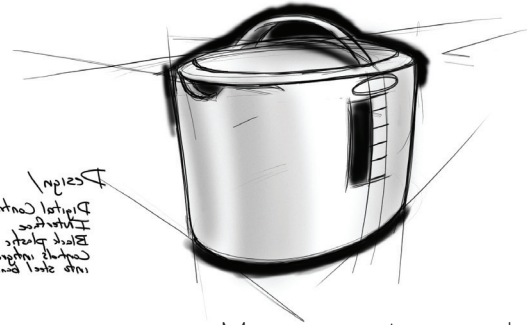


Calphalon's “BEST” line.

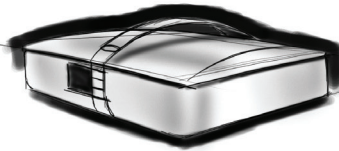
BRAND LANGUAGE



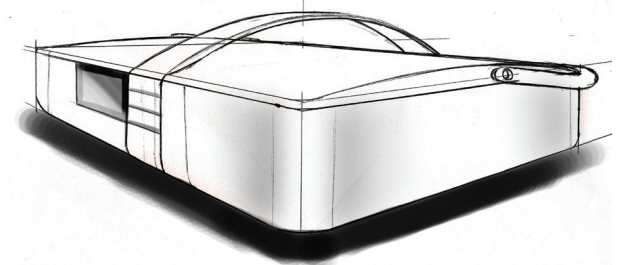
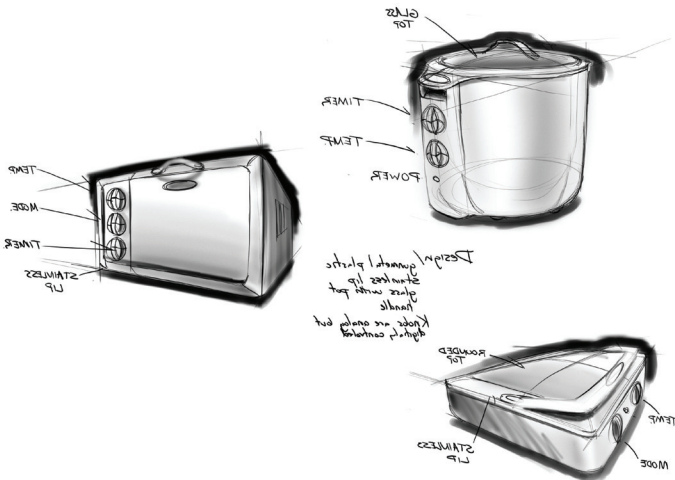
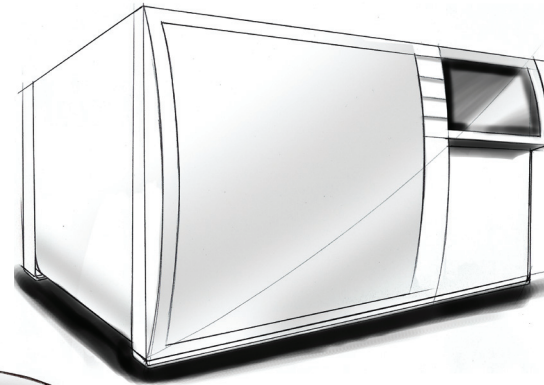
Design
Digital Control and
Interface
Black Plastic
Control Interface
into steel body

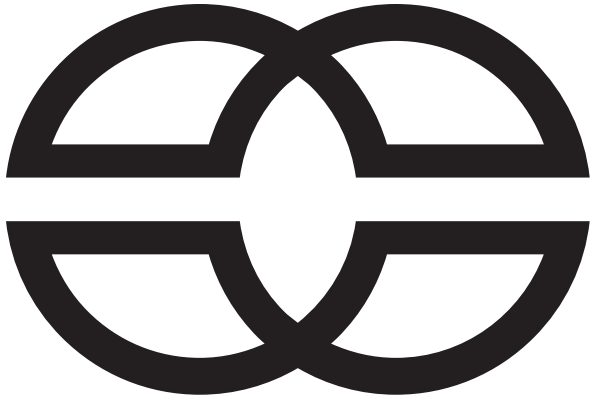


Design/
Handles inspired by
automotive
door handles
producing
Knob
&
Cove surfaces



My concepts were based on their traditional analog U.I. but my final concept used a digital interface to appeal more to the iPod generation as well as give the **ILLUSION** of precision.





Final renderings were done in Photoshop.

