



■ Why Design?

I entered the field of design because of my alarm clock.

I was 12 years old.

I found myself holding the "set" button, while clicking the "time" button hundreds of times, always going one minute over.

I said, "when I grow up, I'm gonna make stuff better."

And I've been trying to do that ever since.

1 | Trade Associates Group



2 | ACCO Brands - Swingline



4 | Life Fitness Ottoman Bench



5 | UIC Art+Design Wayfinders



6 | MINI Messenger Bag



1 | Trade Associates Group



Jack of All Trades |

While at tag, I had a designed for their seasonal and basics collection of home products, as well as their sister furniture division, tfg, doing much of their graphic work as well.



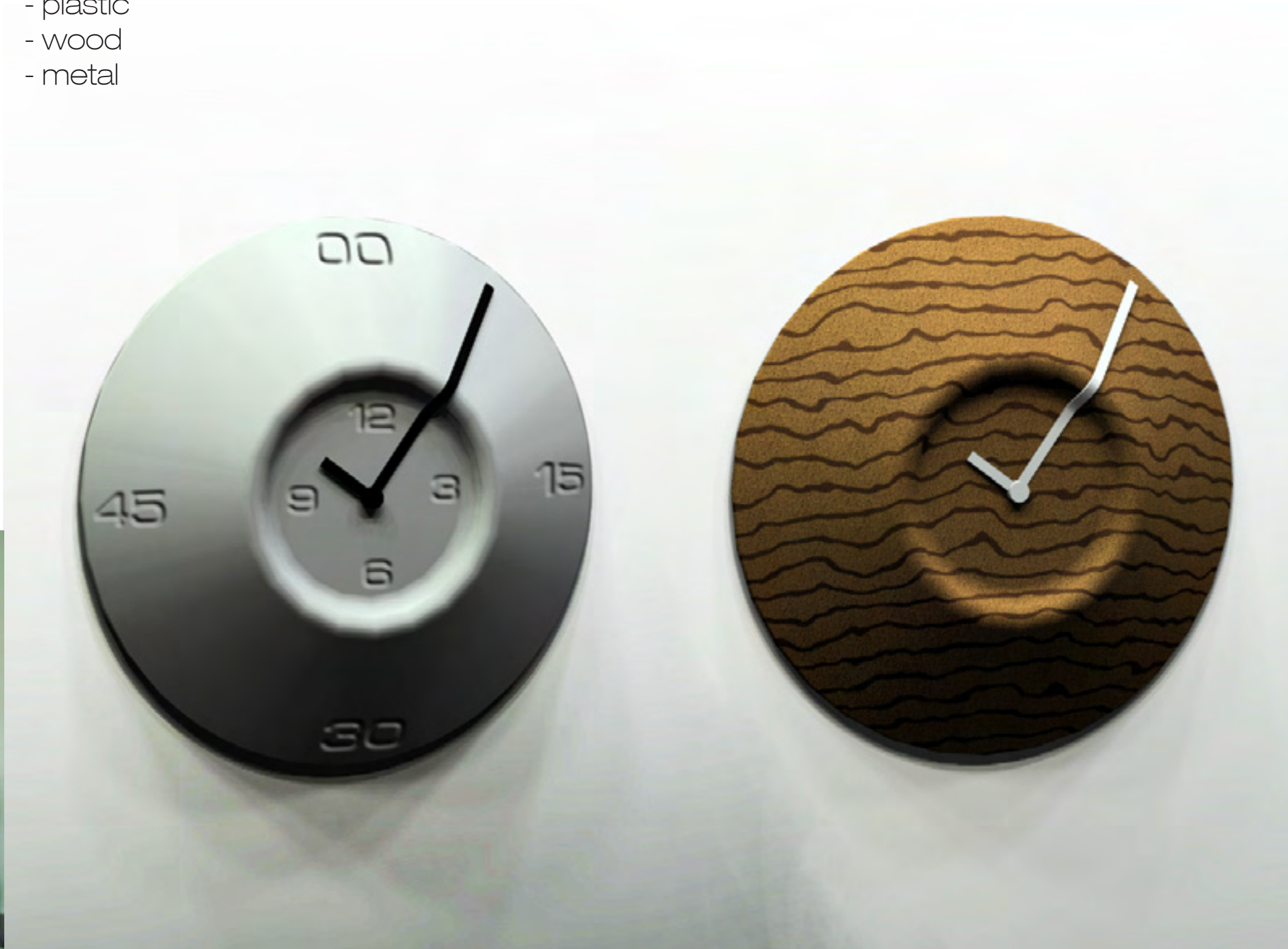
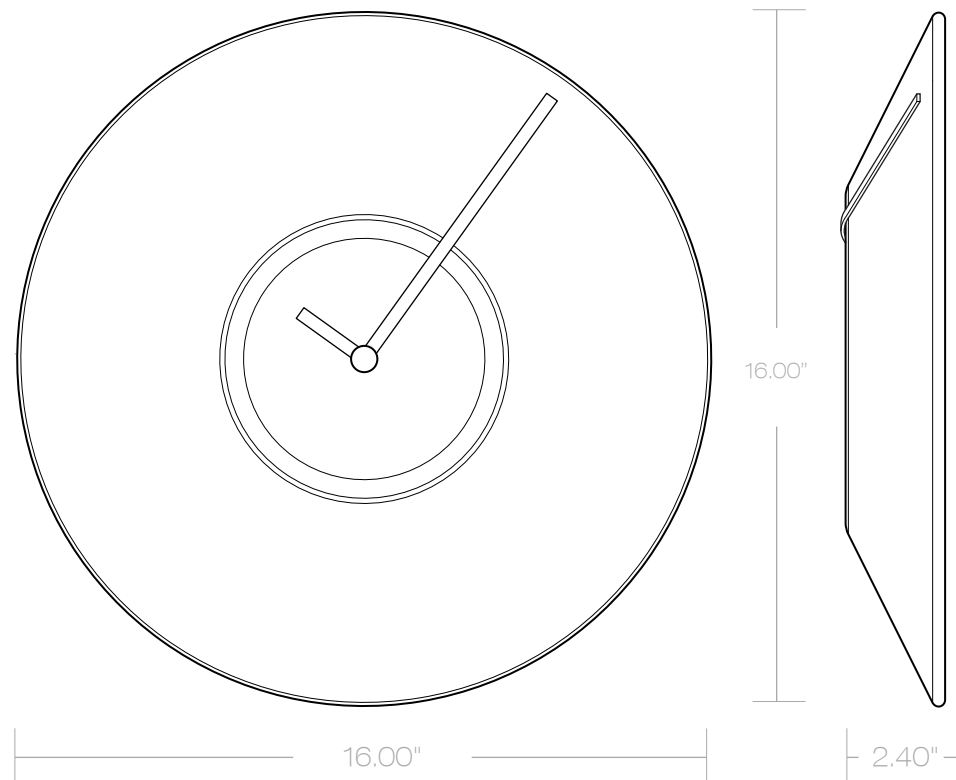
dimple clock

home décor | candles | lighting | magnets | tableware | serveware | linens | coir mats | furniture | garden | kitchen

designer: gabe prero

can be made in:

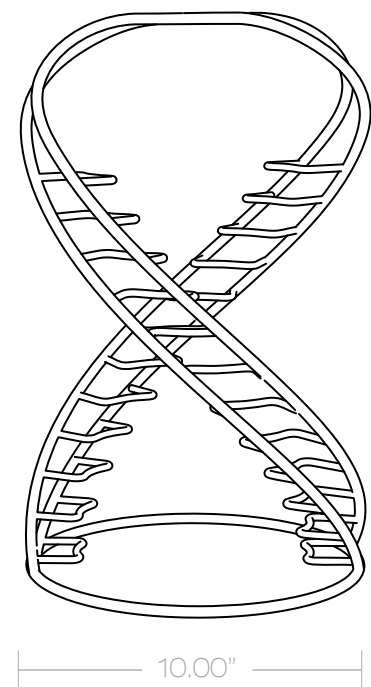
- ceramic
- plastic
- wood
- metal



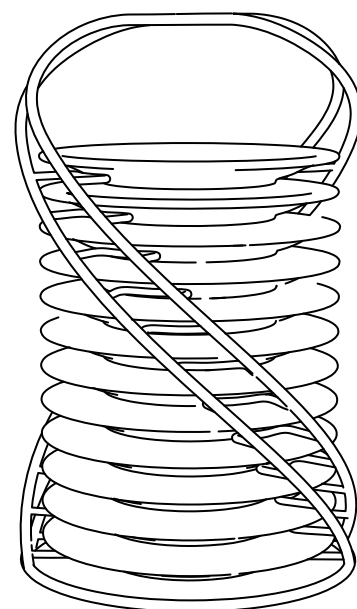
helix plate caddy

home décor | candles | lighting | magnets | tableware | serveware | linens | coir mats | furniture | garden | kitchen

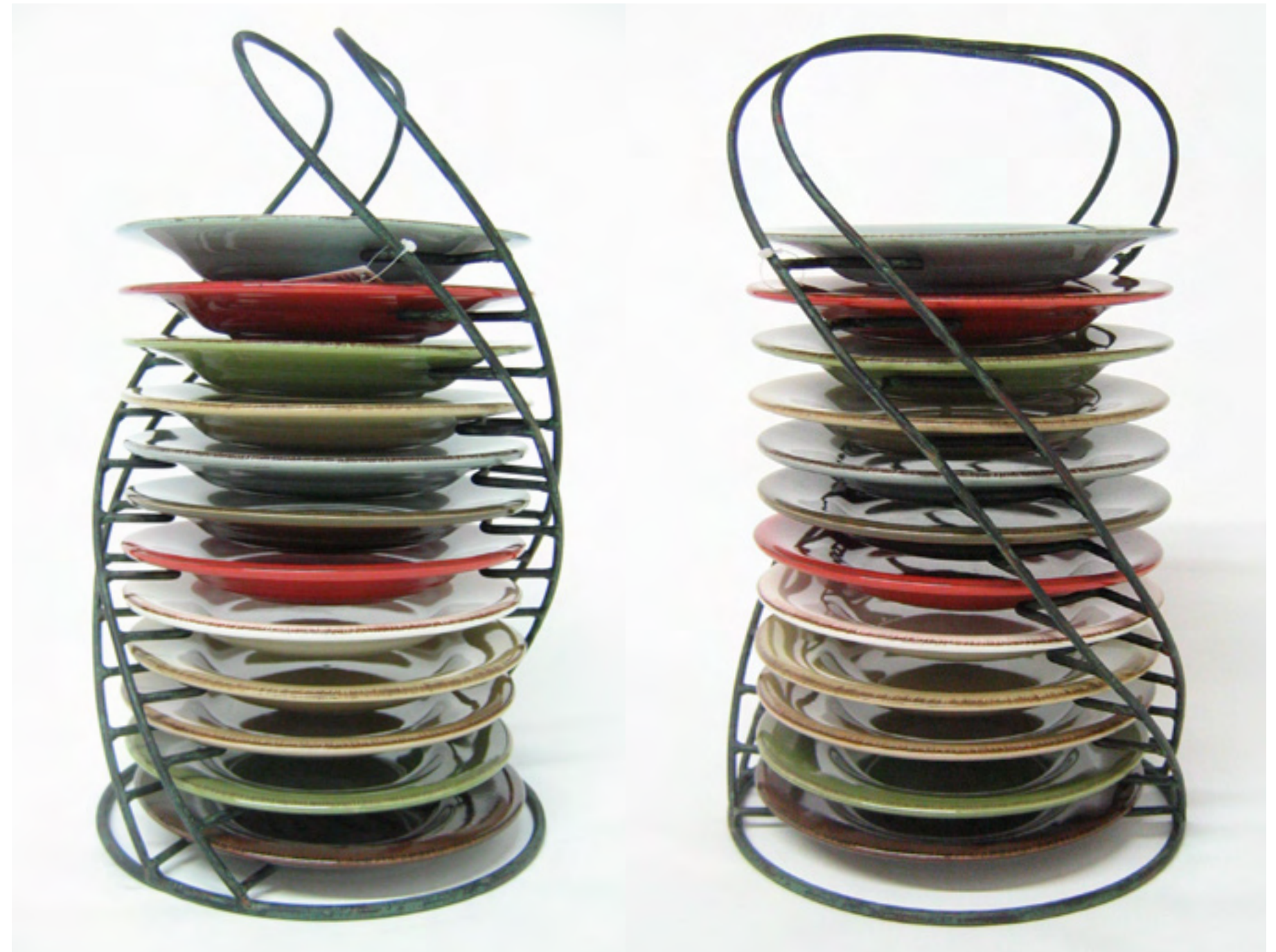
designer: gabe prero



16.00"



- Illustrator line work
- Rhino renderings
- metal tube fabrication



the aim of this concept was to introduce innovation to tag's line of basic serveware. the plate holder separates the plates, avoiding ceramic-on-ceramic chipping, allows a shorter user to grab from the bottom, and brings a centerpiece-quality elegance to an otherwise boring piece of buffet serveware.

cascata ledge table

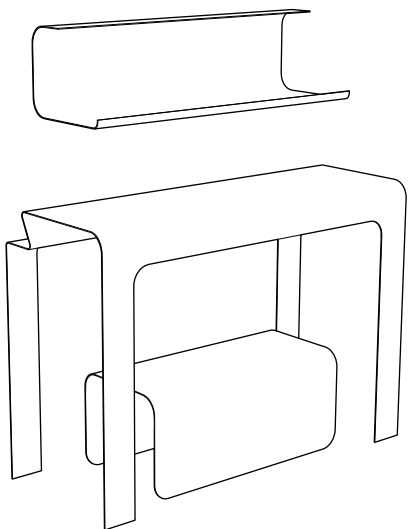
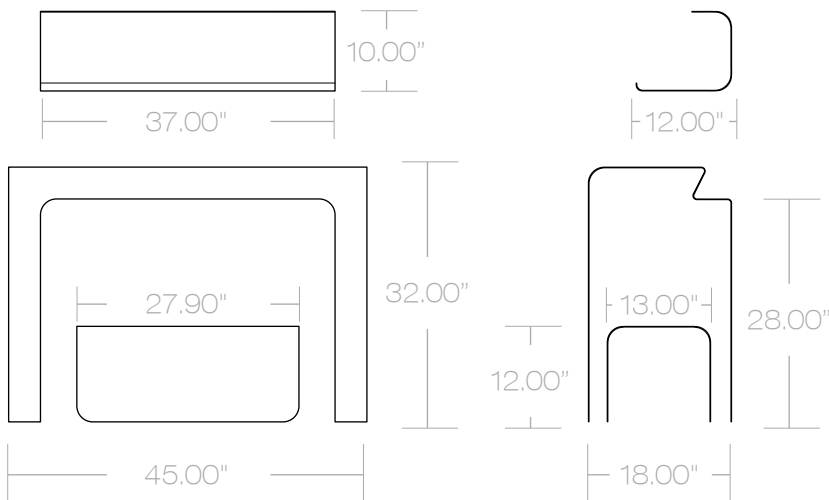
tables | storage | occasional | seating | office | media | décor | bedroom | outdoor | kitchen

designer: gabe prero

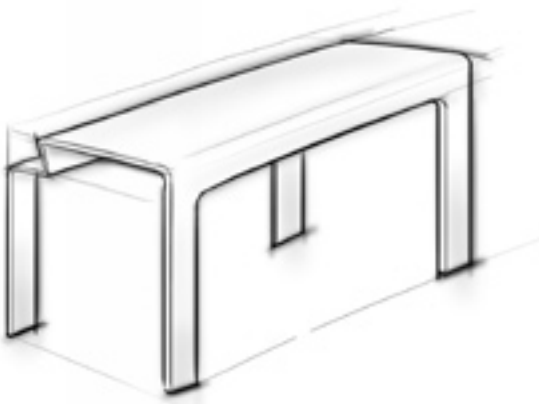


ledge allows for the subtle hiding of surge protectors, ac adapters, and cords from handheld electronics

ideal as a catch-all by an entryway, or a low-profile workstation



all 3 pieces yield from a single sheet of metal
the stool and shelf are the cutouts from the table legs

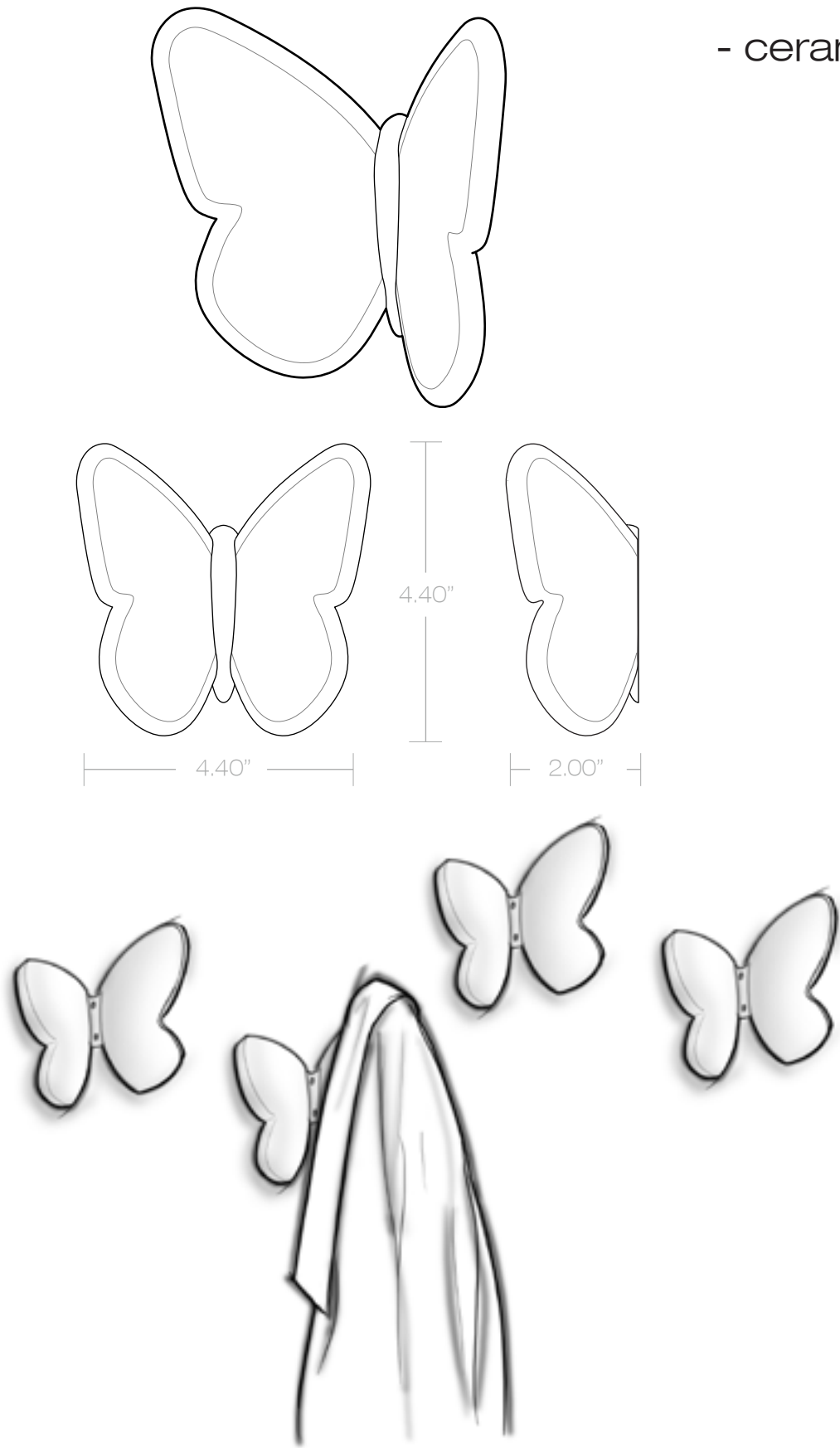


butterfly hook

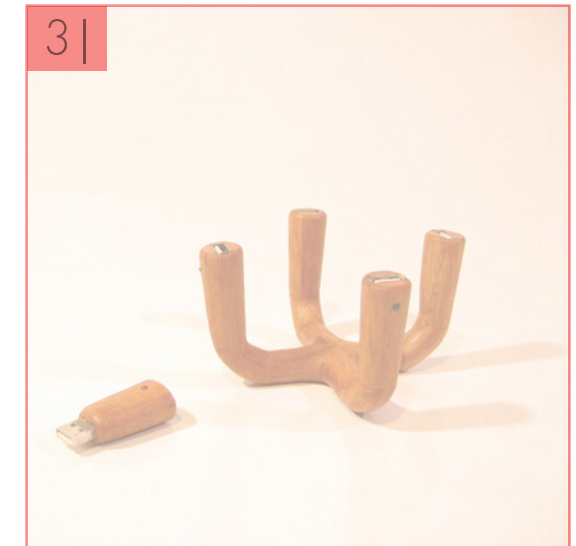
home decór | candles | lighting | magnets | tableware | serveware | linens | coir mats | furniture | garden | kitchen

designer: gabe prero

- ceramic

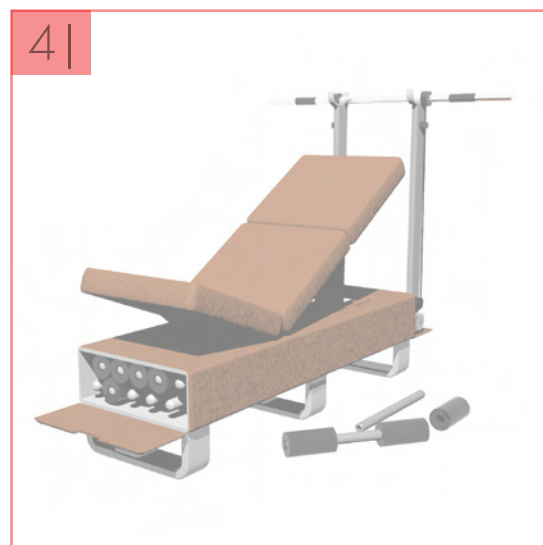


2 | ACCO Brands - Swingline



"I believe you have my stapler" |

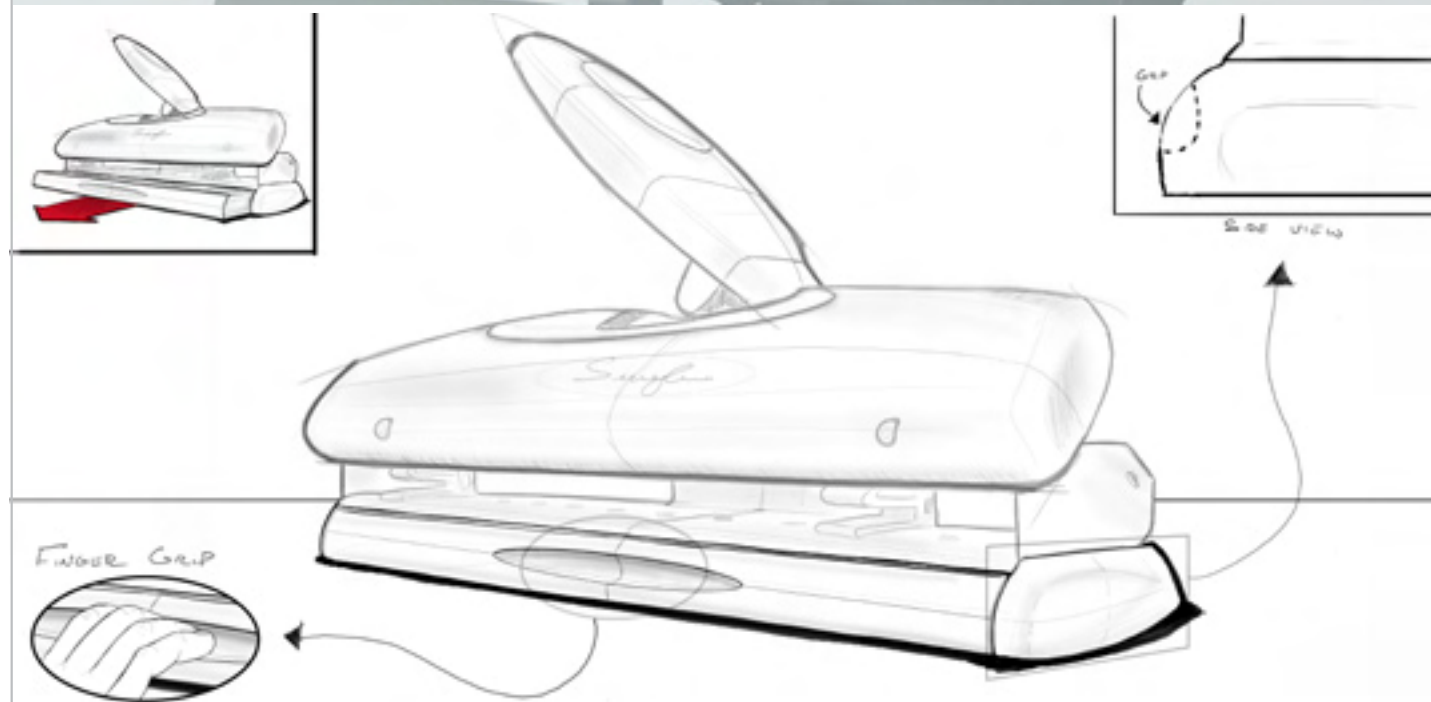
While working for office product mogul ACCO Brands in their Swingline division, my duties ran the gamut, from internal design projects, to leading new product development projects, working hand in hand with members of marketing and engineering all the while. Oh, and once I got popcorn.





“Light Touch” with Drawer

To revise the Light Touch Hole Punch, my job was to introduce Swingline’s patented “Easy-View” Indicators to the cap, and design a new base to make chip disposal easier. My design was a translucent removable drawer with ergonomic hand grip that carried Swingline’s iconic ellipse used in other details of the punch.





Electric Stapler

In need of a new skin for their basic electric stapler, I collaborated with the other designers to find a new form. The final design comes from 2 places; the base is an iteration of a new theme in Swingline staplers, and the cap is a derivation of my sketch on the bottom left.



3 | Bamboocell Office Suite



Emotional Product Family |

My BFA thesis, this was an exploration into a few areas which I had yet to fully explore: a cohesive product family and packaging, use of avant garde materials, and "objects of desire."





home ≠ work
home office ≠ work office

the home office as a sanctuary

the home office has an emotional aspect not found in a work office. even if you work from home, you needn't wear pants to the office. this emotional tie opens a door for a suite of office tools that, while very functional, appeal to this emotion. introducing **bamboocell** office **sweet**.

concept

bamboocell



usb hubs



ambient lamps



tape holders

while researching home offices, i found that though there are many tools targeted to addressing an emotional need, very few of those do so in a way that still addresses the first and foremost need of an office tool: **function**.

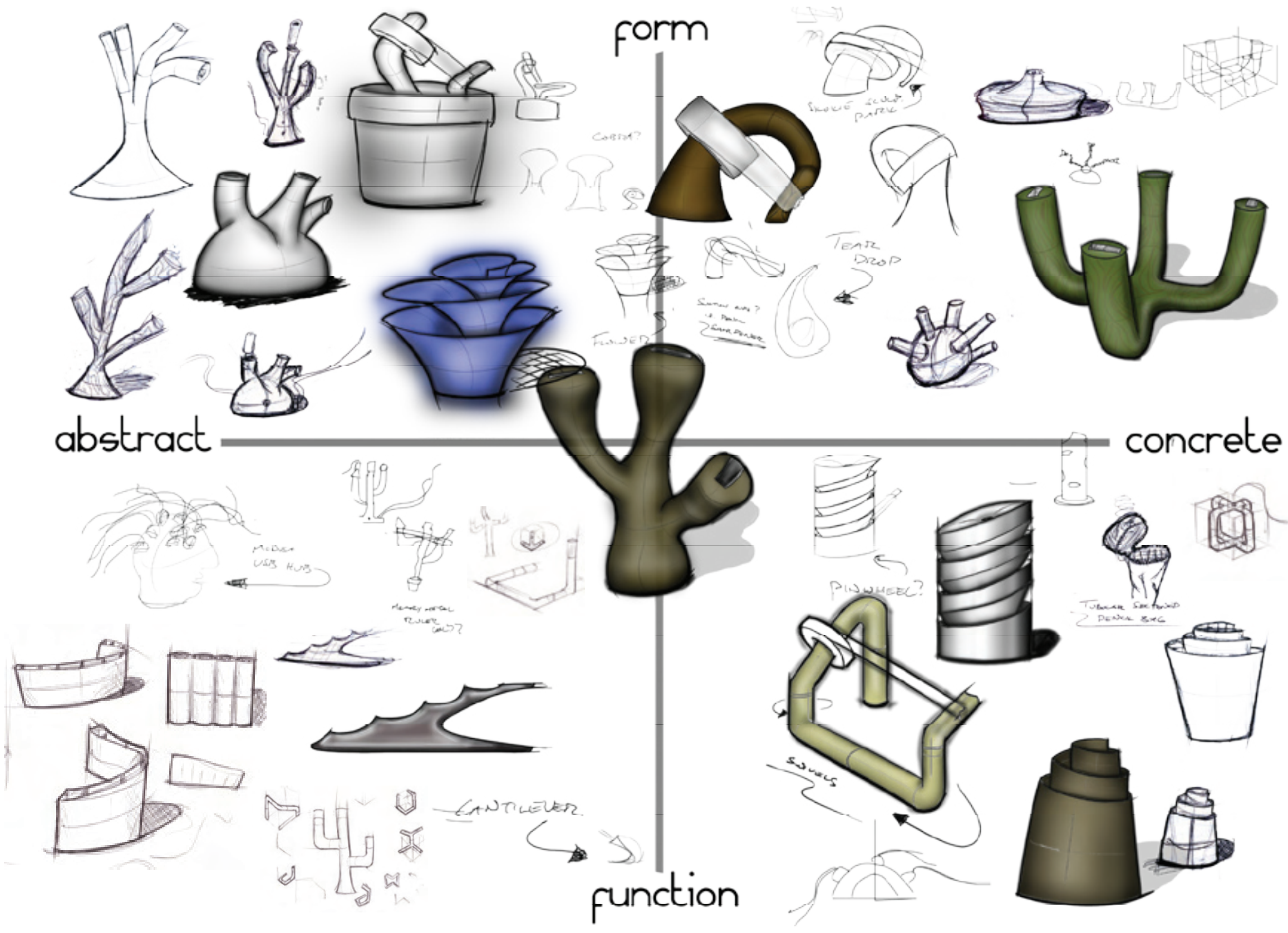
there are many **usb hubs**. some are pretty. few are **wireless**. even less, things of functional beauty.

why must an **ambient lamp** only say, "put me down"? why not, "play with me"?

can a **tape holder** look beautiful, and still dispense tape?

competition

bamboocell



during the concept exploration, i found that people had very diverse tastes when it came to forms that fit their aesthetic needs.

i organized concepts according to this matrix to concretize their concept "category."

i found that, while many people do find the very sculptural forms appealing, more gravitated to forms that were more **concrete** in nature.

though the home office desires tools that are also "objects of desire," the top priority is still **function**.



bamboo
tenite cellulosic
imbued scent

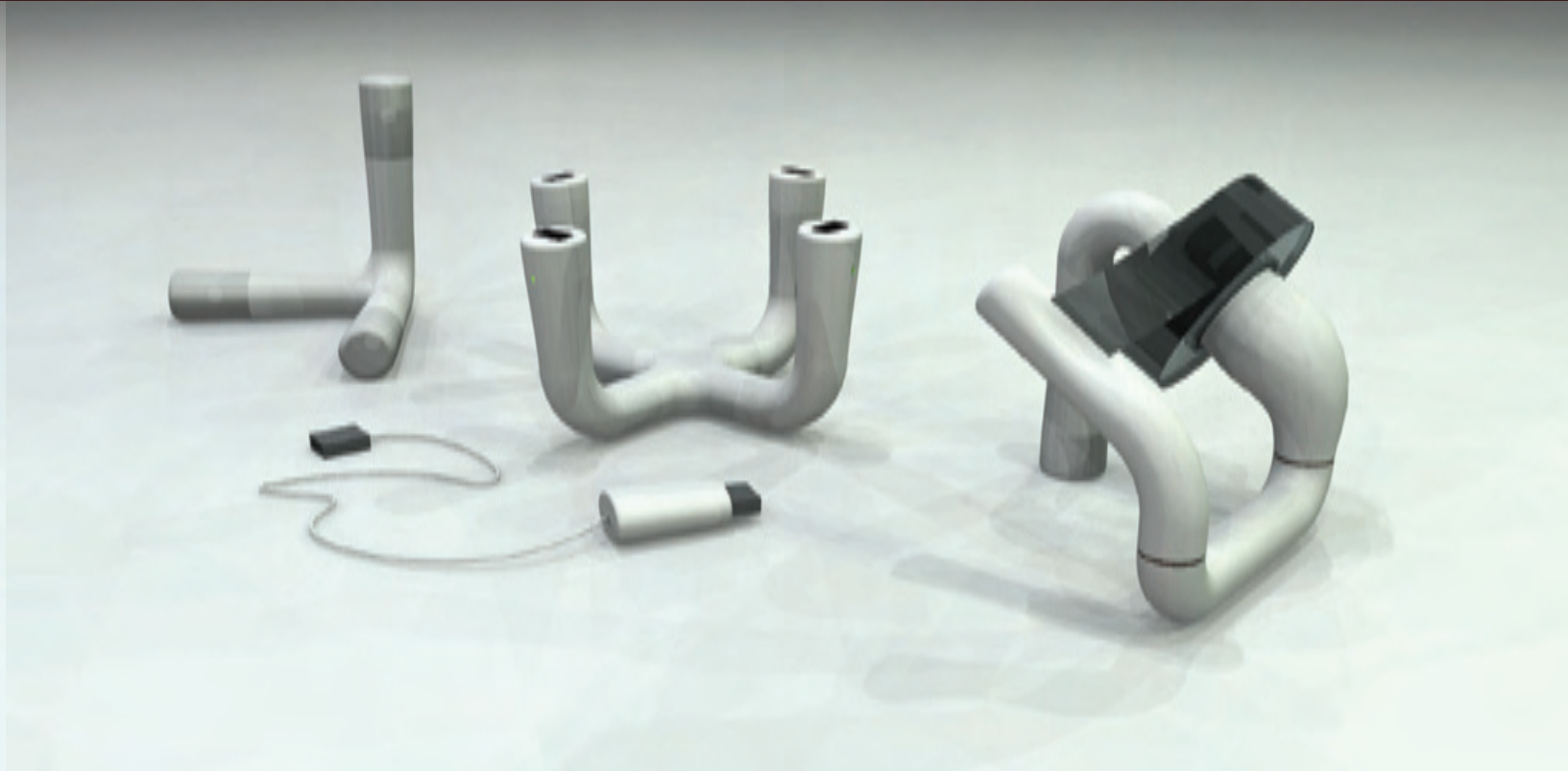
material matters



to address this appeal, i employed a two tier product launch, both rooted in sustainability and sensory stimulation.

the high price point set uses **bamboo** for its sustainable properties, as well as it's natural beauty and appeal.

the low price point set uses **tenite cellulosic**, a wood-based plastic, which can be imbued with scent for a truly custom sensory experience.



method

bamboocell



paper to xerox to email



the paper-data harmony

the transformation of paper

the way we use **paper** has changed.

we have gone from copying a memo 100 times, to emailing, so 100 people can print it.

our **flash drives** have become filers.

but we won't stop using paper due to the immediate nature of it, e.g. the **post it note**.

now they live harmoniously.

gabriel prero | 2008



usb receiver dongle
doubles as
usb charging cable

led power indicator



wireless usb hub

bamboocell

lighting is so difficult to get right.

with a non-restrictive form that's a playground for your fingers,
this is one lamp you may not want to set down.



pop off the cap and it charges with the dongle from the usb hub

ambient lamp

bamboocell

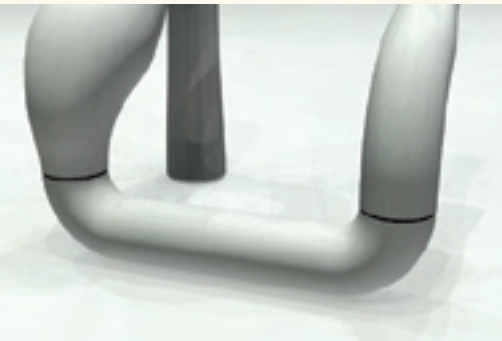


a cool 45 degrees

the keyboard and stroller industries
have long known that 45 is better.

now the tape dispenser is equally savvy.

gabriel prero | 2008



hinged base allows for right
and left-handed configurations



integrated cutting edge

tape dispenser

bamboocell



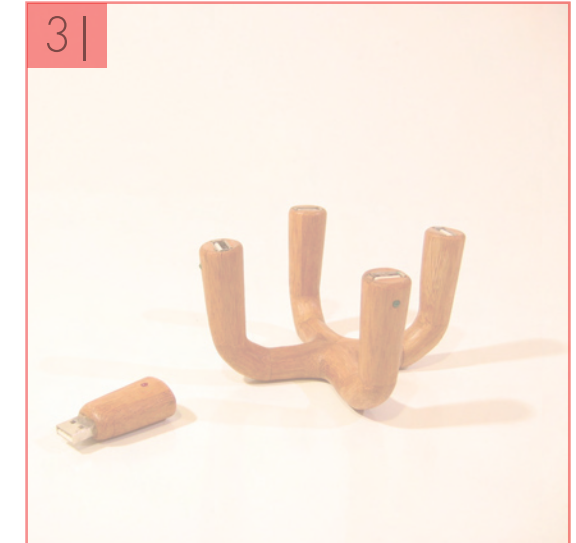
sales tags:
hemp,
cardboard
butcher paper

the office sweet

bamboocell

Urban Fitness |

Working with Life Fitness, our goal was to design a piece of fitness equipment that would fit into a small urban environment such as a condo or apartment. I designed an ottoman that would convert into a multi-adjustable bench, olympic bench press, and had compact free-weight storage.



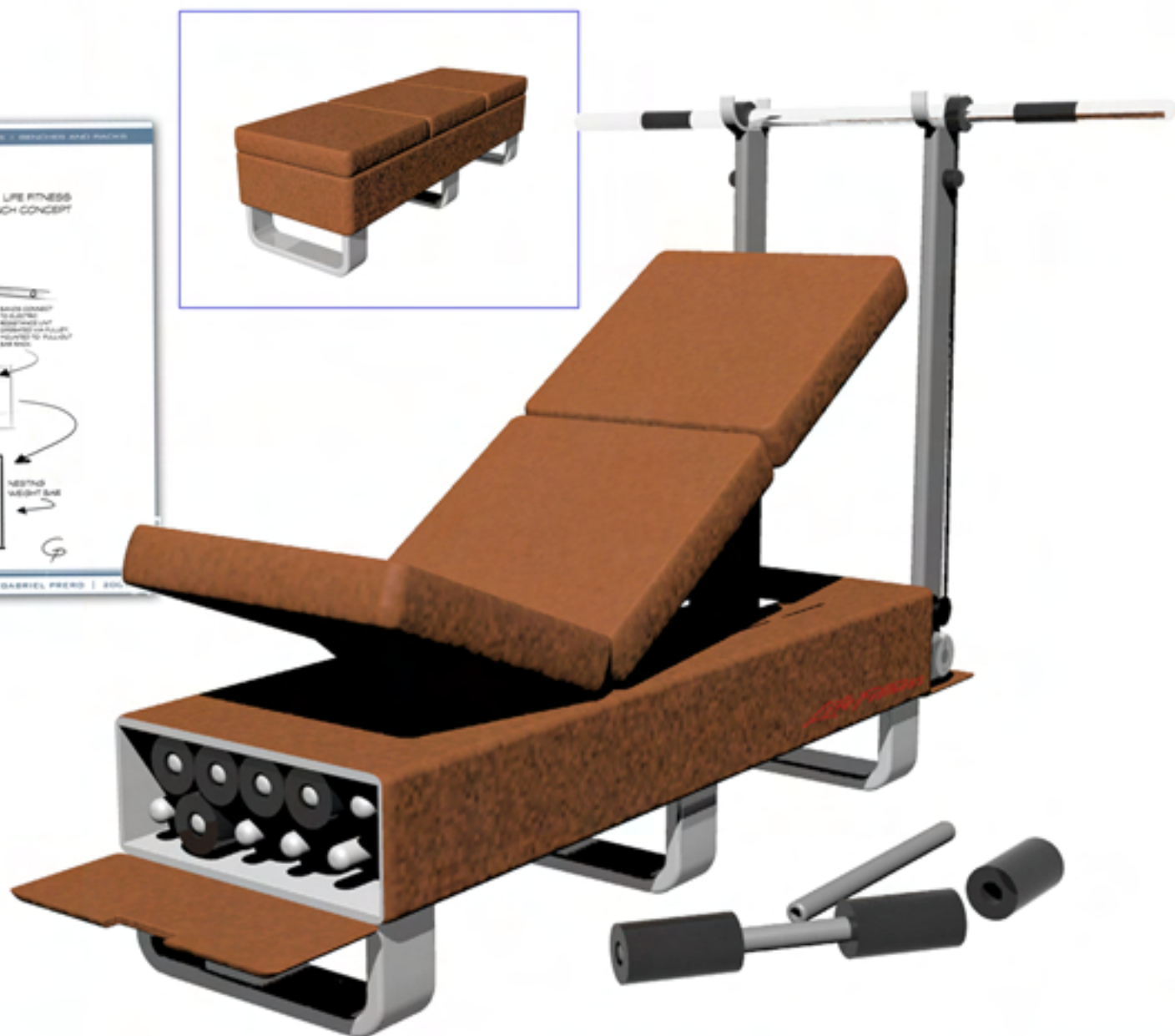
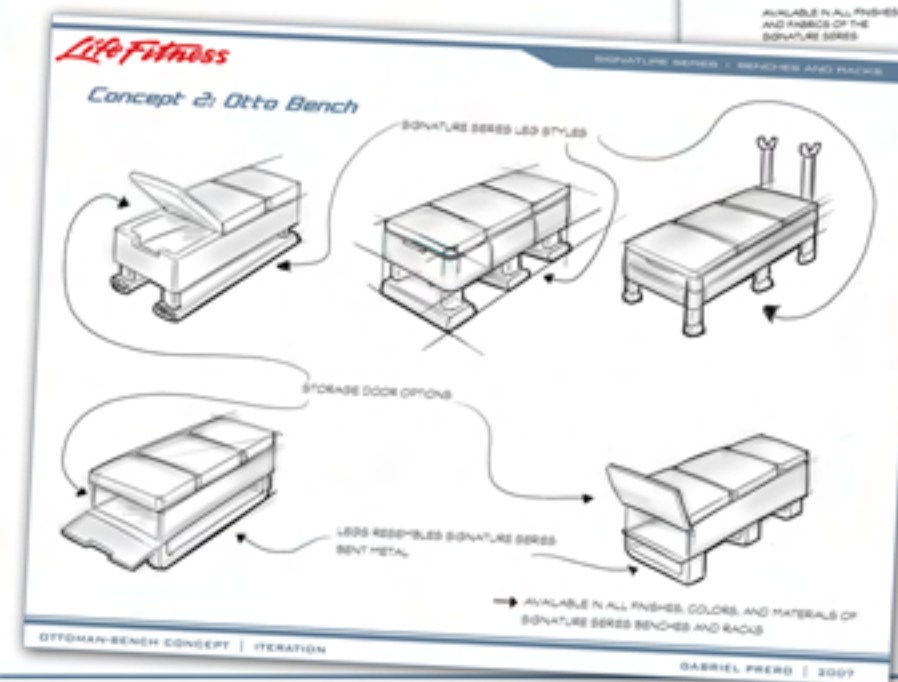
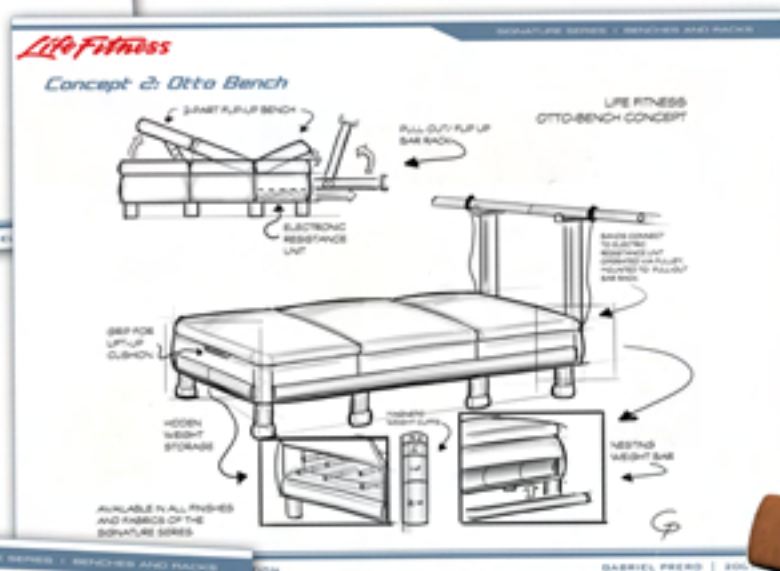
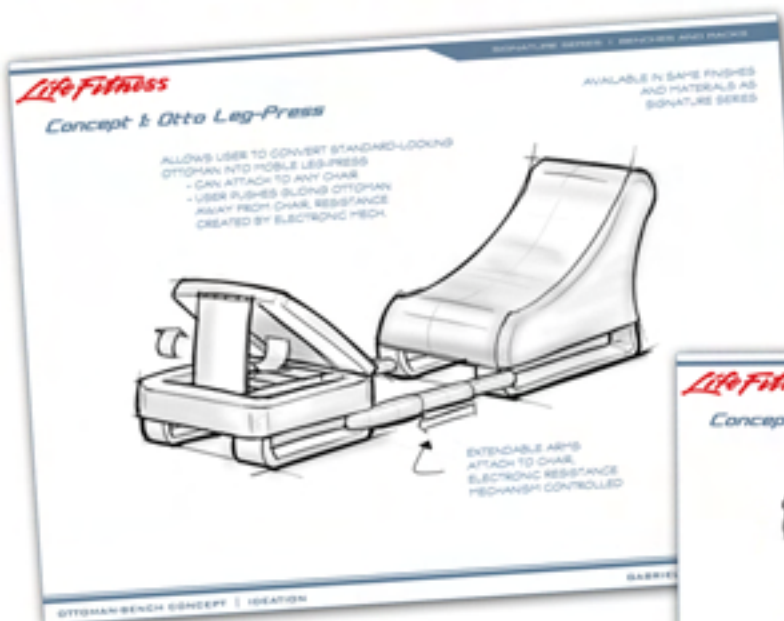
4 | Life Fitness Ottoman Bench



Ottoman-Bench Concept

A new concept for combining beautiful furniture with full-strength fitness equipment to fit into an urban environment.

SIGNATURE SERIES BENCHES AND RACKS



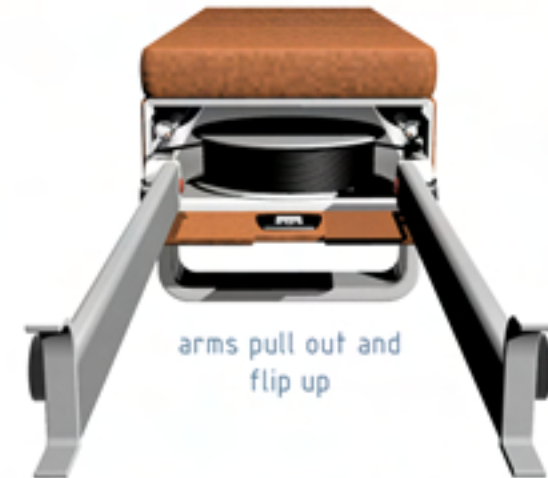
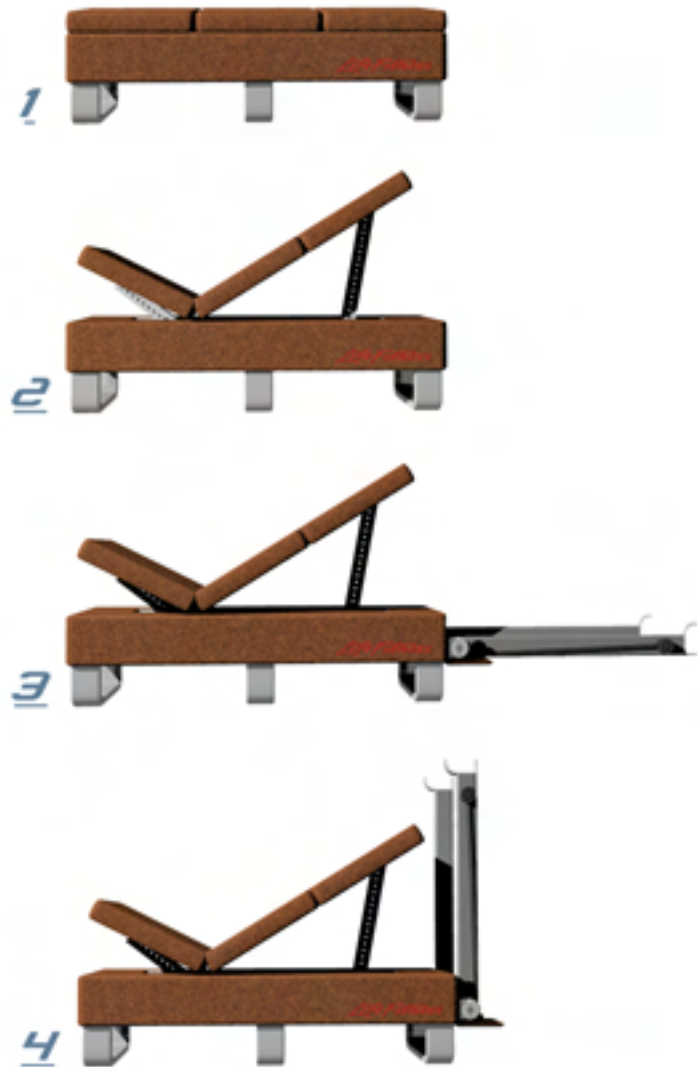
Ottoman Bench Concept

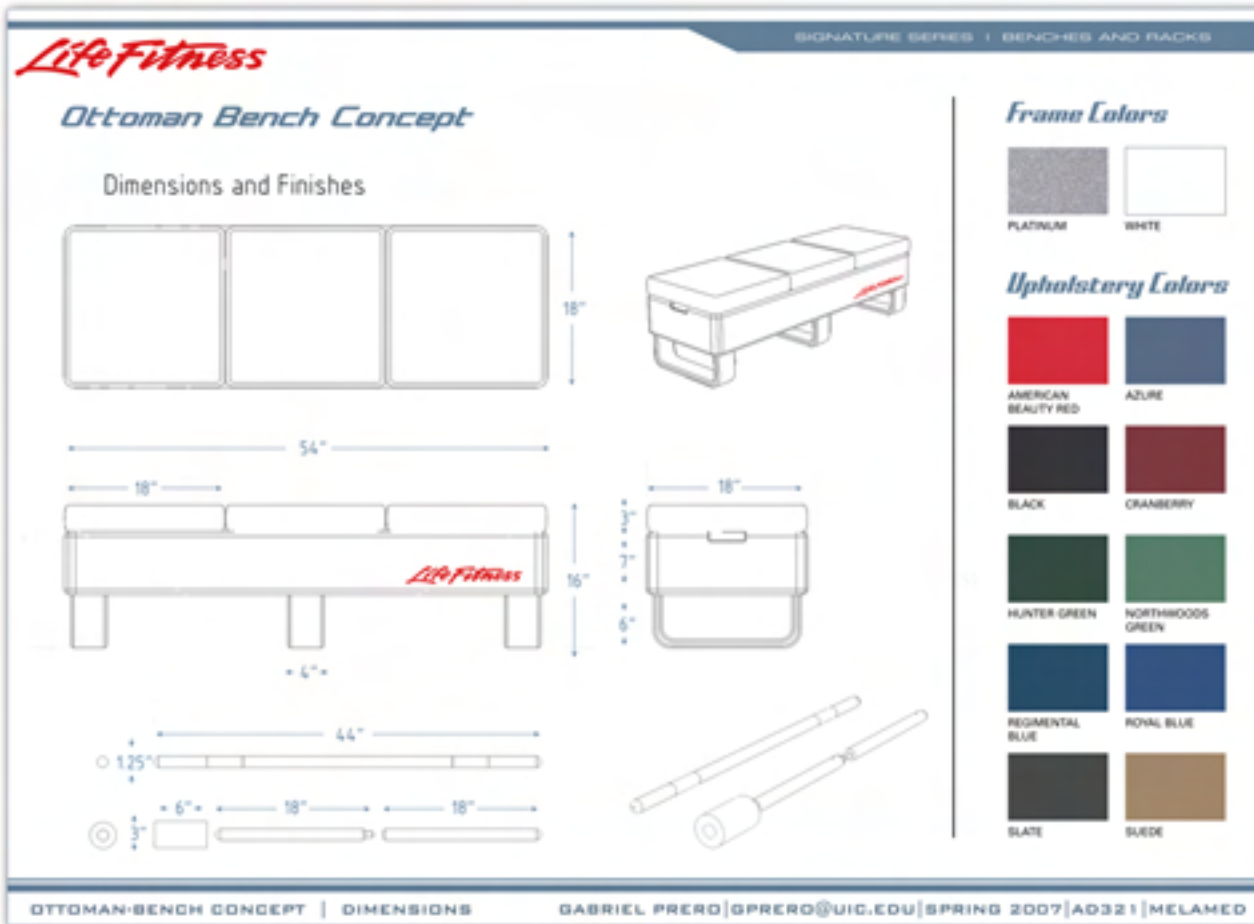
As Adjustable/Olympic Bench

Life Fitness Console
controls weight for
bench press



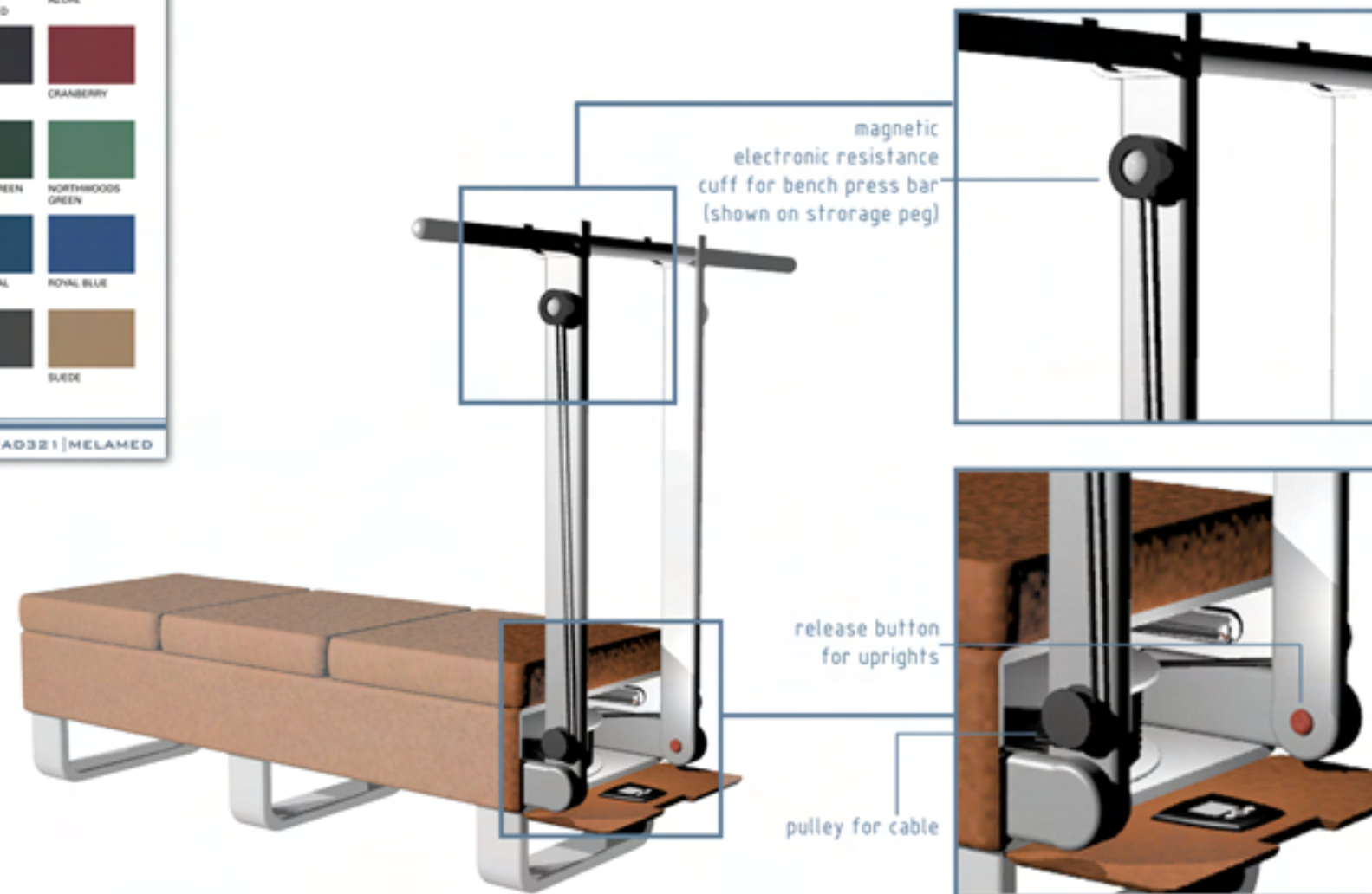
base-mounted
electronic
resistance unit





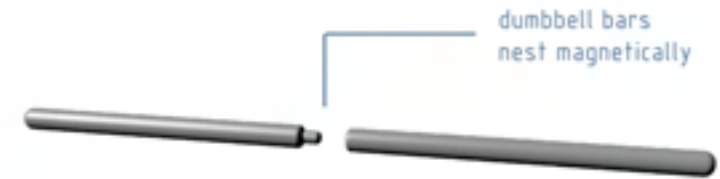
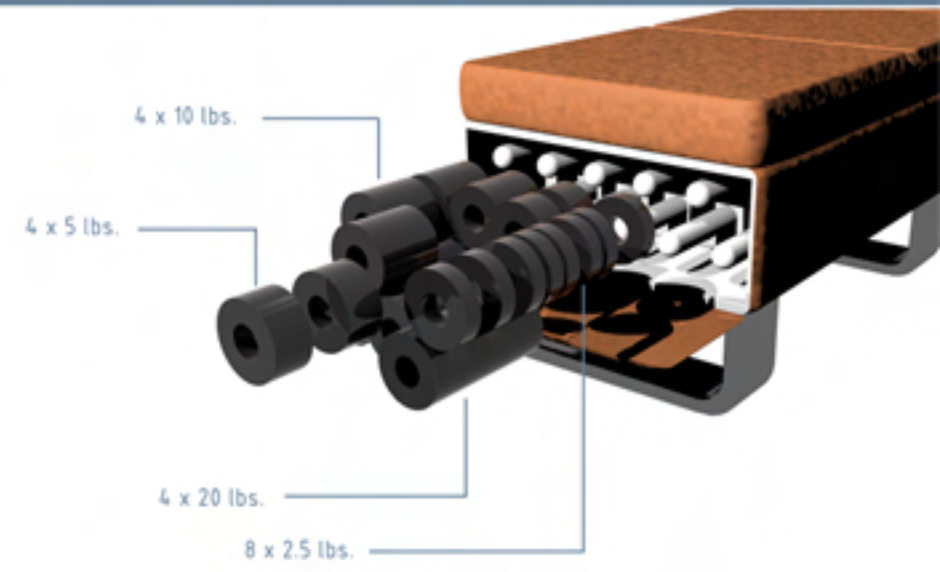
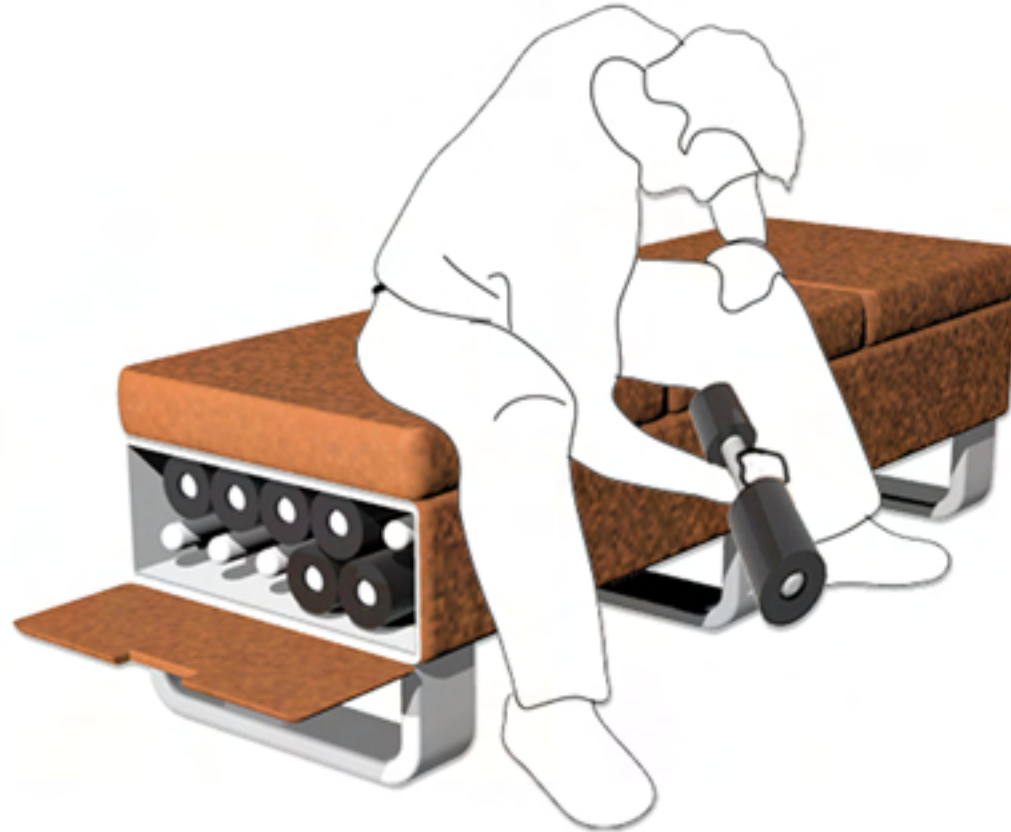
Ottoman Bench Concept

As Adjustable/Olympic Bench



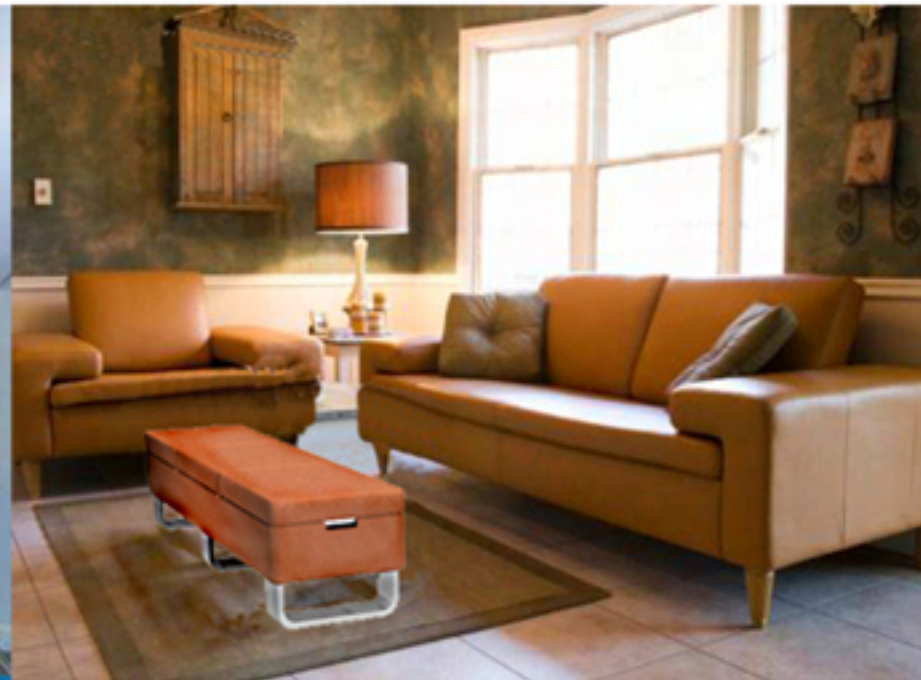
Ottoman Bench Concept

As Flat Bench/Dumbbell Storage



Ottoman-Bench Concept

Beautiful furniture meets
full-strength fitness equipment.
Welcome home, fitness.

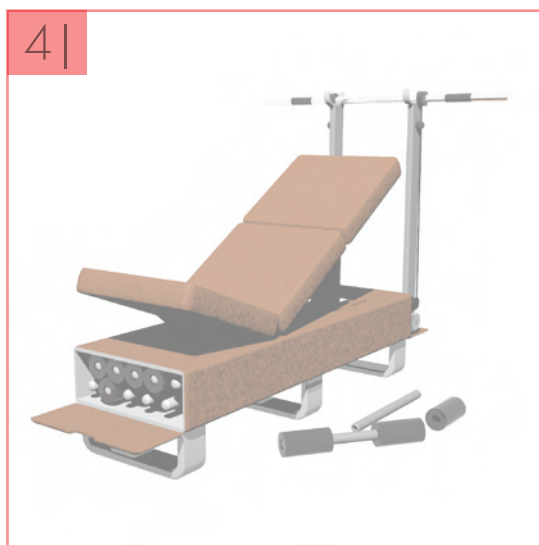
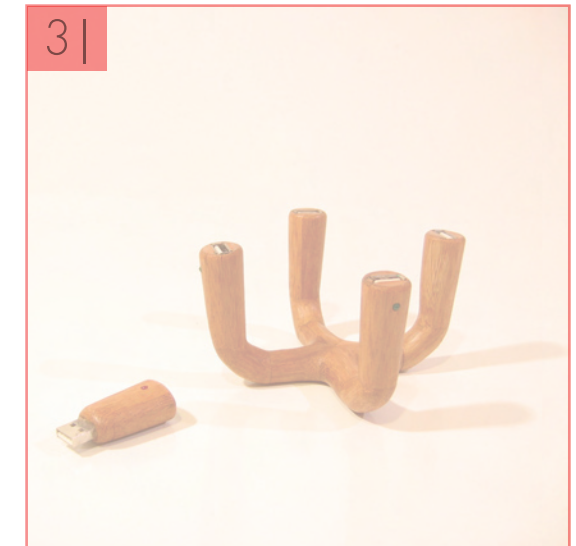


SIGNATURE SERIES
BENCHES AND RACKS



Walk This Way |

The UIC AA Building is quite confusing. For the '08 Senior Show, we wanted to ensure no guests would get lost. Some bent steel and paint later, school director Marcia Lausen asked us to make our solution a permanent fixture.



5 | UIC Art+Design Wayfinders

Background:

The 2008 Senior Show for the School of Art+Design was to be held in UIC's very-difficult-to-navigate Art+Architecture Building

There were three disciplines to be showing work:

Electronic Visualization, Industrial Design, and Graphic Design



Objective:

Guide guests to their desired destinations with minimal confusion.



Due to time and budget constraints, the system needed to be **small**, and in **limited locations**.

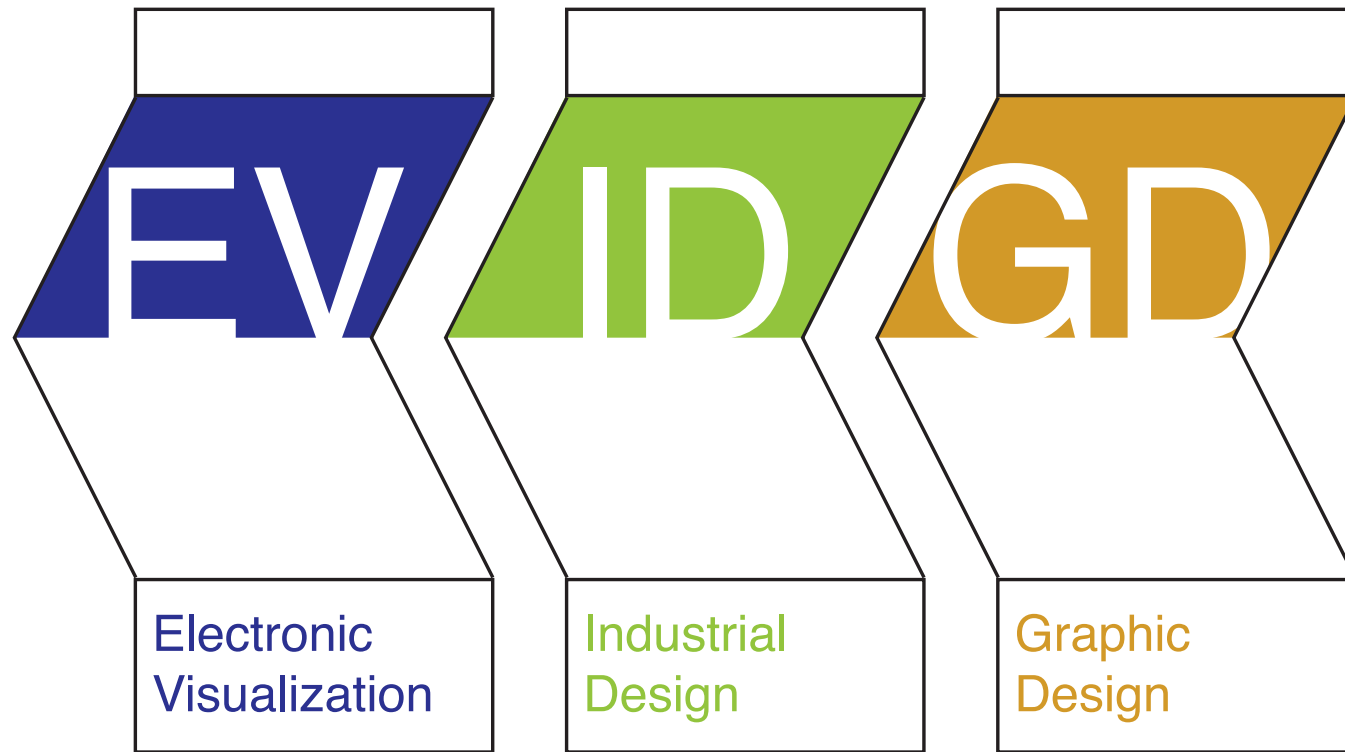
It needed to be **highly visible**, and **leave little question** as to where to turn next.

Placement would be critical.

We decided a **placard system** protruding from the wall would be ideal, and an **arrow-like** form was chosen for its inherent ability to point, eliminating the need for extensive, and possibly confusing, graphics.

Continuing as aesthetic previously set by the architecture department who shares the building, we opted to use **brushed steel** painted with a **single color**, with **steel letters**.

The **color scheme** for the disciplines as well as the use of **Helvetica**, were graphic standards set for the show.



At the main entrance, an **informational graphic** was displayed to establish the rules of the system with a single glance.



The signs **nest** inside each other, then part ways when neccessary.



Zone 0:
Guides guests from secondary entrance to main entrance
EV, ID, GD



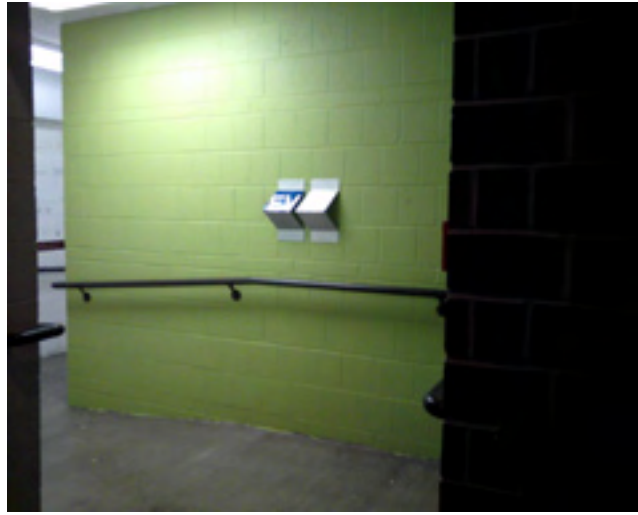
Zone 1:
Main Entrance
Guides guests to second floor
EV, ID, GD



Zone 2a:
GD branches off to right to orange door

Zone 2b:
Guides guests up stairs to EV, ID

Zone 2c:
Guides guests in GD area up stairs to EV, ID



Zone 3a:
Guides guests down green
hallway to **EV**, **ID**

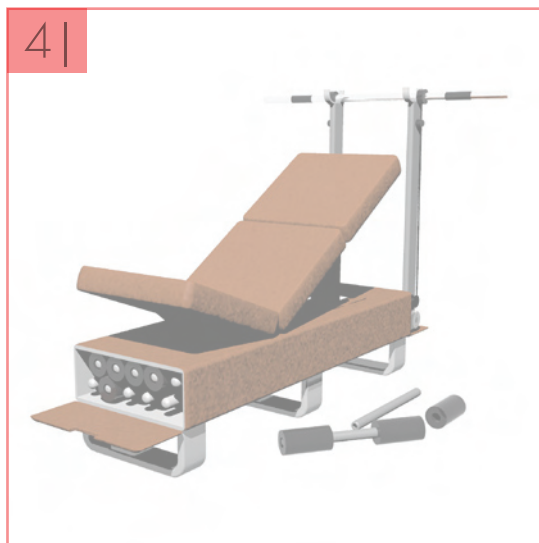
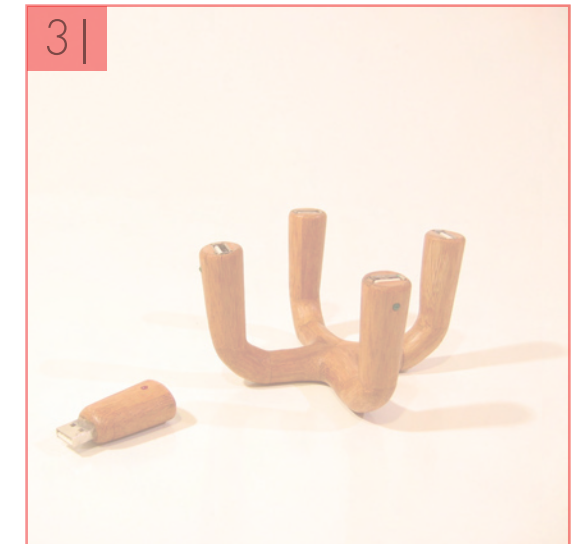


Zone 4b:
Guides guests to **EV** - left
and **ID** - right



Branding Defined |

Working with Magnani Continuum Marketing, our goal was to design a product that would fit into one of three brands; OXO, MINI, or Adidas. Taking cues from the greater brand MINI established, I designed a messenger bag that fits into MINI's unique branding scheme; sleek, colorful, customizable, and full of surprises.



6 | MINI Messenger Bag



THE MINI THAT RIDES ON YOU.

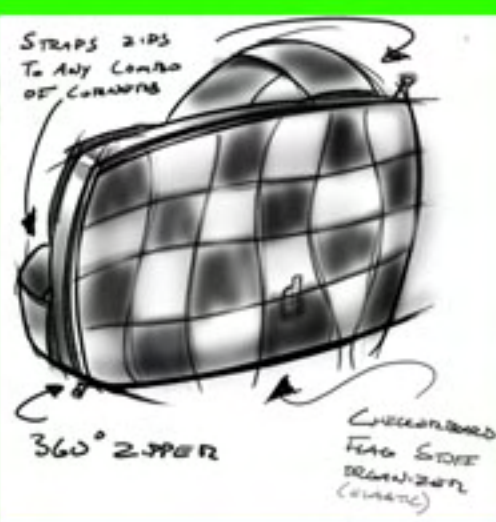
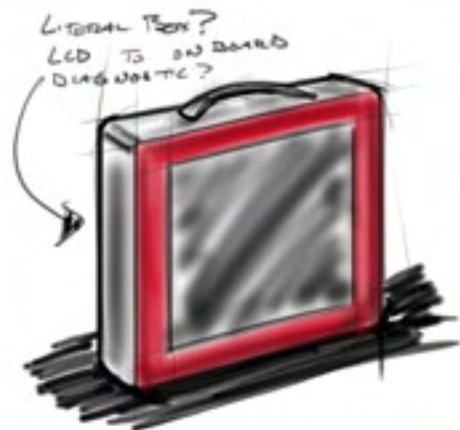
INTRODUCING THE MINI BAG. Taking cues from the greater brand MINI has created around its line of fun, colorful autos, the MINI BAG's design is true to the little winged badge it carries. Fully customizable, innovative, full of surprises, and just a bit quirky, the MINI BAG is truly the only way for a MINI fan to tote their cherished personal effects.



GO CART
CONTRAST
STYLE
INDIVIDUALITY
RETRO
FAST
INVITING
BOING
IDIOSYNCRATIC
DISTINCTIVE
QUIRKY
FUN
AVANT-GARDE

SMALL
YOUTHFUL
RESPECT
SLEEK
URBAN
FRIENDLY
COLOR
CUTE
UNIQUE
CUSTOM
EDGY
CLUB
MINI.







MATERIALS:
 black vinyl
 red pleather
 white pleather
 black felt
 cargo net mesh
 3" elastic
 3/4" velcro
 nylon strap
 buckles



CHILI RED





Hidden side pocket

Elastic side straps

2 buckle
configurations



CHILI RED



Exterior laptop access



Inside laptop sleeve



Elastic stuff organizer





THIS MINI STAYS WITH YOU.
EVEN AFTER YOU PARK.

MINI.BAG. 

INTRODUCING THE MINI BAG. IT'S FUN. IT'S DIFFERENT. IT'S CUSTOM. IT'S MINI.

GABRIEL_PRERO.2007.

MINI.BAG. 