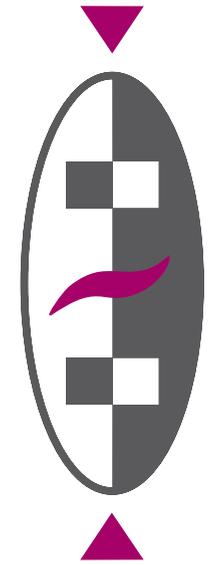


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7 DESIGN HEROES  
& 10 QUESTIONS...

# Isambard Kingdom Brunel

**One of the most ingenious and prolific figures in Victorian engineering history...**

**He developed integrated transport systems using modern engineering techniques, both in the UK and across Europe.**

**His visions and designs created a solution to complete a journey from London to New York...**



# London to New York

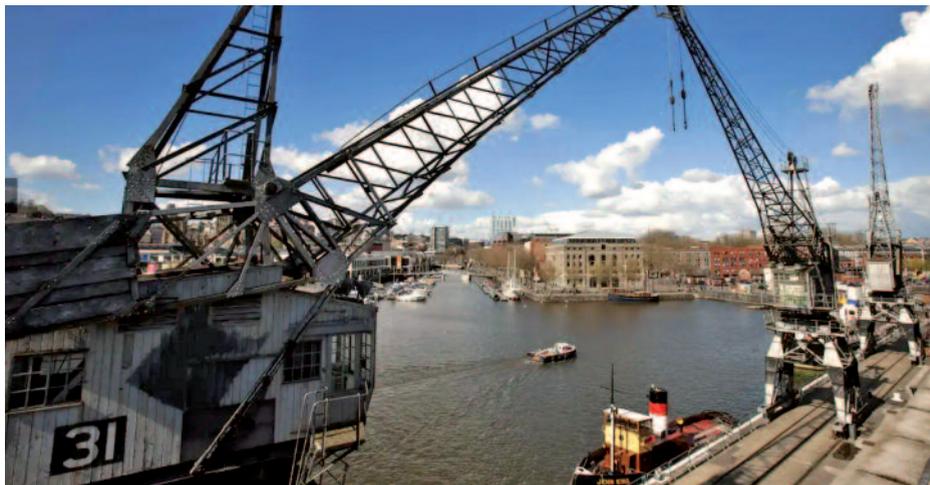
**From Paddington Station...**



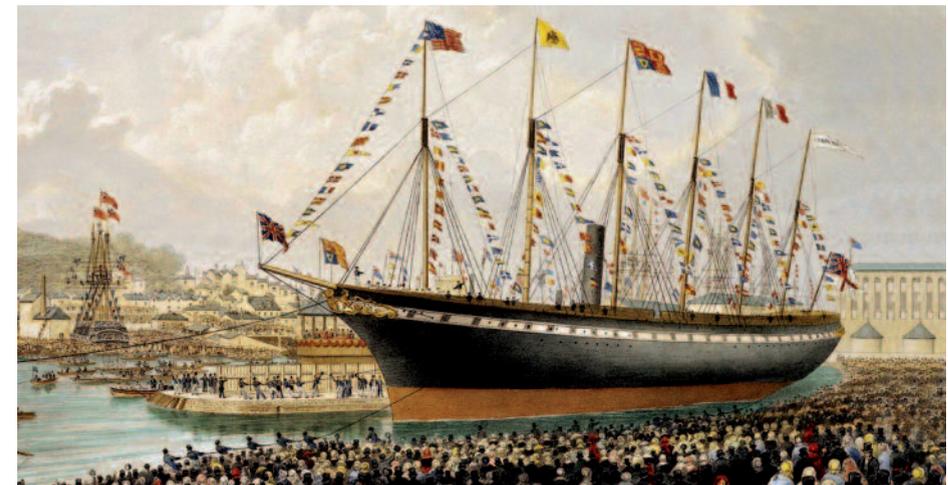
**via the Great Western Railway...**



**through Bristol Docks...**



**...and across the Atlantic!**



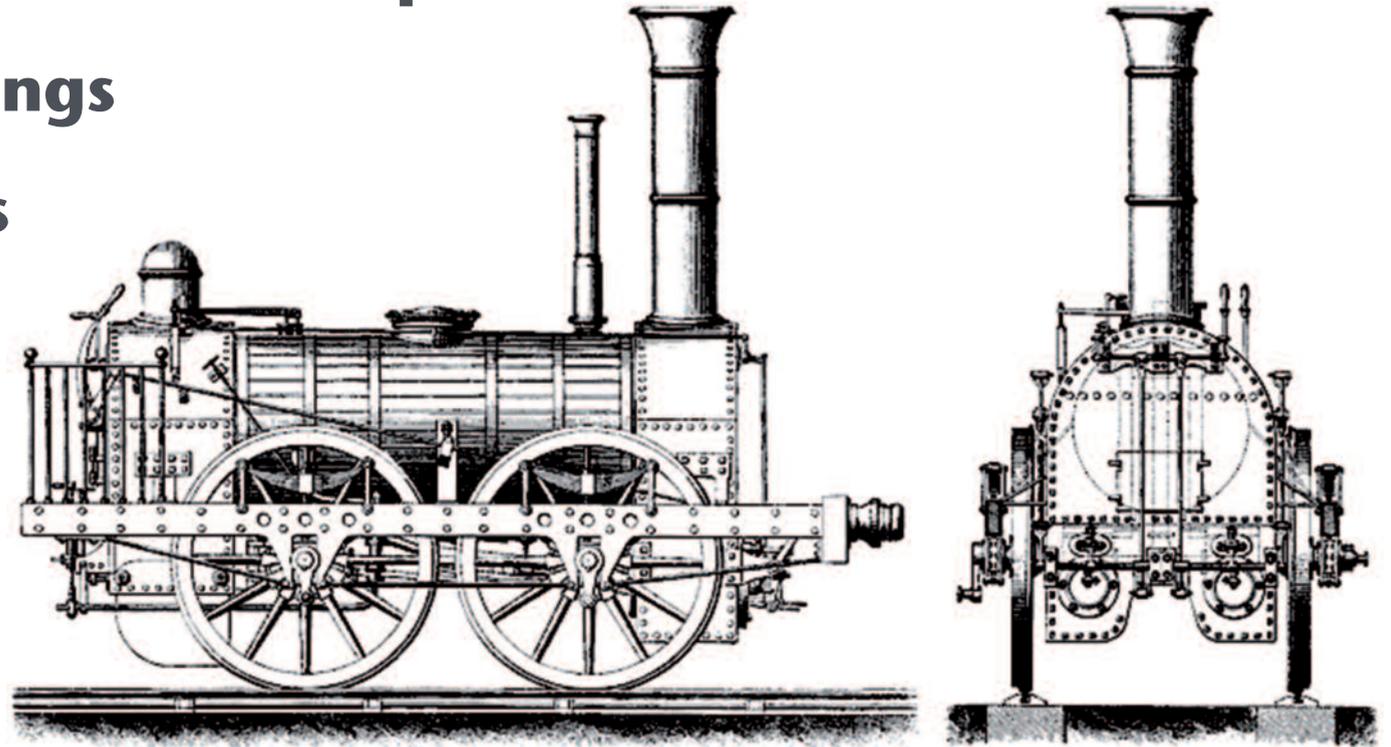
# Q1 – Brunel

Which of the following was this great Victorian engineer NOT successful in designing?

A/ Propeller-driven, iron-hulled ships

B/ Prefabricated buildings

C/ Railway locomotives



LOCOMOTIVE ENGINE.

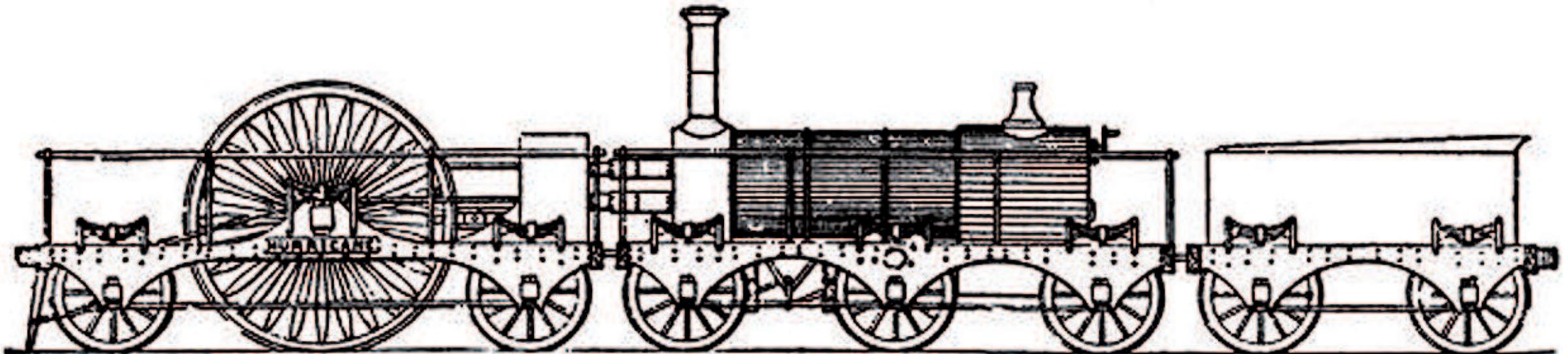
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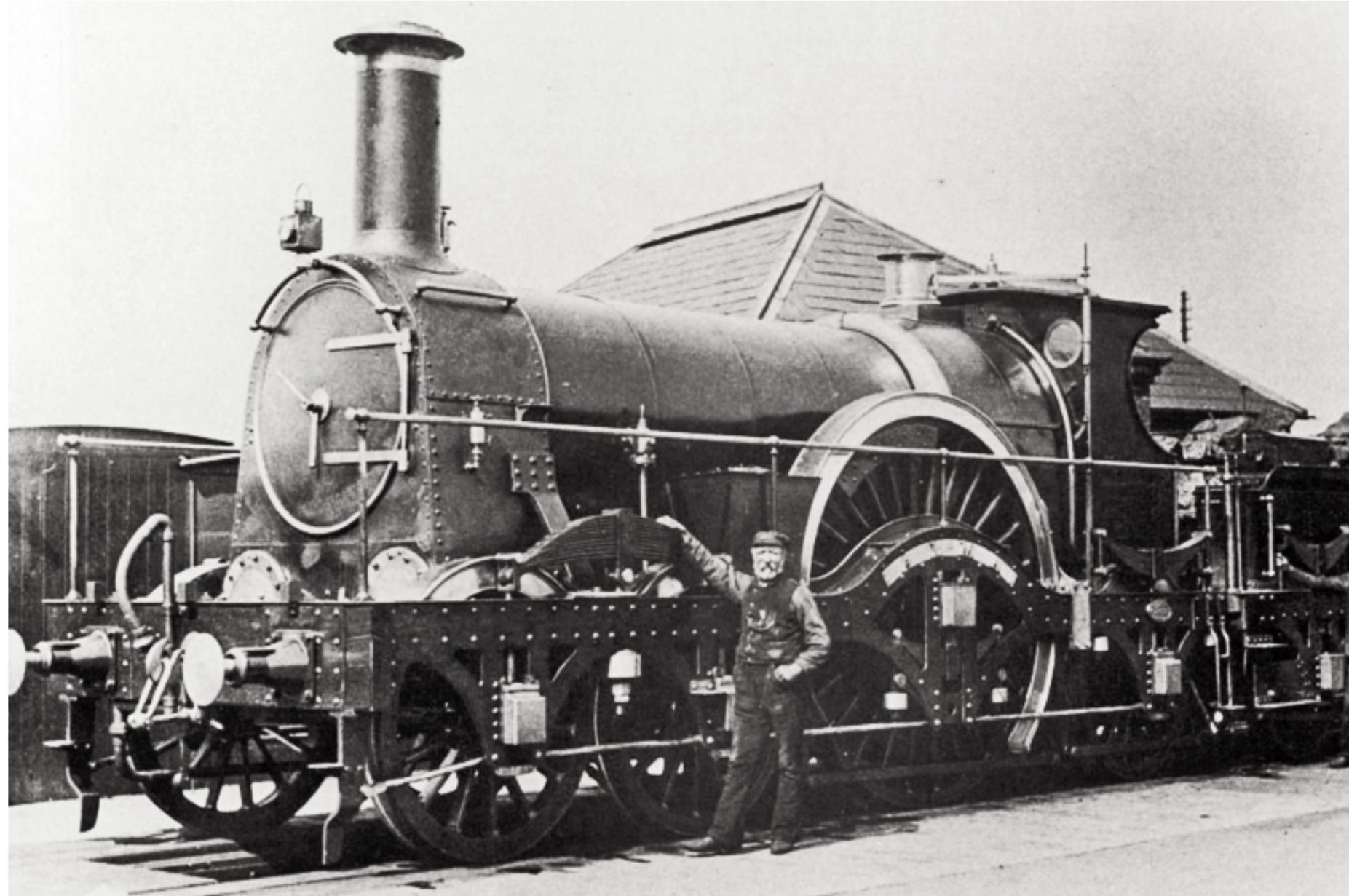


# Sir Daniel Gooch



## *GWR Broad Gauge*

- *65-70mph*
- *1840 – 1870*



# The Bauhaus

**Founded in 1919, the Bauhaus became the single most influential modernist art school of the 20th century.**

**It developed the relationship between art, technology and manufacturing.**

**Closed by the Nazis in 1933, it still has a major impact on design today.**



abcdefghijklmnopqrstuvwxyz  
d



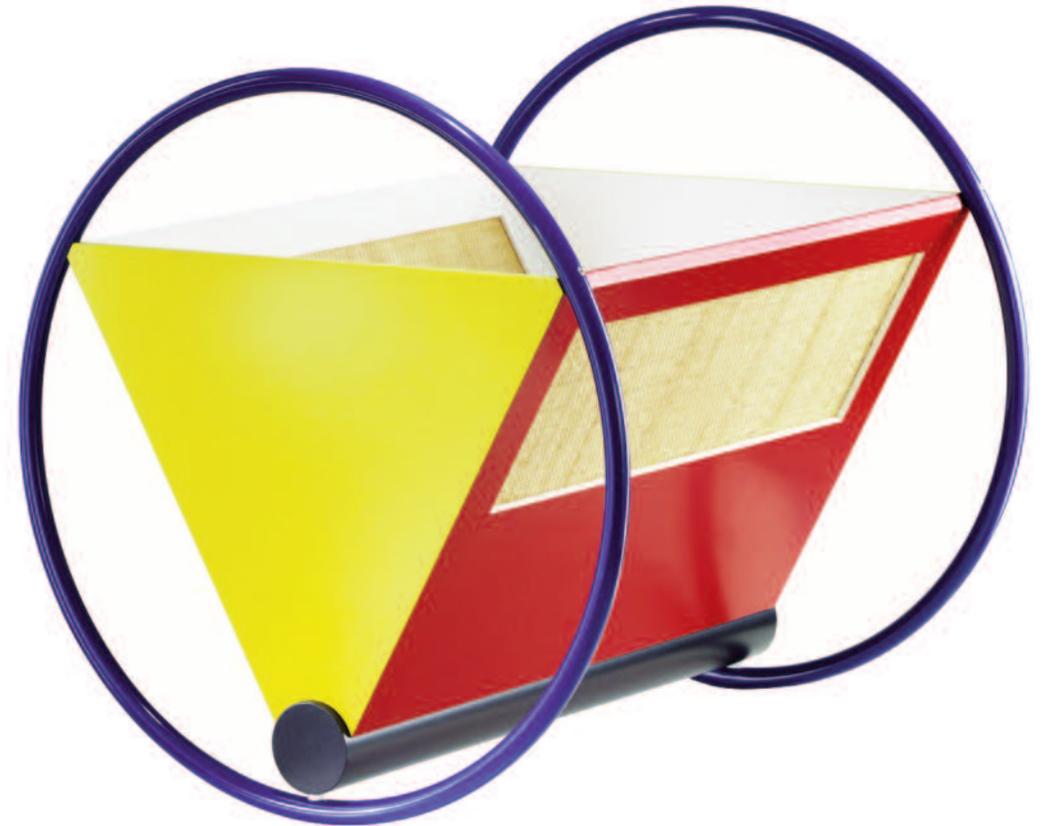
## Q2 - Bauhaus

Many products were created within the Bauhaus.

One student project had to include the three primary colours and three primary shapes – circle, square and triangle.

What is this?

- A/ A magazine rack
- B/ An office filing system
- C/ A baby's cradle



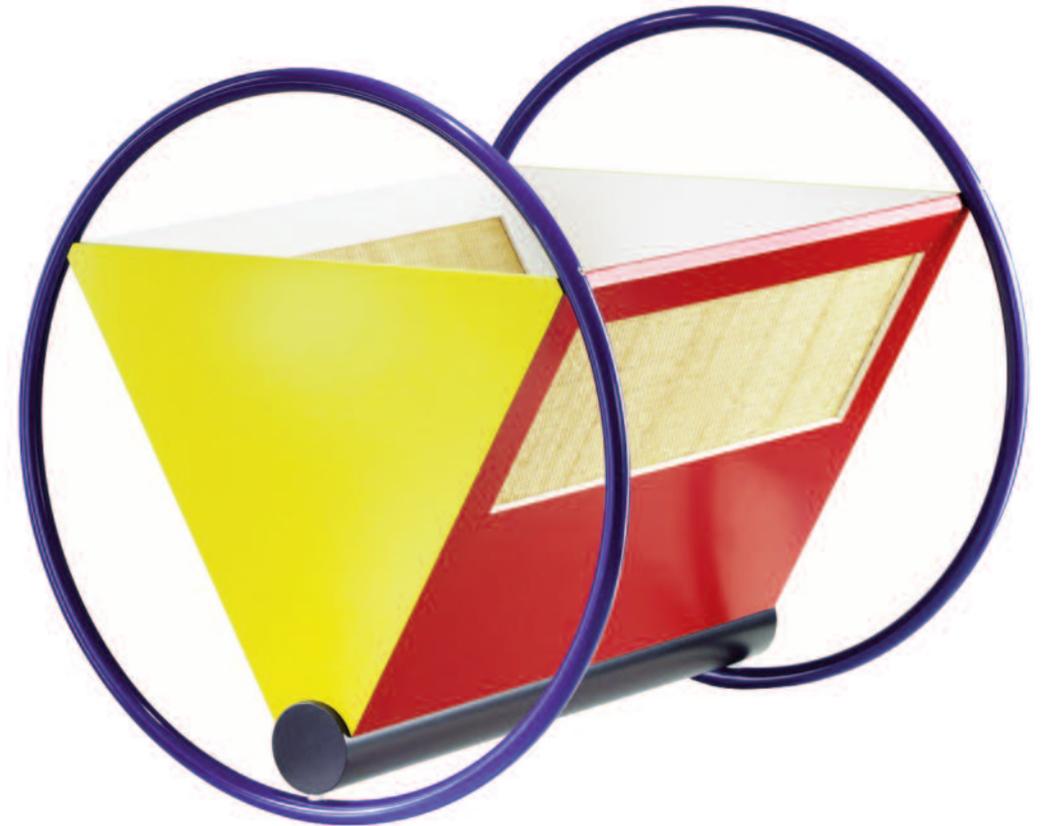
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# Dieter Rams

**'Simplicity is the key to excellence'**

**Employing the Bauhaus' principles, Rams is one of the 20th century's most influential industrial designers.**

**A critic of wastefulness, Rams was an early pioneer of sustainability and the principal of 'less is more' in design.**



## Q3 - Dieter Rams

Dieter Rams was designer for major German manufacturer, **BRAUN**, from 1955 to 1995.

In what year did he create this rather familiar-looking pocket radio (on the left)?

A/ 1958

B/ 1964

C/ 1968

# BRAUN



## Q3 - Answer

Deiter Rams was designer for major German manufacturer, **BRAUN**, from 1955 to 1995.

In what year did he create this rather familiar-looking pocket radio (on the left)?

A/ 1958

B/ 1964

C/ 1968

# BRAUN



# Sir Terence Conran

**In 1964, Conran founded HABITAT introducing the British to the wider experience of European modernism based on simple forms, natural materials and fresh colours.**

**He had more impact than any other designer of his generation on everyday life in contemporary Britain.**



## Q4 - Sir Terence Conran

**HABITAT became part of Storehouse, then sold to IKEA in 1992. The brand now resides with Sainsbury's, alongside ARGOS!**

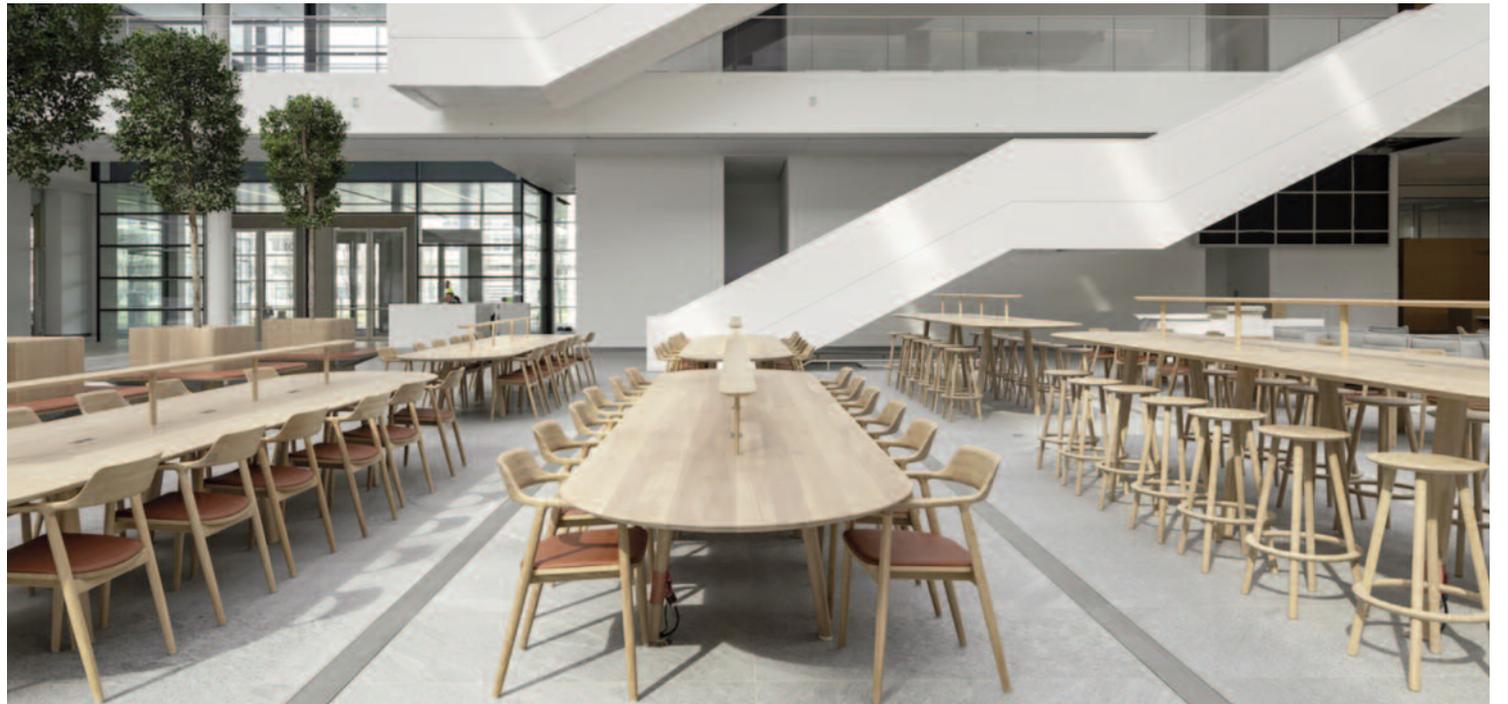
**Conran died in 2024. His legacy is that furniture manufacturing remains at his Berkshire home.**

**The company is called...?**

**A/ Craftsmen**

**B/ Benchmark**

**C/ Woodworx**



## Q4 - Answer

**HABITAT became part of Storehouse, then sold to IKEA in 1992. The brand now resides with Sainsbury's, alongside ARGOS!**

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**The company is called...?**

**BENCHMARK**

A/ Craftsmen

**B/ Benchmark**

C/ Woodworx



# Sir Kenneth Grange

**'Design is something that functions better, is a pleasure to use with an aesthetic that is rooted in European modernism.'**

**The industrial and product designer founded international design practice, Pentagram, in 1972.**



## **Q5 - Sir Kenneth Grange**

**In 1976, Sir Kenneth famously was asked to produce a graphic livery for this British Railways HST eyesore.**

**He went on to produce a radical redesign for the iconic Inter-City 125.**

**The train went on to set the World Speed Record for a diesel train.**

**How fast did it go?**

**A/ 128 mph**

**B/ 138 mph**

**C/ 148 mph**



## Q5 - Answer

In 1976, Sir Kenneth famously was asked to produce a graphic livery for this British Railways HST eyesore.

He went on to produce a radical redesign for the iconic Inter-City 125.

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# Thomas Hetherwick

**'Every project is an invention – not a word I hear being used in architecture courses.'**

**English Designer and artist well known for innovative public monuments and sculptures.**



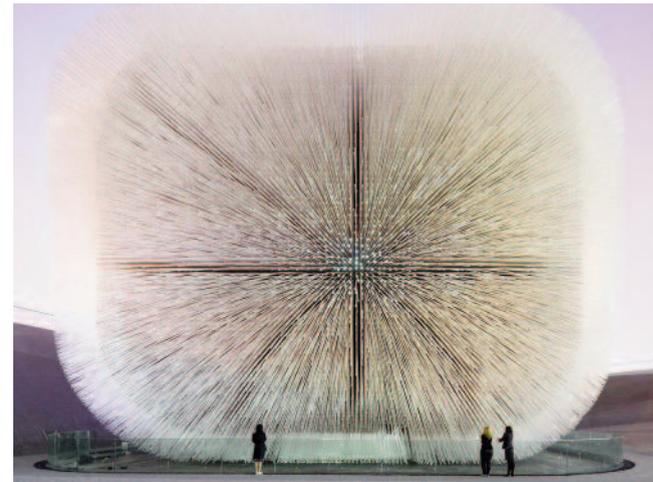
Olympic Chaldron 2012



Garden Bridge 2015



UK Pavilion, Shanghai 2010



New Bus for London 2010



## Q6 - Thomas Hetherwick

As part of another project, Hetherwick's Studio produced this.

What is it?

A/ Ergonomic push pin

B/ A Child's Toy

C/ A Chair



## Q6 - Answer

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What is it?

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B/ A Child's Toy

**C/ A Chair**



# Sir Jony Ive

**'It's not ALOO-MIN-UM, Steve.  
It's ALUMIN-I-UM!'**

**Famously recruited from the UK,  
Ive was knighted in 2012 for  
'Services to Design and Enterprise'**

**Apple Computers : 1992 – 2019**



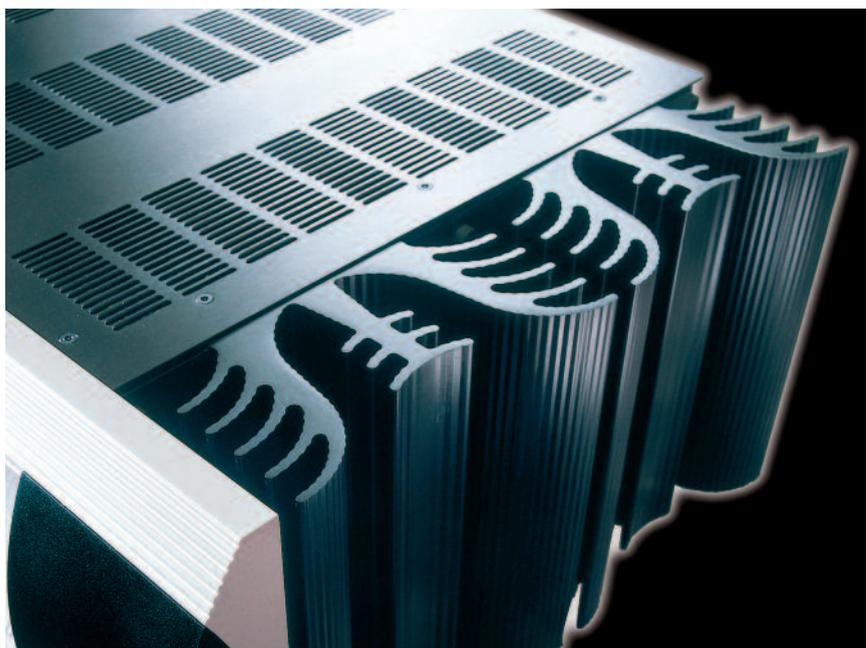
## Q7 - Sir Jony Ive

Jony Ive was sponsored through Newcastle Poly by ROBERTS WEAVER, (the consultancy I was working for at the time).

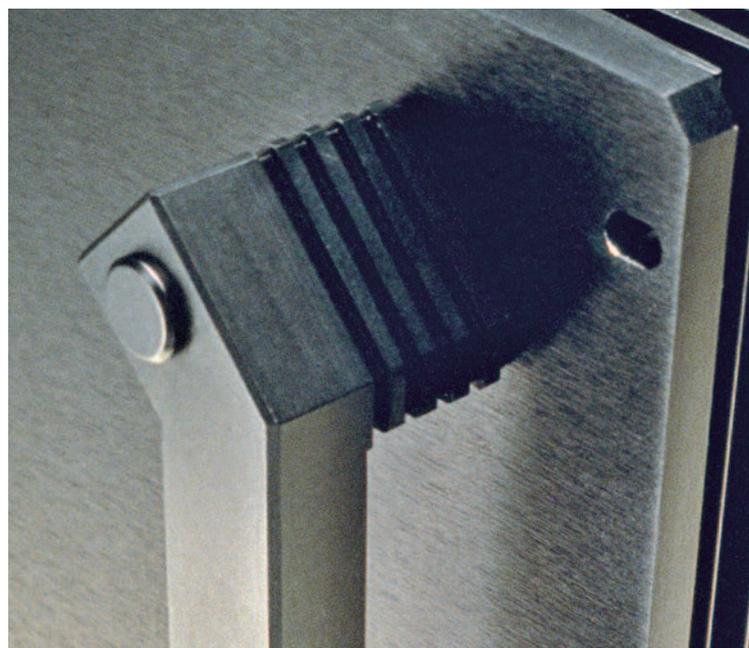


For which of these Musical Fidelity product features did he provide inspiration?

A/ F15 Curly Heat sink



B/ A370 Handle



C/ TITAN Grille



## Q7 - Answer

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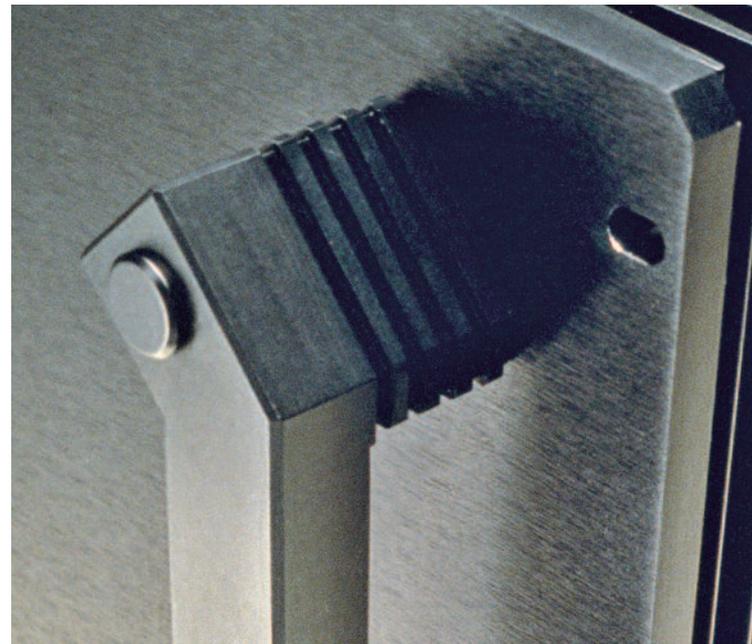


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# Equinox Partners

We have been in the product and graphic design business for many years.

We thrive on new projects, providing innovative solutions for our clients across a wide range of design disciplines.



## Q8

**In what year was Equinox Partners founded?**

**A/ 1988**

**B/ 1992**

**C/ 1996**

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## Q9

**Which company remained our most enduring client?**

**A/ GSK Pharmaceuticals**



**B/ Aviva Ireland**



**C/ Musical Fidelity Hi-Fi**

**MUSICAL FIDELITY**

## Q8 - Answer

In what year was Equinox Partners founded?

A/ 1988



## Q9 - Answer

Which company remained our most enduring client?



C/ Musical Fidelity Hi-Fi

MUSICAL FIDELITY

## Q10

**In May 2018, Musical Fidelity was sold to PRO-JECT AUDIO in Austria.**

**Our original designs for the TITAN in 2009 have largely remained unchanged!**

**What is the current price of the most expensive amplifier Musical Fidelity produces:**

**A/ £10,999**

**B/ £15,999**

**C/ £21,999**



## Q10 – Answer

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What is the current price of the most expensive amplifier Musical Fidelity produces:

A/ £10,999

B/ £15,999

C/ **£21,999** and that's just the Power Amp



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<https://www.equinoxpartners.co.uk>