

Timeless Capture takes an unconventional approach to Sustainable Design

Product Design student Brian Matanda has created a product that forces an emotional attachment to the user through the medium of selective photography thereby extending its life, a polar opposite to planned obsolescence. *Timeless Capture is designed to forge a bond between user and object every time the user captures an image which results in gained irreplaceable value being embedded at the heart of its use.

*Timeless Capture is in two parts, a camera and a viewer. The captured images are immediately downloaded directly to the viewer wirelessly once the camera is in close proximity. It is also the sole access point to the images as the camera has no lcd display. Through the use of a touch screen interface, the user is able to view the images as and when they choose and with limited storage capacity, the user is encouraged to take control of the content thereby making the experience arbitrary. Designed to be a tough and durable keepsake, *Timeless Capture uses a combination of sand blasted aluminium and polished teak and strong archetypal form to produce a timeless aesthetic.

The project attempts to approach sustainable design in an unconventional way by focusing more on the value and the role the product plays in the user's life. It attempts to pose this question, "What would the world be like if products were made to be un-disposable?"

Notes to the editor

Brian is a student at the University of Dundee, in his final year of study. He is a strong believer in design that matters hence his projects have had a strong inclination towards social inclusion and social relevance. He regards the message that a product communicates very highly and as such enjoys projects that challenge him to find simple, imaginative solutions to big issues and complex problems by immersing himself into the context of the subject matter.

Brian will be exhibiting at the Duncan of Jordanstone College of Art and Design Degree Show in Dundee from the 18th to 27th of May 2012.

About Product Design at the Duncan of Jordanstone College of Art and Design (DJCAD)

Product Design at the University of Dundee has established an international reputation across industry, research and teaching. We believe that the evolution of existing and emergence of new technologies has profound implications for products, the people who use them and the cultures in which they are placed.

Our philosophy is simple, we aim to make products that work:

- socially, through deep understanding of people and society.
- technically, through embedding cutting-edge technology into our products.
- economically, through working closely with global industries to ensure a market readiness and entrepreneurship at the highest level.

Our teaching informs and is informed by our research studio where we explore how digital technology can change the world - in the digital economy, through connected communities and by industrial sponsorship. Our sponsors include Microsoft Research, NCR, Novalia Ltd., and the Research Councils UK.

For more information about our research and teaching please contact:

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