

CLASS DESIGNS

Brake lever corkscrew? Disc brake record player? Although only prototypes, these hot, one-of-a-kind accessories are a great example of Triumph collaborating with the new British product designers

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Triumph recently inspired the next generation of designers to think outside the box to create a range of alternative lifestyle design concepts with a twist. Collaborating with 18 Product Design degree students at Birmingham City University's Institute of Art and Design, the young creatives were each tasked with producing an innovative product inspired by, and built from, parts of the current Triumph Bonneville T100.

The resulting Triumph Lifestyle Accessories were unveiled at an exhibition attended by Triumph's Chief Executive, Nick Bloor, and Chief Engineer, Stuart Wood. The award for most imaginative design concept went to Nick Orme for his corkscrew incorporating parts of the Bonneville's handlebar mechanism.

"I wanted to create something simple that Triumph would be able to produce without too many problems or extra costs. It also seemed like a visually strong idea that motorcycle enthusiasts and particularly Bonneville riders would appreciate," explains the winning designer. Nick's prize includes an industrial design placement with Triumph's Clothing and Accessories department.

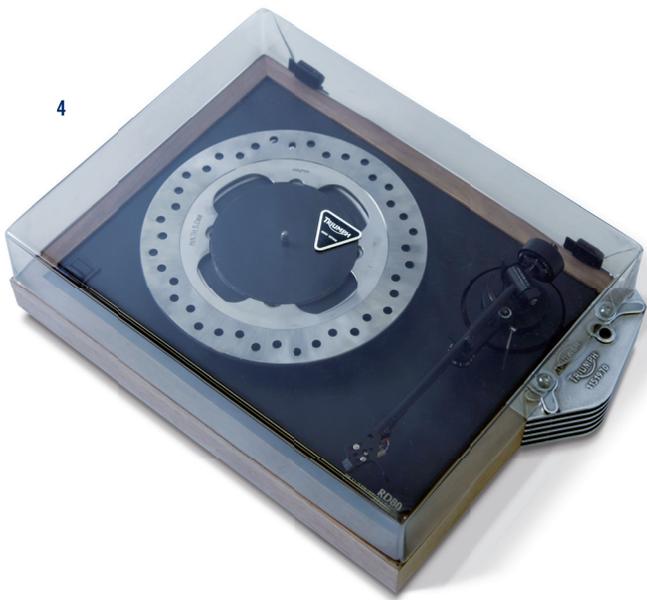
Wa Ya-Lin was awarded second place for her fruit bowls made from the T100 wheel spokes, and third place went to Elena Matyas for her jacket and helmet stand created from mirrors.

Speaking at the event, Nick Bloor said, "This has been a great opportunity for Triumph to help foster relationships with universities like Birmingham City University and also to bring new talent and creativity into industry."

Customising your Triumph motorcycle is one thing, but to customise your home with sophisticated, quirky and practical Triumph accessories is a totally fresh idea.

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THE WINNER

WE SPOKE TO 24-YEAR-OLD NICK ORME AFTER THE WIN

'I'm in the middle of a one-year masters, post-graduate course and it was good to have course work like this. We have quite a few collaborations with companies, but this one more than any other was unique. It was a lot more fun than other things we've done.

'The majority of time was spent working out the idea. You could choose any Bonneville component within reason. My BA was in transport design so I have a passion for all things on two and four wheels. Being able to take parts from the bike and make it into basically anything we wanted was exciting and inspired a lot of the students.

'Fingers crossed I'll have my placement at Triumph in April (that was part of Nick's prize). One thing I realised from doing this is, in terms of accessories, a lot of companies do quite similar things, but Triumph are unique in a lot of ways.'

1 CORKSCREW BY NICK ORME brake lever assembly. 2 BOWL BY WA YA-LIN wheel spokes. 3 SIDE TABLE BY YUEH-HAN HUANG fuel tank. 4 TURNTABLE BY RICHARD UNDERHILL a cylinder block and disc brake. 5 DESK LAMP BY MORITZ AMELUNG headlamp unit, mirror unit and battery cover. 6 IPOD/IPHONE SPEAKER DOCK BY CHANG SUNG-CHING indicator housing units and brake/clutch lever adjusters. 7 BENCH SEAT BY DAVID FRANKLIN two seat units. 8 HAT STAND BY ELENA MATYAS front wheel hub and mirrors.