

Kyle Ferguson

Industrial Designer

+ 1.778.887.1767
kylejferguson@gmail.com
www.behance.net/kylef/frame



1 -1226 West 11TH Ave
Vancouver, BC
Canada
V6H 1K5



BICYCLE HELMET CONCEPT

CONCEPT FOR LACOSTE

2008

A helmet constructed with alternative (green) materials with styling more akin to fashion than protective gear. Well-suited to leisurely rides around town, running errands or commuting. A stylish alternative that is more in sync with current trends in recreational and urban cycling, compared to the overly-technical, race-inspired designs that typify most helmets on the market.

USER PROFILE

Targeted towards young, female, urban professionals between the ages of 19 and 40 who are socially conscious and educated. For individuals who have a casual attitude towards cycling and see no problem riding in street or semi-formal attire, they use cycling as a mode of transportation and for running errands. The target group of this project is decidedly atypical of what one may expect in North America, but it is representative of a growing movement adopted from progressive countries such as Holland and Denmark.

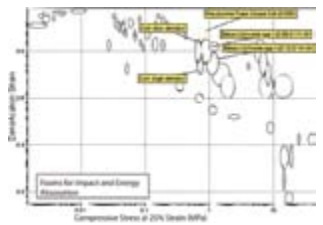
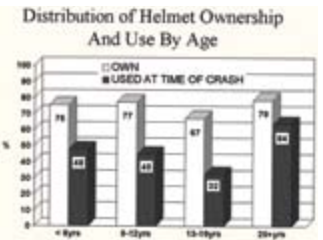
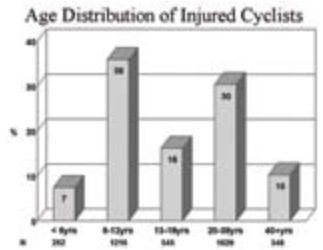
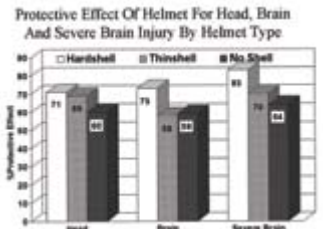


Early Concepts



RESEARCH

Technical reports from the Snell Memorial Foundation informed the choice to use an exterior hardshell over the inner cork layer, since it was the most effective system for preventing head and brain injuries. The Snell research also confirms the validity of targeting users between the ages of 19 and 40, as injuries are more common among this age cohort. Material research by Granata Material Intelligence inspired the use of cork as the inner-shell material, proving that it has comparable energy absorption properties to EPS foam.



Two Part Mold



MATERIALS

Exterior Cover

Organic wool. Replaceable and washable, the fabric covering masks the technical appearance of the interior vents while still allowing air flow.



Hard Shell

Thermoformed bioplastic. The rounded profile allows the helmet to easily slide along the ground in the event of an accident.



Interior Shell

Cast low-density cork. A natural, lightweight material that absorbs and distributes the impact from a collision. The energy absorption of cork is comparable to 0.050 EPS foam, which has been the standard material used in helmets since the 1970s (Granata Material Intelligence 1996). Additionally, cork is naturally antimicrobial and can be sustainably harvested.



Foam Liner

Replaceable soy-based open cell foam allows fine-tuning of fit and adds comfort.



A great deal of thought was put into all aspects of the helmet from target market to material selection. My main goal with the helmet design was to introduce innovative, natural materials, since the main component of all helmets -- EPS foam -- has remained unchanged since 1970. It was my intent to revolutionize the helmet from the inside by choosing a material which has a minimal impact on the environment, and is thus better in line with the values of many cyclists.



RUNNING ACCESSORIES

FOR LULULEMON
2009-2010

A small selection of the many running accessories I co-designed or created the tech packs for while working for Lululemon Athletica.

1. Neck warmer **2.** Mens running sock **3.** Running headband **4.** Men's arm warmers **5.** Running Beanie **6.** Homerun Hat **7.(a,b)** Key cuff **8.** Winter running mitten /glove combo



VARIOUS BAGS AND BACKPACKS

LULULEMON ATHLETICA
2009-2010

A small sample of several bags created during my contract with Lululemon Athletica.

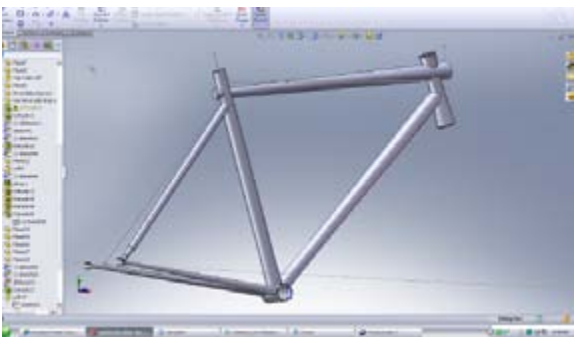
Role: Assisted the lead designer in the creation of softgoods/yoga bags. I was responsible for scaling all graphics for prints, approving dips and strike-offs, as well as assisting in documenting revisions and communicating them to offshore manufacturers. I also played an instrumental role in material selection, hardware development, gathering inspiration, creating flats and colour ways. **1.(A,B)** Totally Totetastic tote **2.** Move It messenger bag **3.** Run to Work backpack **4.(A,B)** Cruiser Backpack **5.(A,B)** Bon Voyage duffel **6.(A,B)** Classy Classic gym bag



CARBON & TITANIUM BICYCLE CRANK

PERSONAL PROJECT
2004

Two iterations of a conceptual Cyclo-cross crank with a carbon core and titanium re-enforcements. Designed to be more durable than traditional full carbon crank sets.



COMMUTER BICYCLE

PERSONAL PROJECT
2008

A concept for my personal commuter bicycle. My intent was a low-key appearance with thoughtfully designed touches, such as integrated lighting and chrome accents to protect the paint from chain slap and locks. I also included a combination of eccentric bottom bracket and track ends, which allows for countless drivetrain configuration options.



BLUE TOOTH HEADSET

FOR NXZEN
2006

Less geek, more chic. An entry in NXZen's Blue tooth headset design contest. Designed to look less conspicuous and be more durable than in-ear headsets. These stereo headphones and controller tether via Blue tooth to a cellular phone. Controls allow the operator to answer calls, and control music volume, and track.