

sabs:īd

Portfolio

Sabs Feigler
www.sabsfeigler.com
sfeigler@gmail.com
+45 40 54 27 35

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Hello, I'm Sabs.

I'm an eager problem-solver. My working philosophy is to create aesthetically pleasing products, while ensuring real-world feasibility. After all, good design is beautiful, but great design solves a problem.

I'm skilled in 3D & digital tools with industry experience in DFM but I also jump at the chance to get my hands dirty with traditional model making.

In my spare time, you can find me transforming my Copenhagen apartment into a workshop as I tinker away at my passion projects, from shaping surfboards and crafting canoe paddles to developing my own photographs.



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Mountain Top Industries.

EVO is the flagship line at Mountain Top. The newest series of products to replace the existing MTR line of retractable tonneau truck cover accessories. The scope of the project was to make a lighter product that had fewer parts, was easier to install and repair, and be more economical to produce in high volumes. Design for manufacturing is a top priority in all projects.



EVOe & EVOm

The line of tonneau covers are produced as a manual (EVOm) as well as an electrical version (EVOe), each sharing many common components. The line also includes a variant to fit car models that have Sailplane accessories, a separate line specifically made for the larger car models sold in the USA (EVOm US) and newly a flush version that sits within the truck bed rather than on top.

In addition to being the Lead Designer on many components within the products, I was responsible for the styling of all visible plastic parts for the released variants, and developing them to mass production.

Braun Vaccum Cleaner.

This project was completed as my Master's Thesis project in cooperation with De 'Longhi Braun Household GmbH | Corporate Design Department. The purpose of the project was to design a handheld vacuum cleaner, which would be supplementary to a robotic vacuum for one's home.



OVERVIEW

Robot Vacuum cleaners are ideal for modern living, but they cannot clean all surfaces in the home. 3D cleaning requires the human hand and an agile device that can be used effectively in many situations.

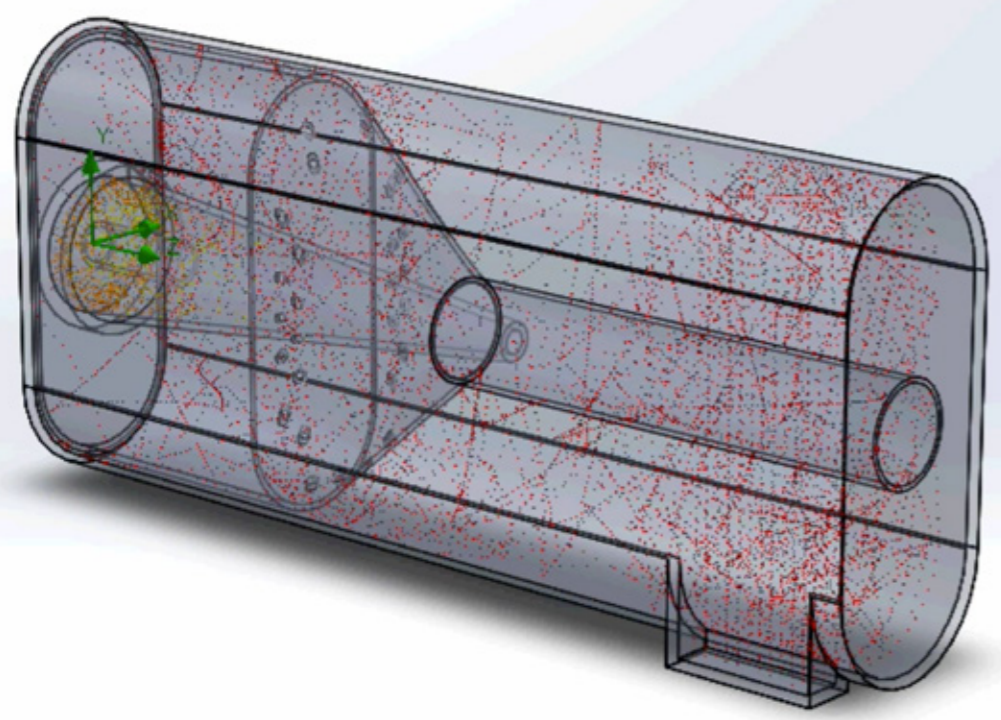
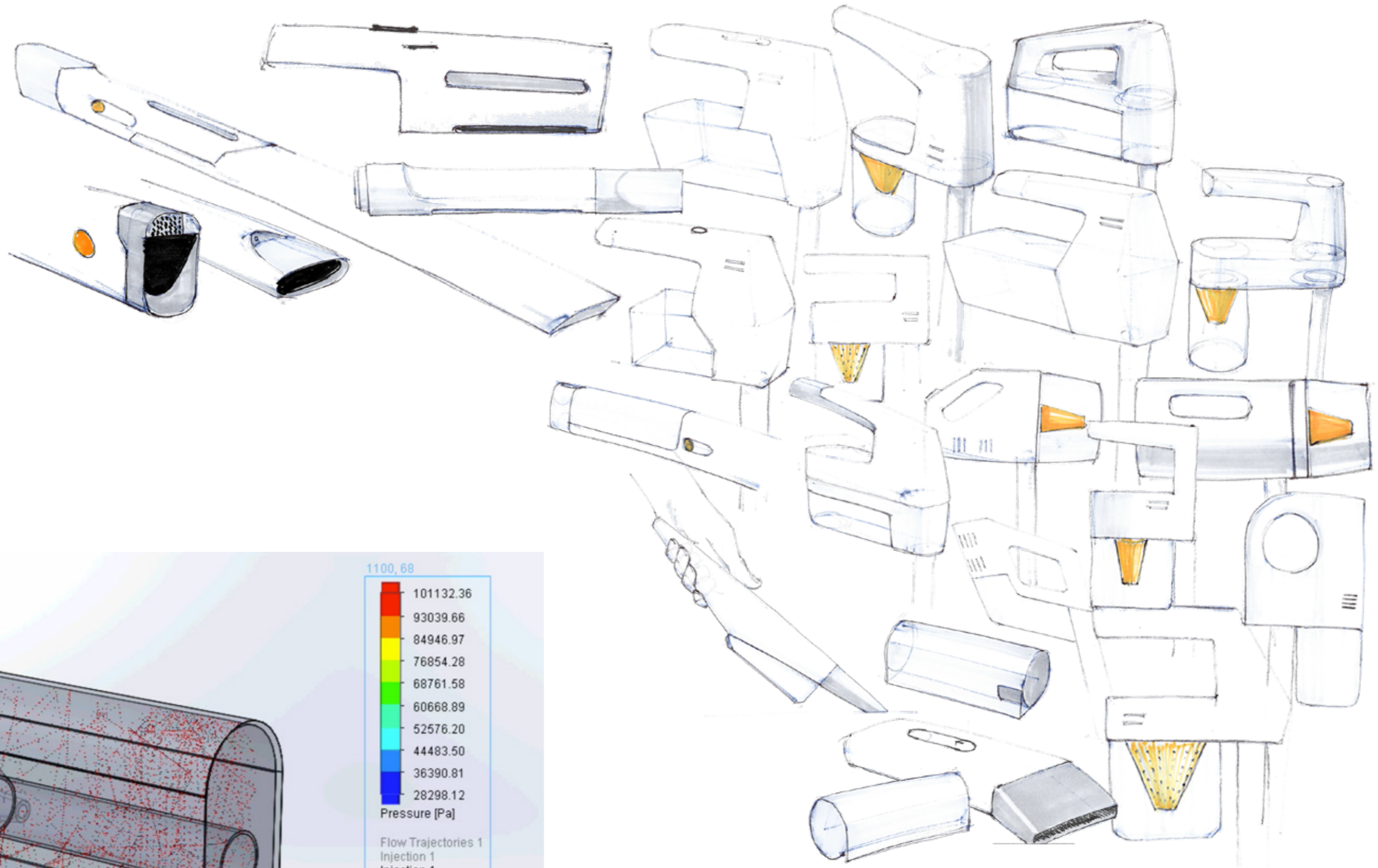
The solution was to design a handheld vacuum cleaner, which would be supplementary to a robotic vacuum. The Ionic Cloud-Cleaning nozzle frees statically charged dust from surfaces to be sucked up by its cyclone aided motor.





INITIAL SKETCH MODELS

Simple foam sketch models were made for size and feel tests and evaluated by the client and thesis advisors.



PROCESS

Through a process of sketching, user research of watching people clean their homes and CAD simulations, the design was simplified from the initial larger design to a long wand with a removable handle to aid in cleaning 3 dimensional surfaces such as furniture and plants.

LEGO City.

The 2016 Lego City Fire Starter Set designed during my 2014 internship at LEGO, and has been released worldwide.

At LEGO you should not be able to tell which designer is behind which design. My time there taught me to not be precious with my designs, to put my personal style aside and design for the brand.

The projects I worked on left a lasting knowledge of working within a tight budget and material constraints.



LEGO CITY FIRE STARTER SET

A stand alone fire section which could be placed on any LEGO set was an innovation I added to the lineup, as a way to further expand the use of the new stud shooter fire hose released that same year.



Ørgreen Optics.

The Quantum eyewear collection from Ørgreen Optics is the next generation of eyewear. Frames are designed in CAD and 3D printed with SLS in polyamide which can be dyed in a large range of colours.

As an Industrial Designer on the project, the designs were supplied as 2D profiles of which I made 3D frames ready for additive manufacturing. Throughout the project, the forms had to be adjusted to work with the newly developed hinge system while retaining the design intent and feel of each frame.



QUANTUM COLLECTION

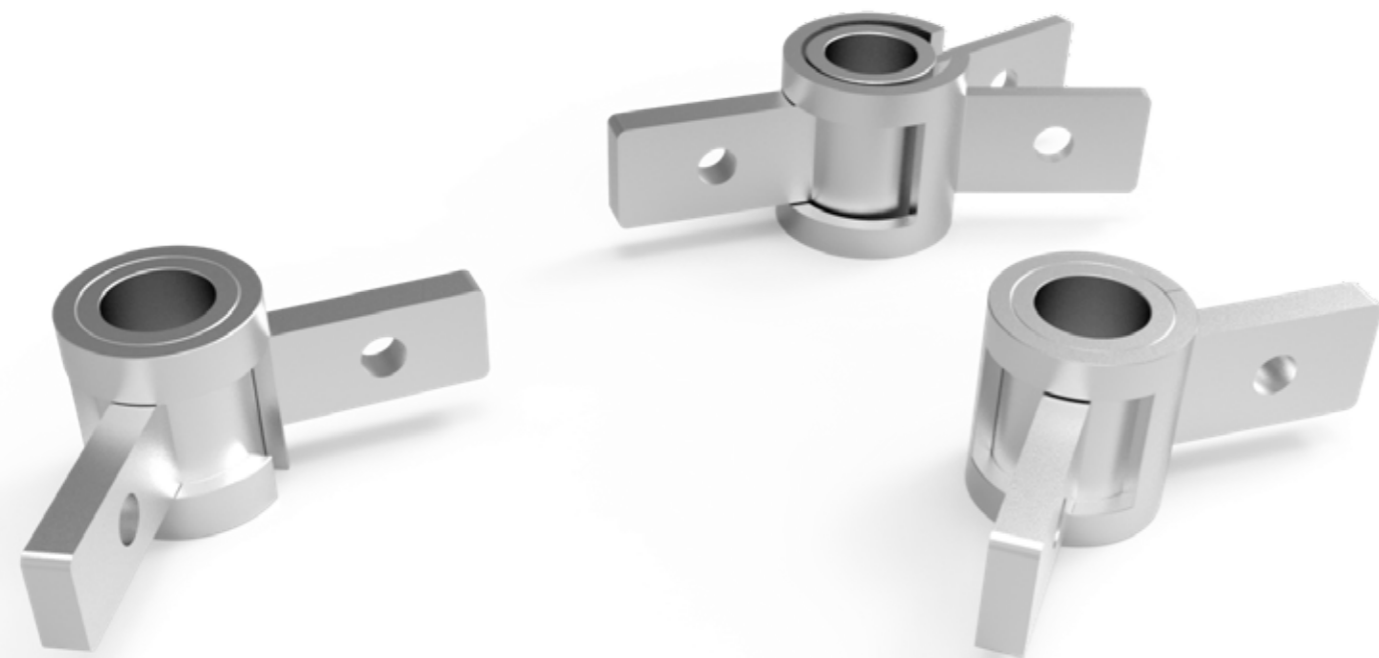
The simple idea of having a ball hinge in different materials makes the product equally interesting and challenging due to relatively large 3D printing tolerances.

The task was to be both designer and engineer, solving problems created by thin walls & flexible materials, ensuring that parts are interchangeable.



orgreenoptics.com





HOLLOW HINGE

This project started as an unsolved concept sketch of a circle and two blocks. The idea was to have a hinge made of concentric cylinders where only the knuckle of the hinge could be seen, but no pin was visible.

Two concepts were presented where the entry point of the inner cylinder is concealed by the frame. Concept one allows for the inner knuckle to slide through a gap close to one end. Concept two instead flexes a bent outer portion around the inner knuckle.

Phantom Racing Canoe.

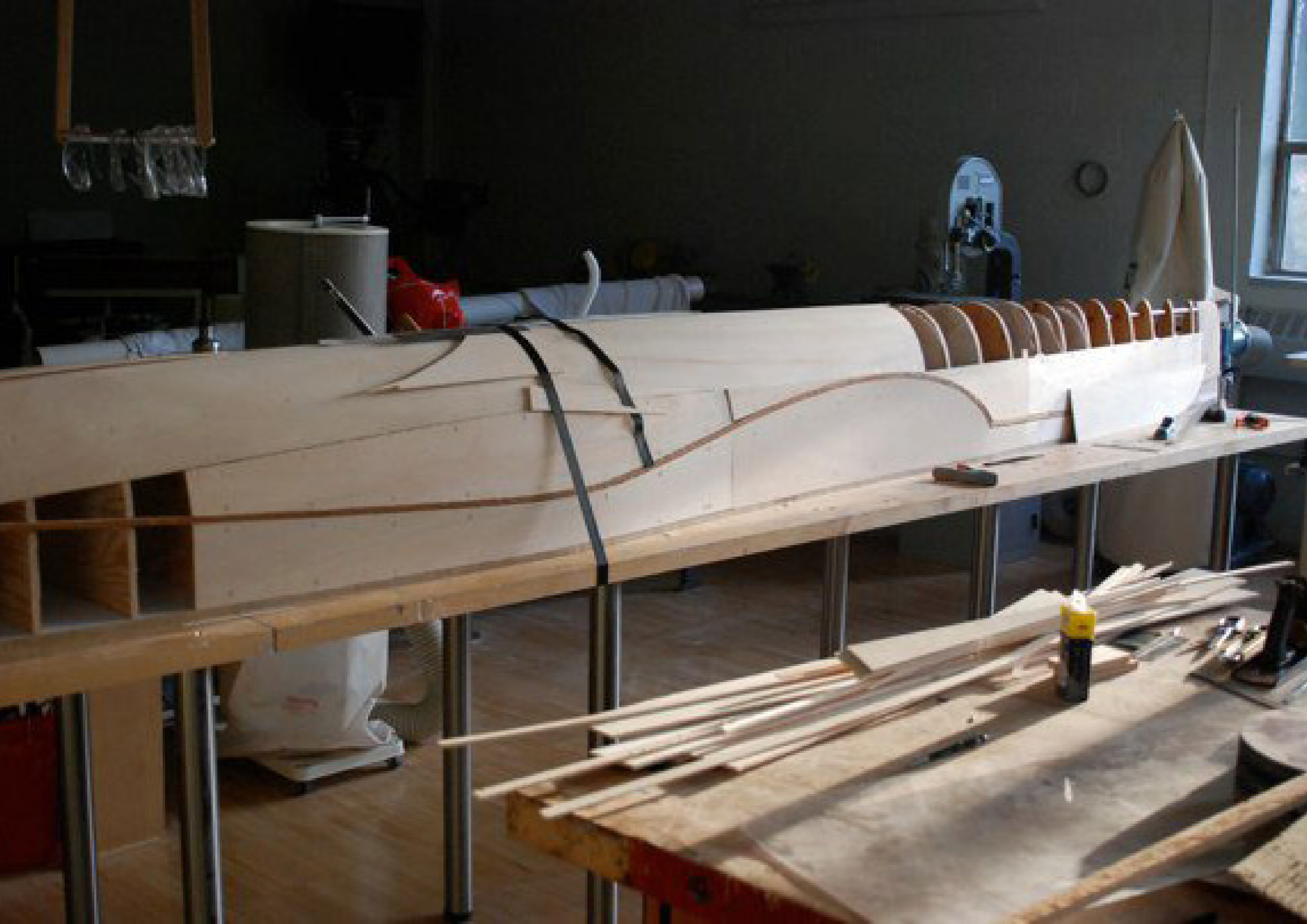
This undergraduate thesis project improves the physical performance of Canoe Sprint athletes by optimizing the dynamic shape of the boat deck, while adhering to International Competition rules.



RESEARCH & TESTING

The gunwale is the place where the athlete is most likely to make contact with the boat, either with his hand or with the paddle shaft.

By mapping each athlete's stroke and layering them onto one image, a common or average curve can be found. This curve can be the base for the shape of the gunwale.





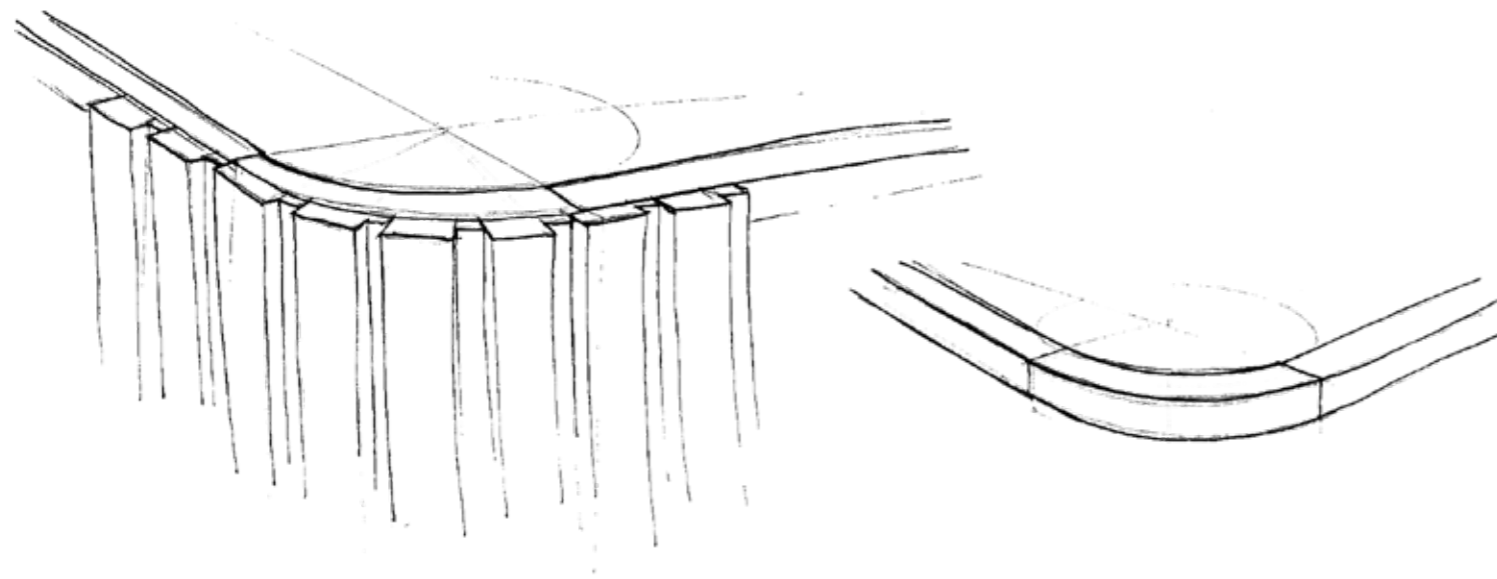
FINDINGS

By reducing the line of the gunwales, the boat effectively becomes narrower without compromising the convexity of the hull. This allows the athlete to bring their paddle closer to the gunwale, without risk of causing injury by hitting their hand on the boat.

Interior Projects.

I set out to design and make four custom interior pieces for my home. These include: Sofa Table, Floating Shelves, Serving Tray, and Sofa. Here you will find the first three complete, and a peek at the sofa prototyping phase. I used old, weathered oak from a lumber yard and planed it down to create a clean slate to work with. From there, I make use of every piece to create a conscious interior collection.

Designed in collaboration with Caitlyn Ryall.



01 SLATTED SOFA TABLE

Prompted by a piece of salvaged travertine, this slatted table created from salvaged material itself. The oak wood was planed down, and cut into thin strips, then milled. This added a level of depth to the final product, and sense of refinement to the raw travertine top.

02 FLOATING SHELVING

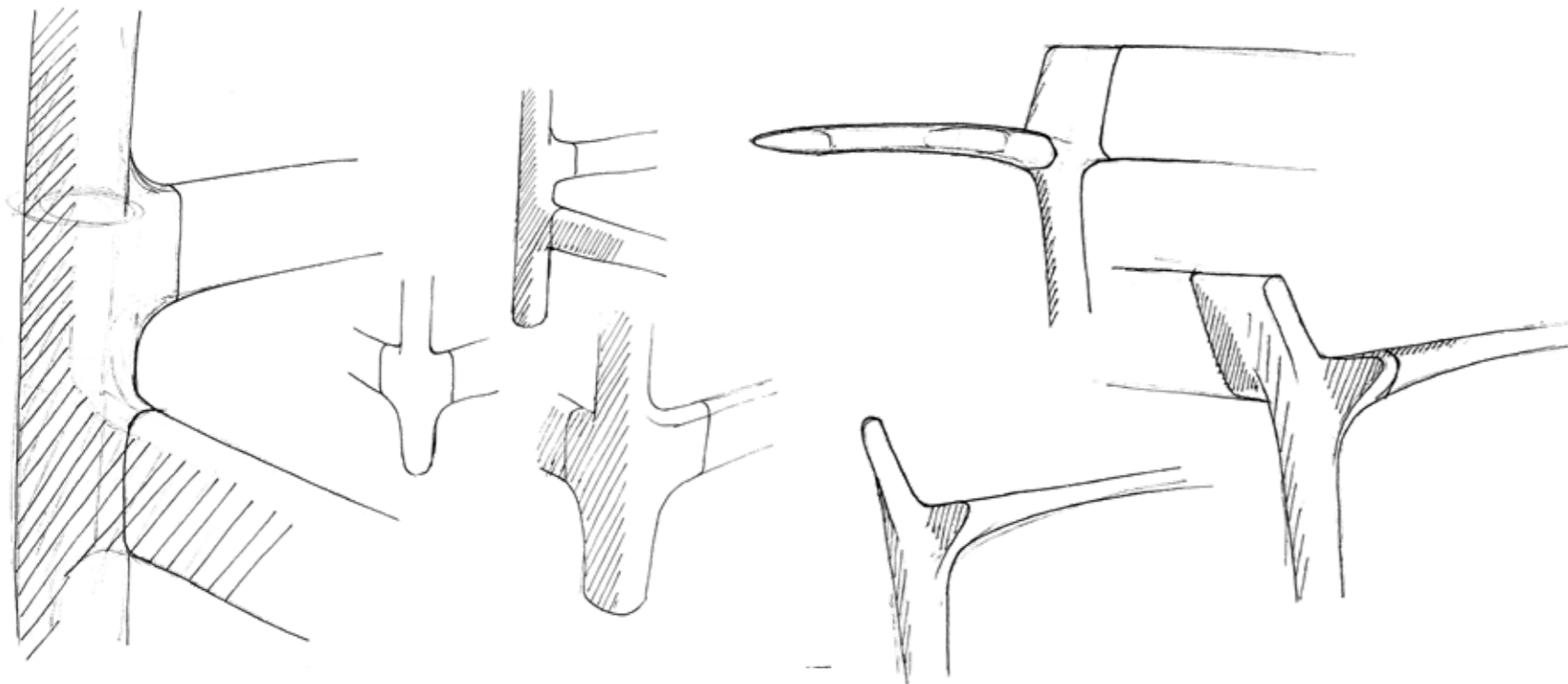
These two-toned oak shelves were introduced to the space to bring warmth and character to the white walls, without losing the contemporary edge in the room.



03 SERVING TRAY

This tray was measured to fit a Chemex and favourite tea cup for serving while protecting the ottoman. A small, but efficient use of left over material in a calming design.





04 SOFA 2.5 SEATER

Still under development, this sofa has reached the second round of design iterations working from the initial pine prototype (see lifestyle photo). The prototyping stage was crucial to have a simple temporary frame to evaluate joinery, sitting height, angle and overall comfort. With cushions done the building the oak frame is the final stage.. The foam models show how it will bare round legs, and more organic shapes in the handle and joints.

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Connect

Sabs Feigler
www.sabsfeigler.com
sfeigler@gmail.com
+45 40 54 27 35