INSTITUTE OF DESIGN FOR INDUSTRY AND ENVIRONMENT
Design for industry and the environment is of significance to us all. In our increasingly international consumer orientation society the ability to transform materials into desirable and valued objects, places and spaces is fundamental to our physical, psychological and economic well-being and identity. It is also critical for a sustainable future.

The design disciplines of Fashion, Industrial, Spatial, Textiles and Performance form the Institute of Design for Industry and Environment. Each discipline has its own values, theory, practice and research culture that is nurtured and encouraged within the Institute. There is also rich opportunity for exchange and exploration between these disciplines within the Institute and also beyond into the wider university and community. Our undergraduate and postgraduate programmes capitalise on the research excellence and technical support of our world-class staff.

The work presented in this year’s publication illustrates the quality of the Institute. The outstanding creativity of these graduates, the inspirational guidance of their academic teachers and the technical and administrative support provided by my colleagues demonstrates our commitment to design excellence and innovation. These are key qualities not only for our graduates and staff but also for our New Zealand industry and environment as we make our way in the world.

Congratulations to the students and staff of the Institute for the achievements of 2007. I wish all our graduates success and fulfilment in their careers.

Professor Tony Parker  
Head of Institute IDIE
Fashion graduands celebrated the culmination of four years of fashion design studies with collections showing immense dedication and excitement for their discipline (viewed at http://www.inno-vision.co.nz). Fashion design outcomes varied from exploratory exhibition pieces to commercial collections designed for a range of markets within the fashion industry. Our students exceeded expectations in producing highly innovative designs derived from research, creative design processes and technical expertise.

A number of students gained success in national competitions and Massey University fashion awards: Claire Hacon: Unity Collection Award for Commercial Design; Sol Ahn: Purfex Award for Design; Kiri Kippenberger Pettersen: Gen I Award for Innovation and Creativity; Shelly Doms: Rembrandt Award for Excellence; Emma Little: John Rainger Vilene Award; Kate Harris: Creative HQ Award for Business.

We congratulate all fashion graduands of 2007 and thank them for contributing to the continuing success of our programme.

Deb Cumming
Programme Leader Fashion Design
SOL AHN

Final Collection the daydreamer
‘the daydreamer’ is a womenswear collection inspired by the multiple faces of daydreaming, explored from in-depth research on very private phenomena.

The designer has been using fashion as a medium in documenting her private experience of daydreaming that was tightly woven into her everyday life.

This collection reflects the mood and the concept of the alternative realities created while experiencing the subconscious world as opposed to the conventional and physical world we live.

piaasori@gmail.com
04 904 1090 or 027 495 3539

JOEL ARMSTRONG

The central proposition for the project INFAMOUSDESIGNERS.COM is ‘fashion is the control of identity’. Brand marketing today constructs our ideal lifestyle – ‘who we are’.

Joelarmstrong21@hotmail.com
027 645 9865
ELISE BRIDSON

Naturally Artificial is a womenswear collection, which explores and questions what makes things artificial, in particular commenting on the artificial and synthetic ideals that surround fashion.
elise.bridson@gmail.com
021 244 4039

ZOE BUTTERS

A Filtered Life explores the concept of ‘repression’ and how our minds forget unpleasant events due to their threatening quality, creating a void/sense of emptiness.
zoebutters@gmail.com
027 636 6040
THE FINAL OUTFIT IN A COLLECTION

 Addiction to the past, to the things that are missing (emotionally) from ones life.

 SAMANTHA CROFT

The final outfit in a collection that represents the process of collecting objects of meaning, done to replace something that is missing (emotionally) from ones life.

samanthacroft_13@hotmail.com
027 428 2816

ABIGAIL COOMBES

 Untitled explores the boundaries of body and dress through interaction, with influences from forensics ‘every contact leaves a trace’, Japanese design philosophies and men’s tailoring.

abigailcoombes@hotmail.com
027 346 7039
SHELLEY DOMS

*Faded Lines* is a contemporary womenswear collection which gained inspiration from menswear tailoring and 1950s lingerie. A total of eighteen garments (six outfits) were produced.

shelley.doms@slingshot.co.nz
027 301 1244

CLAIRE HACON

*Fashioning the doll: severely tailored*, modeled on the doll, this collection invents the ideal shape of the body to which all other bodies are reduced, the mannequin, the model, the doll.

jandchacon@yahoo.co.nz
06 758 0155
KATE GEM HARRIS
IAMKATE is a conceptual representation of oneself through the idea of characterisation and self analysis.
kategemharris@hotmail.com
027 569 3683

ZOWIE HEYWOOD
Think Inside the Box: No strings attached
An autobiographical, self reflection through the use of a deconstructed cube, producing a visual representation of distorted memories, fragility and self-growth
LOUISE HUTCHINSON

The Neo-Dandy Rocker is influenced by contemporary stage performance costume of the glitter/glam rock, the alter ego and the ethos of traditional dandyism.

louise_lili_hutchinson@hotmail.com
021 079 8339

JESSICA LEPPER

Let Them Eat Cake – a couture women’s wear collection influenced by Marie Antoinette and fused with the power and dominance of the traditional tailored suit.

Jessica_lepper@hotmail.com
027 699 1819
EMMA LITTLE
The Exposure Effect
Spring Summer 08
A collection that embodies the concept of celebrity worship and comments on society’s obsession with celebrities. This obsession has spawned a new commodity - the consumable celebrity.
emmalittle14@hotmail.com
021 760 056

KERRY ELIZABETH LORD
Shadow Play; a Fashion puppet Collection
Using discarded products of the beauty myth, and a medium of light and shadow, I have designed a womenswear collection that hinders on the theatrical.
Kerliz_lord@hotmail.com
www.Inno-vision.co.nz
021 280 0324
CHERYL MACKIE
A collection based on the aesthetic portrayal of death and violence often seen in popular culture and also Victorian society
cjmackie@yahoo.com
027 665 1282

JULIE MAIN
*SOLD OUT* is a collection which is focused on the relationship between a performance and its audience through audience involvement.
julesmain@hotmail.com
021 210 9314
BAO NGOC NGUYEN

Similar but Different is an A/W 2009 collection that embodies a modern Vietnamese identity and expresses the co-existence of traditional and modern popular culture in Vietnam.

bngoc_nguyen@hotmail.com
021 188 1501 or +84 903 405 991 (Vietnam)

KIRIANA KIPPENBERGER PETTERSEN

The Hidden-Folk A/W 08
A collaboration with the forest & my autistic brother Magnus. “I choose to support the socially awkward, as opposed to pitying these ‘changelings’ for their ‘unfortunate condition’.”

Kiriana85@hotmail.com
027 459 5857
JOANNA SCHELLKES

Untitled Angst
A/W 2009

Combining artists’ techniques of using colour, shape and form, with ‘awkward’ elements of streetwear to illustrate the psychological anxieties humans face.

JoannaSchellkes@hotmail.com
027 556 7892

MIRA STANTON

Space: Dreaming or Reality?

My graduate collection is a portrayal of the experiences of dream-space and real-life space in relation to my personal dream experiences.

mira.stanton@gmail.com
027 374 0100
BONNIE STEVENSON-WRIGHT

I was inspired by the way a bird builds a nest, collecting objects and constructing it in a way that is environmentally friendly.

angel_roxmiworld@hotmail.com

ANA VEGAR

Bella Figura

The collection challenges the development of conflicting forces; the idea of the beautiful clashing with its opposite disorder.

ana_48@hotmail.com
021 042 6635

JESSICA WELLER

Slices of Kiwiana: A nostalgic view of my New Zealand

A fashion collection of outfits that portray a personal identity, a “Kiwi” sense of nostalgia and kitsch, a collage of what I view as “my New Zealand”.

weller_jessica@hotmail.com
www.jessweller.com
021 173 2800
Textile design is concerned with understanding and creating one of the most intimate and yet public aspects of the material world. In our unique programme we encourage exploration in design and colour, development of technical knowledge, and digital media skills for translating textile concepts into marketable products.

The 2007 Textile Design graduate work reflects the students' sustained commitment to engage in critical debates to focus and contextualise their designs. Along with their broad skills base and a thorough understanding of the structure and surface aspects of textile design, our students are well prepared for successful careers within the international arena of textiles.

The students have produced innovative, contemporary applications and will contribute to various creative, commercial, cultural and heritage organisations. Some of the students have already achieved recognition and outstanding success in competitions such as the Home Magazine New Zealand Young Designer of the Year, World of Wearable Arts and the Hokonui Fashion Awards. We wish this group of students well and commend them on the quality of their achievements.

Sandra Heffernan
Subject Leader Textile Design
COURTNEY BARBER

“It is not necessary that a self portrait show the face to say something about the individual”
courtney.clairetextiles@gmail.com
027 347 2887

CARLEY BIRD

Textiles inspired by the fast-paced, all-permeating, and excessive nature of consumer culture.
carley.bird@gmail.com
021 180 7486
KELLY BORST
This project was based on the relationship between obsessive compulsive hoarding and designers creative collecting.
Materials used includes, washers, nuts, dyed string and curtain hooks.
kelly_borst@hotmail.com
021 134 0831

PHILLIPA COWDREY
Cuttin’ Cowboy Skins is an exciting collection of textiles inspired by romantic Cowboy mythology. Traditional braiding, tooling and leather saddlery techniques are exploited.
phillys_85@hotmail.com
027 635 8219
Influenced by the tourism imagery of New Zealand, a range of textiles have been developed that question the long standing cultural mythologies of our landscape.

shereejdavis@gmail.com
CLARE HESLOP

Silent Spring

Often plants and pollinators respond differently to climate change. These interior textile designs address the issue of pollination timing becoming out of sync.

clare.heslop@gmail.com
027 421 4274

ELIZABETH KING

A textile exploration questioning contemporary 21st celebrations in a society where turning 21 is no longer the key to unlocking doors to new experiences.

thekingelizabeth@gmail.com
021 143 0635
ESTHER MIRO BRYANT-LINDSAY

Time Torn Surfaces
Doorways of un-kept space revealing urban abandonment and eroded surfaces, interwoven layers created through the interaction of time and man.
esta_egg@hotmail.com
027 375 2428

MADELINE MCGREGOR

Exploring the In-Between:
The possibility of reuniting Modernism and ornament. The textile collection exploits lighting effects, considering window treatments and interior partitions as end use products.
madeline.mgregor@gmail.com
021 217 2348 or 04 385 7140
ALEXANDRA MURCOTT

*Vulture Kisses* is a collection of three fabrics designed to express the complex nature and environment of growing up as a youth in today’s world.

alixmurcott@gmail.com
+64 21 0279 6320

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KATE NEELEY

*Emerging Elements*

Inspired by forces of nature, this collection of woven textile designs features specialised finishing processes.

kwneeley@gmail.com
027 469 1700
JESSICA LEIGH NUTTING
Betty, Joe and Florence
A textile collection exploring curiosity and perception through form, colour and texture inspired by flower mimicking praying mantises.
Jessnutting@hotmail.com
021 214 9112

CHARLOTTE STUART
Dancing stills is a collection inspired by the expression and lyrical movement of the classical ballet dancer.
charlotterosestuart@googlemail.com
DESA THOMSEN

*We Are Sold Unattainable Perfection* is a textile-based exploration of women’s portrayal in visual media, to create discussion and thought on its societal effects.

d.thomsen@gmail.com
021 965 985

JUSTINE WESTWOOD

*Fatal Attraction* is inspired by water distilled by light with fleeting glimpses beneath the surface and emerging flickers of fly-fishing.

justine.westwood@gmail.com
LOU YOUNG
A portrayal of the interaction between an individual and flora, and a representation of flowers as multi sensory stimulants.
louyyoung@gmail.com

AMY ZAREEI
A textile collection inspired by the television test-screen pattern and the childhood threat that I would get ‘square eyes’.
amy_metra@hotmail.com
Design is about creating pleasurable, desirable and meaningful experiences for people. The contribution of industrial design is multi-facetted. The economic and societal value of being able to offer the market products that meet utilitarian as well as emotional needs cannot be underestimated. This needs to be done with care, respect and consideration to others, to our planet, and to our future.

Our graduates increasingly show that they are thoroughly prepared for successful careers as industrial designers. The fantastic turnout at the BeST awards 2007 – eight of the 12 student finalists were from Massey, seven of those Wellington graduates, was excellent proof of their abilities. Projects by our students show a profound level of innovativeness and original thought grounded in solid research. They reflect their ability to understand and inquire into novel contexts of use and to transform ideas into relevant, innovative and exciting products. Students’ work also exhibits a high level of awareness and sensibility to aesthetics, meaning and value for the intended user and market.

We congratulate our industrial design graduates for their outstanding achievements as they enter the world with the privilege and responsibility of shaping our futures in the most influential of ways: by creating products that surprise, delight and enhance our everyday experiences.

Associate Professor Anders Warell
Subject Leader Industrial Design
MATHEW AJU
This project utilized industrial design processes and methodologies in order to adapt the literary work, Dune: The Butlerian Jihad, for film production.

CLAIRE ATKINSON
Thinking outside the box
An educational learning product that utilises multi-touch technology to maximise social interaction within the classroom.
claireatkinson.design@gmail.com
027 427 3906
TESSA BAILEY-LONT
Dancefloor Interactive Illuminated Portable
Imagine the feeling of walking on water while it ripples at your footsteps. The diip is a new experience of interactive entertainment.
rauwhiro@gmail.com
021 837 725

ABNER CHUA
Xìng Se: Defining a Chinese automobile style that revives the romance of motoring for the future generation of 2030.
abnerchua@gmail.com
021 1588 231
WILL COOK

Conceptual laundry appliance. Top loading washing machine and drier that has the convenience of a top loader but functions like a front loader.
crewc@xtra.co.nz
021 119 7856

JEREMY DISHER

Dusta is an innovative agricultural product used for dispensing causmag (magnesium oxide)
Jeremy.disher@gmail.com
027 362 8424
FRAZER ELLIS
The Vello music stand concept embodies the emotions & tradition of classical music into a contemporary form while maintaining a high level of utility.
frazer.ellis@gmail.com
027 469 8333

CASSANDRA GRAY
Hearth is an innovative heating product that creates the ambience of a fireplace desired by centrally heated households. Hearth also fosters relationships between family members.
Nicholas Harris

Taraiti Wind Kinetics seeks to apply inspiration from the New Zealand sculptural milieu to microscale wind turbines. Combined with low environmental impact, public acceptance will be increased.

ddnharris@gmail.com
021 133 7132

Ash Holwell

An attempt at architecture as a product for the year twenty twenty; trails of light in the new national gallery; and the arrangement, junction and intersection of euclidean forms.

ash.holwell@gmail.com
027 329 0436  c-/ (2008) 09 437 3518
MIKE JONES

The Starship Von Braun is the design for a filming miniature in the film adaptation of the science fiction/horror computer game ‘System Shock 2’.

BEN LAMONT

Arco brings together all that is outdoor dining.
benjaminlamont@gmail.com
027 332 6183
JEREMY LEFEBRE

Evergreen Energy is a residential micro-generation management system that controls solar panels and other power sources and enables monitoring of power use within the home.

Jeremy.lefebre@gmail.com

JAMIE MACPHERSON

The Carrello golf club transportation system aims to make the task of transporting golf clubs a pleasure rather than a chore.

jamiemacphersondesign@gmail.com
021 273 7975
WILHELM MARSCHALL

FAZ DIVE JET
A Diver Propulsion Vehicle (DPV) for recreational scuba divers.
wilmarschalldesign@gmail.com
021 100 4533

PAUL MCDONALD

Consu creature design for use in a proposed book to film adaptation of John Scalzi’s ‘Old Man’s War’.
027 306 5104
paul.x.mcdonald@gmail.com
MATTHEW MCKINLEY

The Eweview modular sheep handling system targets a facet of agriculture that has previously been ignored; ewe pregnancy testing. Superior utility, ergonomics and innovation.

matmckinley@gmail.com
027 416 4359

ewevie
sheep handling systems

DAN MCLAUGHLIN

The EV8 Ute: Outcome of The Australasian Eco-Vehicle Adoption.
A study influencing Direction and Development in the year 2025 for Automotive-Industry leaders, General-Motors Holden.

A FORECAST PROJECTION, VISION AND DIRECTION FOR GENERAL MOTORS HOLDEN

2025

THE AUSTRALASIAN ECO VEHICLE ADOPTION
KEITH ORCHARD

Ocius is a step away from generic 50cc mopeds; designed to fulfil the user’s needs in an urban infrastructure.
keith.orchard@gmail.com
027 469 8898

MIKE O’DONOVAN

A luxury product aimed at corporate offices and executive airport lounges, Recharge gives the user a private, relaxing experience to power nap or receive energising light treatment.
michael_odonovan@msn.com
027 380 3034
JIMMIE PARK

Aiker [To support and encourage children with cerebral palsy to walk, promoting independence and self confidence]

Jimie.park@gmail.com
021 105 5450

SCOTT PARKER

CARAPACE is high impact upper body protection for big wave surfers and wakeboarders. It is specifically designed to allow the rider to perform to the highest level whilst keeping them safe.

02306107
scottparkerfbc@hotmail.com
SCOTT PATCHETT

The next XBox, retro blender, Black and Decker Tools, correction tape dispenser.

s.patchett@hotmail.com

SANDY PAWSON

The Sheath seat is a specialised, performance sports product for quadriplegic Wheelchair Rugby athletes.

sandypawson@gmail.com
027 254 3599
SIMMONNE RICE

Designed for 2025, E.S.U (Easy Storage Unit) is a fridge, freezer and dry storage unit, which is functional, inclusive and ideal for everyday use.

ennommis@gmail.com
027 247 2279

SAM ROWSELL

Let nothing dictate your venue. Katipo, from tough, utility trailer to elevated, weatherproof, stage in 30 minutes.

027 428 0611
sam.rowsell@gmail.com
**JAKE SNOWDON**

*First Sip* is a wheelchair accessible drinking fountain, also designed to allow the filling of a drink bottle and drinking access for dogs.

jakesnowdon@hotmail.com

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**IAIN TOLLADAY**

*Tusk* Hunting Technologies

*Tusk*, an ergonomic and comfortable solution for carrying out wild game carcasses.

itolladay@gmail.com

021 230 9290
ALEXANDER WASTNEY

The Alacer sports therapy table is the first to combine durability, portability and intuitive aesthetics to make the sports therapists job a lot easier.

awastney@gmail.com
027 460 5940

JAMES WHITCHELO

The Budicam is a highly innovative video camera that uses RFID (Radio Frequency Identification) technology to follow and capture the movements of extreme sports enthusiasts.

surforeal@hotmail.com
027 201 4081
SPATIAL DESIGN

The Spatial Design programme explores the corporeal and theoretical conditions of architectural and virtual environments and performance events. Spatial Design is the practice of imagining, forming and constructing spatial environments. Such practice requires that we cross disciplinary boundaries, moving between architecture, performance, digital or virtual space, exhibition design, textile, furniture and fashion design. Our position within Massey University’s College of Creative Arts facilitates this cross-disciplinary practice.

Spatial design offers an expansive territory for practice and research. Our undergraduate and postgraduate students continue to extend this territory through their critical and speculative work. Our 2007 Spatial Design graduates have shown a commitment to, and passion for, spatial design during their time with us. We wish them all the very best in their future. They leave Massey with the skills to enable them to make valuable contributions in their chosen careers.

Amanda Yates
Subject Leader Spatial Design
DANIEL AN

In-between Space

The project combines two different spatial qualities, the real (material) and the virtual (immaterial), to generate a digital art gallery.

dsan45@hotmail
021 466 000

JANE FRANCES APTHORP

The things – fit out out fit explores a body-object-environment relationship investigating the space between.

jane.apthorp@gmail.com
06 376 7066 or 027 358 3634
GEMMA DEVONPORT-WARD
Choose the alternative route towards a sustainable future. Join the network that celebrates the potential of natural energy sources. Make the connection today. http://urban-entropy.blogspot.com/
gdw.design@gmail.com
027 322 1802

MONIQUE ENOKA
Transitory moments between life and death. ‘...using the landscape and the built environment to reinforce the fragility of life, without forgetting the inevitability of death...’
monique.enoka@gmail.com
027 327 9758
KYLIE HARINGTON

SITE : SIGHT explores the notions of framing as a way of drawing in the exterior surroundings for a Department of Conservation tramping hut.

kylie.harington@gmail.com
027 586 4235

RACHEL JOHNSTON

This large-scale spatial re-design of a Farmers Department Store focused on furniture as a spatial generator, and referenced memories and traces of the past.

rjj.rachel@gmail.com
04 385 3534 or 021 103 1725
BRIDGET JOPSON

Re-air... – an exhibition, where the public are invited to interact with 'air', as an educative and spatially generative tool. Te Papa: 1 June – 31 August, 2008
Jopson.bridget@gmail.com 027 355 2994 or 06 354 4503

KRISTEN RUTTEN

Home is not found in the house. Instead it is found in the arrangement, process and permanent relationships of body, objects and furniture.
LAUREN SKOGSTAD

*ANN HOUSE*, a theoretical design project, investigates dislocations and relocations between the real and the virtual, exploring the staging of event online.

lauren.skogstad@gmail.com
www.laurenskogstad.com
027 632 2338

NICHOLAS WONG

*Negotiating Flux*

Exploring density and intensity. By shifting and folding the architectonics of a multi-story building, the idea of a high density interior is challenged and reinvented.

nicholas.wong@paradise.net.nz
021 985 636
This year we are very pleased to graduate the second cohort of students in this exciting new program. Run jointly between Toi Whakaari (NZ Drama School) and Massey University, the degree offers a unique education in a developing field of the live arts. It is a discipline that addresses the many situations of performance, across spatio-temporal practices in theatre, film, dance, opera, music, exhibition, fashion, and events. It considers the active role that design can play in manipulating space, object, movement, body, and light to become a performer with languages and narratives of its own. Our students learn the principles of designing for the stage, whilst also learning methods, theory, and creative processes whereby they can become more than designers for performance, but also designers of performance. 2007 was an important year for these students, who attended the Prague Quadrennial in June: they gained great international interest and profile for the work they exhibited there. Our congratulations to them all for their fantastic achievements over the past four years, and best wishes for the future.

Sam Trubridge
Programme Co-ordinator,
Performance Design
JON CODDINGTON
To animate is to arouse something to life. Where is the life in passively watching a flat screen? Where is the movement, the touch, the intention?
027 478 0915
redtapeartist@gmail.com

HERMIONE FLYNN
Clothing is a form of visual communication that every member of the human population practises. This generates unique possibilities for the visual artist.
hermioneflynn@hotmail.com
027 472 0324
MEG FRAUENSTEIN

We are accustomed to viewing the female body as an image within the media. Most shockingly because it is now an overtly sexualised, commercialised form.

meg.frauenstein@gmail.com
027 665 6147

CAITLIN LE HARIVEL

In the video installation Nourishment? her face is revealed through the eating of an edible skin; How is identity created through modern eating practices?

caitlinleh@yahoo.co.nz
027 535 7085
CLaire Middleton

IDENTITY AND THE (BE)LONGING BODY

...movements that oppose each other; a negotiation of space, of entrances and exits, a constant loss and reclamation of space.

clairemiddleton@yahoo.com
027 282 4071

LeAnne Stevenson