

# 50/50 Production Products

Engineering a precise place for digital and handmade production objects

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This project is centred around celebrating the aesthetic quality and technical beauty of both digital and handmade production methods.

The project explores how both production methods might be appreciated in the same object; enhancing and exposing new ways of achieving sustainable design outcomes, while at the same time exploring, developing and preserving the aesthetic potential of these complex relationships.

The aim is as much about the precise crafting and engineering of how these two process meet through their joining of physical materials, as it is about the relationship and challenges of the two different types of design and their process methods.

Exploring these connections through realising physical outcomes in this way also challenges the designer to re-think how the mass production of these new languages may be achieved. Through the simple and satisfying experience of understanding how these two types of design and making methods can come together to fix, prolong, enhance and create new ways of engineering and producing more sustainable product solutions.