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Scrapbook

THE PLACE FOR DESIGNERS TO SHARE THEIR THOUGHTS
by Shareen Joel

Shareen Joel is an industrial designer whose work crosses disciplines of product design, interior, branding and creative direction. She initially worked for Ford Motor Company after graduation, in a role that took her to the car manufacturing hub of Detroit in the US. She is the daughter of a fashion designer and in her 20 year career, she's blended her interests in fashion with the industrial and engineering culture she acquired while working for Ford. Jetsetting around the world attending fashion and trade shows, Shareen was charged with forecasting and translating form, material and colour trends for the automotive industry.

In 2003, Shareen established her multidisciplinary design practice, Shareen Joel Design, based in Melbourne. And in 2011, she launched Share Design, an online resource of design inspirations for designers and consumers alike.



Shareen Joel in her
Prahran studio.
Photo: Sharyn Cairns



This Page
 Clockwise from top left: My inspiration board with samples and materials. A snapshot of my desk and my workspace; Eclipse table, designed for NEST at designEX. It was a collaboration between Shareen Joel Design and Share Design; A sketch from when I worked at Ford Motor Company in Detroit. That was a concept car for the Detroit Motor Show; Sketches and samples on my desk; A stack of design and architecture books; Flowers on my desk; Samples in the studio
Next page
 My favourite design objects. Fronzoni '64 Chair by Capellini. Tab Table Lamp designed by Barber Osgerby for Flos. (Photo: Armelle Habib)



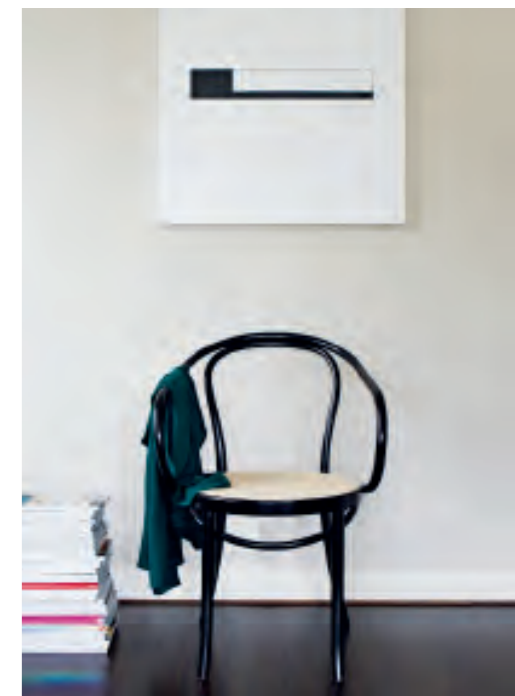
what inspires me...

Because I'm an industrial designer and I've worked in the automotive industry, I'm really into manufacturing. Everything has integrity and authenticity. That's what I've always been most driven by.

my favourite designs...



Left: KS Macbook Air Portfolio by Kenton Sorenson; Primitives Bowl designed by Vincent Van Duysen for When Objects Work; Eclectic London cented canel by Tom Dixon; Fronzoni '64 Table from Cappellini



Clockwise from top left: Guerrero House by Alberto Campo Bese. I love architecture. I'm inspired by the work of this architect; A Todd Hunter painting and tan leather chair; Le Corbusier B9 chair from Thonet (Photo: Armelle Habib); Swivel table prototype, Yves Klein book and bronze ring

Interview with Shareen Joel

What's your favourite time of day?

Honestly, I would have to say bedtime. There's nothing like recharging your batteries after a very busy day.

What's on your desk right now?

I love having a tidy workspace! I am not a hoarder but love to hold onto my favourite objects, materials and samples that have always inspired me. Right now on my desk I have my aged leather coin and card satchel, a measuring tape, Chanel catalogue, metal and timber samples, sunglasses, a copy of Italian *Elle Décor*, my Macbook and iPhone.

What do you see when you look out at the world from where you sit?

My studio is in Prahran on a second floor of a renovated Victorian building where I look out over the city skyline.

From where I sit I see a rapidly changing world. I often wonder what the world will be like for my kids and their generation as they grow up. It wasn't that long ago that we didn't have social media - Facebook, Twitter, Pinterest and Instagram. Social media now dominates all of our lives and particularly for my children they have become accustomed to immediacy and access to everything as it happens. Life is feeling so fast and that there is not enough time for consideration, relaxation and privacy.

What motivates you?

I have always had a passion for all aspects of design and I suppose it is an intrinsic part of my life. I now have reached a stage where I enjoy sharing my experiences and career within the industry.

Who/what are your key influences?

My key influences are materials, technology, craftsmanship and quality. The great masters of design and architecture are the finest

examples for me to be inspired by and hopefully follow.

In your mind, what is the most critical problem facing us in the future? How can design intercept with that?

I see a rapidly changing world in terms of social media and technology and there is not enough time to slow down and consider. I think sketching, model making and creating prototypes are the key elements of design that have been forgotten and I hope they return so that designers can explore with their hands again.

What's your most essential piece of equipment?

I have a few - my Macbook, iPhone and measuring tape.

What are you most proud of?

I am proud of a few things. Firstly I am most proud that I have been able to balance a career with a young family. It is a real challenge for any working mother to juggle

both and particularly have their own business. I am also very proud of my career with Ford Motor Company. At the time that I accepted the position at Ford Motor Company in Australia in 1991, there were very few females in the automotive design industry and as a young designer I took on that challenge and also left Australia alone to work in the UK and Detroit. There wasn't access to communication as there is today- there was no internet, email or mobile phones to connect with home so I felt relatively isolated but I truly believe it was the best design and manufacturing 'apprenticeship' I could have ever hoped for.

What now? How do you see the road ahead?

I will never stop designing, it's in my blood but I also love to share information and experience so my second design business, Share Design, has been an incredibly fulfilling and creative challenge.

shareenjoel.com
sharedesign.com



Photo: Sharyn Cairns