



2024 LIGHTING CONCEPT

VINKA

Body Object & Digital Space
INDS 1003 - Marton Robinson

CONCEPT BY MITCHELL PRETAK

Assignment #2 Project Final





INDS-1003 - ASSIGNMENT #2 FINAL

Meet VINKA - Going with the flow

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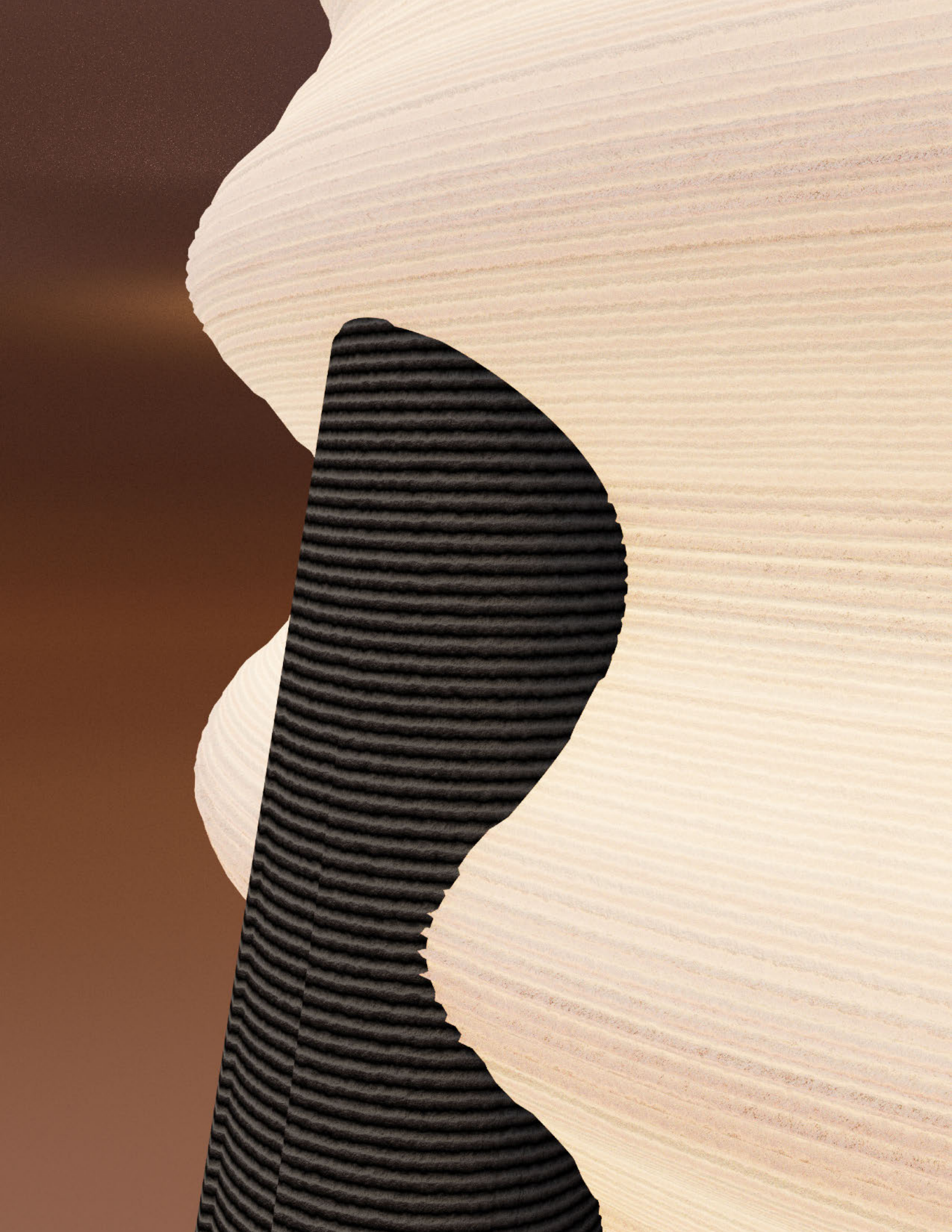
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Pages 1 - 6, and the table of contents above are a mock IKEA catalogue.
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Introducing VINKA

SAY HELLO TO VINKA

VINKA is the latest addition to our lighting catalogue. As a part of our experimental production line, the default style of this light is manufactured completely via 3d Printing. Designed to fit in any space, VINKA is truly an embodiment of going with the flow.

THE BRAND

VINKA : WAVES

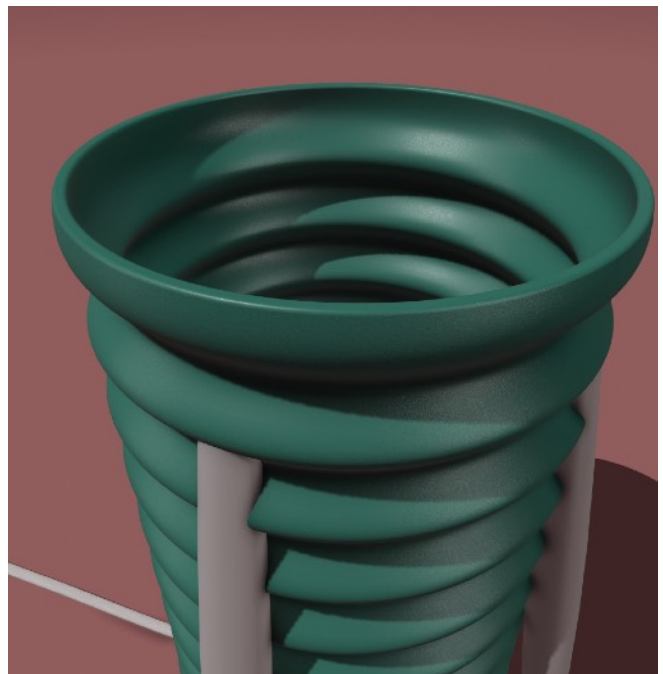
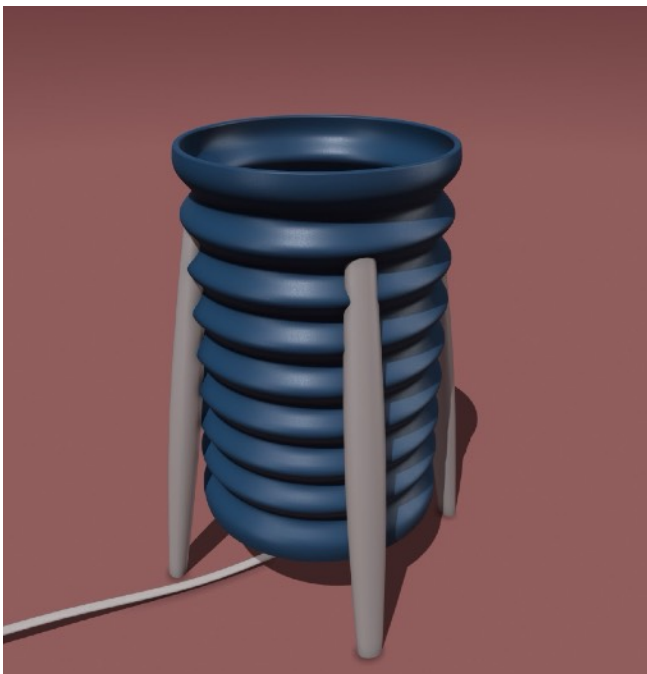
In continuation of our naming conventions, we've named VINKA after the Swedish word for waves; in reference of its wave - patterned shade.

To help reduce waste and simplify manufacturing and assembly, VINKA uses our existing lighting solution; STRÅLA. This also means that if something were to ever happen to the shade OR cable, you can replace them individually, saving you money, and preventing unnecessary landfill waste.

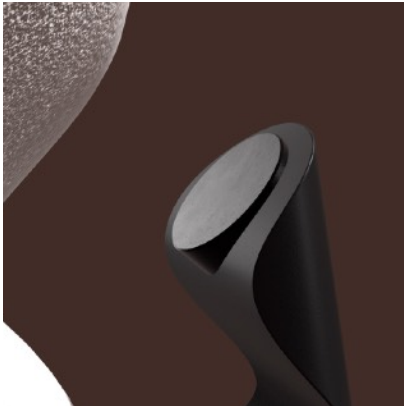


Style Options

Like a gentle wave, VINKA is intended to fit seamlessly into any space, which is why it comes in a variety of colour options. Additionally, VINKAs designed with disassembly in mind, so users can create any number of combinations of legs and shades.



Functions & Features



Designed For Assembly

To ensure ease of assembly / disassembly, we've designed VINKA so that the legs attach simply via magnets. No more pesky screws.



Built in Lighting Support

Like we mentioned, VINKA is just the outside; the light comes from out STRALA Cable & Bulb. VINKA, is designed to support them seamlessly.



Built-In Light diffusion

The essence of mood lighting. Nobody wants bright harsh light in their space; that's why VINKA's shade is designed to effortlessly diffuse and soften.

Included Smart Lighting

STRALA Cable and smart lighting system comes included in the box, ready to be integrated with all your other smart technology.



**The IKEA DIRIGERA hub is required for smart home integration, and app connectivity, but don't worry, we include a RODRET remote in the box in the meantime.

PROJECT BREAKDOWN

All information above is a simulation of the VINKA ambient table light. This section is designated to the development process involved in creating this Product.

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B1 - Initial Research & Persona:

TREND RESEARCH

- 1. Nature Comes Indoors:** Many people are now incorporating natural elements into their homes to create a more organic and calming atmosphere. This could include the use of plants, natural materials, earth toned colour palettes, etc.
- 2. Tech-Integrated Living Spaces:** People are becoming increasingly interested in integrating tech into their everyday lives. Products like IKEA / Sonos speaker lamps, or the Samsung frame gaining popularity for being able to integrate new tech behind the disguise of familiar every day objects.
- 3. Sustainable Design:** This trend includes the use of recycled materials, energy-efficient tech, and eco - conscious manufacturing. As global warming continues, and more people gain environmentally consciousness, its essential that companies and their products are made as sustainably as possible.

LIGHTING PROPERTIES AND LUMINARY ARTIFACT PRECEDENTS:

- 1. Accent Lighting:** This type of lighting is used to highlight specific areas or objects in a space, like art lights, or steps. Its typically associated with ambient lighting.
- 2. Task Lighting:** This type of lighting provides illumination for specific tasks, such as reading or working at a desk. Its often in areas like offices, and kitchens, and prioritizes function to comfort.
- 3. Ambient Lighting:** This type of lighting is used to provide overall illumination for a space, often focused on a comfortable, warm and inviting atmosphere
- 4. Fill Lighting:** This type of lighting is used to fill in shadows and provide even illumination throughout a space. Fill lighting is more associated with task lighting.

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- 1. Color Temperature:** The warm or coldness of lighting qualities; measured in kelvins. Cold lighting is better for task lighting, and warm for ambient.
 - 2. Diffusion:** how light scatters as it transfers through air or materials. Direct light is best for task lighting, while diffused light creates even illumination and softer qualities.
 - 3. Light Types:** Table lamps, floor lamps, pendant lights, and chandeliers.

PERSONA DEVELOPMENT

Persona #1 IKEA

Basics:

Ikea is a company that produces affordable interior decoration product, in a signature style.

Wants / Needs:

A new lighting solution that fits in with their existing catalogue & aesthetics

Persona #2 MICHEAL

Basics:

Micheal is a 23 year old student who just got his own place in Vancouver BC

Wants / Needs:

Primary need is to find lighting solutions that work within his student budget.

Persona #1 ALESSANDRA

Basics:

Alessandra is a 37 year old designer who's working on a co-op studio space.

Wants / Needs:

To find Aesthetic lighting, with good quality, but easy to replace

B2 - Design Criteria & Concepts

DESIGN CRITERIA (MUST SHOULD COULD)

Must

- Must be 3d Printed
- Must provide light
- Must be easy to package

Should

- Be cheap / within most people's budget
- Have replaceable bulbs (in event of burnout)

Could

- Have interchangeable parts
- Different style options
- Incorporate other Tech

EXPERIENCE MAP

Micheal



Alessandra



CONCEPT SKETCHES / IDEATION

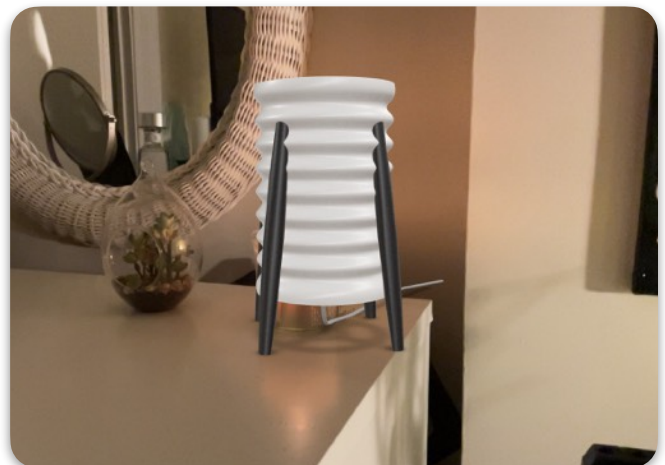


B3 - Final Concept Development

CONCEPT EXPLORATION



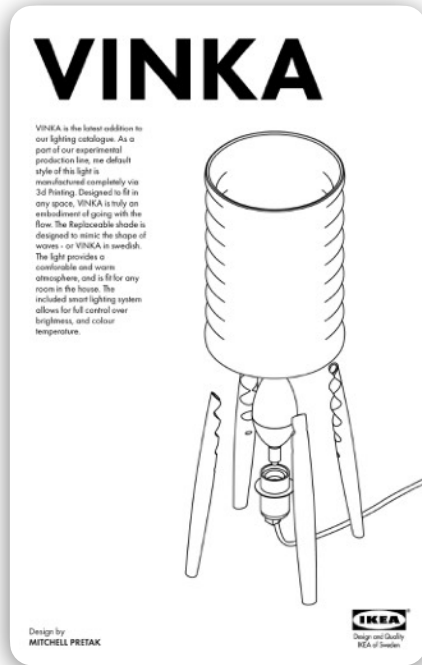
TESTING



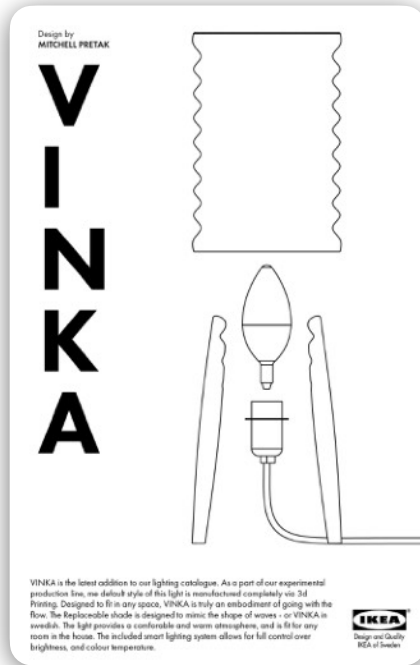
B4 - Tech Poster and Packaging

TECH POSTERS

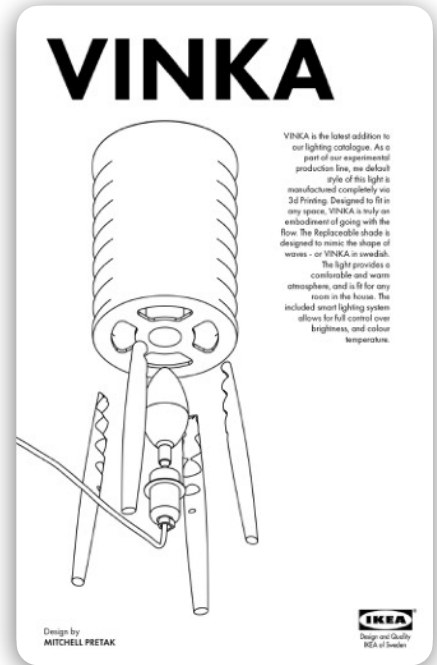
Option 1



Option 2



Option 3



PACKAGING



B5 - Final /Review

ISSUES / PROBLEMS

3D Print fails

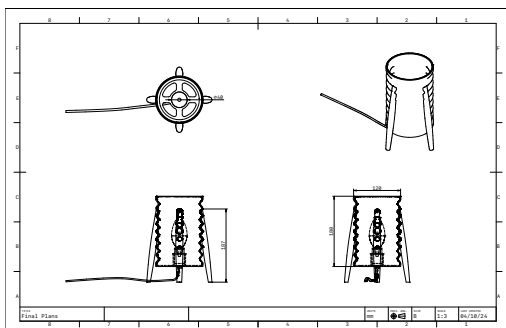
By far the most significant issue encountered during this assignment was that my 3D Prints were unsuccessful. For whoever reason the quality was ruined, or the print outright failed. Not only considering the waste of money and materials, but each print takes almost two days, and unfortunately given the shorter time frame, I didn't have enough time to complete the model.



Size Restrictions

Originally I was hoping to have a larger design, but due to restrictions of the bed size, I was limited to a smaller size. I had experimented with printing in multiple parts, but ultimately decided that it wasn't worth the loss of quality, and the increased complication added to the manufacturing process. Instead, I decided ultimately just to scale it down, to a smaller size.

TECHNICAL DRAWINGS



REFLECTION

Overall, I'm happy with the outcome of this project. Despite the complications with the printing, I am happy with the look of the final concept, and enjoyed researching and attempting to emulate the IKEA style.