

# MEMPHIS TOASTER DESIGN BRIEF



## CLIENT

The client for this Memphis toaster design is Breville, an Australian household appliance company. The company was founded in Melbourne in 1932 by Bill O'Brien and Harry Norville. The two mixed their last names together, and Breville was born. They two started making and selling radios, and also mine detectors during the war, but later moved on to small kitchen appliances when television started a shift in entertainment.

## NEED

Breville requires a Memphis style toaster design, featuring a Memphis inspired texture. They also need 1 isometric drawing, rendered with the Memphis texture and a 3<sup>rd</sup> angle orthogonal drawing.

## TARGET AUDIENCE

The target audience for this design are young adults who have recently moved out of home. They would be both females and males, aged in their early 20's. This audience would be in the middle to upper class socioeconomic group, due to the style of the design. These people would be interested in retro designs and the arts, who possibly like collecting such items or who are interested in the history of the style.

## PURPOSE

The purpose of this design is to depict a Memphis inspired toaster, and also to inform through the technical drawings necessary for Breville.

## CONTEXT

This design will be located in the kitchens of the target audiences' homes, but will also be found at Breville outlets / stores on shelves and in boxes, ready to sell to the public. It is designed for the target audience and their families to cook toast.

## CONSTRAINTS/CONSIDERATIONS

Constraints for this design:

- Must be functional (ability to cook toast)
- Must include a Memphis inspired texture / design
- Must be designed for Breville and their company, therefore it requires a logo or other form of identification

Considerations for this design:

- Should be easy to use and practical
- Size (How many slices should it be capable of cooking? How much bench space will it take up?)
- Colour

## FINAL PRESENTATION

The final product will be one rendered isometric drawing and one third angle orthogonal drawing, both by hand.

