



## IDEATION AND 3D SKETCHING

THE INITIAL FORM STUDIES FOR REBEL WERE CENTERED AROUND A BI-MOLD CONSTRUCTION. BASED OFF OF MILITARY COMBAT HELMETS, BI-MOLDS ALLOW FOR 20% MORE COVERAGE OF THE HEAD WHILE ENABLING PASSIVE COOLING THROUGH THE SPACES BETWEEN PARTS. THIS BASE FORM ALSO PERMITS EXPLORATION OF DESIGNS THAT STRAY FROM THE CURRENT CYCLING INDUSTRY BENCHMARK. SINCE THE SHAPE IS COMBATIVE IN NATURE, IT PROMOTES A SENSE OF COMPETITION AND FEROCITY IN THE USER.