

**ALEJANDRO LARA**

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**PORTFOLIO 2014**

## MYSELF

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Name **Alejandro Lara**  
Contact **alejandrolaradesign@gmail.com**  
0043 680 235 3364

**EXPERIENCE** **BATIMAT**, Austria  
Industrial designer  
August 2013 - Now

**WILDDESIGN**, Germany  
Industrial / Medical design intern  
February 2013 - July 2013

**CLUJANA**, Romania  
Footwear design intern  
October 2011 - January 2012

**EDUCATION** University of Seville, Spain  
**Industrial Design Engineering**  
September 2006 - January 2014  
(Graduation project in September 2011)

University of Gazi, Turkey  
**Industrial Product Design**  
September 2010 - June 2011

Check out my  
**interest!** <http://www.pinterest.com/IDAlejandroLara>  
or **coroflot!** <http://www.coroflot.com/AlejandroLara/>

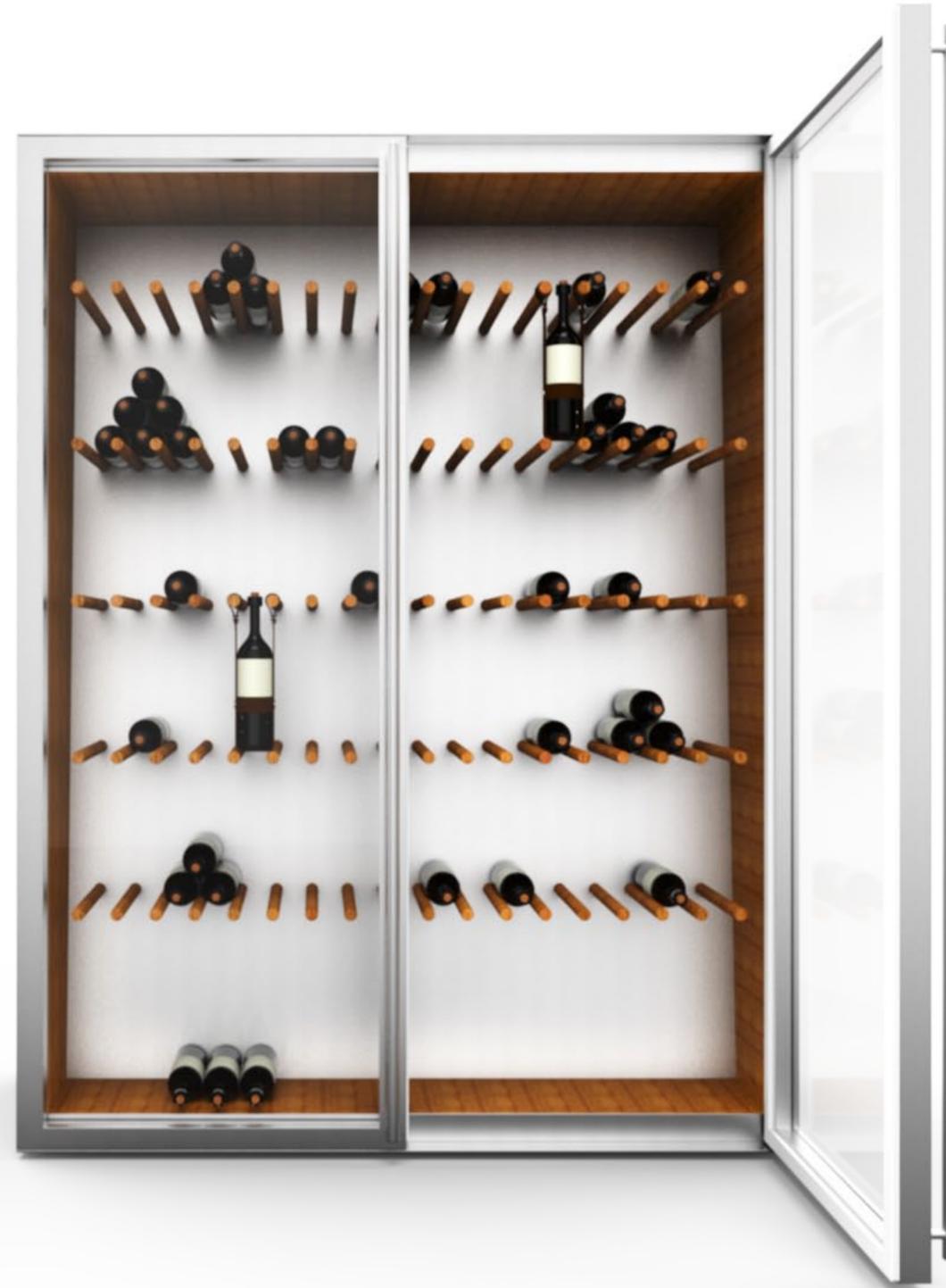


### **CURIIOUS, CREATIVE, EASY GOING.**

I go for challenges like I go longboarding, controlling the situation and learning from the mistakes when they occur. A few scratches do not make me give up, I always keep on improving my skills.

\*I have the **approval** of the CEO, Mr. Josef Mikl,  
to showcase all the projects in this portfolio.

# FLEX | WINE COOLER



The idea behind making a wine cooler came from the capabilities of the companies related to Batimat. SIWA is able to make the metal work and the assembly, Silgmann can provide insights about the market segment, the users and high end products; and Batimat has expertise in the field of isolation. The purpose of the project

was to create a **working prototype** which we could show and offer to potential clients. Silgmann, which focuses on the premium market, works on an one-off project basis, so this kind of product fitted their business model. Our intention is to focus on **restaurants, bars and hotels** which are also part of the Silgmann clientele.

The **kick off** meeting word associations:

**MINIMAL**

**PREMIUM**

**MODULAR**

**SCALABLE**

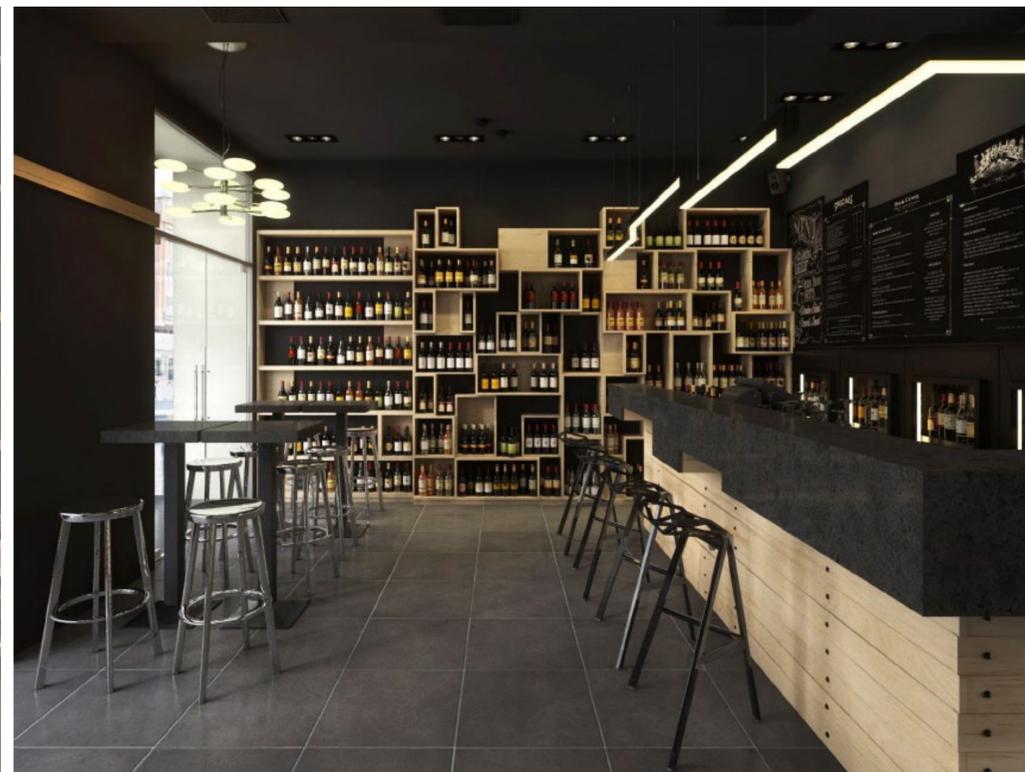
**MODERN**

**FINE MATERIALS**

**GEOMETRICAL VOLUMES**

**ONE-OFF PRODUCTION**

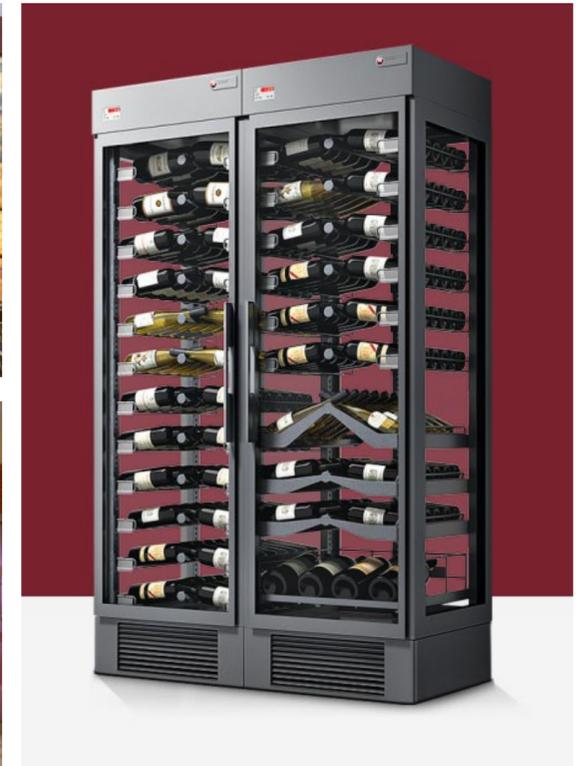
Product **environment**:



MARKET RESEARCH

The market research gave us an idea of what kind of wine coolers we could make, **standing alone, wall embedded or converted rooms**. They are also divided in between business to business or private. Small bars tend to acquire mass markets wine coolers, while some wine bars, restaurants or hotels would have built-in

cooling rooms. All of them showcase huge glass panels. The interior can be made out of **wood or metal**, depending on the aesthetics of the brand. The highest premium models always have wooden shelves.



ROOM FOR INNOVATION

The majority of products were based on the same principles, fixed dimensions and materials. Analyzing them, we realized there were areas where we could innovate:

NEW MATERIALS

FLEXIBLE SYSTEM

BOTTLE EXHIBITORS

PRODUCT ARCHITECTURE



**TECHNICAL**

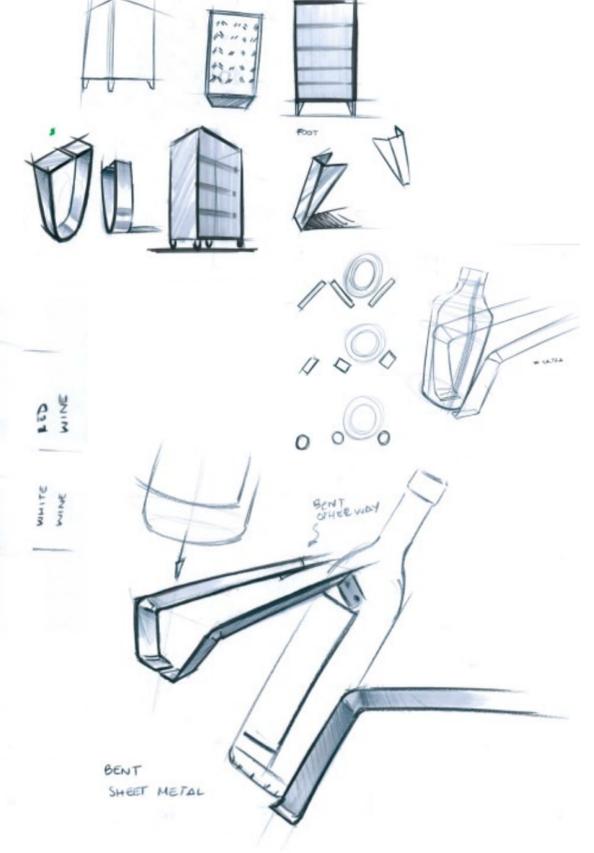
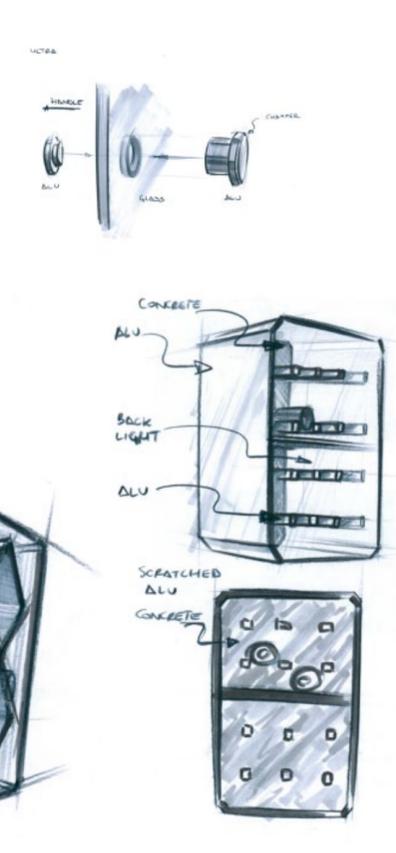
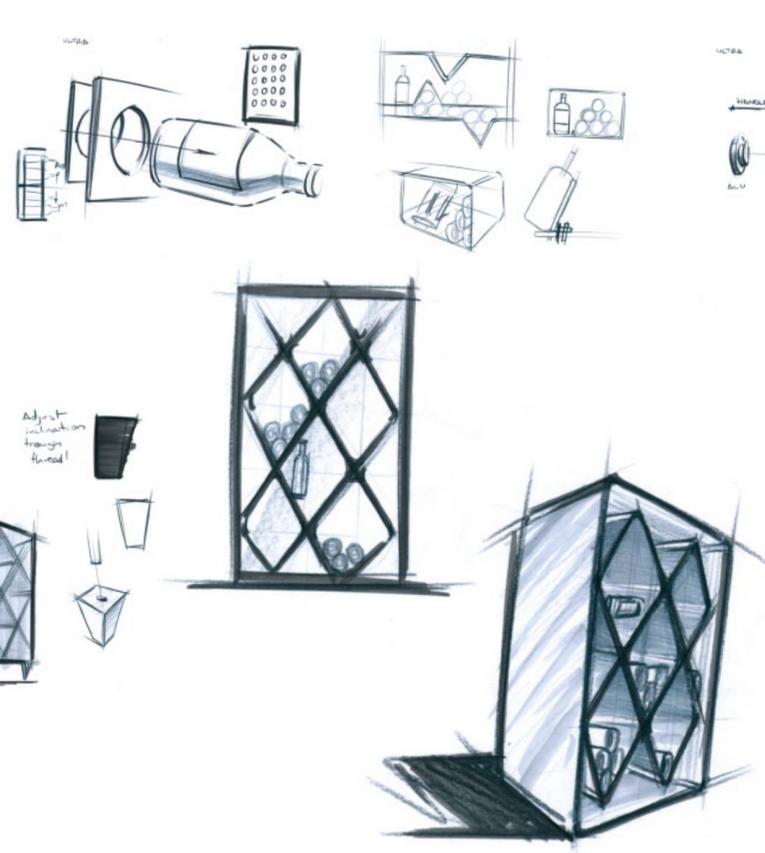
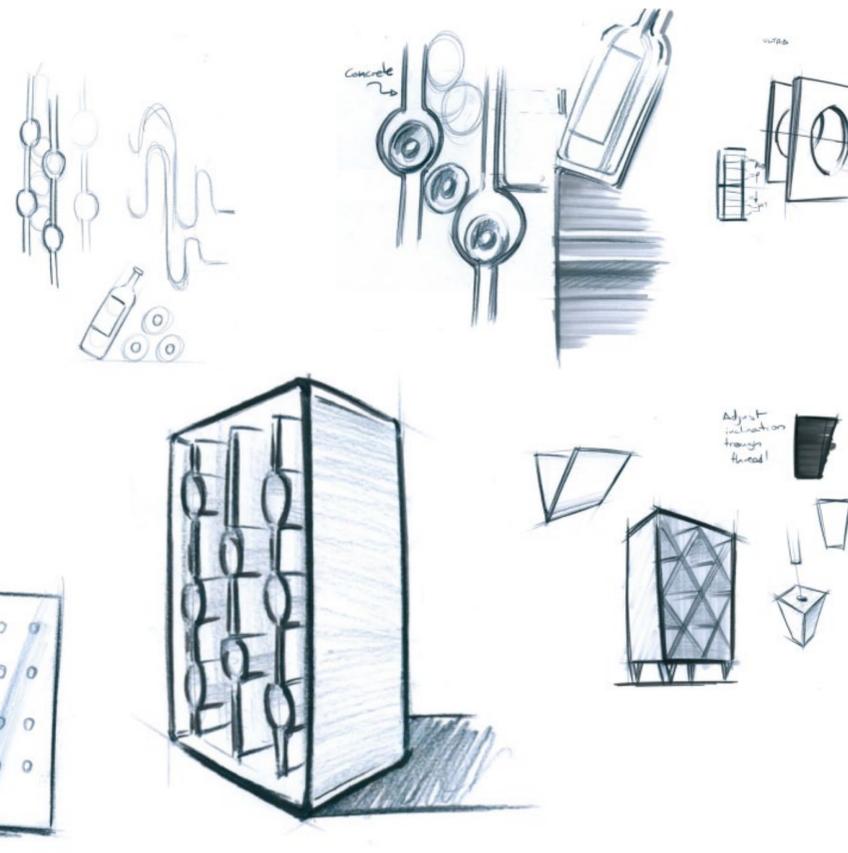
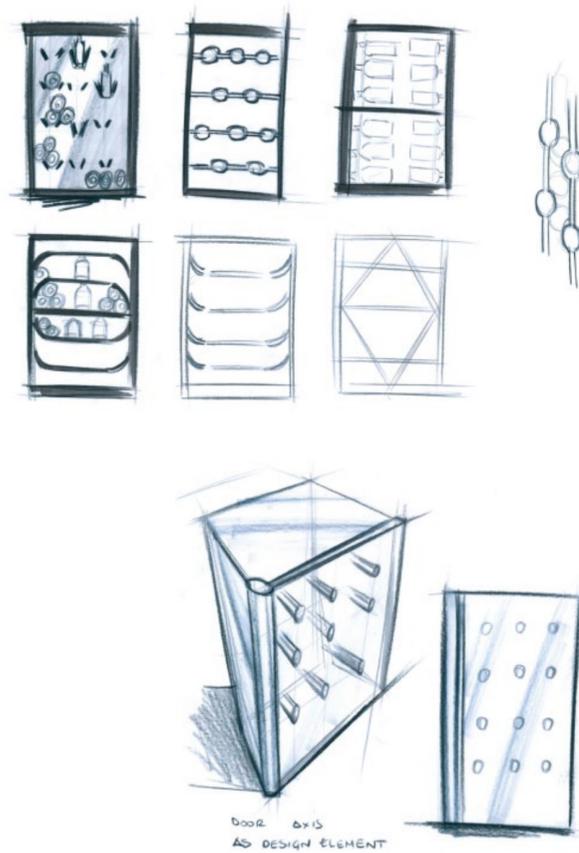
**ADVANCED**

**PATTERNS**

**BLACK / WHITE / GRAY**

**CONCRETE / METAL**

**CUT VOLUMES**



**Paarl** concept



**Barossa** concept



**Napa** concept



**Casablanca** concept





YOUNG

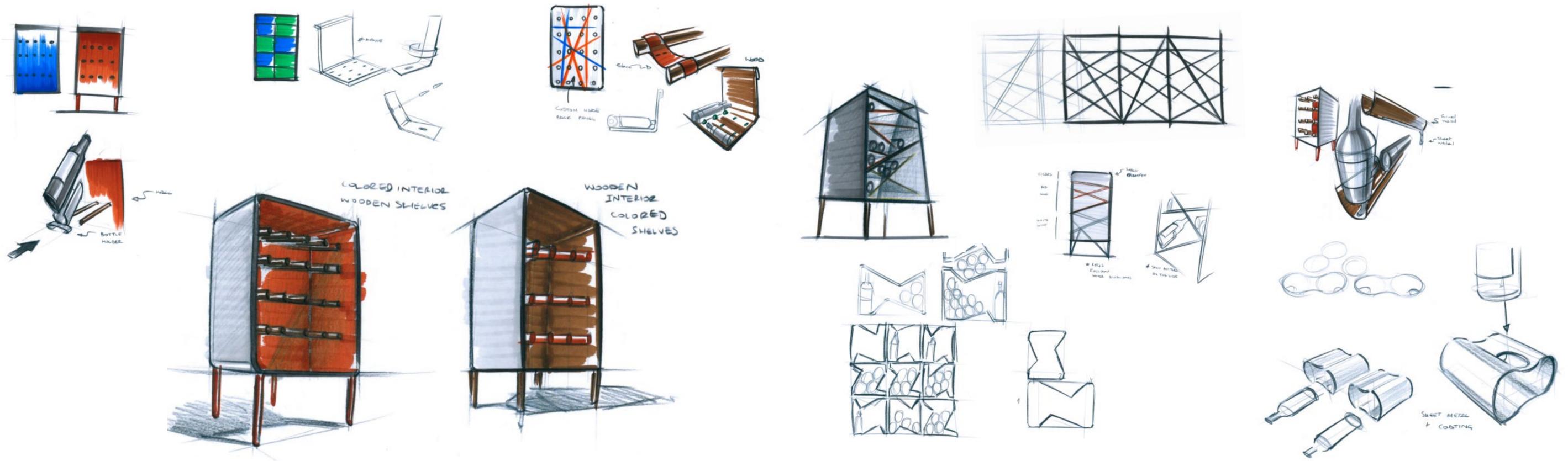
NEUTRAL BACKGROUND

MINIMAL

ROUNDED VOLUMES

PLAYFUL

BRIGHT COLORS



**Shiraz** concepts



**Syrah** concept



**Pinotage** concept





REDUCED



QUIET



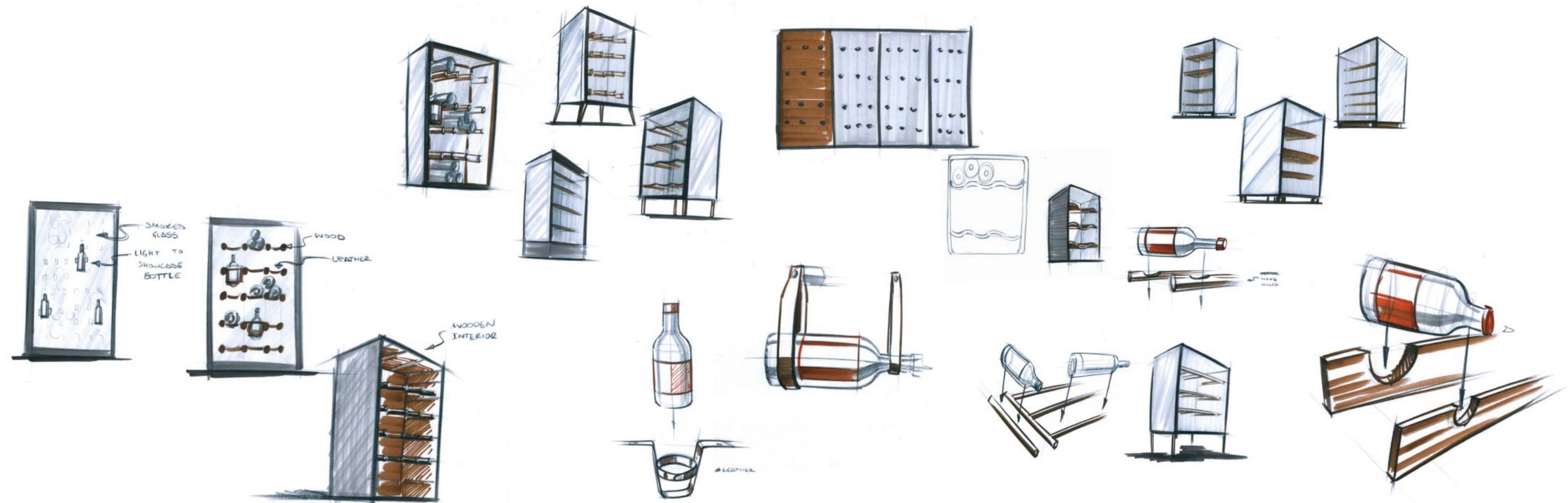
SOPHISTICATED



WOOD AND LEATHER



EXPOSED ALUMINIUM



**Bordeaux** concept



**Duero** concept

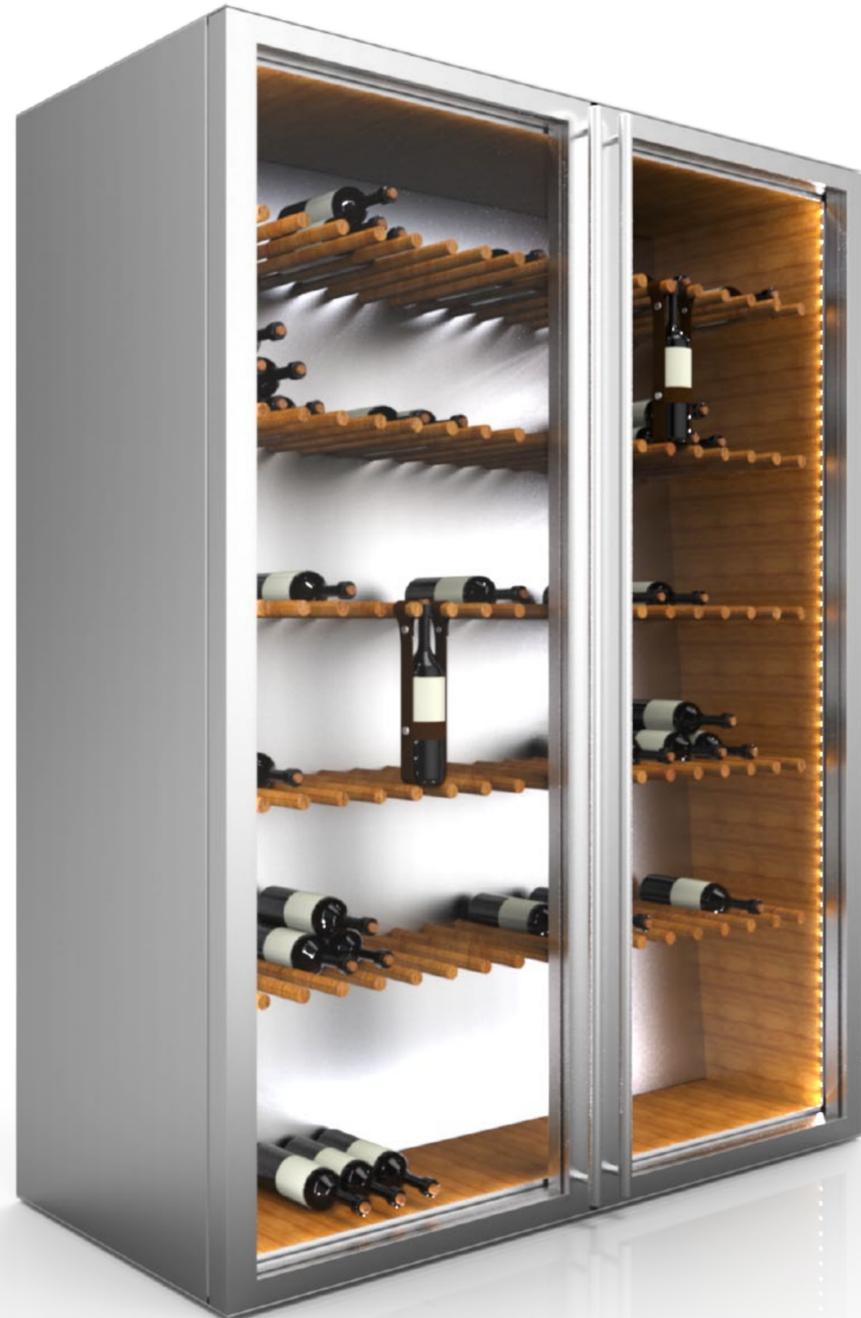


**Chianti** concept



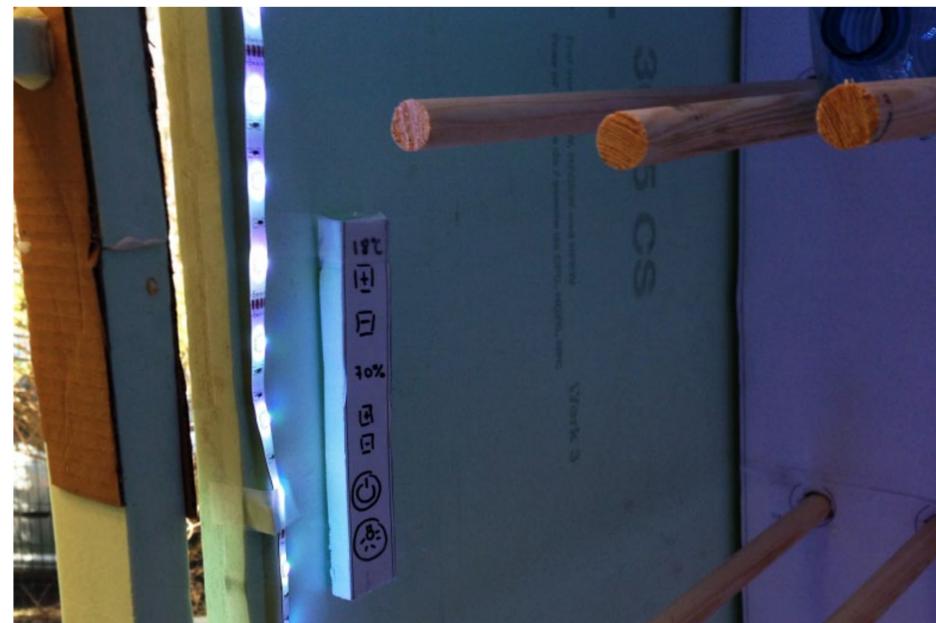
After the ideation phase was finished, we had a meeting where we discuss the different designs and decided that the best one would be the **Bordeaux concept**. The design is **simple** and yet **elegant**. It is very **easy to scale** from a single door to a double door design or even an entire room. The maximum weight the wooden poles will have to support is around 7 kg, which is easy to handle through a metal frame on the back.

It uses LED lighting, it is hidden in a subframe around the door frame. Due to our focus to the service industry, we also provide a leather rack as a way of showing the best bottles of wine to the public.



We wanted to test if the idea was feasible from the usability point of view. We created a **foam mock up 1:1** except for the width, which is 1:2. We used LED lighting for the mock up, which we set around the frame. We saw that a **lighting system like that would work** just fine. It also gives a special round point pattern to the bottles which is quite interesting.

The rack depth is also enough to hold the laid flat bottles and the vertical showcased ones. We also decided to go for thinner wooden poles for aesthetic and economic reasons. Another feature we could test was the location of the **controls**, we decided to put them **inside at mid height** to improve the reachability.



# PU PISTOLE | FOAMING GUN



Batimat has a patent for a portable insulation system with two components which has better performance, durability and storability than the single component ones. However, the problem is that there are no foaming guns with that kind of set up on the market, so we decided to redesign the previous model we had.

**OLD GUN**

- **Weight**, over 3 kg when loaded.
- **Poor ergonomics**.
- **Cost of 165 Euros**, company loosing money on them.
- Life span, **5+ years** with heavy chemicals cleaning.

**NEW GUN**

- **Weight**, over 2 kg when loaded.
- **Good ergonomics**, easier to handle.
- Price tag around **40 Euros**.
- Life span **6+ months** with acetone cleaning.

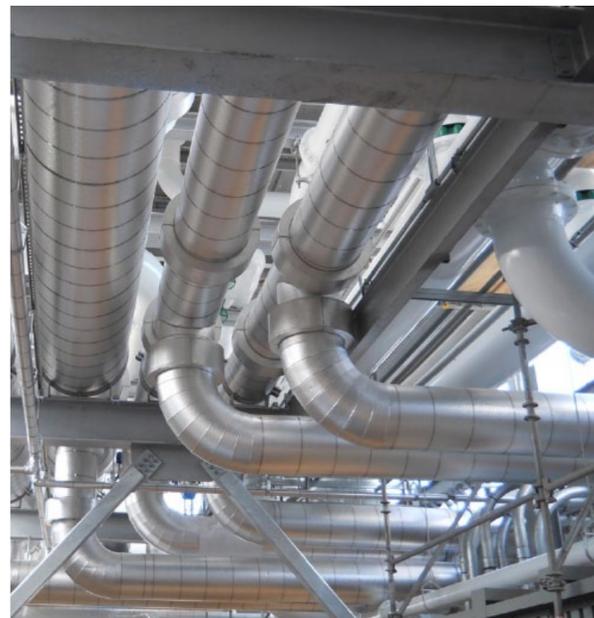
**FORMER FOAMING GUN**



**WORKING ENVIRONMENT**



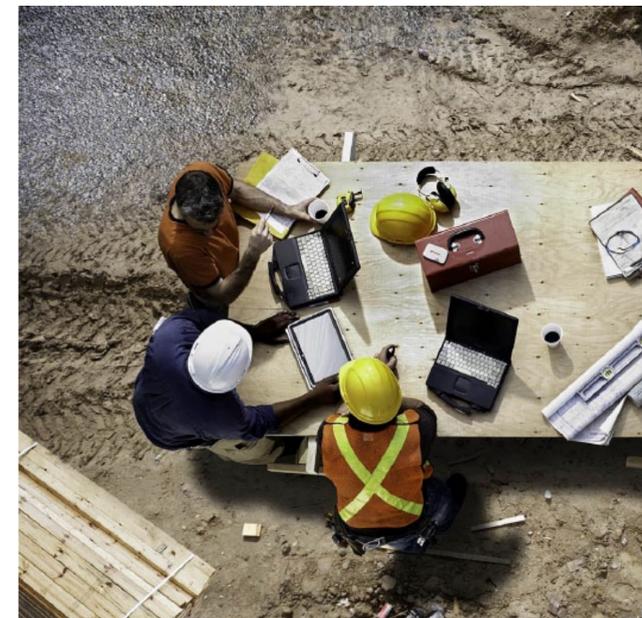
**TOUGH**



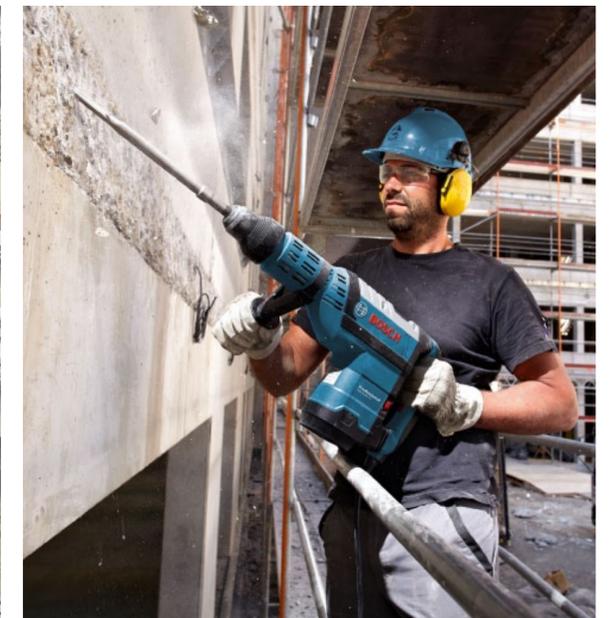
**DUSTY**



**EXTREME TEMPERATURES**



**MOBILITY**



**FLEXIBILITY**



ONE vs TWO HANDS

PART IDENTIFICATION THROUGH COLOR

FUNCTIONAL

REGULATORS

BRAND COLORS

RUBBER PARTS



The chosen design is a **single body gun with two flowing faceted surfaces** that gives it a more **technical and robust** feel. The ergonomics have been improved, making it **easier to handle** even using working gloves. It also has a **front handle** to help the workers deal with the +1.5 kg of weight of the foaming cans.

The first thought was to manufacture it in a single body using **RIM**. This would mean we would have to invest less in the molds and due to the low number of units we were looking at, it seemed the best choice.



FOAM MODELLING

In order to proof the 3D model, I created a foam model of the gun. After **testing** it, talking to the workers and the head of RD, we decided to make it a bit **shorter**, prolongue the back part and make the **front handle thinner**.

The **overall dimensions and surfaces** were **right** and it was an accurate representation of the design we had chosen.



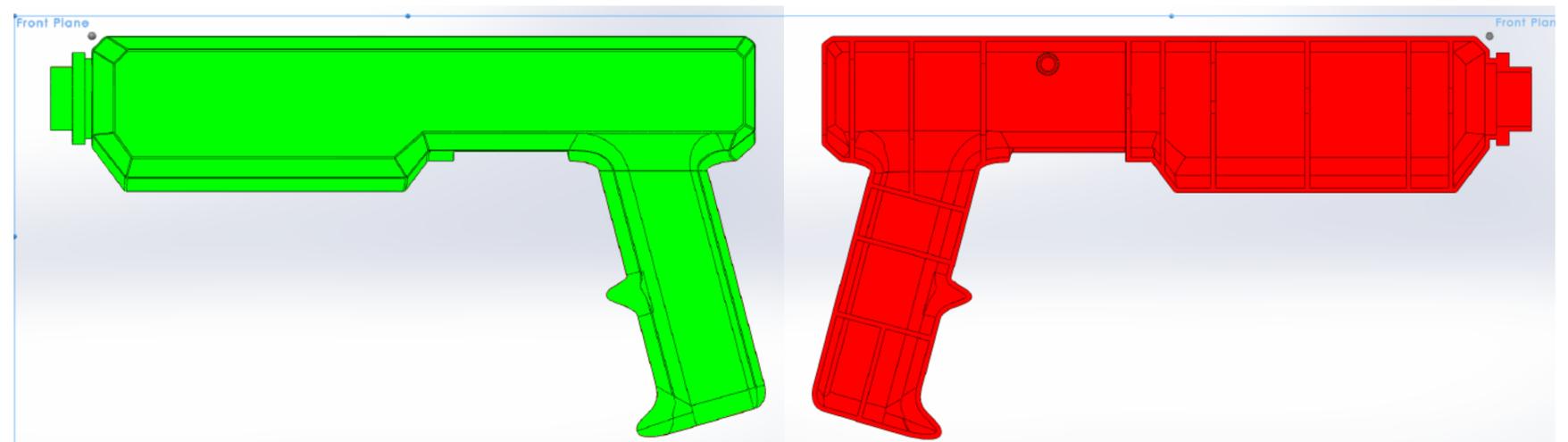
MANUFACTURING

The number of guns we would order, around **500**, put **RIM** as the best manufacturing technique for the gun. The 3D model was made this way in order to **contact manufacturers** and discuss how the gun could be developed.

After holding a series of meetings with manufacturing companies, we found out that **RIM** would not suit our gun because of **problems handling the pressure** of the cans and the cleaning with acetone. The **inner components** would have to be **machined in aluminium**, as it was showed in the previous renderings.

We continued looking for a solution and one of the companies told us they could make the shells with **Injection Molding** in for a unitary price in between 30 and 45 euros, which was exactly **our goal**.

After that, the **drafting angle** of the whole body was set to **1 degree** and the **surfaces refined** to meet the requirements of the molding. The intention is to use **glue or ultrasounds** to connect the two shells once the inner channels have been put in their place.





# HUBERZ | BEER LABEL



Hubert, a colleague from BATIMAT, is a brewmaster who is now launching his own beer through his microbrewery HUBERZ. BATIMAT decided to showcase the beer at the upcoming Nuremberg BrauBeviale. I was given the task of **designing the label and the emblem** of the brewery. HUBERZ is planning to bring to the market different types of beer, depending on the season and the available ingredients. The **briefing** consisted of:

- Including the natural elements that make the beer, **hops and grain**.
- **Customizable** label depending on the beer.
- Include a reference to Hubert's hometown, which is a **sheep**.
- **Modern** but keeping **traditional** values.

We also discussed the brand values that would define HUBERZ, which are defined next.

**BRAND VALUES**



**HANDMADE**



**NATURAL**



**CLOSENESS**



**SMALL BADGES**



**NEW FLAVORS**



OWN IDENTITY

BOUTIQUE

RETRO / MODERN

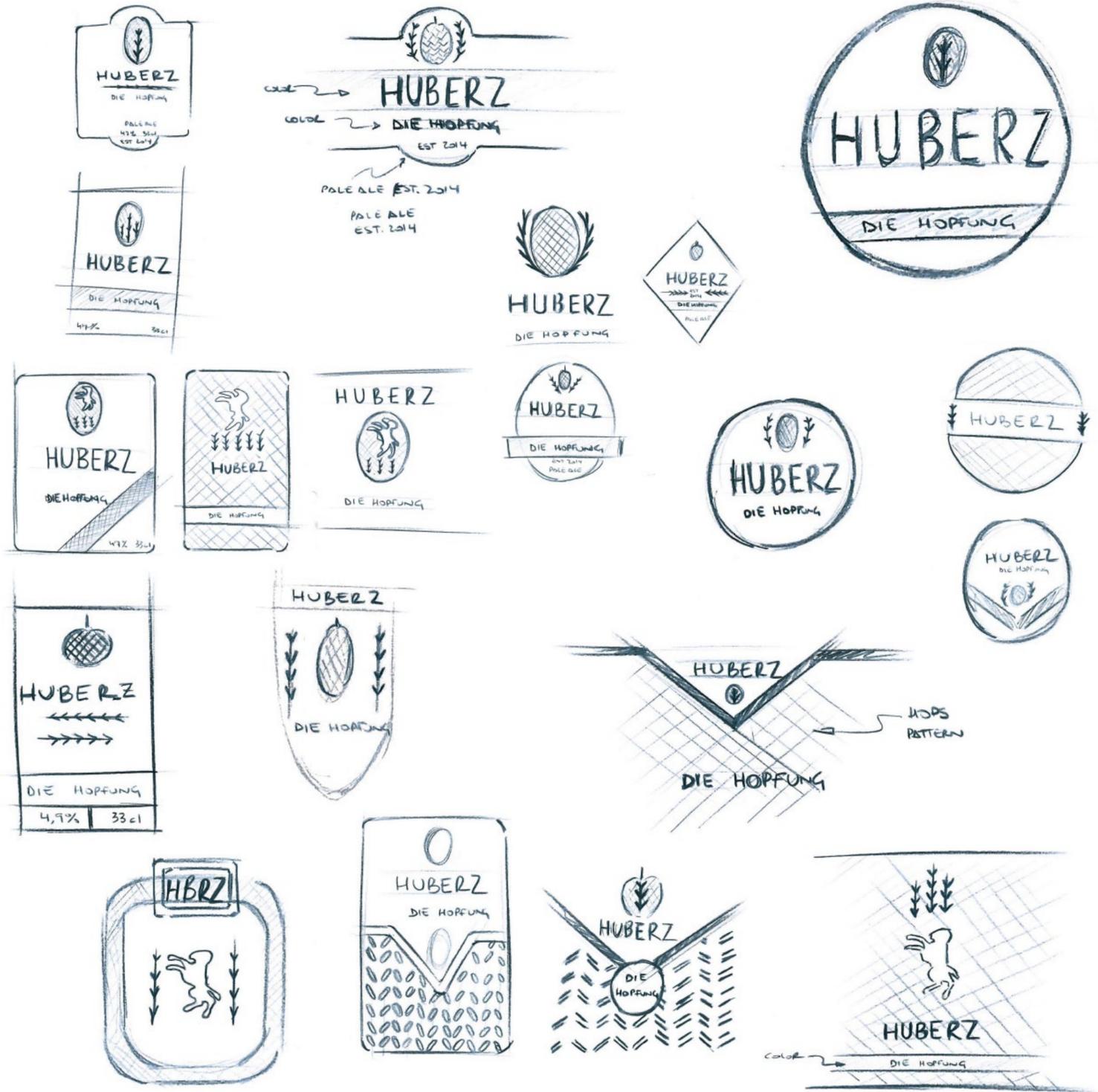
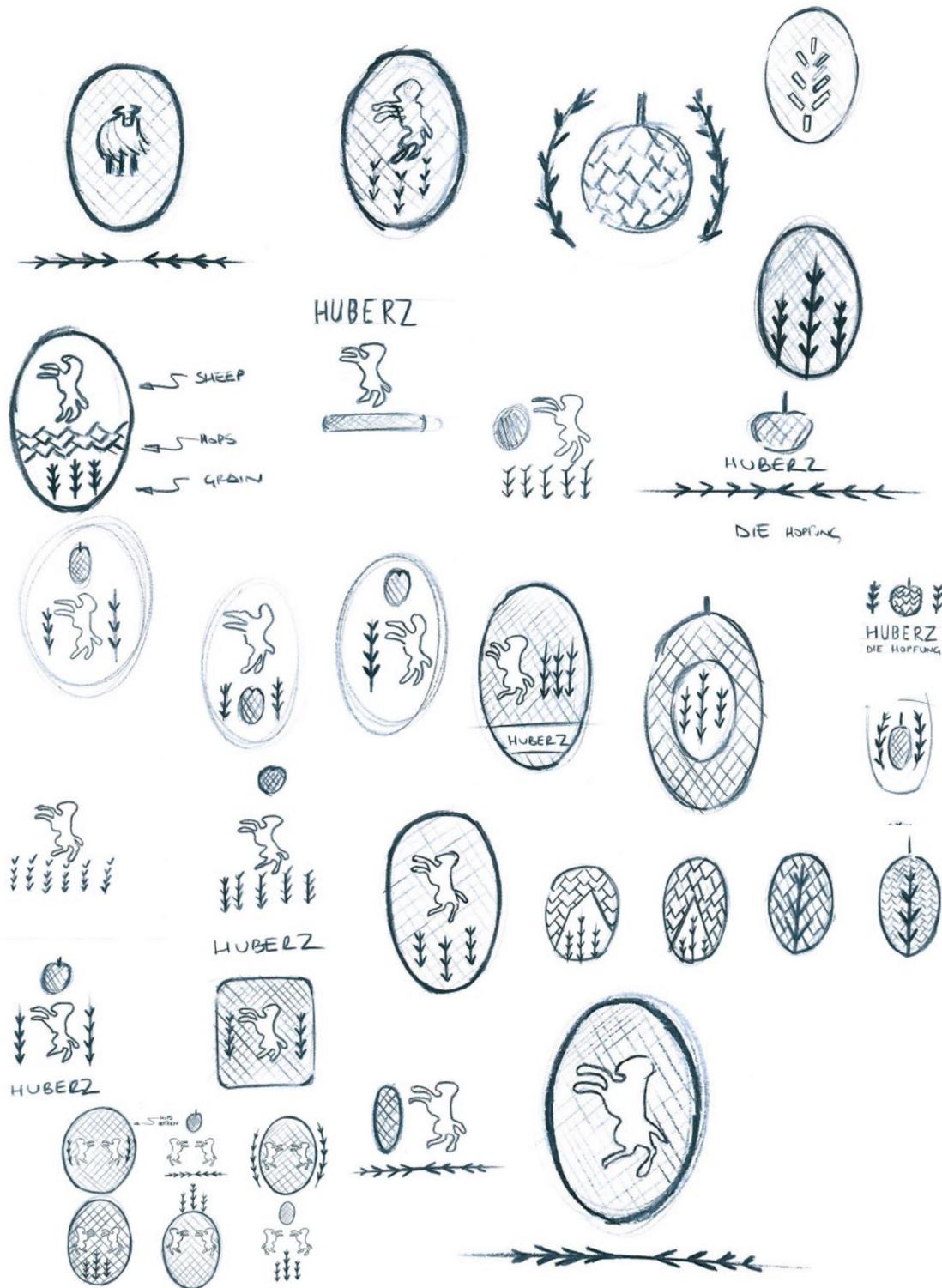
EARTHY COLORS

ARTISAN

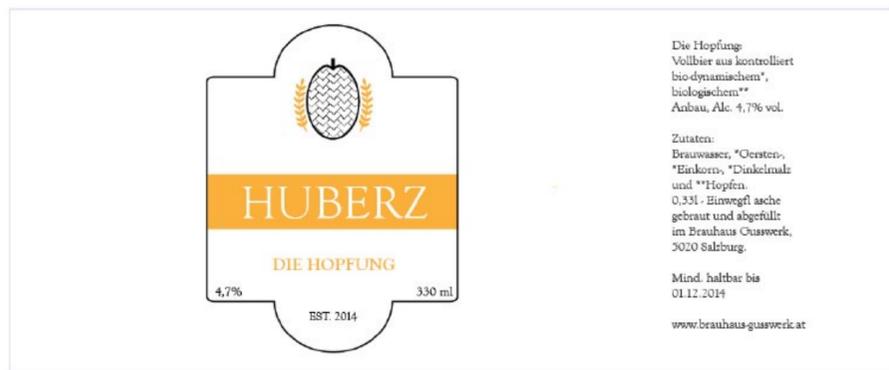
GEOMETRICAL LAYOUT

EMBLEM EXPLORATION

LABEL EXPLORATION



PROPOSED CONCEPTS



SELECTED DESIGN

