



DUAL 24

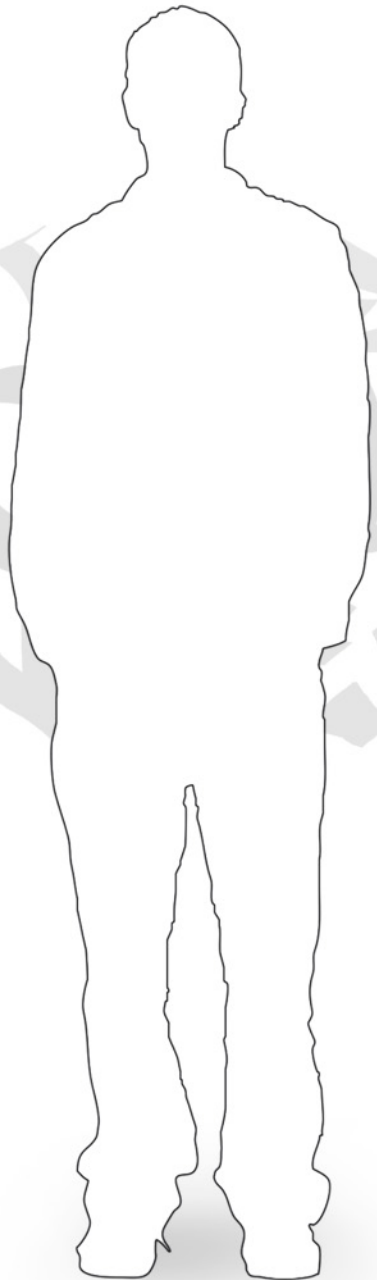
MULTIFUNCTIONAL TABLE & COUCH



Thomas Balaguer

Consumer Profile

Dave is an outgoing, smart, environmentalist. He does a lot of extreme sports such as snowboarding, skateboarding, and wakeboarding. Whether he's going camping, to the beach or out in the middle of the desert, Dave will always find a reason to go outside. He is very conscious of ecological problems and does what he can to help the situation.



Driving forces:

- Need for adventure
- Need to express himself
- Need to go outdoors

Core values:

- Freedom
- Artistic expression
- Individuality & personality

Lifestyle

They live life to the fullest. These individuals never miss an opportunity to go outdoors and have fun. They are in touch with their emotions, spontaneous and energetic.



Market placement

High performance

Dave surrounds himself with high quality tools, objects and products. He expects high performance from everything he buys.



Ecological - Dave is ecologically conscious. He does his best to have as little of an impact on the earth.

Economical - Saving money is important for Dave. He always has plans for the near future and continually saves money for trips and other events.



Brand & Motivation



Element Brand:

Element is a skateboard and clothing brand which is exponentially growing and has recently entered the consumer product world. This brand revolves around a set of philosophies and virtues which are all related to ecology, art, and freedom.

Motivation:

- High performance
- Help saving the earth
- Appealing artwork
- Appealing lifestyle



ELEMENT - Current products

vestalife | element skateboards 

VESTALIFE / ELEMENT SKATEBOARDS LIMITED EDITION LADYBUG SPEAKER DOCK FOR IPOD

Element Skateboards is rich in culture and lifestyle. Music and art are two essential elements within the Element brand. The Element Skateboards Limited Edition Ladybug is a celebration of these two facets of skateboarding culture. Strong graphic imagery combined with premium sound quality. Just dock your iPod and spread the vibe. Featuring a built-in sub-woofer for lots of bass, a digital amplifier and one of the coolest soft-touch finishes you've ever experienced. The Element Skateboards Limited Edition Ladybug is a symbol of quality acoustics and aesthetics.

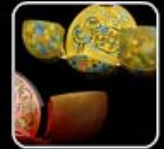


the element skateboards edition 'ladybug'

AVAILABLE ONLINE HERE

ENTER TO WIN!

SELECT AN IMAGE



vestalife | element skateboards 



CONSTRUCTIONS

PUSH

FEATHERLIGHT HELIUM W/ CARBON FIBER INLAY
EPOXY STRENGTH
INLAY DISPLACES SHOCK
QUALITY YOU CAN SEE AND FEEL

FEATHERLIGHT HELIUM

FIVE PATENTED AIR FRAME CHAMBERS
LIGHTER WEIGHT DUE TO WOOD
DISPLACEMENT
LIGHTEST FULL SIZE DECK
STIFF AND RESPONSIVE FEEL

FIBERLIGHT

THINNEST FULL SIZE BOARD
FIBERGLASS INLAY
TRANSFERS ENERGY AWAY
FROM BREAKING POINTS
PRELOADED TENSION FOR BETTER POP

FEATHERLIGHT

PREMIUM CONSTRUCTION
INDUSTRY STANDARD
THINNER VENEERS
PERFORMANCE CONCAVE

FLATLIGHT

FLATLIGHT IS A "PREMIUM" 7 PLY CONSTRUCTION PRESSED IN A SOFTER CONCAVE MOLD WITH LOWERED NOSE AND TAIL ANGLES AND MORE FLAT BEHIND THE TRUCKS GIVING THE RIDER QUICKER RESPONDING OLLIES AND NOLLIES. FLATLIGHT CONSTRUCTION IS MADE WITH FEWER DIED VENEER IN EFFORTS TO LIGHTEN THE BOARD'S ENVIRONMENTAL FOOTPRINT.

TWIG

THINNEST
LIGHTEST
SCALED TO HEIGHT

THRIFTWOOD

TRADITIONAL SEVEN PLY MAPLE
GREAT VALUE
THICKER
STIFFER

BAMBOO

SIX PLYS OF TRADITIONAL MAPLE
ONE PLY OF BAMBOO
BAMBOO IS A RENEWABLE RESOURCE

Recommended Shapes

HEIGHT	WHEEL BASE	SHAPE #
3'11" and below	12" twig	1t
4'—4'4"	12.5" twig	2t
4'5"—4'10"	13" twig	3t
4'11"—5'2"	13.5" twig	4t
5'3"—5'7"	14"—14.25"	2—15
5'8"—6'	14.5"	16—18
6'1" and above	15"	19

For more information about shape numbers and board constructions visit elementskateboards.com

PUSH CONSTRUCTION



DARRELL
DIAMETRICAL
04DC8B ELPP
#2 7.5 X 31.25



GET WRECKED
LOGO
04DC2F ELPP
#9 7.75 X 31.25

FIBERLIGHT CONSTRUCTION



JAH BALANCE
FIBERLIGHT
04DC3Q ELPP
#7 7.625 X 31

HELIUM CONSTRUCTION



MUSKA
CREATURES OF THE NIGHT
04DC7W ELPP
#8 7.625 X 31.125



TIM TIM
CREATURES OF THE NIGHT
04DC7X ELPP
#11 7.75 X 31.25

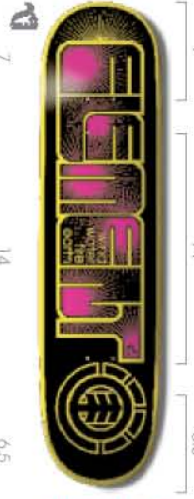
FEATHER LIGHT CONSTRUCTION



BAM
CREATURES OF THE NIGHT
04DC7Y ELPP
#13 7.875 X 31.75



ATCHLEY
CONCRETE JUNGLE
04DC3J ELPP
#5 7.625 X 31.625



MOLECULAR BURST
HELIUM LOGO
04DC8H ELPP
#5 7.625 X 31.625



DARRELL
MC
04DC7C ELPP
#9 7.75 X 31.25



MUSKA
NYC
04DC7F ELPP
#16 8 X 31.625



GNARLED
LOGO
04DC8I ELPP
#2 7.5 X 31.25



TAVE
TURMIOL
04DC8F ELPP
#16 8 X 31.625



FEATHERLIGHT
LOGO
04DC3R ELPP
#8 7.625 X 31.125



TIMBER!
CITY
04DC8G ELPP
#12 7.875 X 32.375



LEVI
NATE BEAR
04DC8C ELPP
#9 7.75 X 31.25



DARRELL DIAMETRICAL
04WH2J ELPP | 51MM 101a
STANDARD



MUSKA GOLD CHAIN
04WH2K ELPP | 52MM 101a
STANDARD



TIM TIM GOOD VS. EVIL
04WH1UE LPP | 53MM 101a
ROUND



BAM GOOD VS. EVIL
04WH1V ELPP | 54MM 101a
ROUND



BAM CREATURES OF THE NIGHT
04WH2L ELPP | 53MM 101a
SLIM



LEVI WELCOME
04WH2N ELPP | 50MM 101a
STANDARD



BAM GNARLED
04WH2O ELPP | 51MM 101a
SLIM

LOGO



MUSKA NYC
04WH1W ELPP | 52MM 101a
STANDARD



MIKE V HAZARD
04WH1Y ELPP | 52MM 101a
STANDARD



NEON CLASSICS FRESH
04WH2P ELPP | 49MM 101a
STANDARD



GNARLED
04WH2Q ELPP | 52MM 101a
STANDARD



TIE DIE BLUESMAN
04WH2R ELPP | 56MM 101a
STANDARD



FOR LIFE
04WH2S ELPP | 58MM 99a
BULLIT/SLIM



RASTA SEAL LOGO
04WH2B ELPP | 51MM 101a
SLIM

THRIFTWOOD



RASTA TONE 52
04WH2T ELPP | 52MM 95a
STANDARD



SECTION 50
04WH2U ELPP | 50MM 95a
STANDARD



SECTION 52
04WH36 ELPP | 52MM 95a
STANDARD



SECTION 54
04WH2V ELPP | 54MM 95a
STANDARD



ENDURE THE ELEMENTS SMOKE 54
04WH2W ELPP | 54MM 85a
ROUND



ENDURE THE ELEMENTS FIRE 57
04WH2X ELPP | 57MM 85a
ROUND



RED SECTION 65
04WH2Y ELPP | 65MM 85a
FULL

GUMMY

HUB THRIFTWOOD



WIND
04WH2E ELPP | 50MM 95a
STANDARD



WATER
04WH2F ELPP | 52MM 95a
STANDARD



FIRE
04WH2G ELPP | 53MM 95a
STANDARD



EARTH
04WH2H ELPP | 54MM 95a
STANDARD



LEVEL
04WH1H ELPP | 52MM 95a
STANDARD



QUADRANT
04WH1I ELPP | 53MM 95a
STANDARD

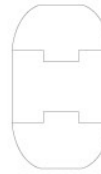
TRUCK SIZE RECOMMENDATIONS

TRUCK	AXLE LENGTH	BOARD SIZE	RECOMMENDED SHAPE #
4.75	7.375"	7.25"—7.625"	1T—8
5.0	7.625"	7.5"—7.875"	2—13
5.25	7.875"	7.625"—8.125"	5—16 AND 19
5.5	8.125"	7.875"—8.375"	12—20
6.0	8.625"	8.375"—8.875"	20 AND POOL SHAPES
7.0	9.625"	9.375"—10"	CRUSIERS AND POOL SHAPES

WHEEL SHAPES



STANDARD



MODIFIED



SLIM



ROUND



MUSKA TRUCK
TRPRFM55—5.5
WHLSE \$13.00
MSRP \$24.00



RAW III
TRLGFP6—6.0
TRLGFP7—7.0
WHLSE \$15.00
MSRP \$25.00



RAW
04AH60 ELPP—4.75
04AH61 ELPP—5.0



BLACK
04AH64 ELPP—4.75
04AH51 ELPP—5.0



GOLD
04AH52 ELPP—4.75
04AH53 ELPP—5.0



CHROME
04AH54 ELPP—4.75
04AH55 ELPP—5.0



TRINITY
04AH73 ELPP—4.75
04AH74 ELPP—5.0



MIKE V
04AH75 ELPP—5.25

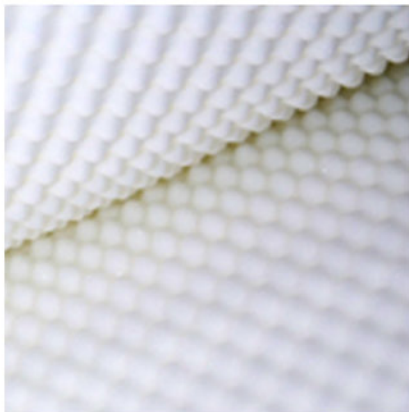
PHASE III TRUCKS

LARGER SIZES | MEDIUM PROFILE
MODIFIED GEOMETRY FOR CONSISTENT TURNING
UPDATED HANGER FOR LONGER GRIND LIFE
ENHANCED PERFORMANCE

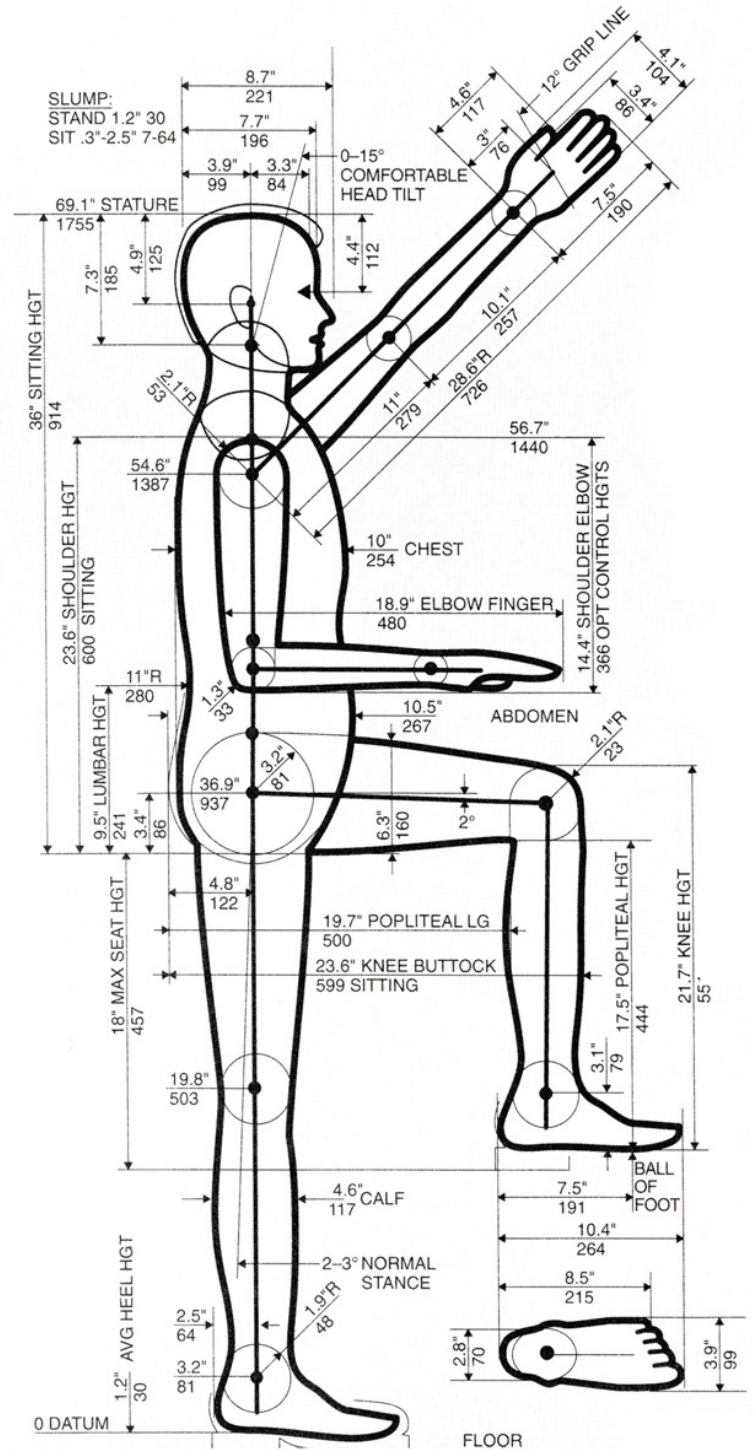
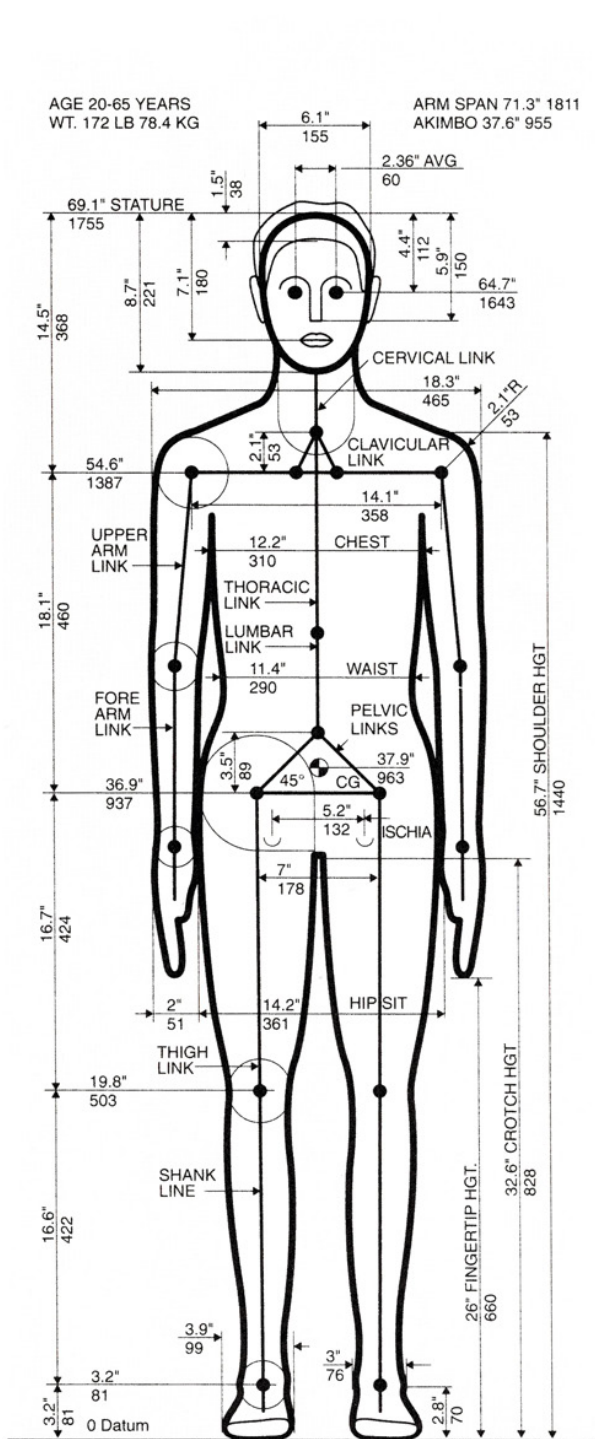
Sustainability

This furniture piece will be made from ecological materials. Wooden parts will be certified by the Forest Stewardship Council. Cushions will be made out off BIOH Soy-based foam, hemp fabric and cotton padding. Hinges, legs and hardware will be made from steel so that they may fully be recycled.

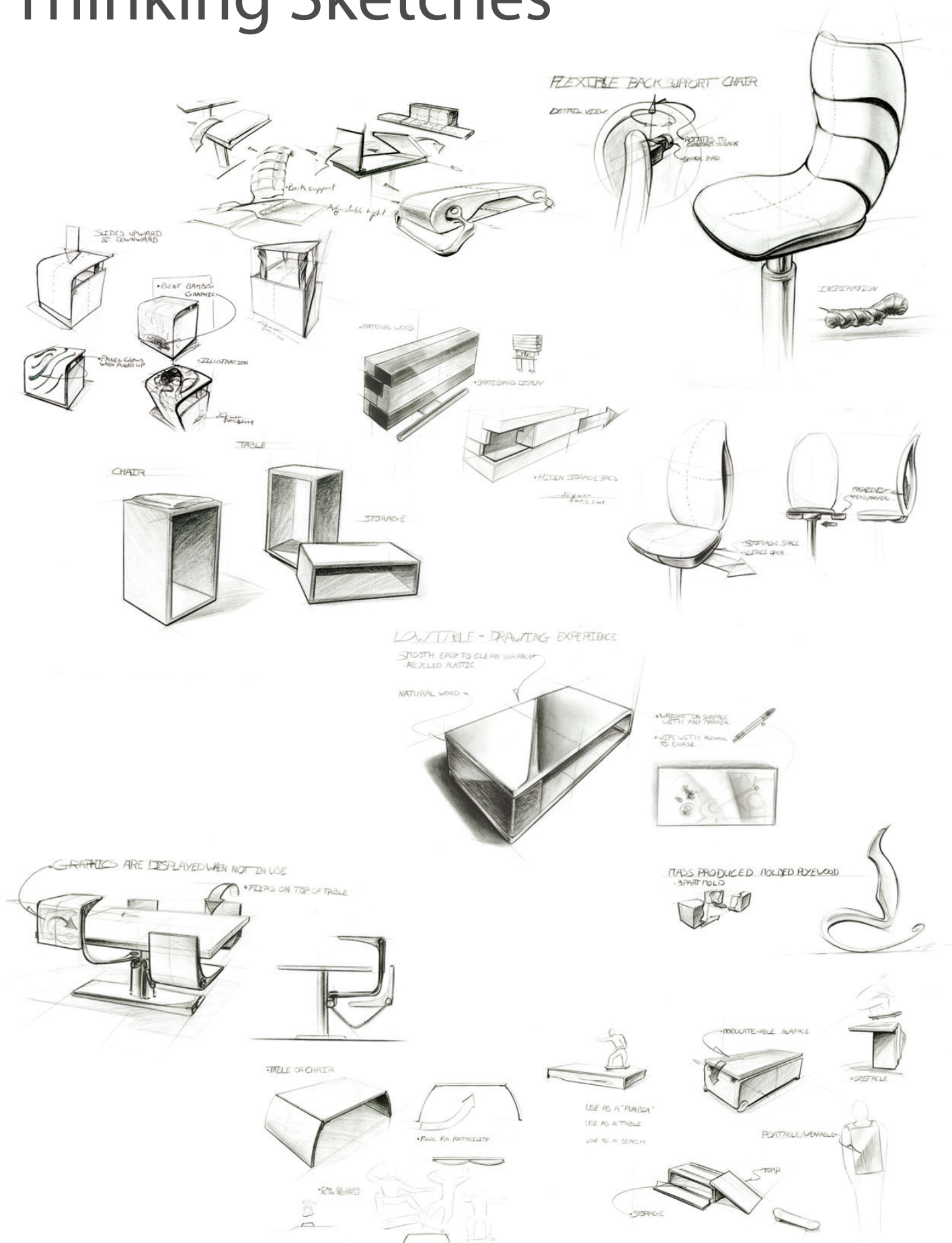
BIOH™



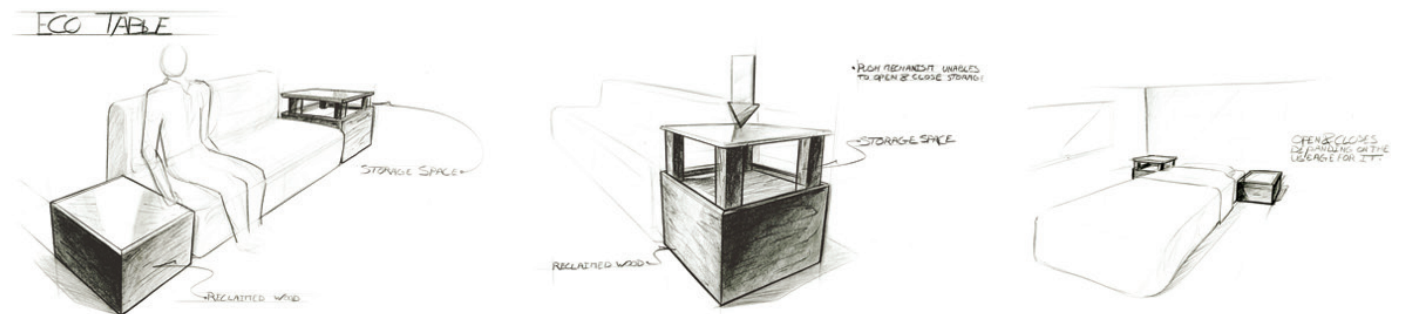
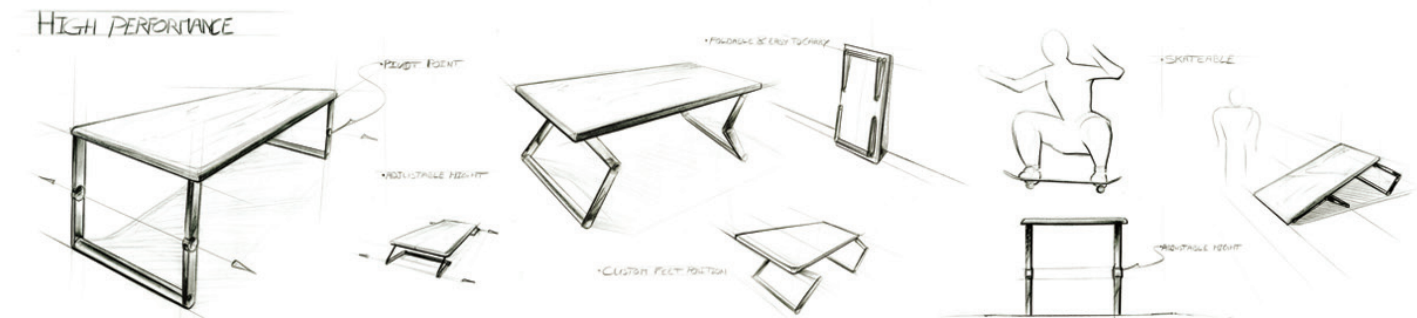
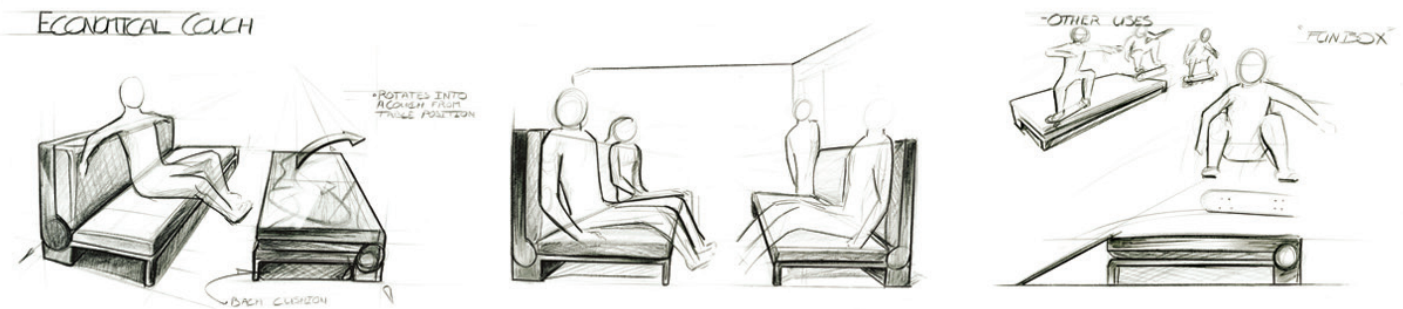
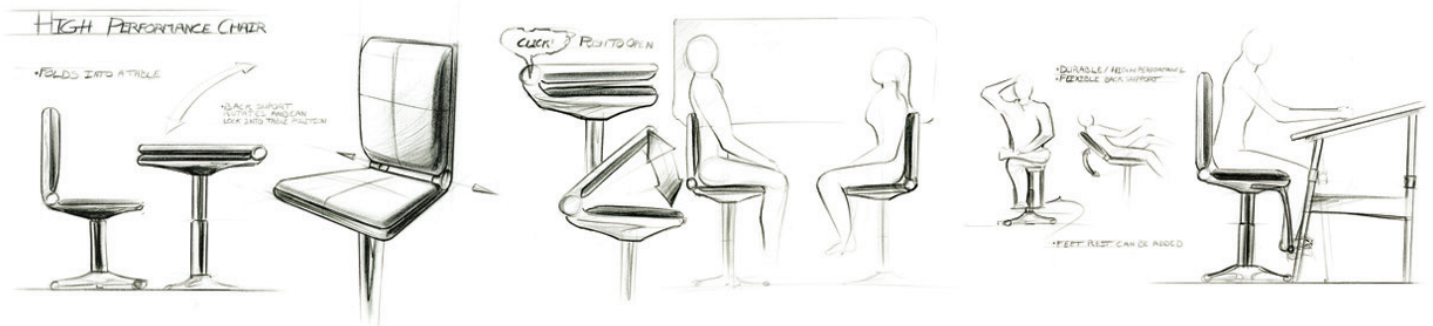
Ergonomics



Thinking Sketches

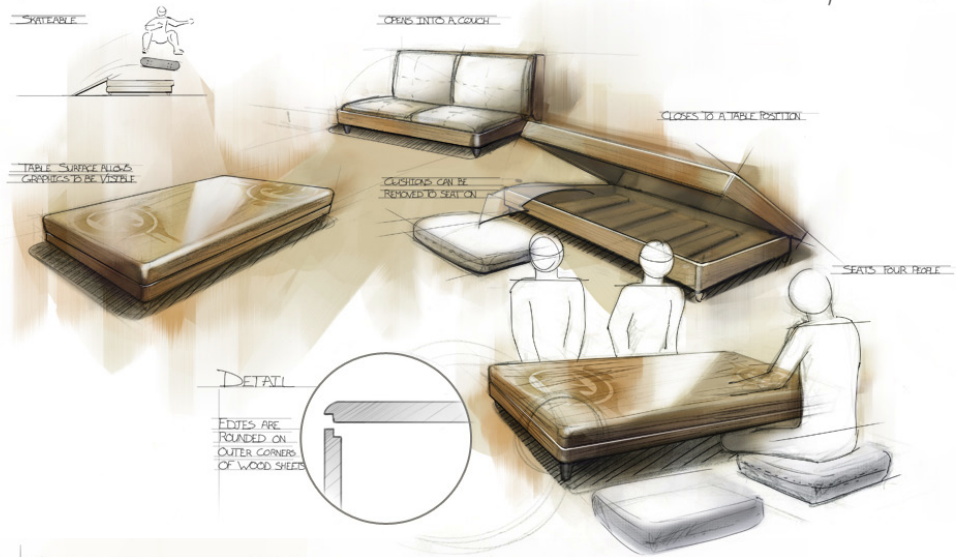


Storyboards

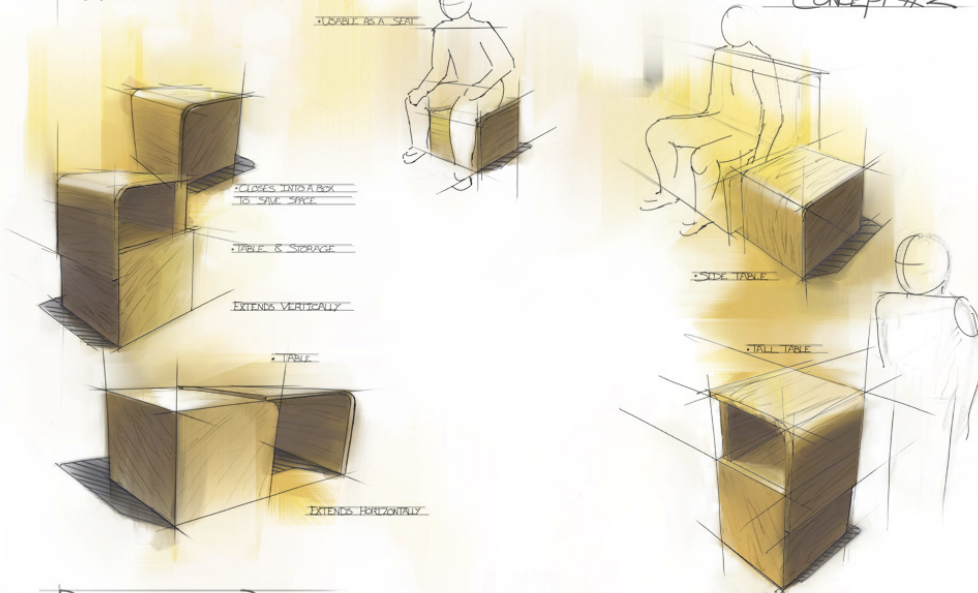


Final 3 Directions

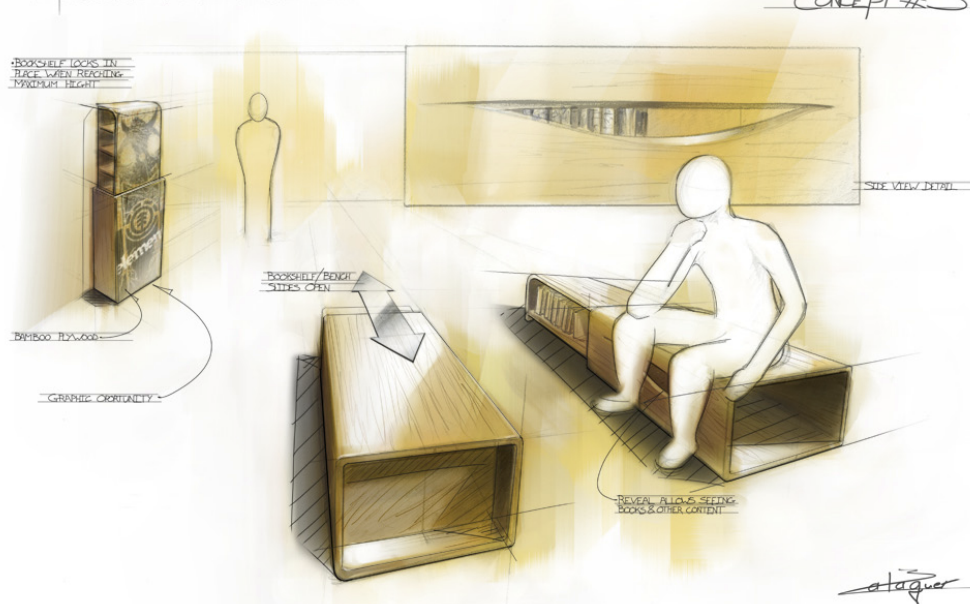
FOLDABLE COUCH



MULTIFUNCTIONAL TABLE



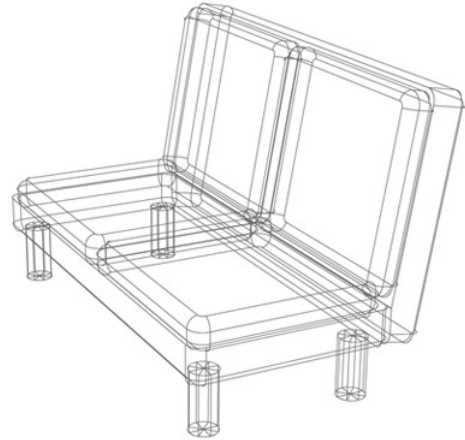
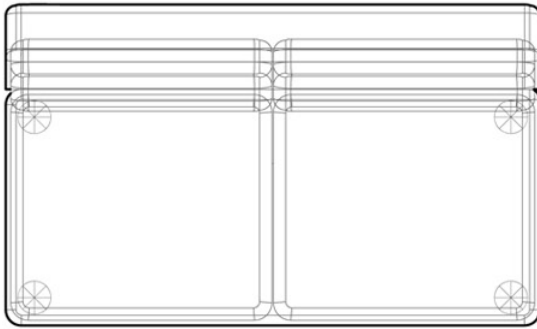
BOOKSHELF BENCH



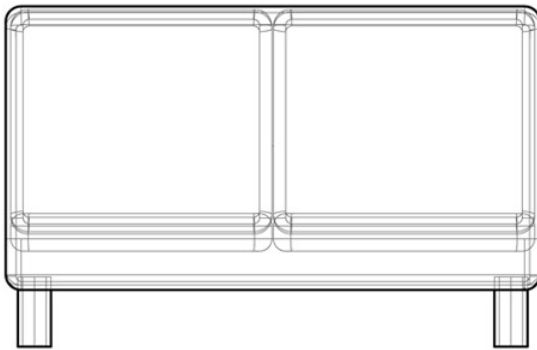
Preliminary Ortho.

Concept 1

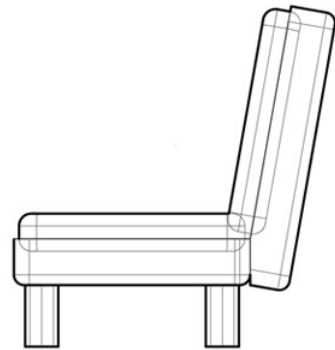
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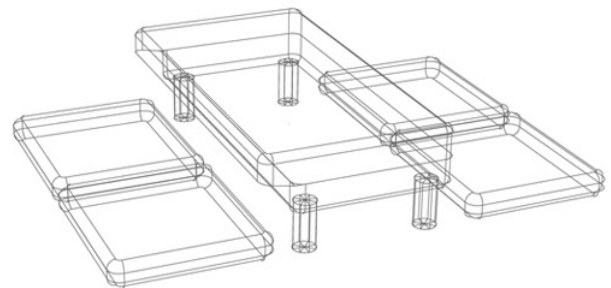
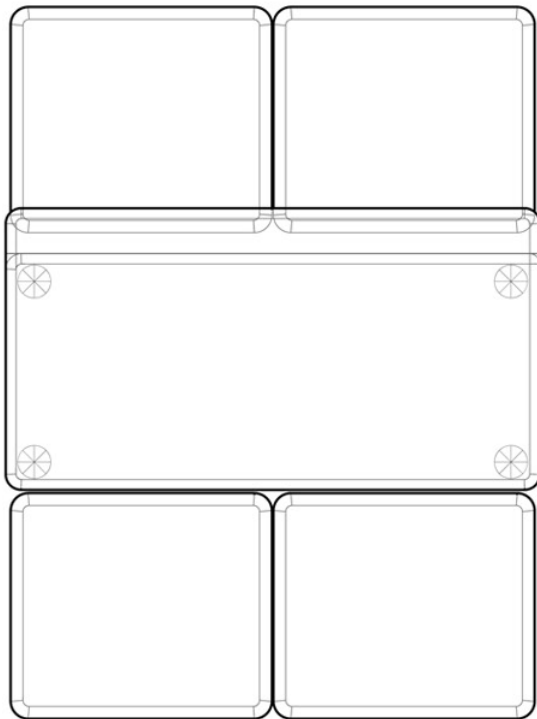
FRONT



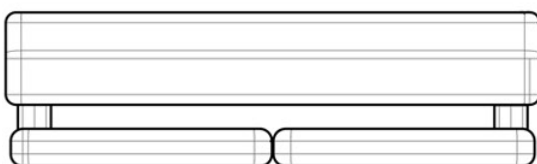
SIDE



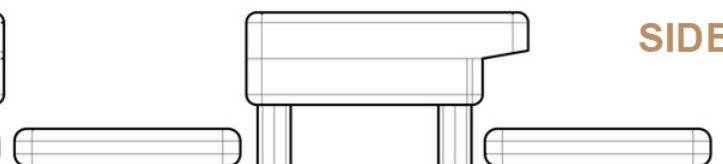
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FRONT



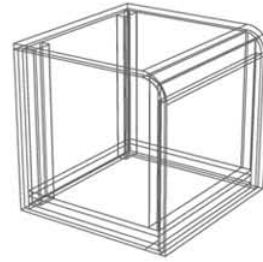
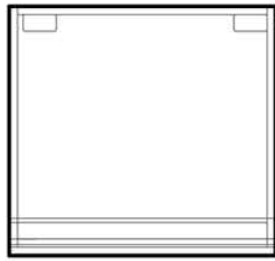
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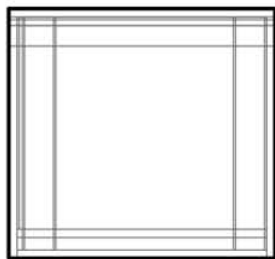
Preliminary Ortho.

Concept 2

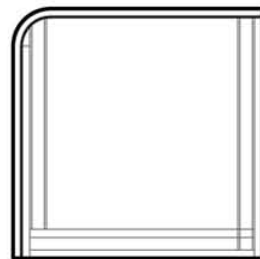
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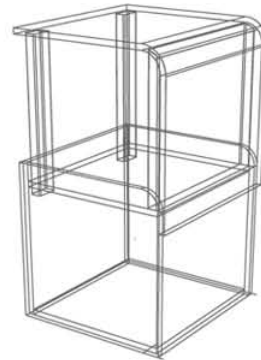
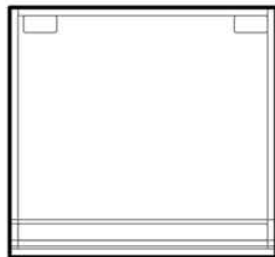
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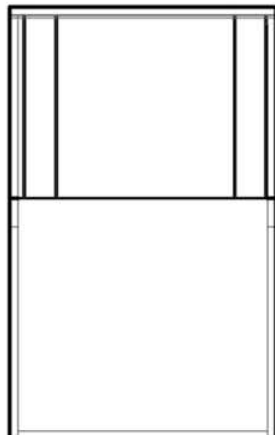
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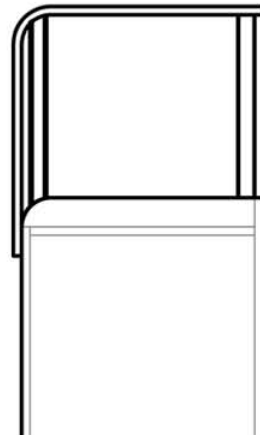
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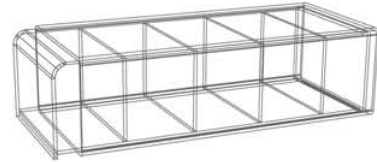
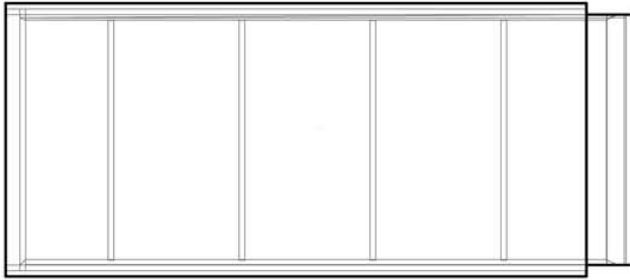
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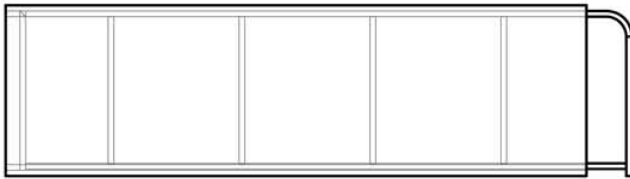
Preliminary Ortho.

Concept 3

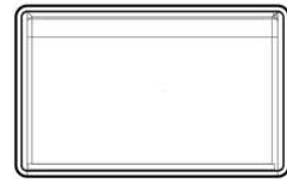
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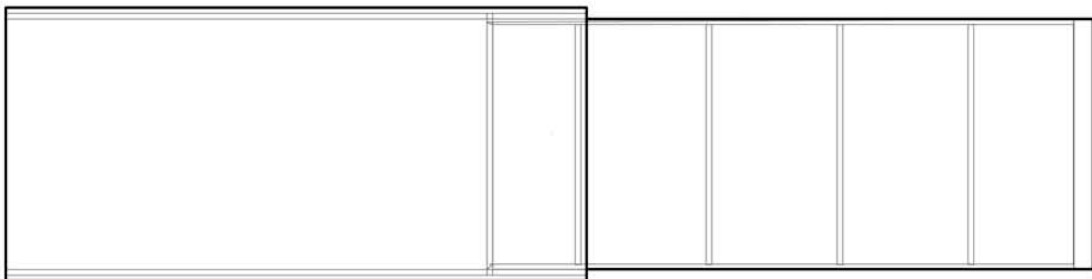
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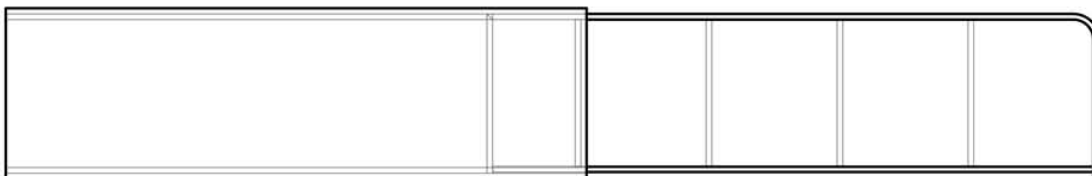
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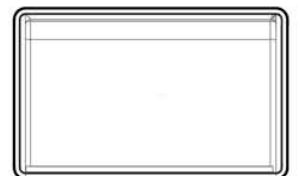
TOP



FRONT



SIDE



Preliminary Graphic Study

Rene Almanza



Rubens LP



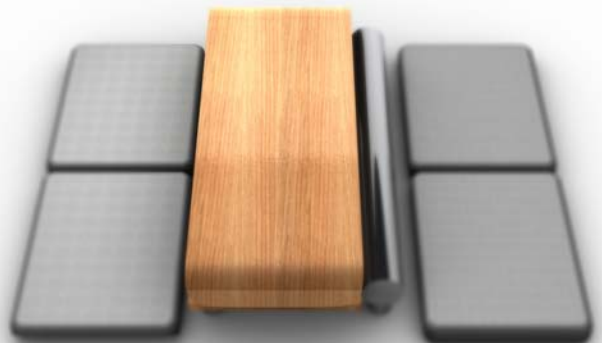
Element Logo



Ashley Wood



Kahori Maki



Fabric Color Studies

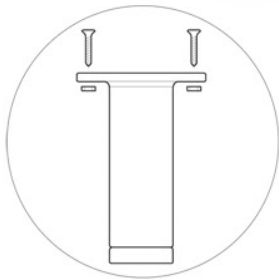
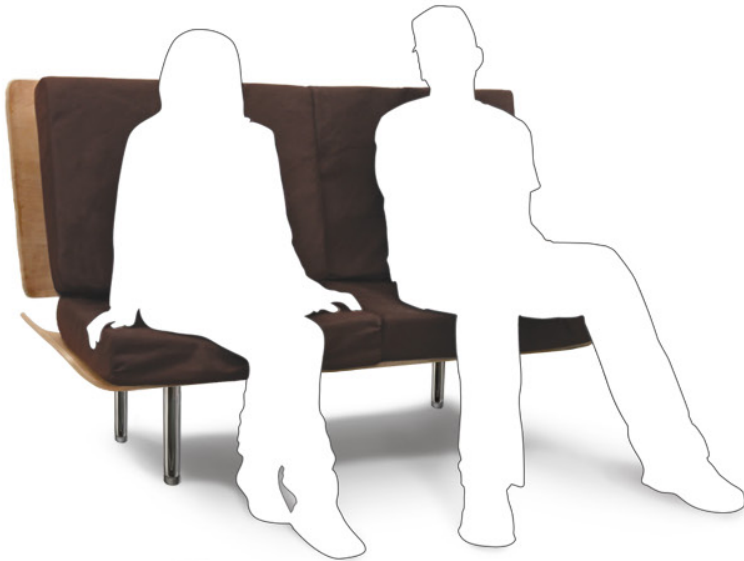


Design Brief

Duality is a sustainable, economical furniture piece, designed for young energetic individuals. Folding from a couch to a table, it utilizes its environment to fit into limited spaces. A collection of graphic decals add customizability to the furniture experience while expanding the product's lifespan.



Design Experience



Interchangeable feet enables portability while utilizes existing skateboard hardware and skate tools.



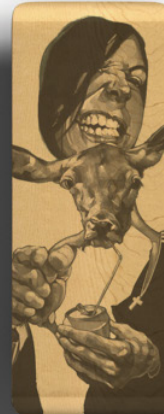
Rubber part keeps wheel in place.



Graphic Choice



Interchangeable, scratch resistant vinyl decals add graphic choice to the design. Non-permanent adhesive backing allows for the peel off skins to be removed without glue residue. Vinyl decals can be rolled and reused or recycled after being used.



Graphics



Alexis Marcou



Alexis Marcou



Stamatis Laskos



Iain macarthur



Iain macarthur



Jan Piasek



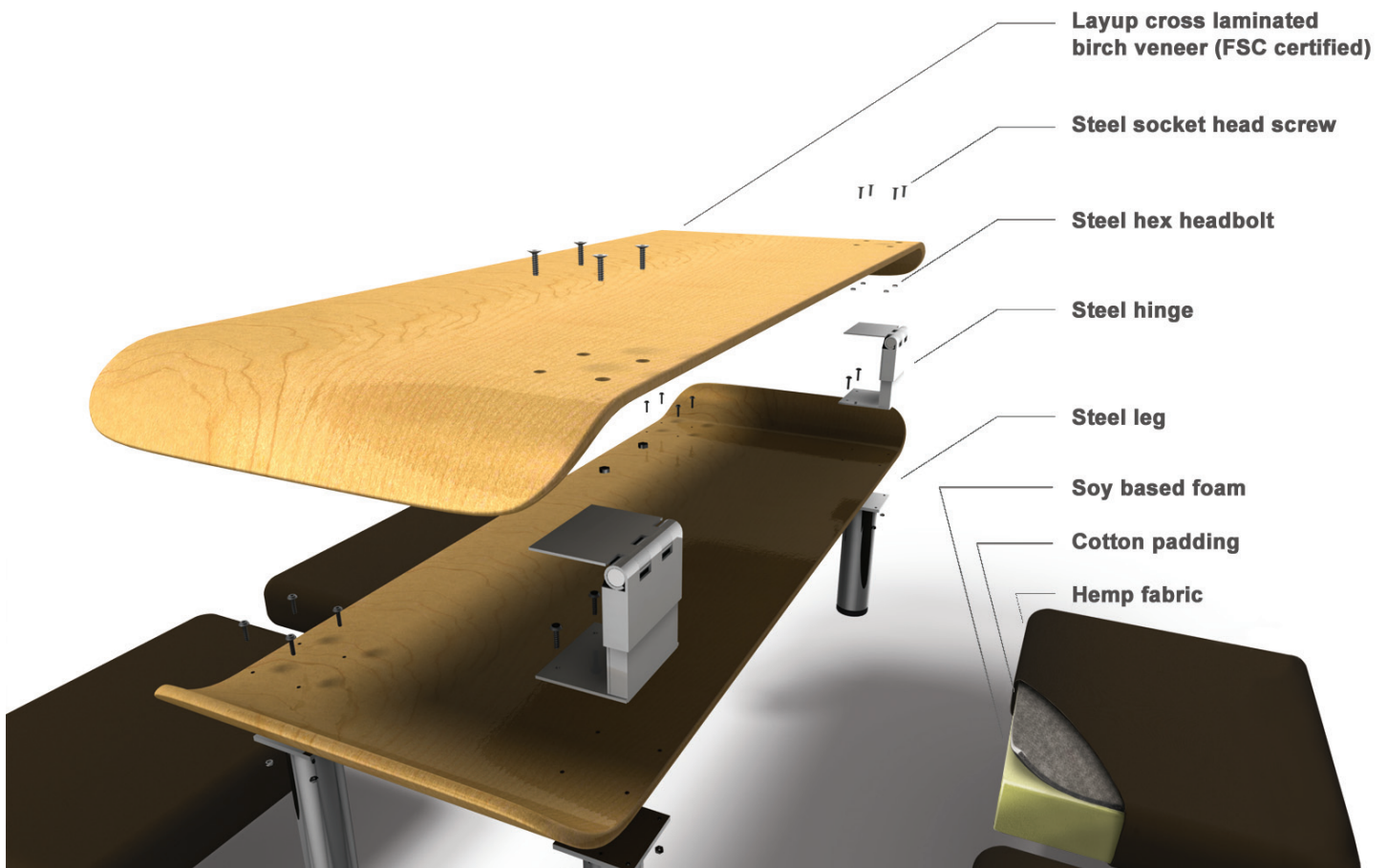
Dmitry Ligay



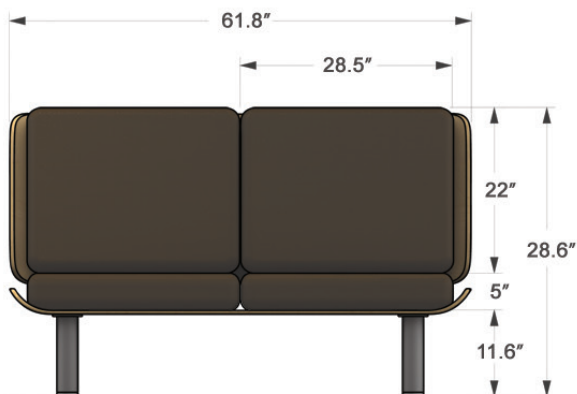
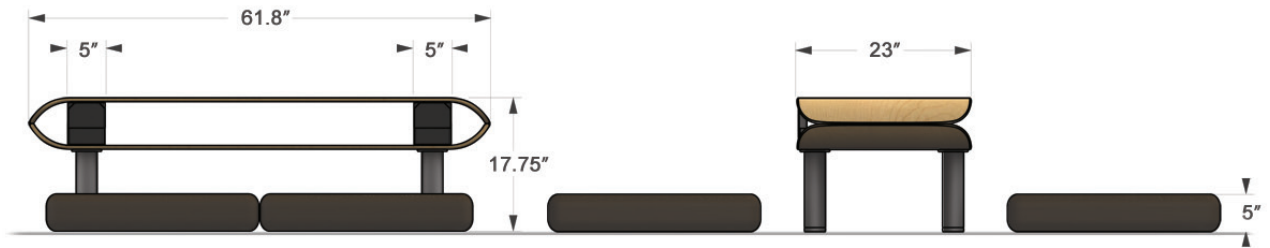
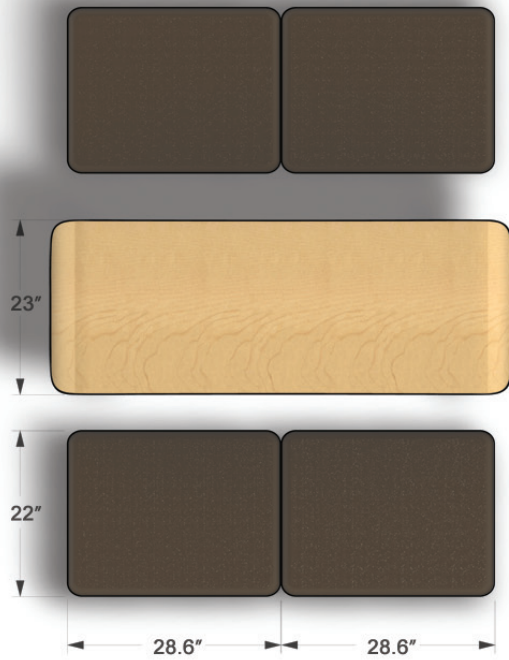
Rene Almanza

Materials & Assembly

Sustainable materials are used throughout this design and all parts are designed for disassembly. The cushions are made out of soy-based foam, cotton padding and hemp fabric. Hinges, legs and hardware are made from steel and can fully be recycled. Veneer is certified by the Forest Stewardship Council, an international non-profit organization dedicated to lower ecological impact.



Measurements



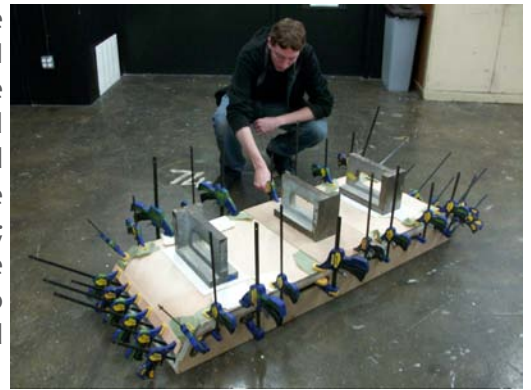
Prototype Process



After learning about the Kerfing technique I started making one sample after another. This allowed me to figure out the right spacing proportions for the plywood to bend properly while having enough surface contact to stay strong.



In the mean time of the trial and error phase I refined the "buck". Once the Kerfing technique had been proven to work, I used the same slit spacing to the full size plywood sheets; clamps and weights were then used to keep the two sheets tight together and to the "buck".



When I removed all of the clamps and weights the bent plywood stayed at the desired shape and was far stronger than expected. I had achieved a smooth, accurate bent curvature. I then trimmed the edges and sanded the two sheets down to a flat edge.



After the edges were sanded down I applied a veneer to cover the kerfing slits. I then trimmed the veneer to size and sanded sharp edges.



