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1 Scoot collaboration summary

Scoot – electric mobility

The need to commute to and from work impacts greatly on our daily lives and our environment. Incorporating recent advances in battery technology and performance, Scoot offers a clean, quiet solution for our daily travel needs. One that has been designed for people who want a product that offers style and simplicity.

Scoot is a collaboration of three companies – GRO design, Tim model makers and Korff & van Mierlo photographers – each one contributing their world-class specialist skills to this showcase project.

With their shared values of creativity, quality and experience, the three companies have worked together for over fifteen years on projects ranging from consumer electronics and domestic appliances to lighting and furniture. This lengthy relationship has resulted in an implicit trust in each other's expertise and intuition, as well as a shared commitment to go the extra mile to achieve the best possible results for their clients.

2 **GRO design** was founded in Eindhoven (Netherlands) in 1999 by three senior industrial designers – Roland Bird, Graham Hinde and Roger Swales. They are driven by a shared belief that a small, dedicated team can achieve stronger results.

GRO design's international commissions span from operational projects, where products are designed and released to the market in the short term, to pre-program and strategic projects, which look two to four years into the future, to offer 'signposts' to companies and business divisions.

Long-term clients include Nokia, Philips and Samsung.

GRO design's approach is characterized by a combination of analysis and imagination, the partners drawing upon their collective insight to identify ideas with potential, and then applying their creative sensitivity to refine these ideas into winning solutions.

Before founding GRO design the three partners were senior design consultants at Philips Design, one of the largest and most highly respected design centers in the world. During this time they worked for many Philips businesses and were involved in the key strategic projects undertaken from 1992 to 1999. Their work has received numerous awards – IDSA Gold (two), iF (three), ID Annual Design Review and Dutch Kho Liang awards – and their projects have been featured in publications worldwide.

3 **TIM Modelmakers** is a model-making company based in Eindhoven (Netherlands) with a staff of 15 professionals, some with over 30 years' experience. Renowned for its craftsmanship, flexibility, speed and systematic way of working, TIM is committed to partnering with its clients to deliver top quality models that **turn vision into reality**. These partnerships are founded upon close consultation and collaboration and, crucially, the assurance of total confidentiality.

The intake discussion is key to a successful project. After studying the CAD file and make-up sheet, TIM discusses the practical feasibility of the proposed model with the client in detail. Once the specific characteristics of the model – materials, colors, textures, technical details, etc. – have been defined, the CAD / CAM specialists set to work, if necessary even turning 2D diagrams into 3D. The client does not have to split his file into separate parts: all TIM needs is the outer surface of the model. The company's highly experienced specialists can split a complete model into individual parts in such a way that they can easily be milled, finished and reassembled. TIM also has the engineering capability to produce working mechanisms (e.g. moving parts such as hinges, sliders, etc.) *exactly* as they will be in the actual product.

After the high-tech CAM process, which is carried out on state-of-the-art 3- and 5-axis milling machines capable of handling the most complex 3D shapes, the various parts of the model undergo finishing – something that has to be done by hand, by true craftsmen. TIM has model makers with decades' experience of finishing, making final adjustments and reassembling the model. These specialists can finish both large and minute models to perfection, e.g. giving them a specific texture – polished, brushed, sand-blasted, chrome-plated, etc. – and color. TIM's color specialists are able to develop new colors and adapt existing ones for precisely the desired result. These colors are then archived so that they can be easily reproduced.

Through this process, TIM translates its client's idea into a tangible model. And with his original vision now reality, the client can rest easy in the knowledge that, from this point on, the model will do the talking.

4 **Korff & van Mierlo** is an advertising photography studio located in Eindhoven (Netherlands), which is committed to producing inspiring – and inspired – photographs for its large and diverse customer base. In the creative process, the latest digital technology is used to obtain the very best results.

In addition to its 2,500 square metres of studio space – spread over two large and three smaller studios – Korff & van Mierlo also has a separate unit for digital image manipulation and retouching.

The ‘eye of the master’, a variety of specialist skills and state-of-the-art technology all contribute to the final result: a photographic representation that adds value – in terms of both communication and emotion – to products and events. Added value that requires no extra words.

5 Short Biographies

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9 The GRO design process

At GRO, the design process comprises a number of key stages: **observing** and testing products on the market; **thinking** about the product’s potential and **imagining** scenarios that would enhance and engage potential users; **creating** a project framework in which designers can exchange thoughts and concept ideas; **developing** and selecting the design identity through a series of conceptual design workshops; **refining** the design identity through a range of models and CAD studies; **realizing** the final design identity.