


Selected Work by Arash Nouruzi



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for more information

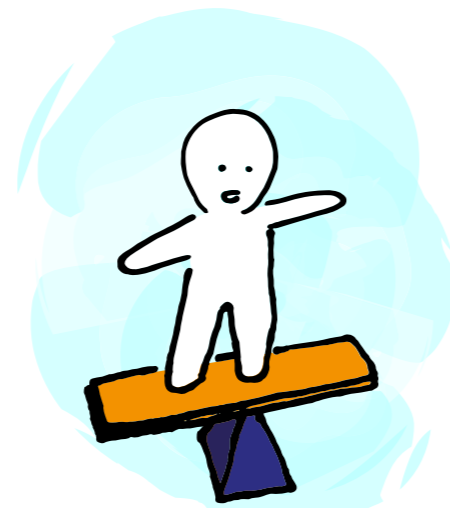
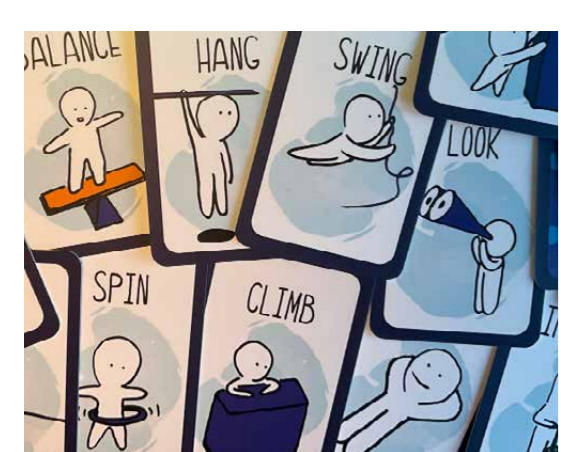
Arash Nouruzi

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2020 playPath present EAST AURORA

PlayPath is an outdoor play area developed for the [Rural Outreach Center](#) in East Aurora, New York.

[PlayPath](#) is co-designed with children from the local community to give them a sense of agency over their play area and an opportunity to define what 'play' means to them.



Winner of [Kaboom's](#) Built-to-play design challenge
In collaboration with [Kenny Arnold](#)







2020
Feb

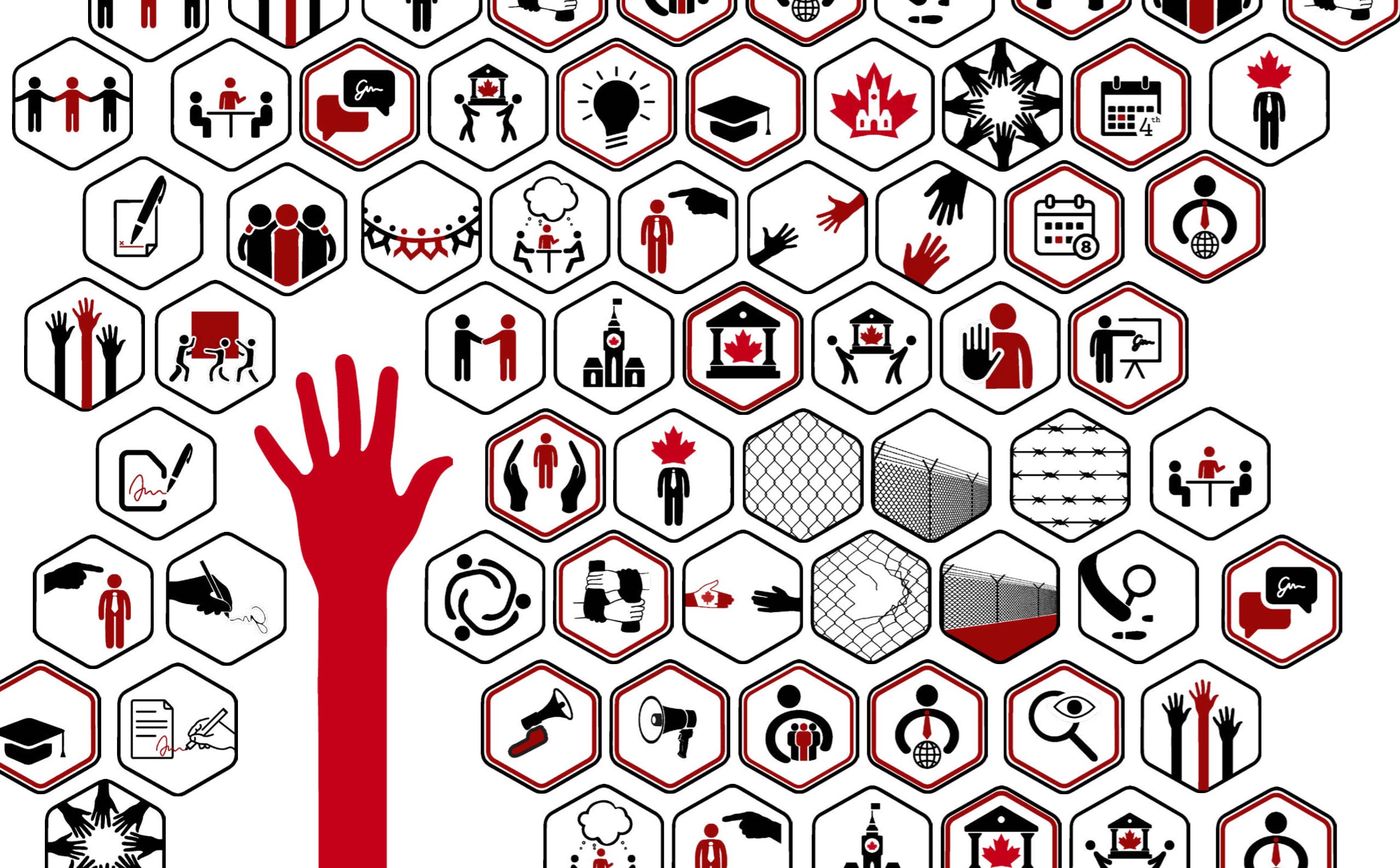
The Collage

An interactive picture-based newspaper for a visual culture with low attention span. Daily news was presented in form of a collage where you could see the happenings of the world that day in one glance. Clicking on the image showed you the headline and a bite-sized caption related to it, along with a link to the original source for more information.



In collaboration with Tom Morgan
[@tommorgantm](#)





2020
Aug
STAND
Canada

Updating and **redesigning STAND's brand and visual identity** and creating digital-based and print-based contents.



Including logos, colour pallets, font suggestions, comparative analysis of the brands they compete against; creating thumbnails, animation, headers and icons, reusable templates for their social media, infographics, posters, flyers, business cards, letterheads, stickers and buttons.





2020 Bake with Layho

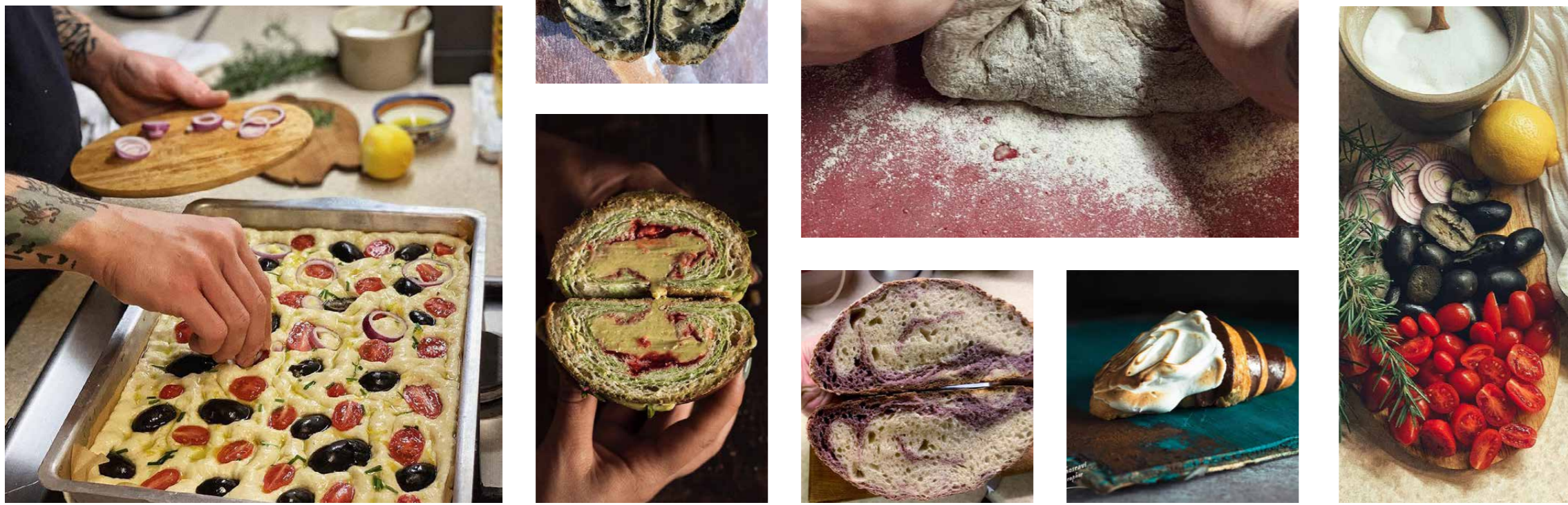
May



[Bake with Layho](#) is an online bakery based in Tehran, distributing fresh pasta, lasagna and a variety half baked dough. **I have designed its brand identity and its business model.**

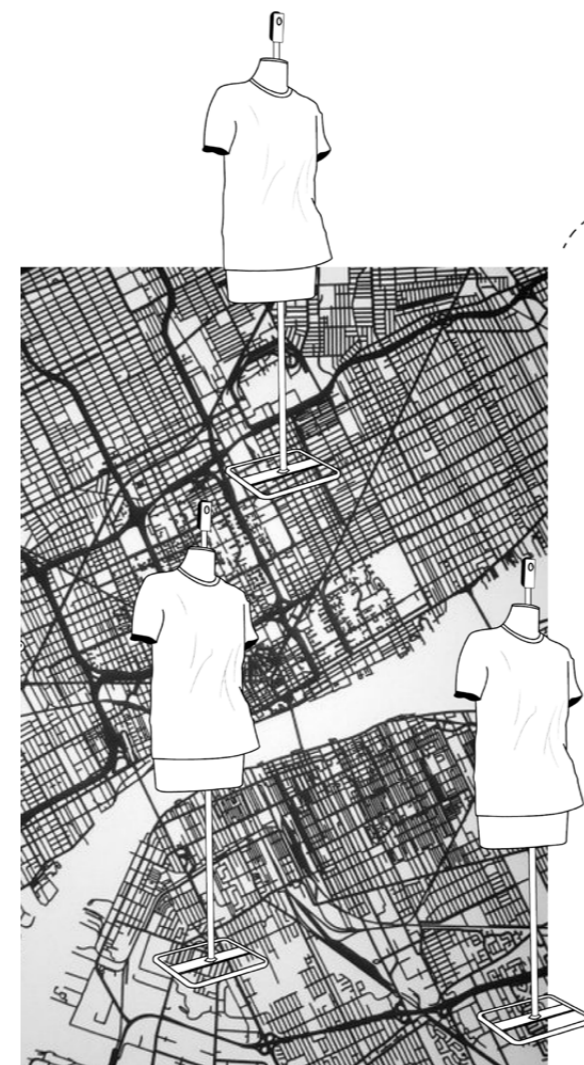
In collaboration with Alex Layho
@bakewithlayho

Bake With پخت با
Layho لیهو

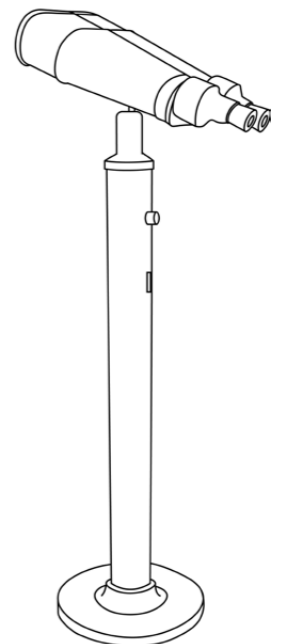




2019 Feb **Close Encounter**



[This project](#) creates intimacy between city animals and people working at offices near the sight, by using props, 360 vision camera and a virtual reality headgear. The project was further developed by locating the dummy in different situations.



news

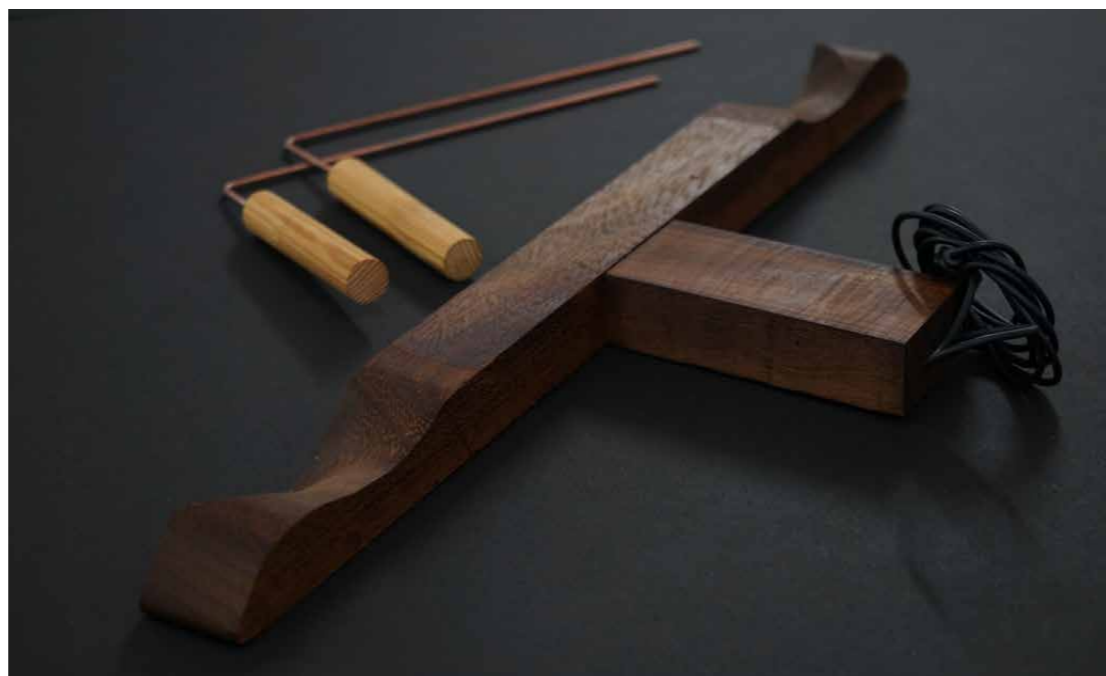


2018 Dec Dowsing Mouse

Click [here](#) to watch a short documentary about John Baker the head of London Society of Dowsing. Filmed in Greenwich

From Eurasia to the Americas, dowsing (or 'rhabdomanzia') has been used as a technique to find water. Centuries ago finding a good source of water was necessary for survival. In a time where our reliance on mass media has made us vulnerable to "fake news", perhaps finding a reliable source of information can be considered equally vital.

[This tool](#) redefines 'web browsing' as 'exploring landscapes' or 'dowsing for information'; it helps the user find the most relevant content based on their sense of intuition.





2018 rosePen
Nov

RosePen is a tool for expressing love and loss. This pen prioritises romance as opposed to comfort, at its core value. It romanticises the very act of writing and dramatises the writer's ability to express him or herself in a poetic manner.





2018 Linea
Jun

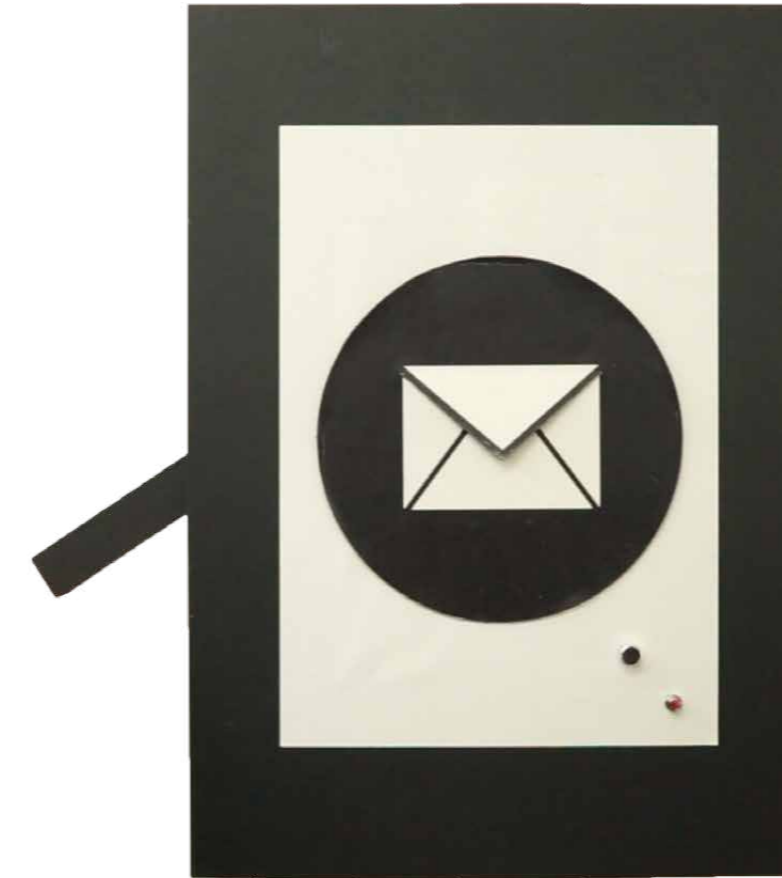
[Linea](#) is a shortcut switch for your electronic devices. You define its interface through drawing or decorating your body with conductive materials. By enabling you to customise control gestures for a chosen action, it aims to encourage subjectivity and flexibility of use.

Linea was exhibited in the 2018 Milan Design Week



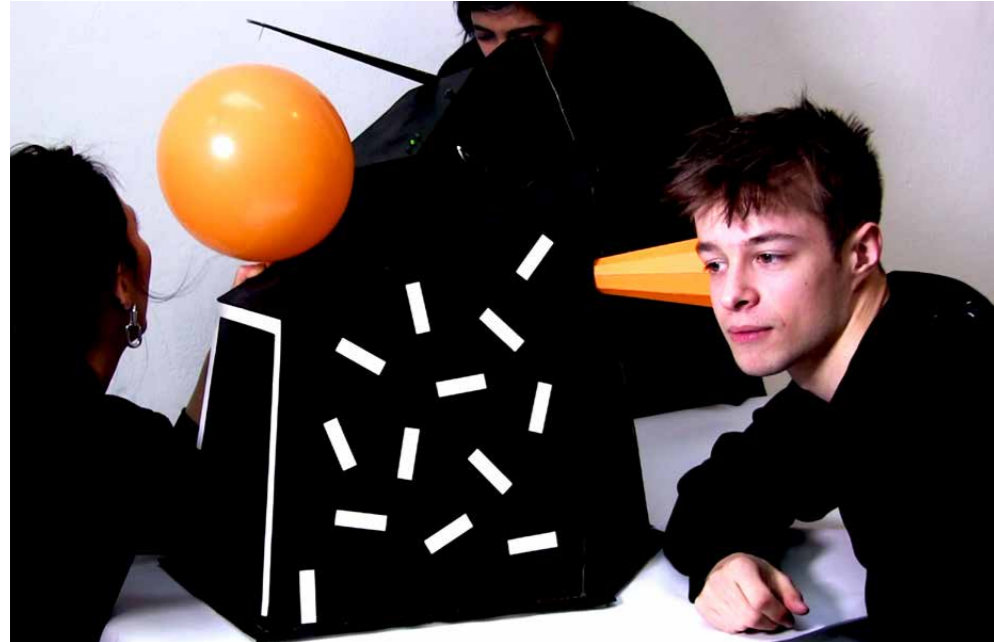
2018 voiceMail

Jan

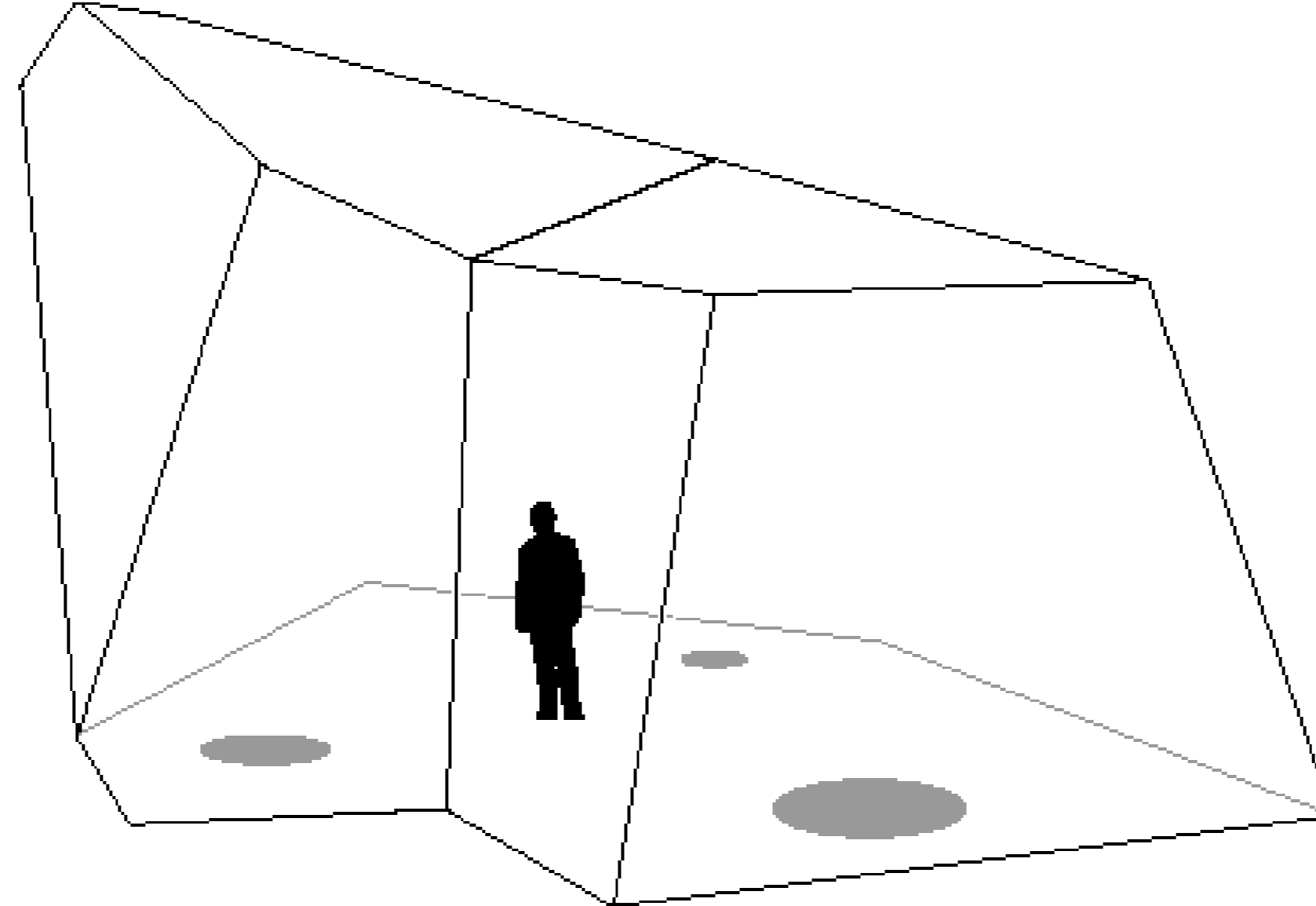


voiceMail **is an audio suggestions box** on which you can record ideas, opinions, and concerns. Placing the handle up indicates there is a message, which you can listen to by pressing the envelope. voiceMails is part of a series of interactive posters.

voiceMail hung on the wall of the Design Products Office in the Royal College of Art



 2017 code20
Dec



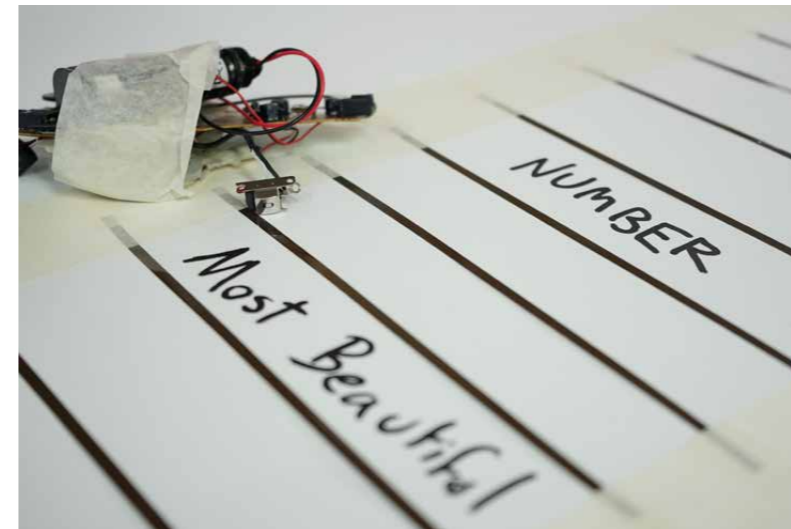
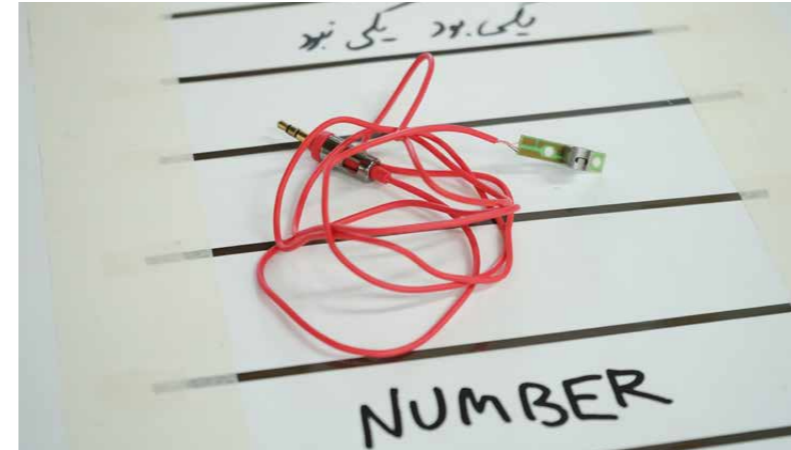
code20 is a multiplayer game designed to work on your collaboration skills. In this game, the sensory information is split into three. One only sees, the other hears and the person in control only feels the game. The players have to collaborate to stop the balloon from exploding in less than 90s, the time it takes our 'urban heroes' to be on their way to rescue.

Working with the London Fire Brigade and the RNLI. In collaboration with Bingqing Yi, Paco Luis, and Karlijn Sibbel

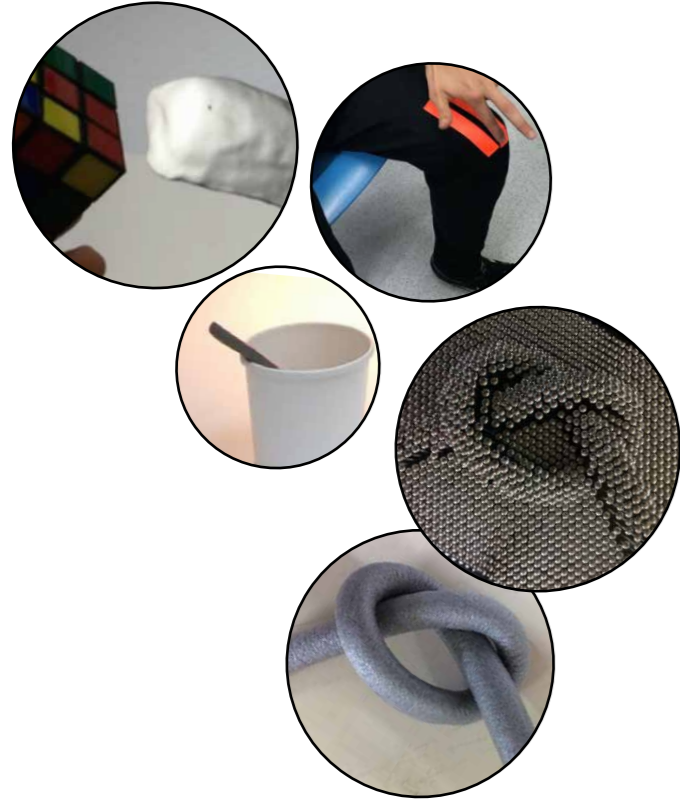


2017
present

The Sound of Books



The Sound of Books **is an ongoing experimentation of adding sound to text.** This means novels can have soundtracks to create a cinematic experience. It could also be used for learning languages and other educational purposes. I have already demonstrated its possibility in different ways, such using magnetic tape. The goal is to achieve the most reliable, intuitive and affordable means.



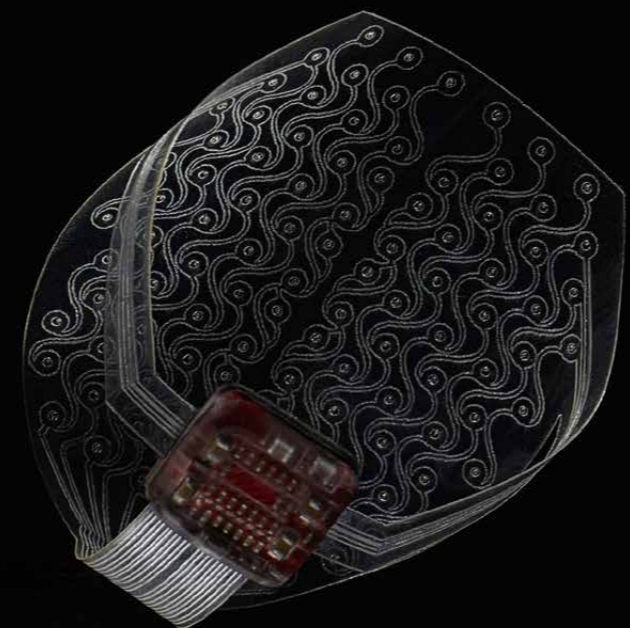
2017
present

Wizard of Oz prototyping

Prototyping and communicating results of research
and concept development

 Click on the circles for related videos

Pinboard is an interactive surface where the buttons can adapt in form, and shape according to the program in use. Due to its flexibility to adapt to related information, there will be no longer a need to memorise short-cut keys. As the board is tactile, this technology would be also user-friendly for the visually impaired. Transforming virtual surfaces, in CAD files, into physical tactile experiences could be one of its intriguing output features. In collaboration with Matt Hayden



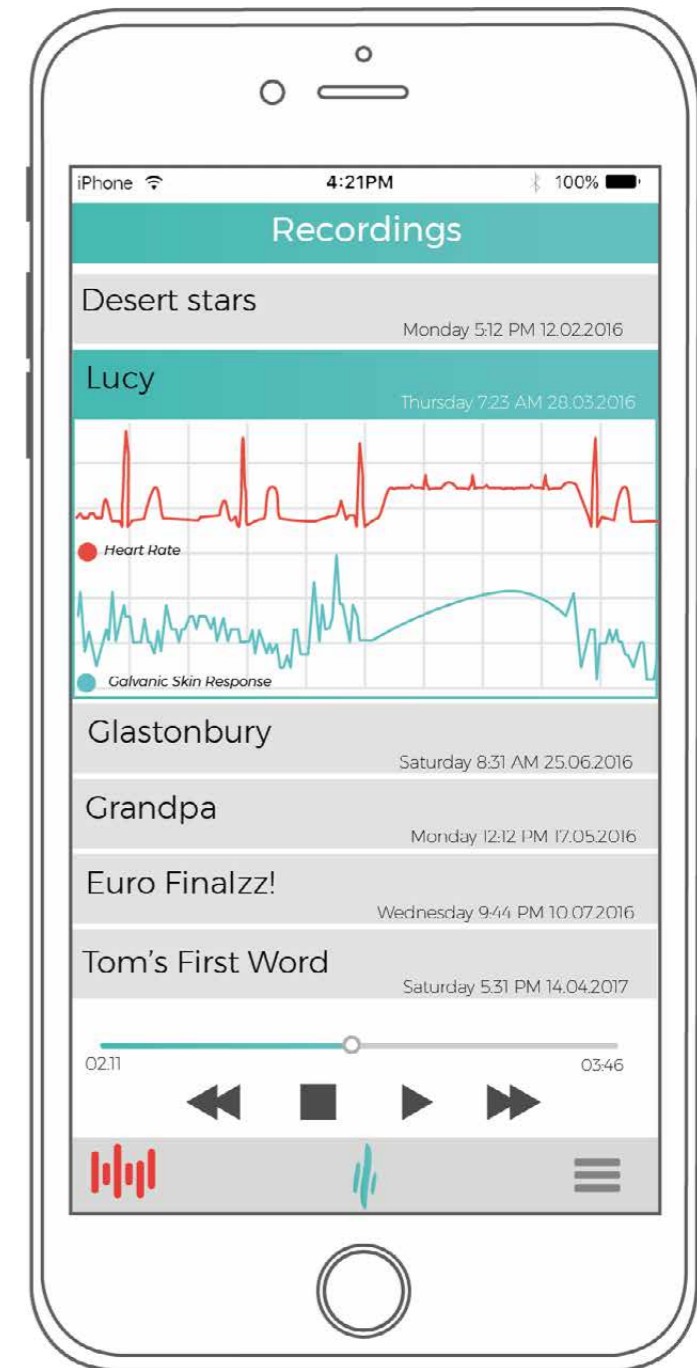
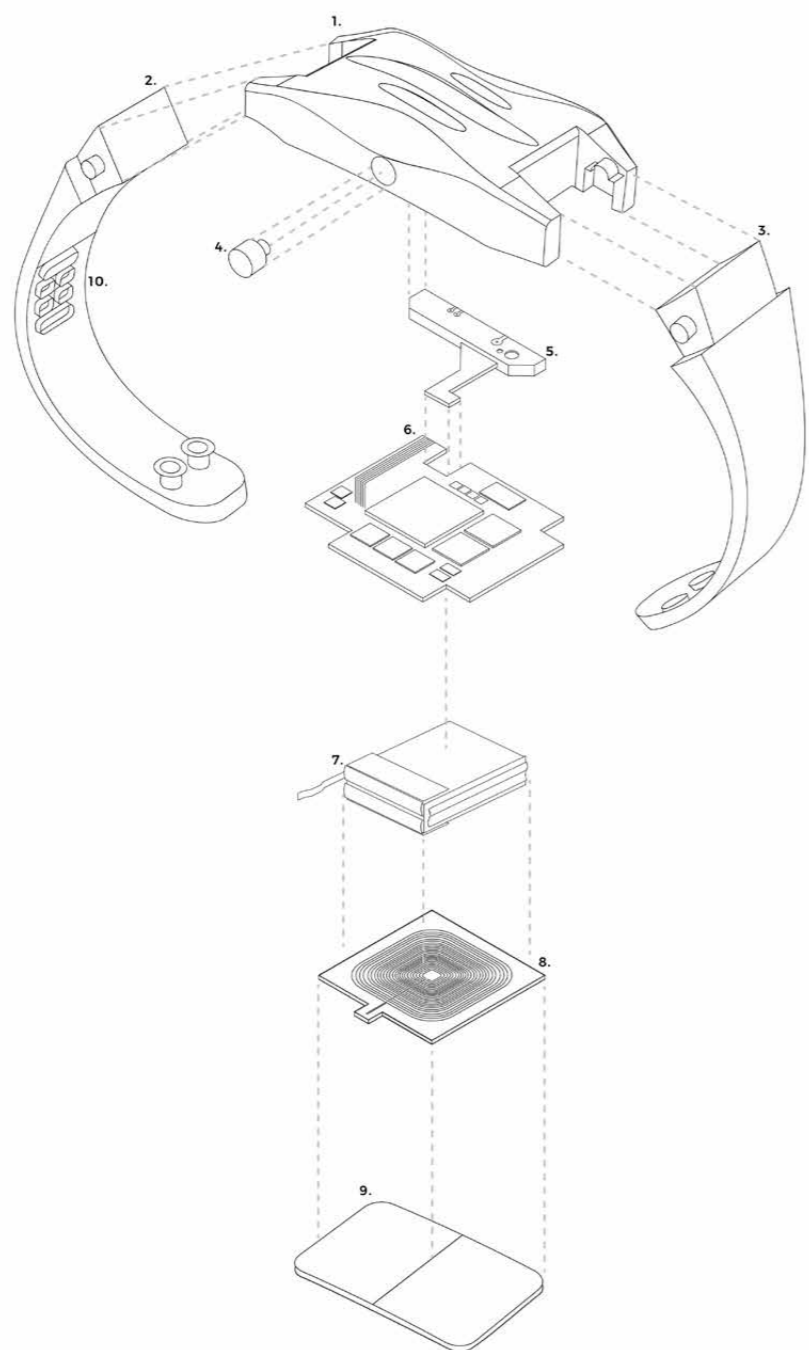
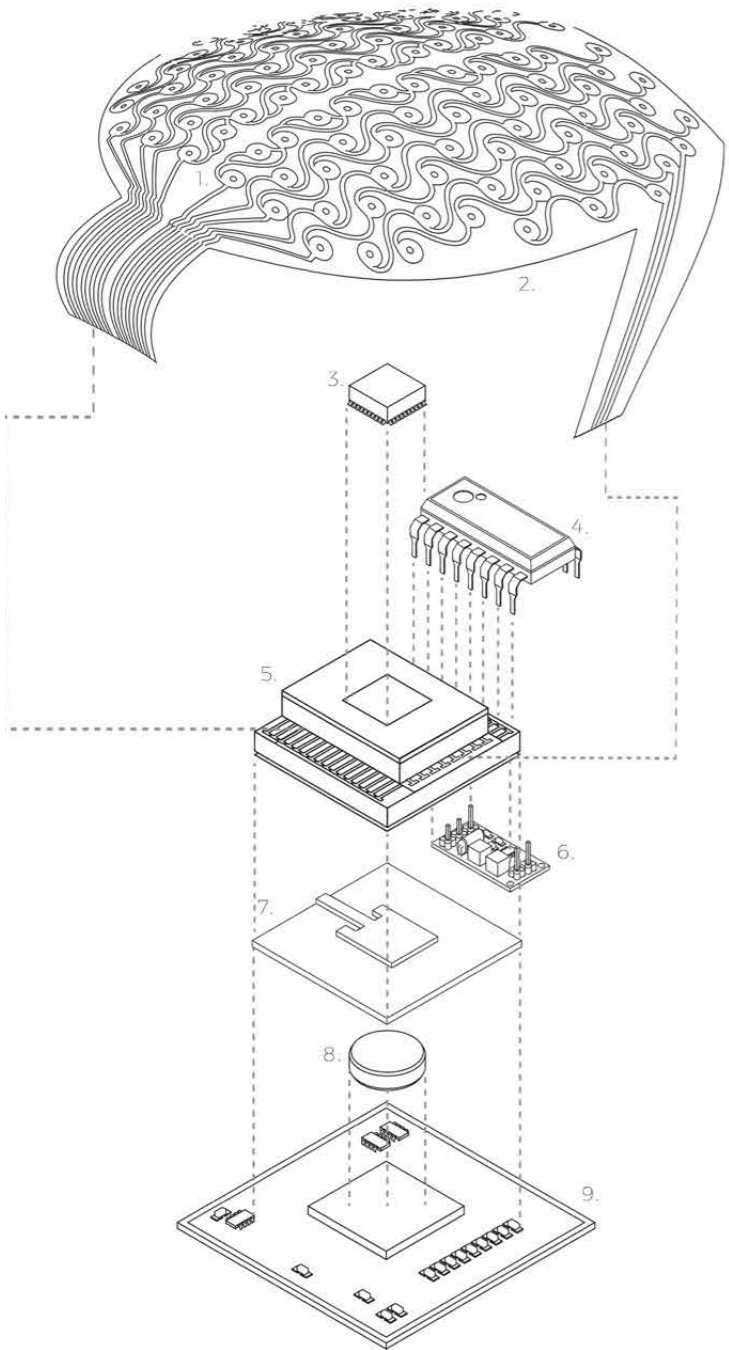
2017 Madeleine

Jun



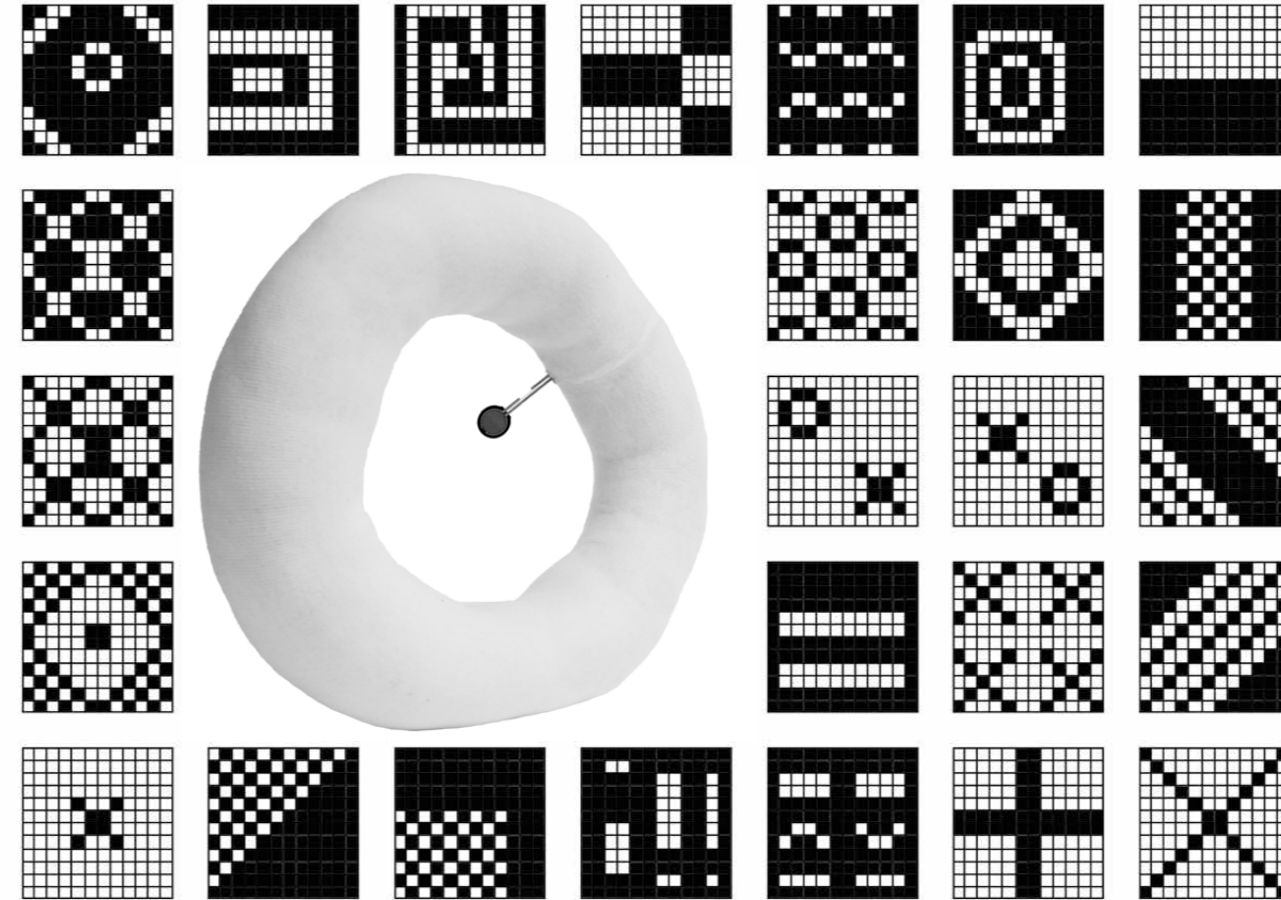
Madeleine augments your sense of touch to aid your memory. It does so by creating a unique pattern of vibration on your tongue based on your biometrics. Later providing you with the sensory context, which you were exposed to when your memory was being formed. It **aims to help you remember, in the same way, a smell, a taste or a song can remind you of something.**

Democratic Design Space is a platform which aims to facilitate debates around the trajectory of technological developments. Madeleine was its first outcome.





2017 Feb
Sub-conscious Interactions



These are a [series of artefacts](#) with touch based information designed for the subconscious mind. They **detect stages of deep sleep and open a window of opportunity for communication.**

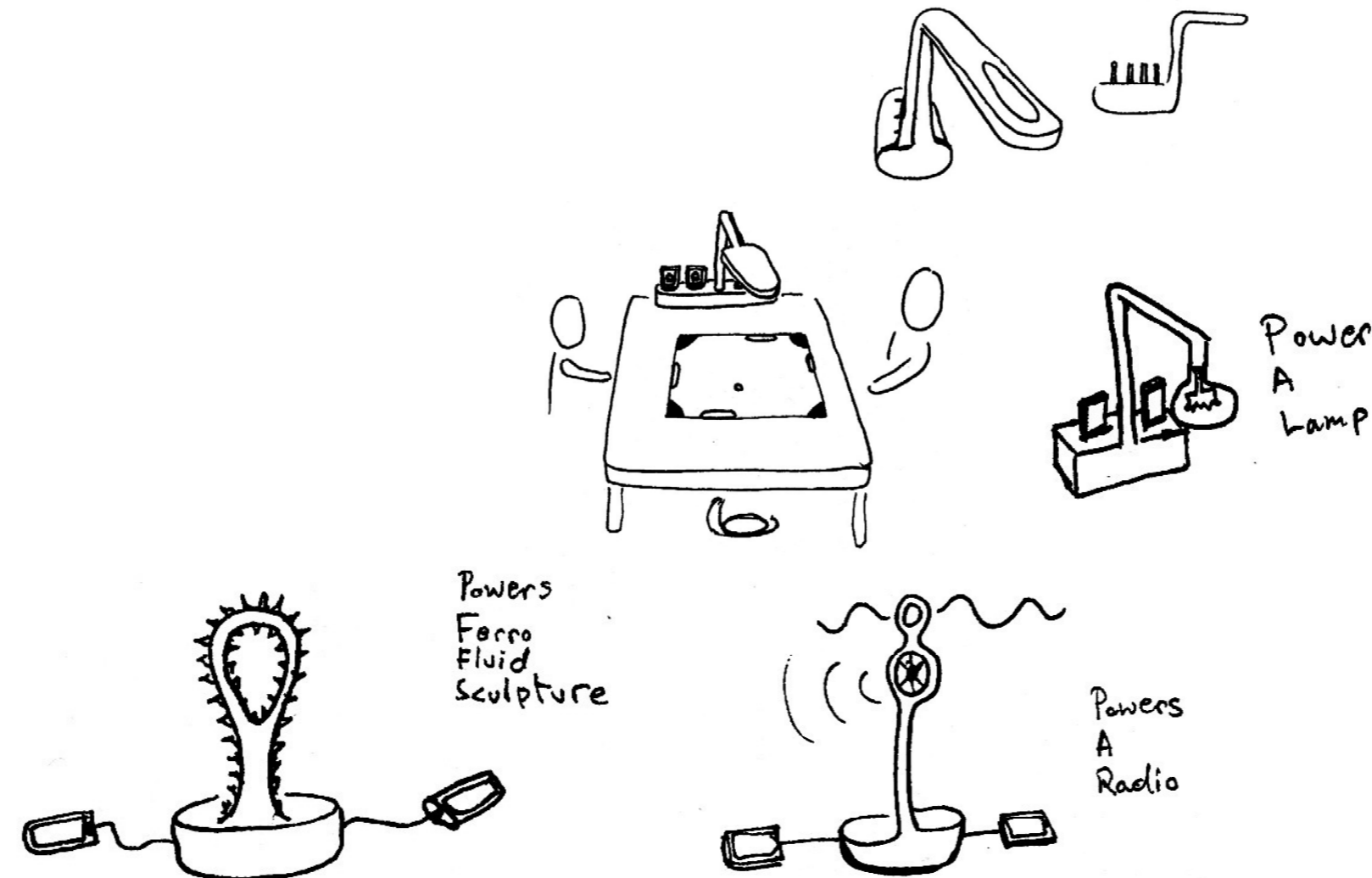
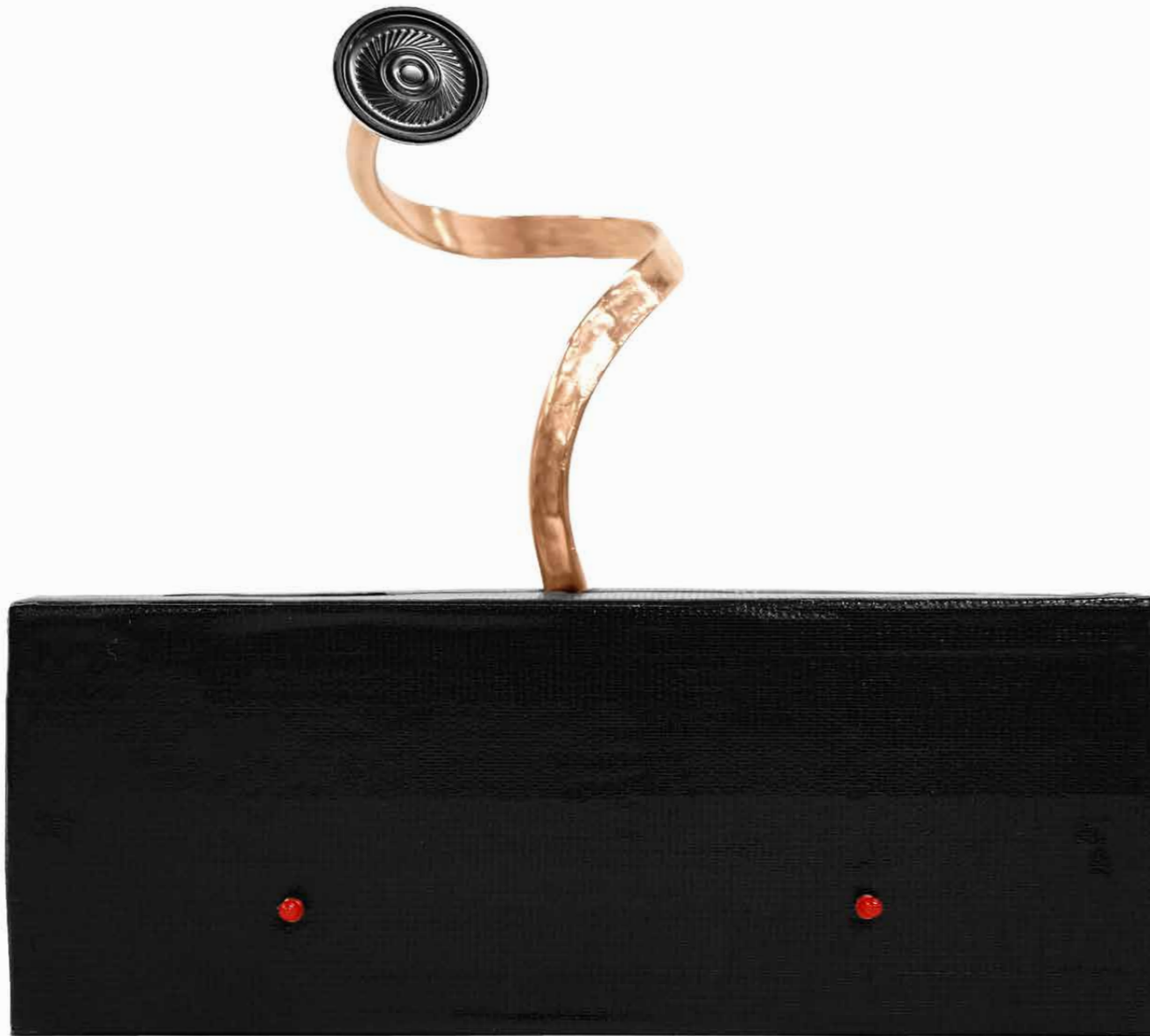
In collaboration with David Jones



2017 Companions

Jan

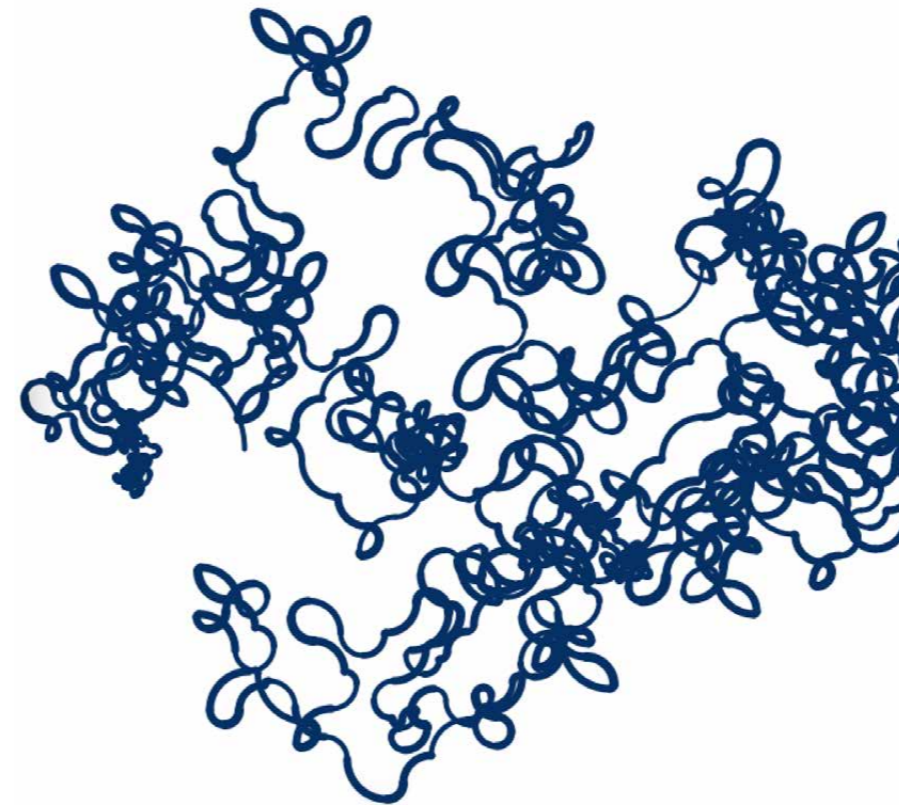
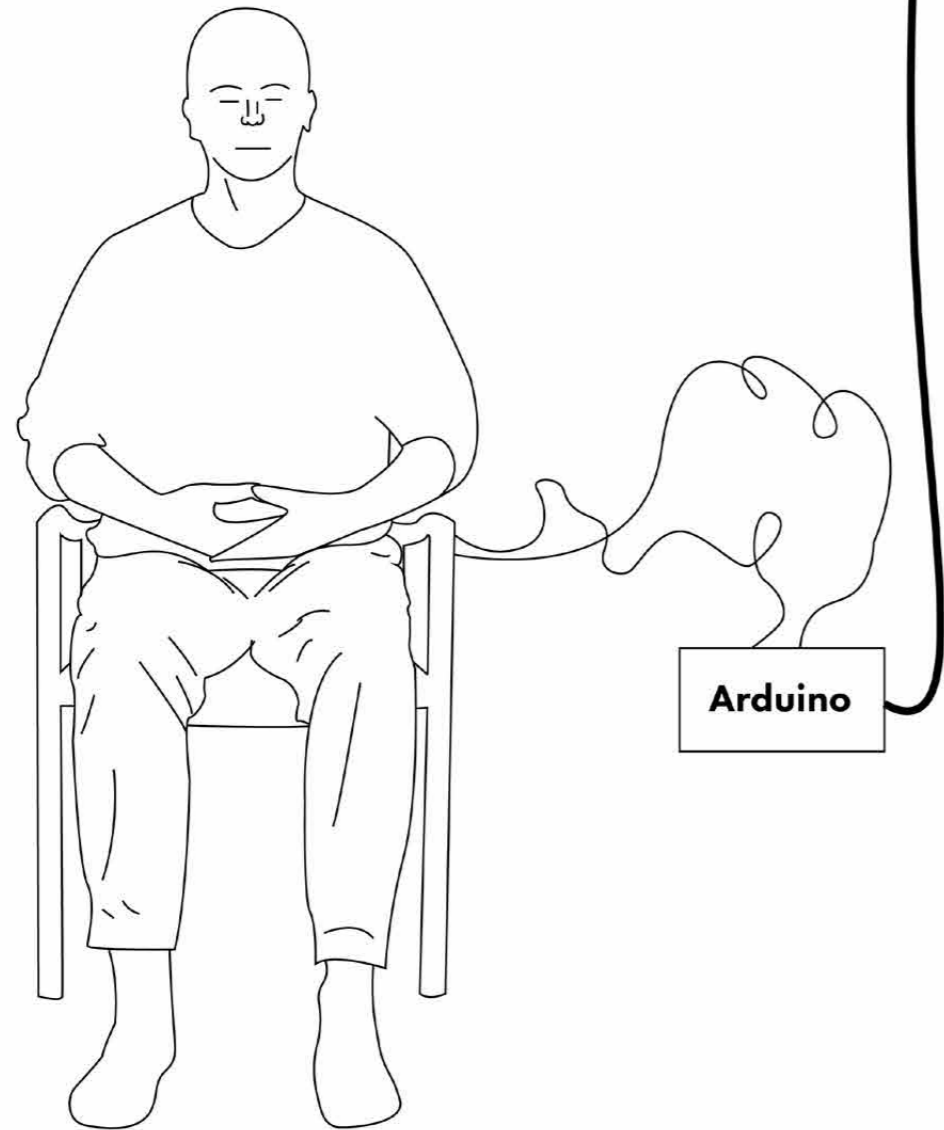
A series of artefacts for pubs, restaurants or coffee shops, that can only be powered by smartphones. Using its battery and its processing power, they can offer games and entertainment. **They are designed to take your phone away and encourage social interactions.**





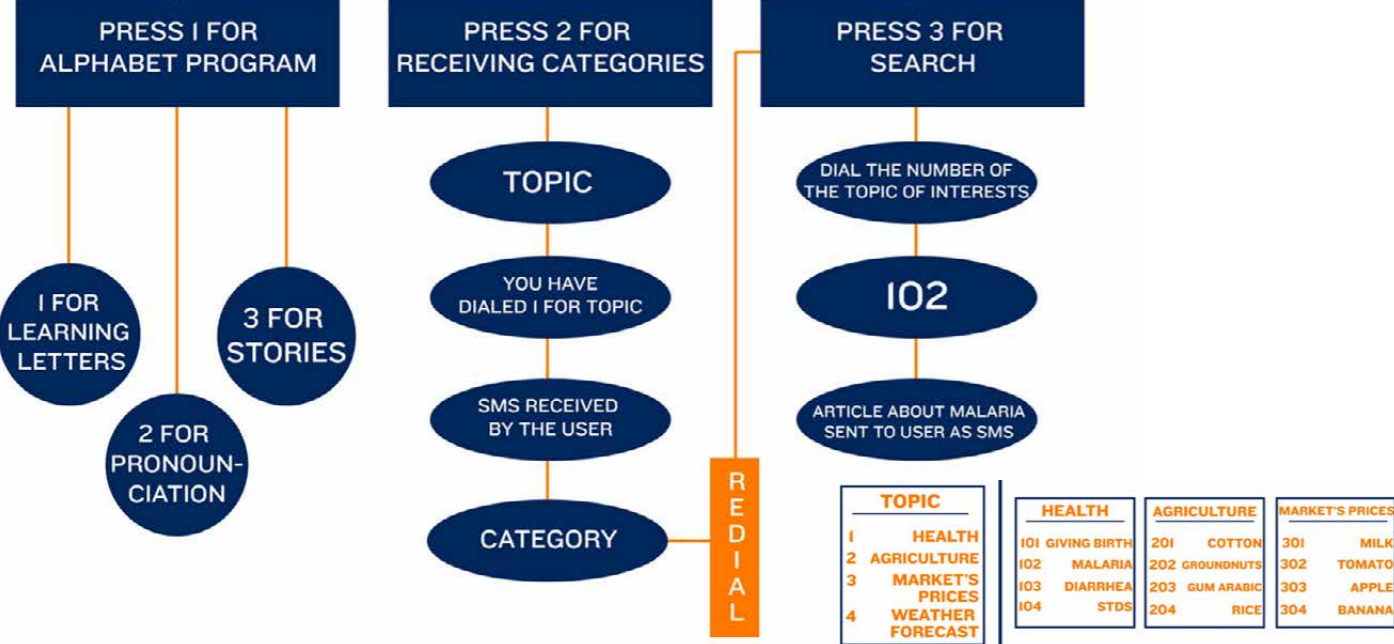
2016
Sep

Pulled Down By The Sky



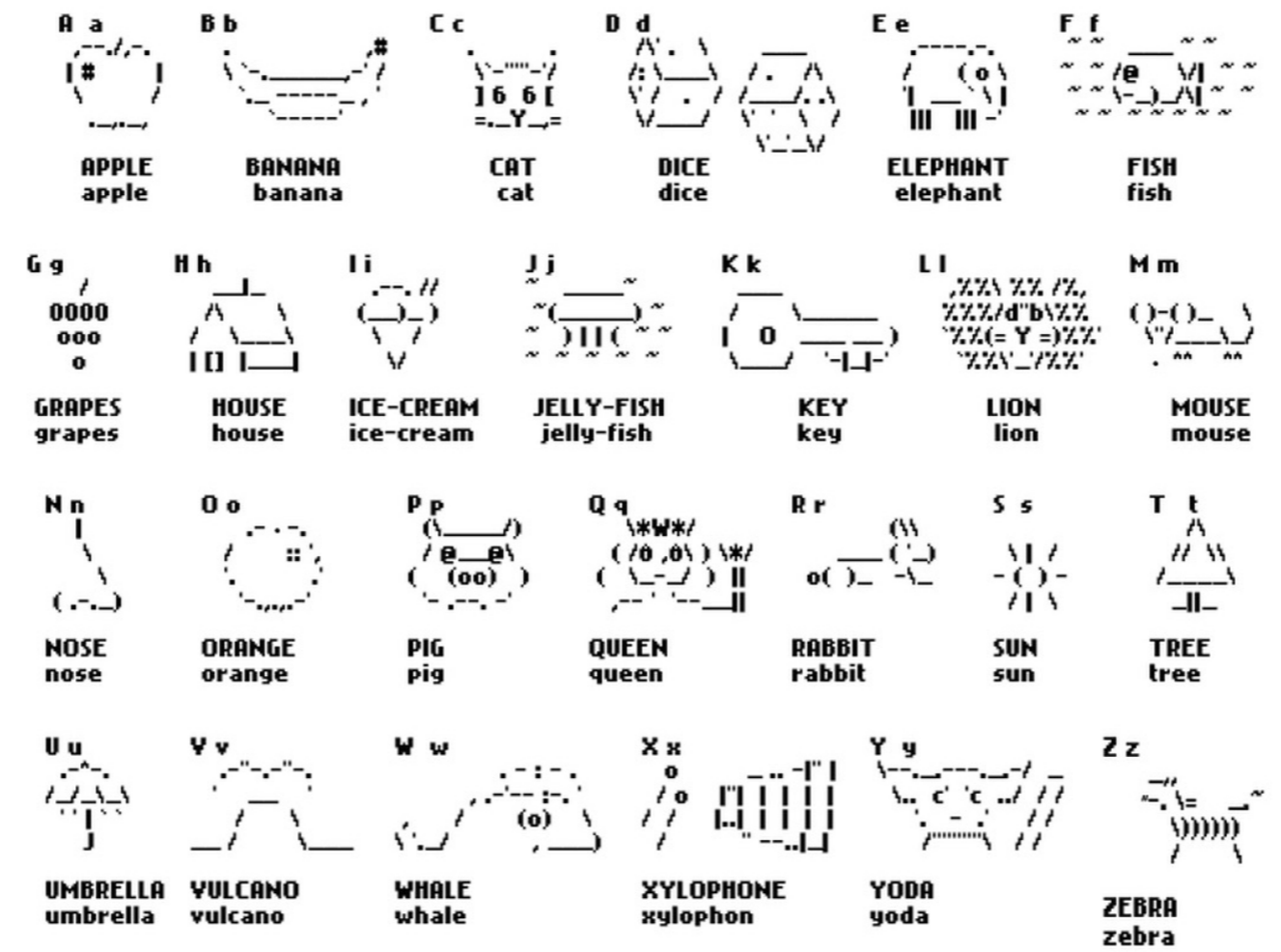
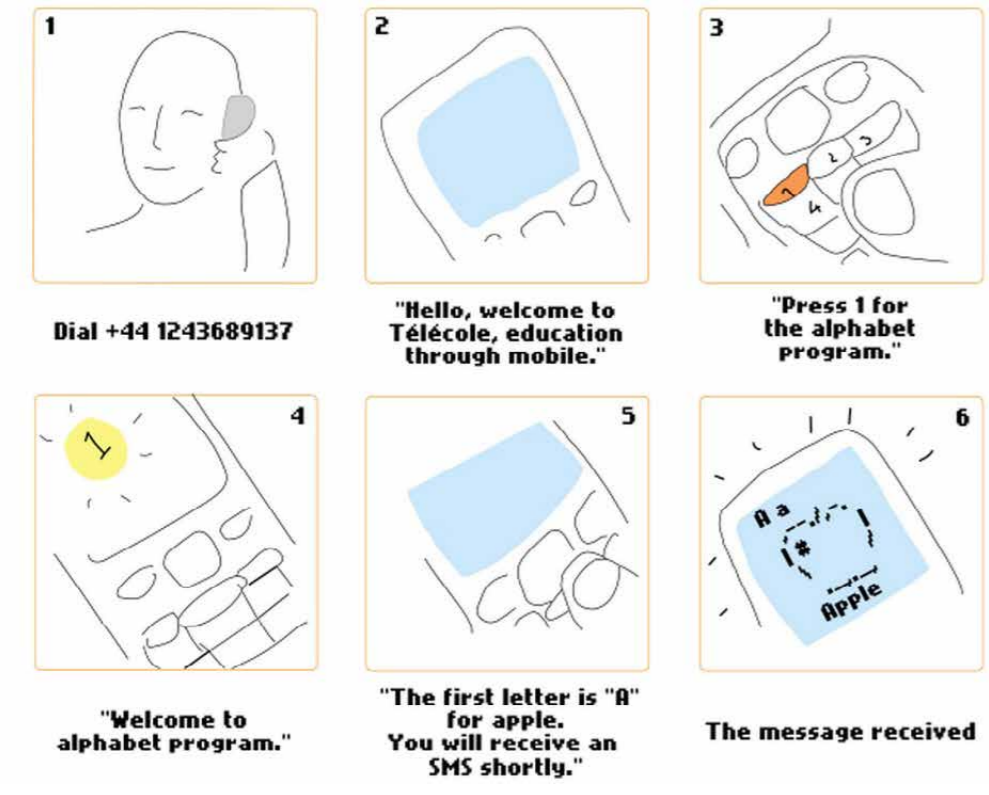
An event by Umbrella Label Collective at Albany Theatre. I was commissioned to create an opportunity for the audience to interact with the stage. My proposal was to place copper tape on the armchairs of the front row seats. Enabling some of the audience to control the brightness and the colour of the lighting on the stage with their galvanic skin response. The music would affect their mood and their mood would change the stage lights.

In collaboration with Billy Turvey



2016 Télécole

Apr



[Télécole](#) (+44 1243 6891 37) is a platform designed for Senegal and developed for outdated mobile phones. It aims to inform and educate by providing offline searching and offline access to twitter using cellular power. ASCII drawings were developed for visual communication to overcome language barriers.

Télécole was the response to a brief set by Orange In collaboration with Miguel Correia, Rocco Giovanni, and Seung Jang

Arash Nouruzi

1994

I am trained to be flexible as a design practitioner, able to develop concepts and materialise abstract thoughts through the most suitable medium that best communicates ideas. While the methods, processes and outcomes of my projects vary, my practice remains the same - design.

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Skills

Concept development
Research
Team player
Narrative Design
Film and edit
Hands on thinking
Presentation
Fabrication
Html & Css

DSLR photography
Observant
Looks/Feels/Works-like
Prototyping
Adobe suite (Id,Ai,Ph, Dw)
Rhino3D & CAD
Processing
Arduino
Physical computing

Education

MA Design Products 2017-present
Royal College of Art

BA Design 2014-17
Goldsmiths University of London

A-Level 2012-14
DLD College London

American High School Academic Diploma 2011-12
College Du Lemman, Geneva

Maths and Physics Diploma 2008-11
Bahare Elm Amoozan, Tehran

Experience

Co-founder 2021 on going
playPath

Co-designing play equipment with local children of East Aurora for the Rural Outreach Center

Brand Identity 2020 Jun-Aug
STAND Canada

Redesigning STAND's brand and visual identity. Creating digital-based and print-based content

Brand Design 2020 Apr-May
Bake with Layho

Creating brand/visual Identity, brand strategy and graphics for social media

Photography 2020 Jan
SunPrana_Art

Photographing furnitures and interior designs

Concept Desgin 2019 Sep
Kojo

Developing concepts for installations made from waste to be placed at Kojo's events

Installer 2019 Jul
All Things Studio

Setting up installations on Tower Bridge and helping out with fabrication

Design for Refugees 2016 -18
Design Unlikely Futures

Working backwards to create architectural plans for Calais camp to legitimise ad hoc buildings

Set Design 2016 Aug-Sep
Umbrella Label Collective

Creating an interactive lighting system for the stage controlled by the audience

Illustrator Intern 2016 Aug
Elio Studio Ltd

Creating illustrations for an installation at Maggie's West London

Workshop Design 2016 Jul
Bauhaus Denkmal Bundesschule
Bernau International Summer School

Helping Marjan Van Aubel to create a workshop

Languages

Farsi Native
English Advanced
French Elementary