

i-flow

Designed for Philips Steam Generator Iron Competition.
Aimed at finding innovative storage, aesthetic and convenience solutions.

This innovative concept is based on a collapsible silicon water bag which reduces the size of the unit considerably for easy storage. It has a streamline design with a visual feedback system and an ergonomic handle.

1. Collapsible Silicon Bag

The waterproof, heat-resistant, silicon bag is easily removed from its base unit so that the user can fill it with water. (see fig. 1)

Once filled, the bag is plugged into a connector located at the front of the base unit which joins the bag to the lower compartment where the water will be heated and transformed into steam. (see fig. 2)

As the water is used, the bag shrinks in size and once emptied allows the unit to sit flat for easy storage. (see fig. 5)

2. Streamline Design

The visual line of this design was inspired by water and the concept of flow. The unending curved line is meant to find appeal in the user and convey a sense of speed and ease of movement. (see fig. 8)

3. Ergonomic Handle

The angled open handle allows the user to grasp the unit from various positions. The ergonomic size and rounded shape is comfortable to use and prevents hand fatigue.

4. Visual Feedback System

Visual indicators located on the rear and front of the iron brightly light up to show heating status. Yellow indicates the process of heating. Red indicates that the unit is ready to be used. (see fig. 6, 7)

