



D E S I G N

Gorka Gorrosari Medina

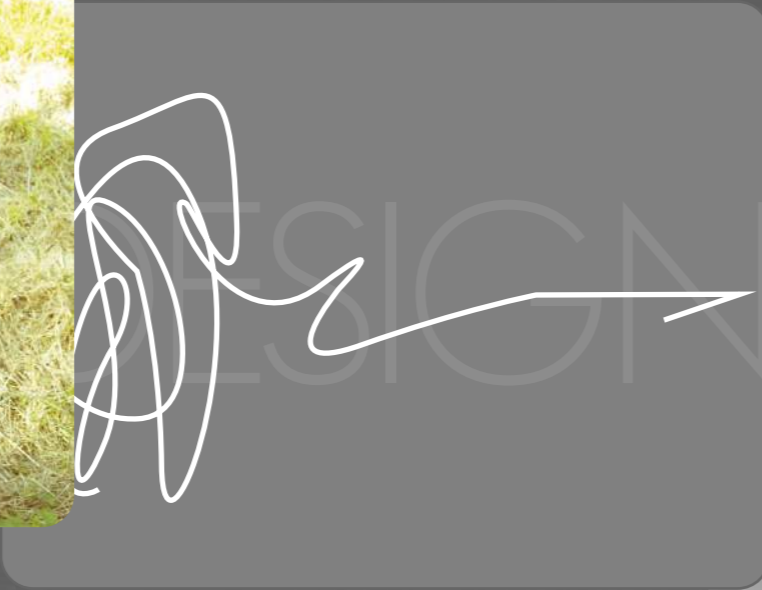
PORTFOLIO

Industrial Design Engineering
and
Product Development

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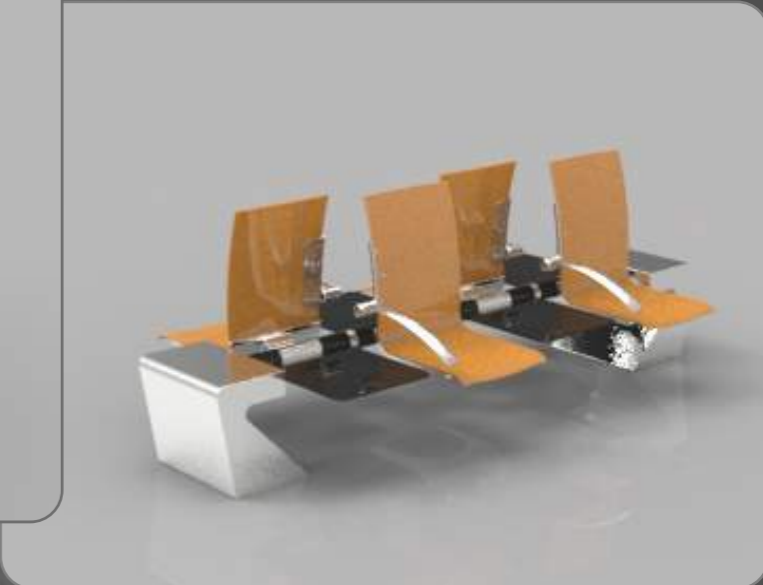
ME



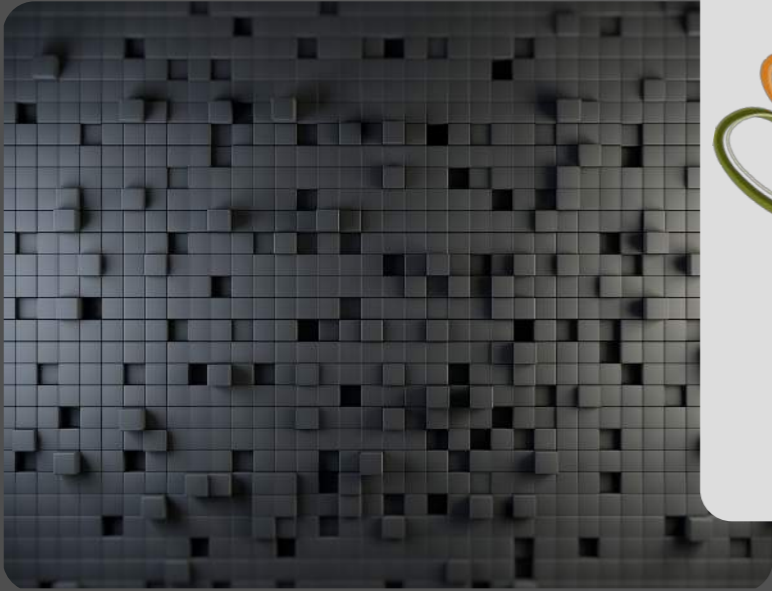
DESIGN PROCESS



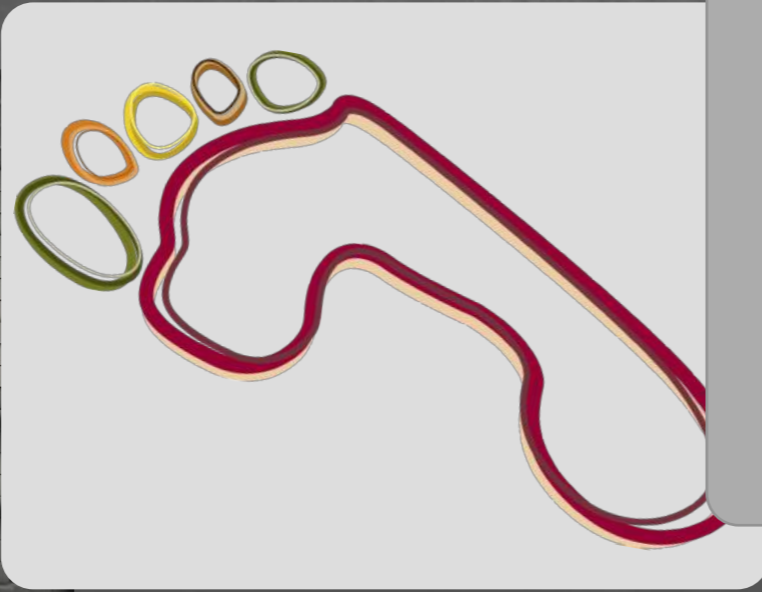
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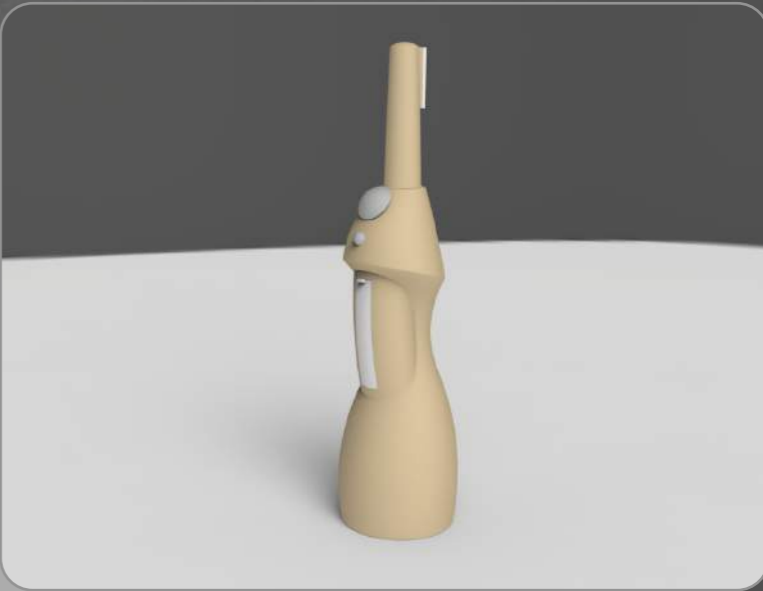
RENDERING



JANNAHIA



SABORES PROYECT



LIURA

ME



GENERAL INFORMATION

NAME:
Gorka

SURNAMES:
Gorrosari Medina

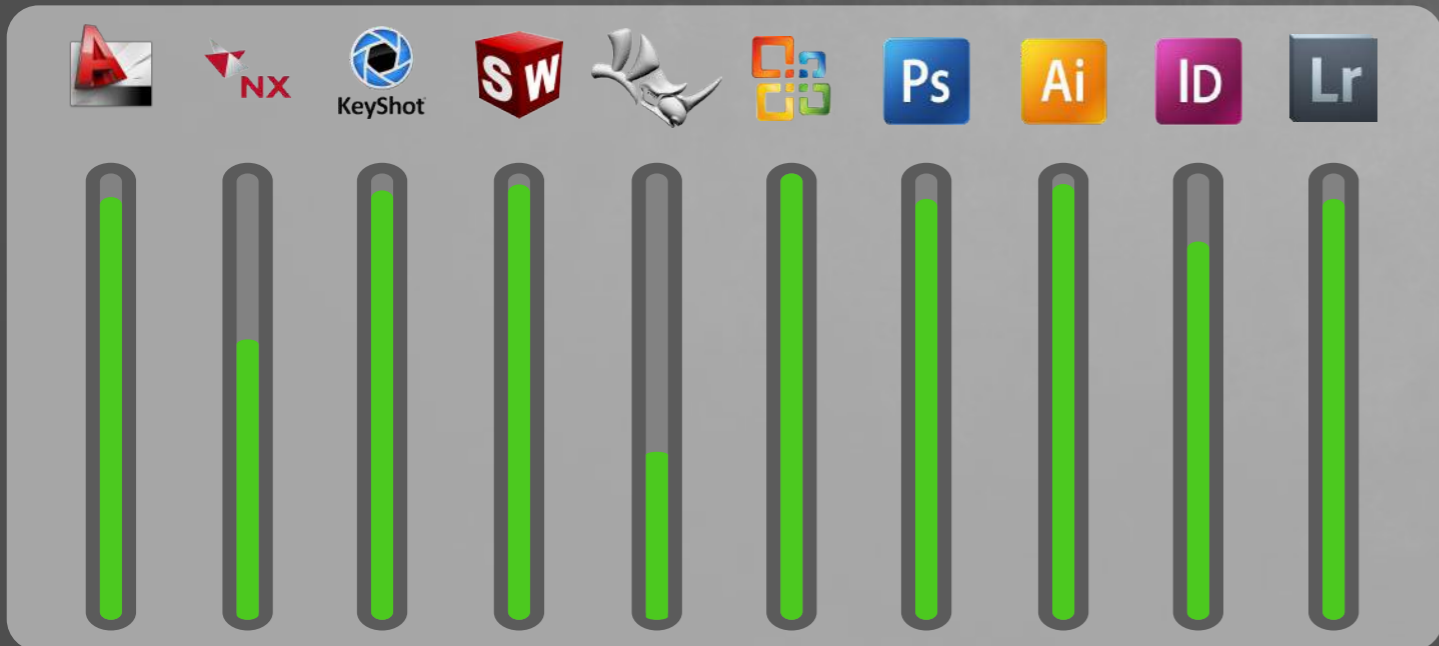
BORN DATE:
04/04/1992

BORN:
Mondragón, Spain

LANGUAGES:
Spanish, Basque, English (FCE, B2)

CAD Idea
Design thinking
Work Team work
Ecodesign Creativity
Design Technique
Marketing Product
Design for all
Humanity Technique
Analysis

SKILLS



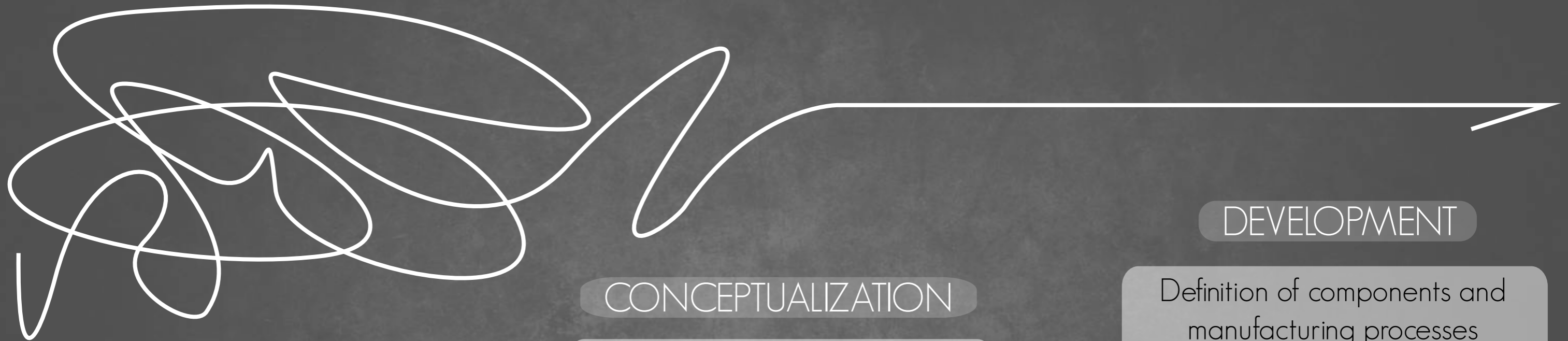
EDUCATION

 **Mondragón University**
Industrial Design Engineering and Product Development

INTERESTS



DESIGN PROCESS



ANALYSIS

Project context



Definition of the problem



Positioning



CONCEPTUALIZATION

Conceptualization



Formal search



Definition of the materials



DEVELOPMENT

Definition of components and manufacturing processes



Industrialization aspects



Communication of the project



TOASTER A200 PLUS

The project consist in a redesign of a toaster of FAGOR taking into account the trend of the moment and the necessity of the costumers. To do this, the first step was to perform a little analysis regarding the product (history, types, user, electric circuit, materials...). After positioning, we design three draft and then we used then to select one and define the final product completely. Besides, we designed and defined the manufacturing processes of the components and necessary tooling to obtain the final product.



Project members:
Joseba Abasolo, Ivan Corres, Ander Jubera,
Alex Regaño and Gorka Gorrosari.



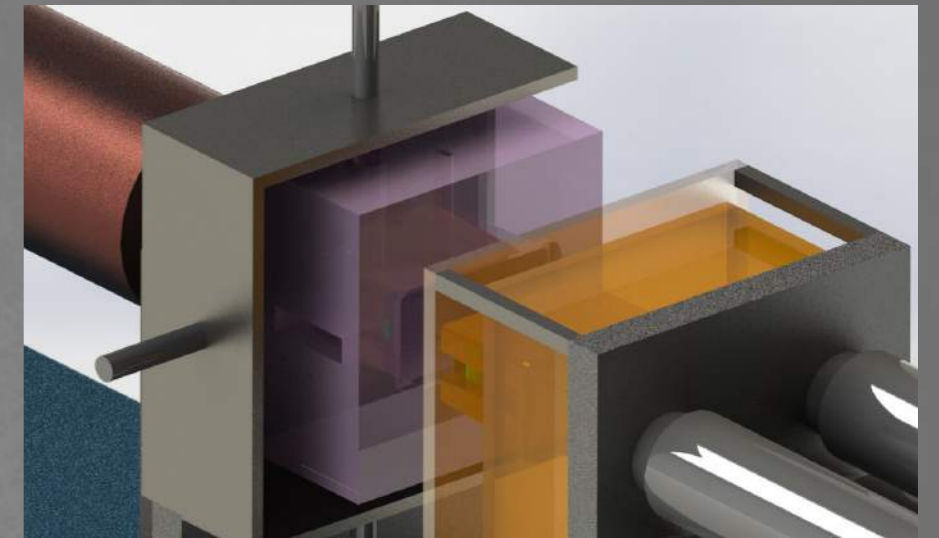
TOASTER TO REDESIGN



FORMAL SEARCH



MANUFACTURING PROCESSES



ANALYSIS

CONCEPTUALIZATION

DEVELOPMENT

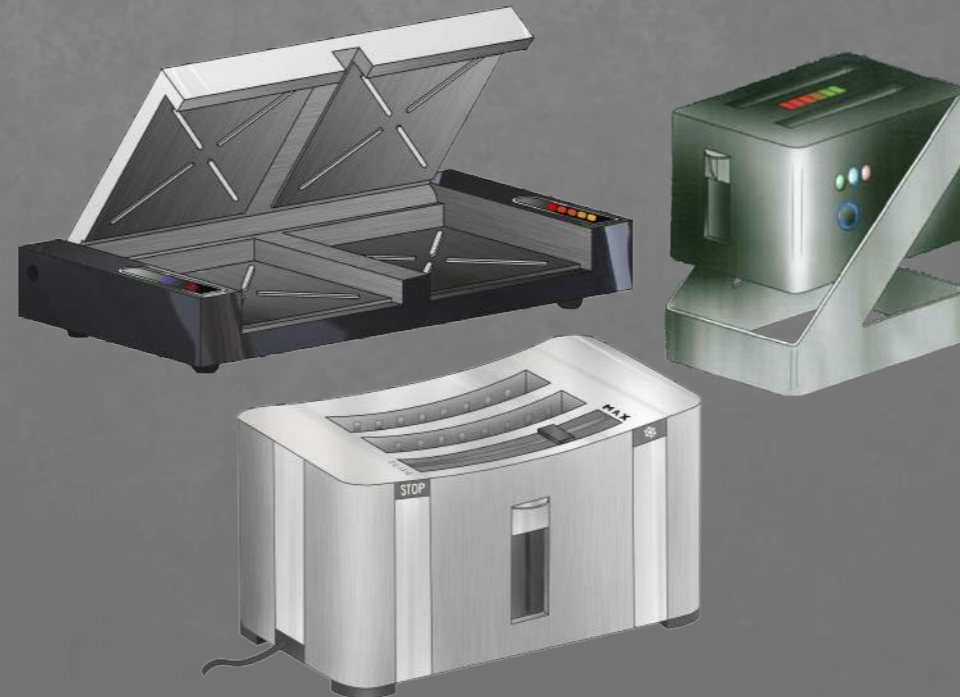
USER ANALYSIS



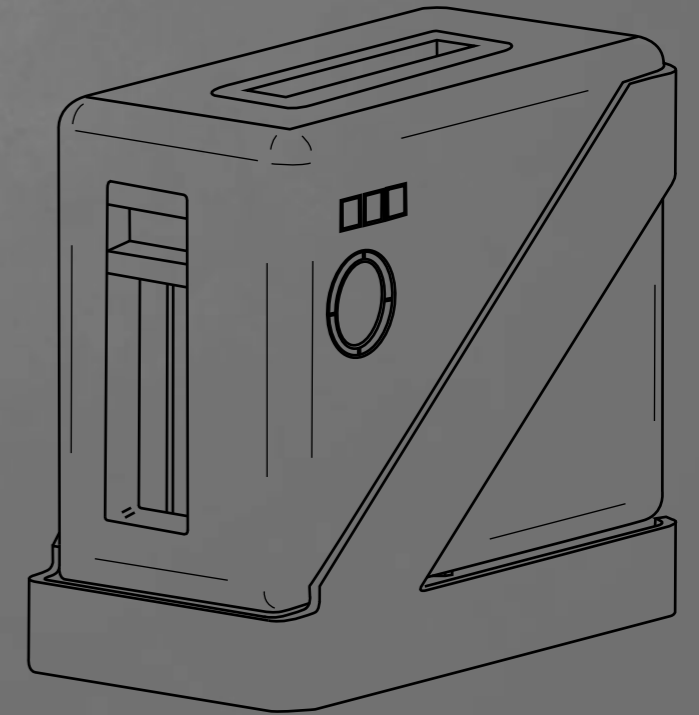
COMPETITIVE ANALYSIS

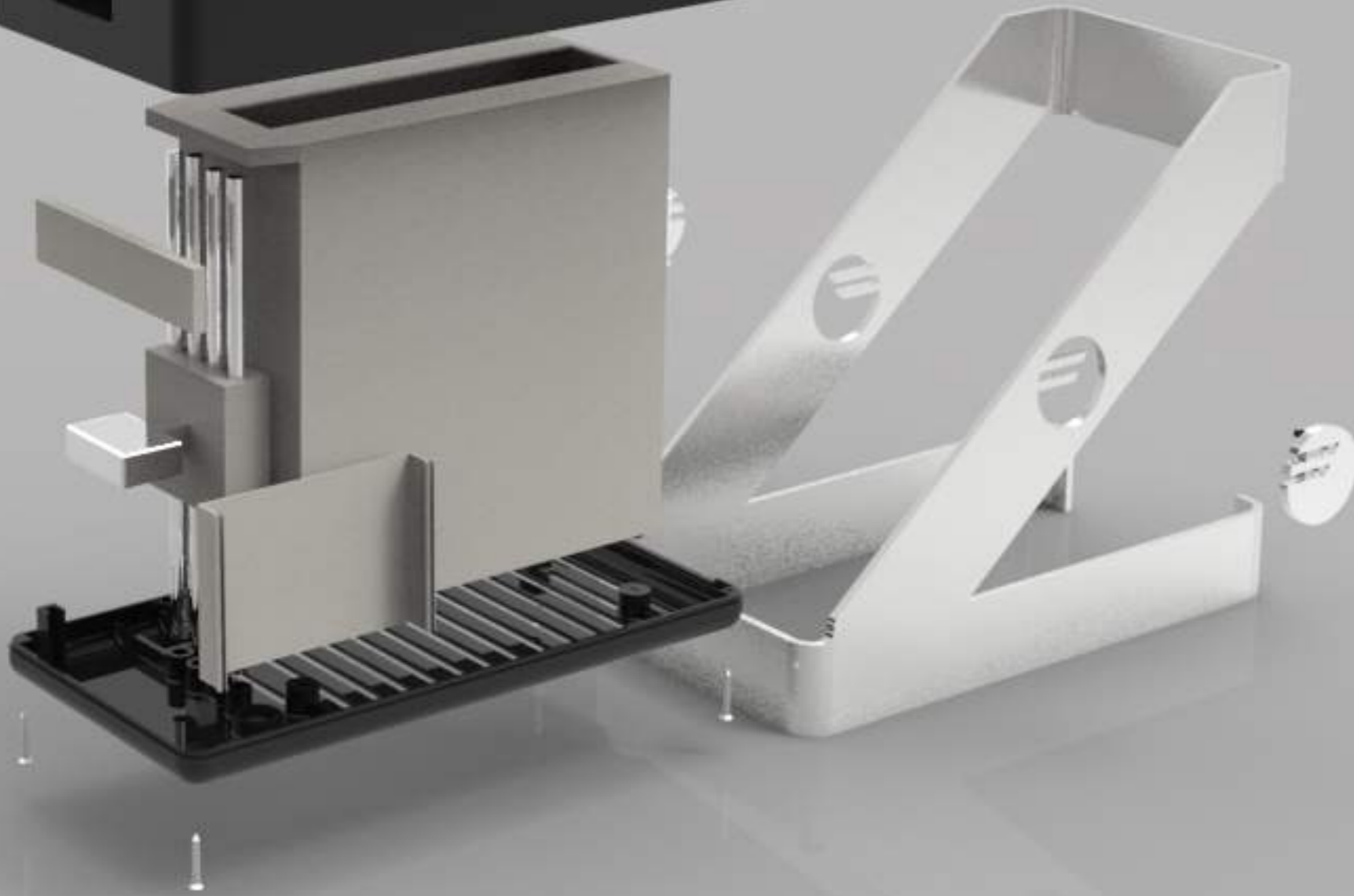


THREE DRAFTS



FINAL DESIGN



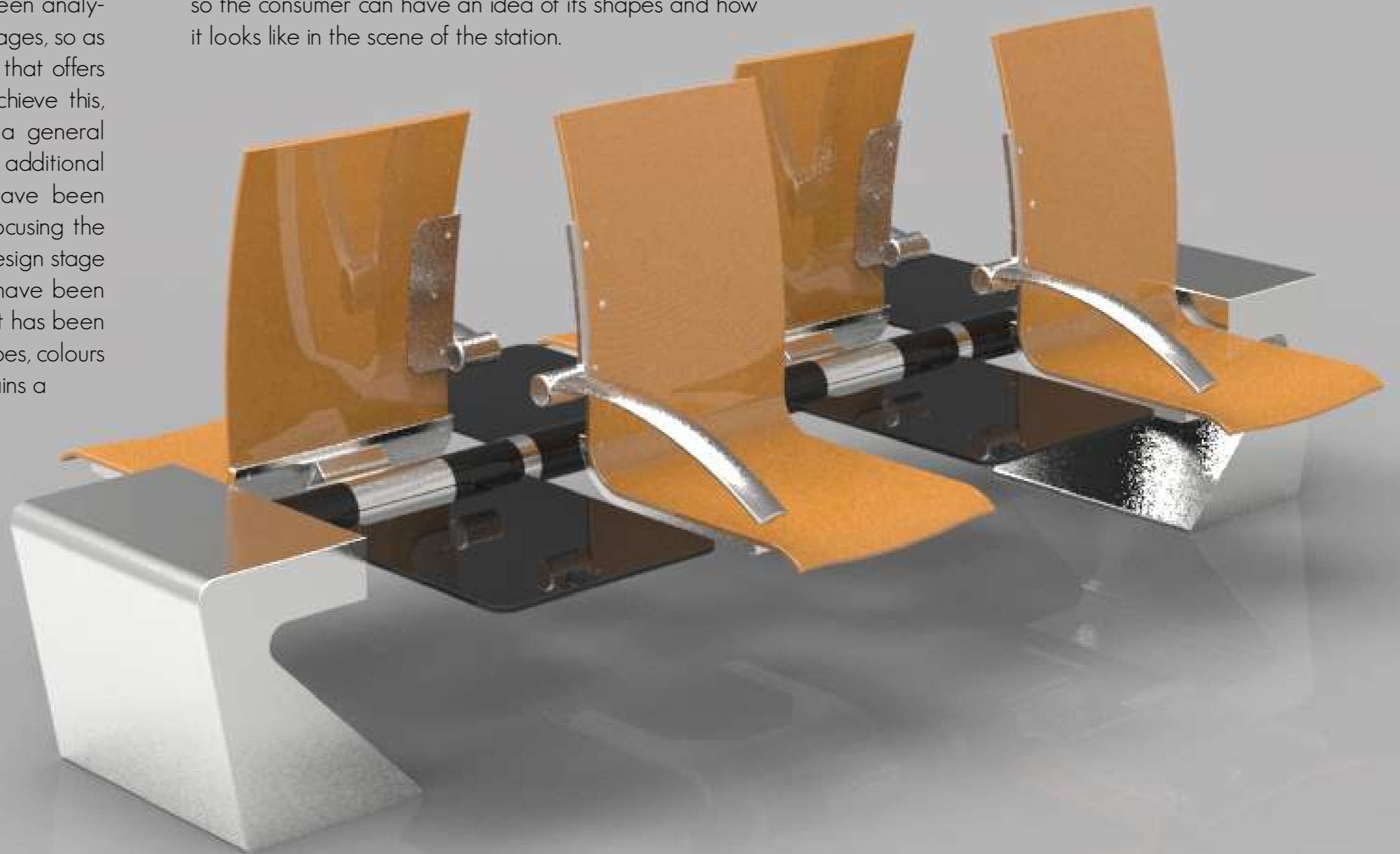


MODILÉ



In this project, a bench has been designed mainly for Bilbao's Train Station, but it could also be used in other European countries. Firstly, it was required an analysis of the city and the station, to take into account the style of the environment. Influential factors as temperature and humidity also have been studied at the time of redesigning the bench. After that, the current bench has been analysed to highlight the advantages and disadvantages, so as to improve them and try to design a product that offers different and appealing characteristics. To achieve this, the market has been analysed too, to get a general knowledge of the variety available and the additional elements offered. Once all these aspects have been analysed, some decisions have been taken focusing the new design in a concrete direction. Next, the design stage has been developed, and new propositions have been sketched. From these sketches, the final product has been selected, taking into account the materials, shapes, colours and forms the bench must have, so as it maintains a

harmony with these possible stations in which it could be situated. Following, a three-dimensional reproduction has been done. Also, the manufacturing process and the machines needed have been searched and selected depending on the material, the cost and the geometry. Furthermore, the designed bench has been situated in a panel, so the consumer can have an idea of its shapes and how it looks like in the scene of the station.



Project members:
Gorka Gorrosari, Diego Irigoien, Garazi Laiseca,
Eukene Dorronsoro and Aitziber Hilera.



BILBAO'S TRAIN STATION



"OLD" BENCH ANALYSIS

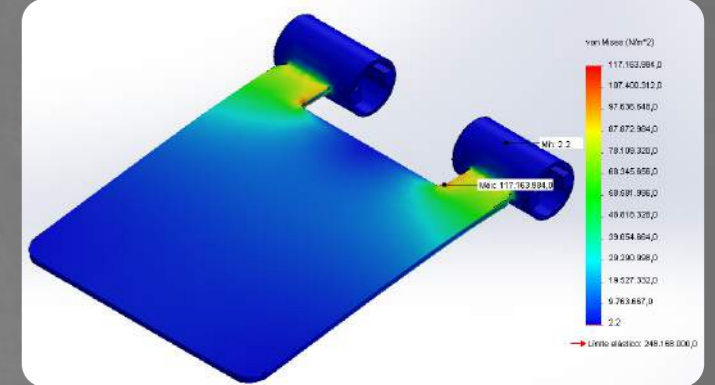
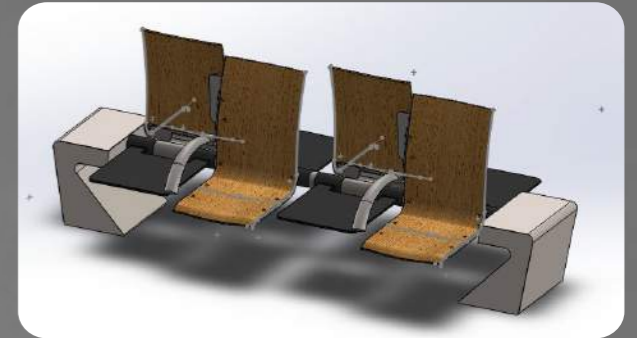
USER ANALYSIS



FORMAL SEARCH



TOTAL DEFINITION



ANALYSIS

CONCEPTUALIZATION

DEVELOPMENT

POSITIONING



THE THREE CHOSEN CONCEPTS

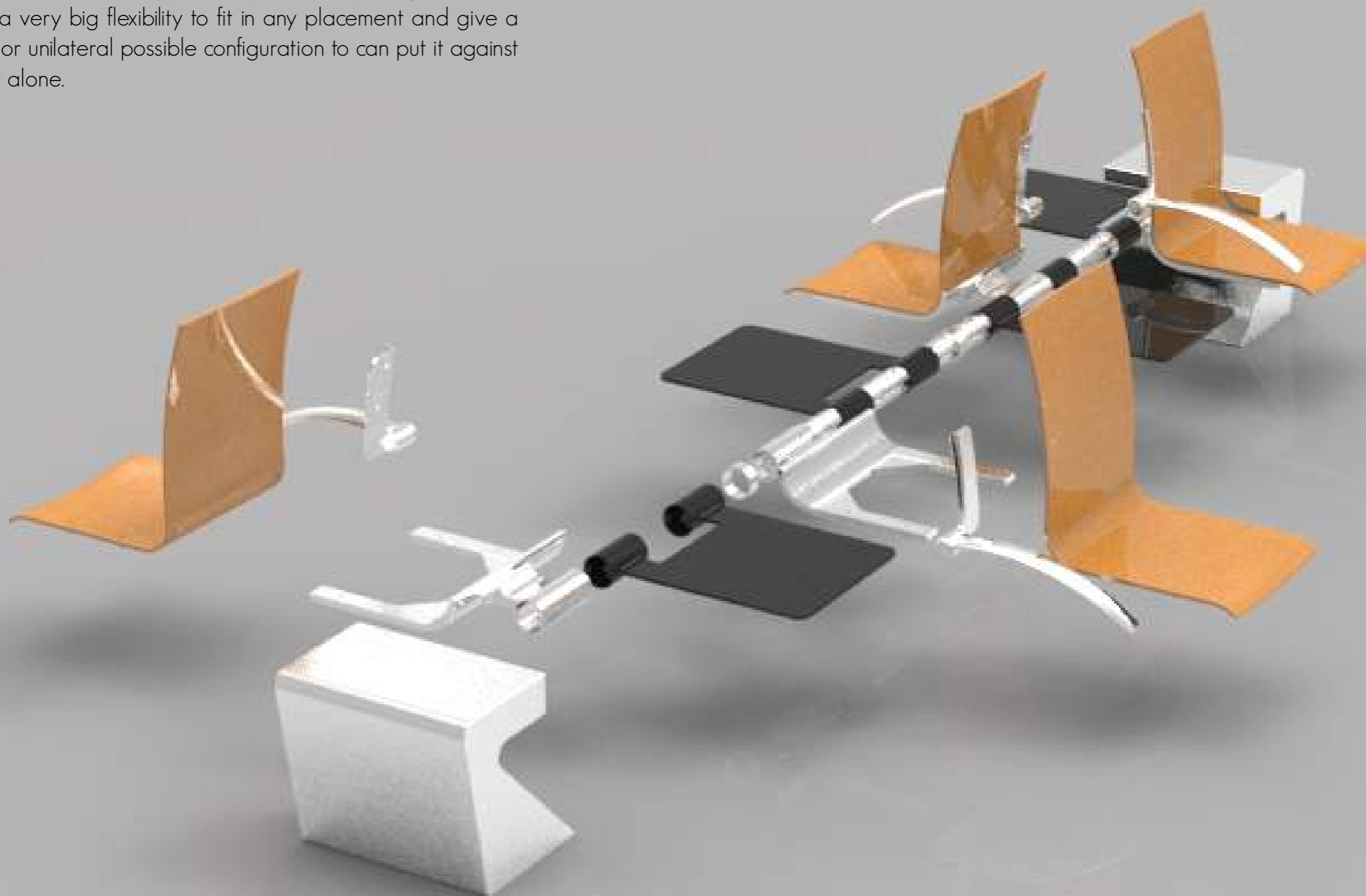


FINAL PRODUCT

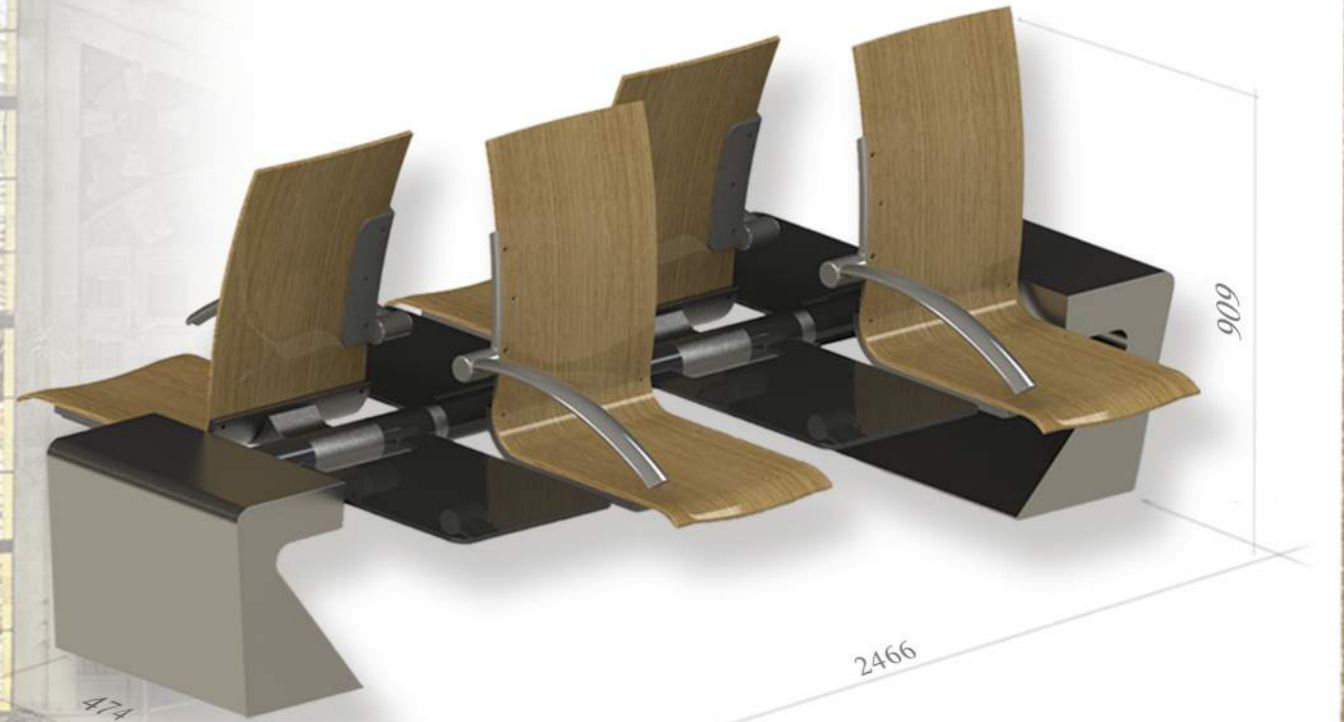




This bench is totally modular and configurable. Due to this characteristic, the length of the bench and the distribution of chairs and tables are decided by the buyer. This aspect gives to this product a very big flexibility to fit in any placement and give a bilateral or unilateral possible configuration to can put it against a wall or alone.



MODILÉ



*It's essential to combine the design
with comfort*

Modile bench gives an exclusive rest experience due to the exclusive characteristics of this product. Besides, it's designed with ergonomic measures to provide maximum comfort and health.



LIURA

This project starts with "city and water" like a topic, and women empowerment like tendency. From this tendency it has been identified a new one named ecoactive women. This one makes the user developing his own ecological awareness and the respect with the environment. Once the positioning is defined, three different products have been created. These products meet the needs of the user: a thermo which is heated pedaling on the bike, a reservoir of water to put in the shower with the aim of optimize the consume of water , and finally, a easily transporting tooth-brush that offers pressure water. This last one has been chosen like the final product and its developed to came up with an innovative design on the market.



Proyect members:
Gorka Gorrosari, Ainhoa Las Heras,
Jone Ezkurra and Jone Ruiz.

ECOACTIVE WOMEN
TENDENCY

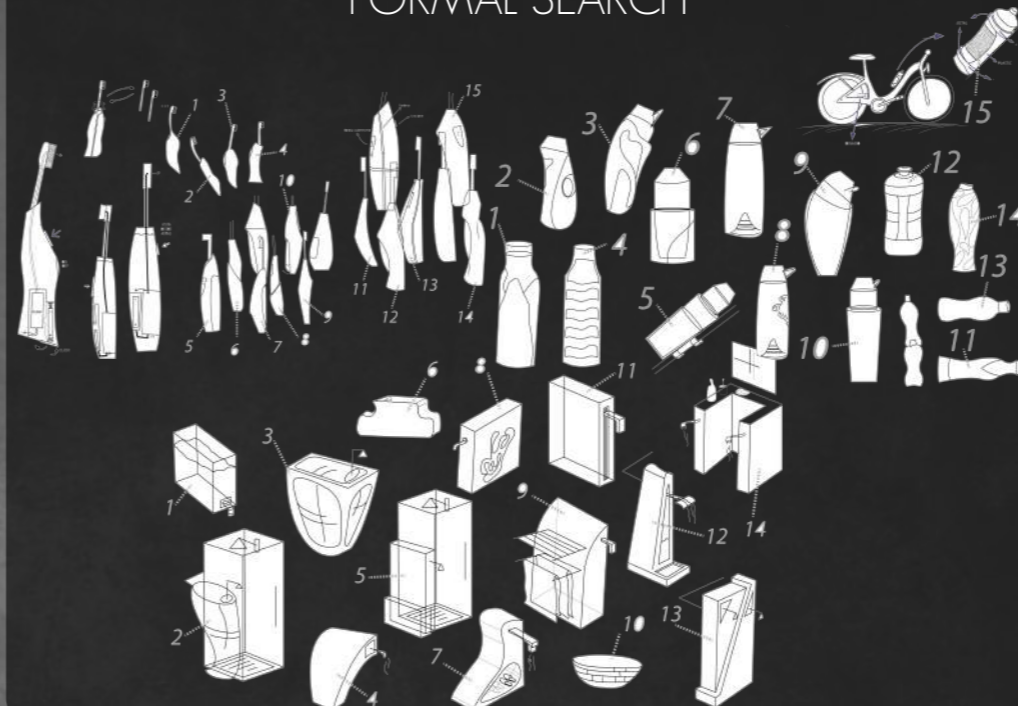


WOMAN EMPOWERMENT
MACROTENDENCY

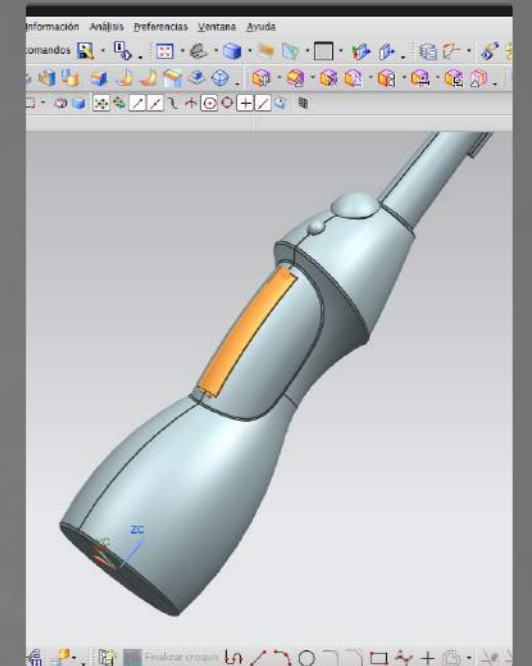
USER ANALYSIS



FORMAL SEARCH



TOTAL DEFINITION

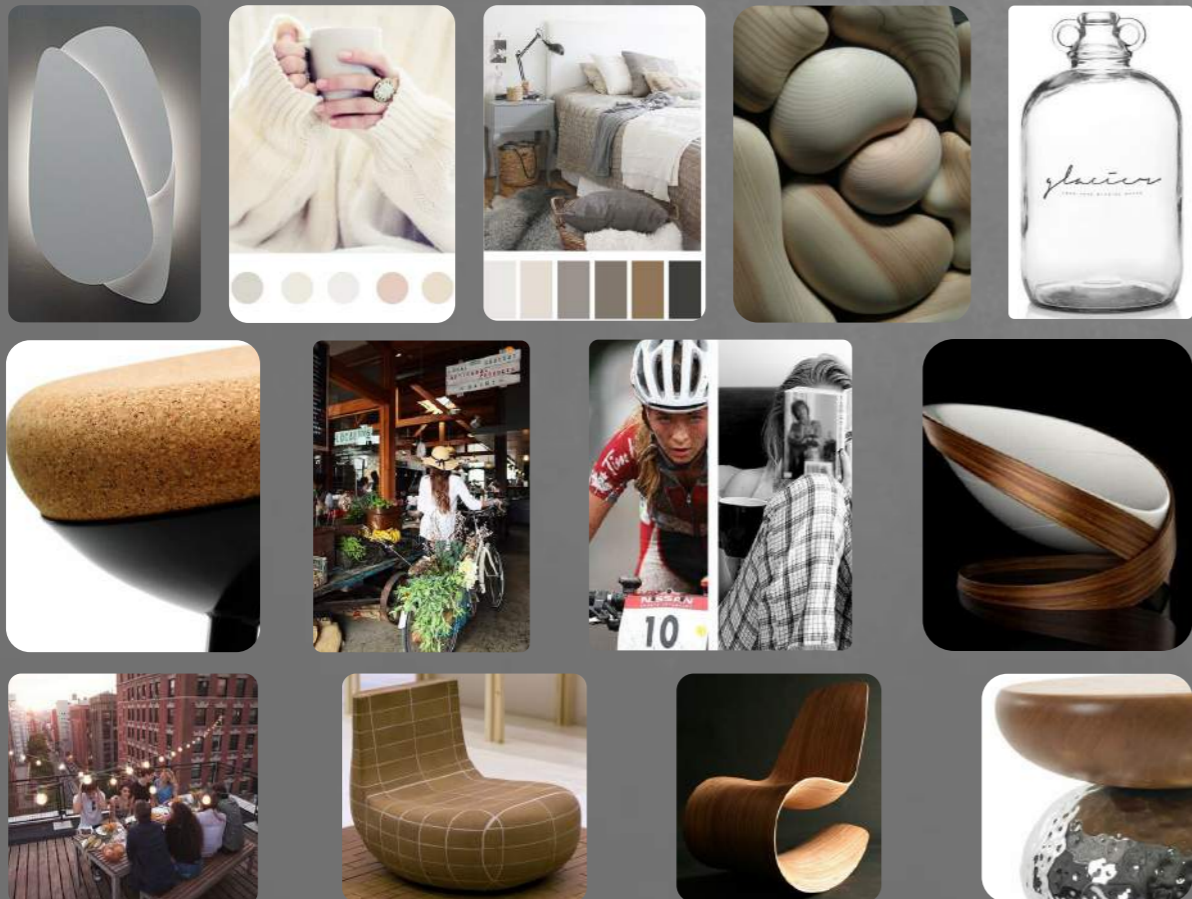


ANALYSIS

CONCEPTUALIZATION

DEVELOPMENT

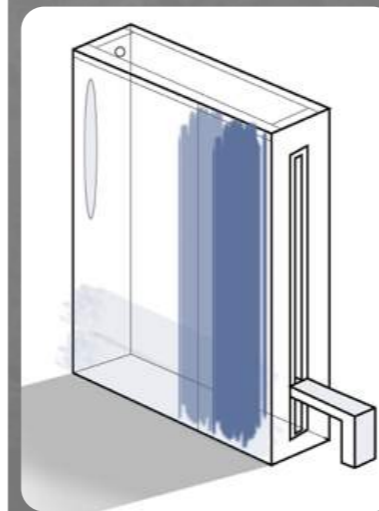
CUT ANALYSIS



THE THREE CHOSEN CONCEPTS



Thermo



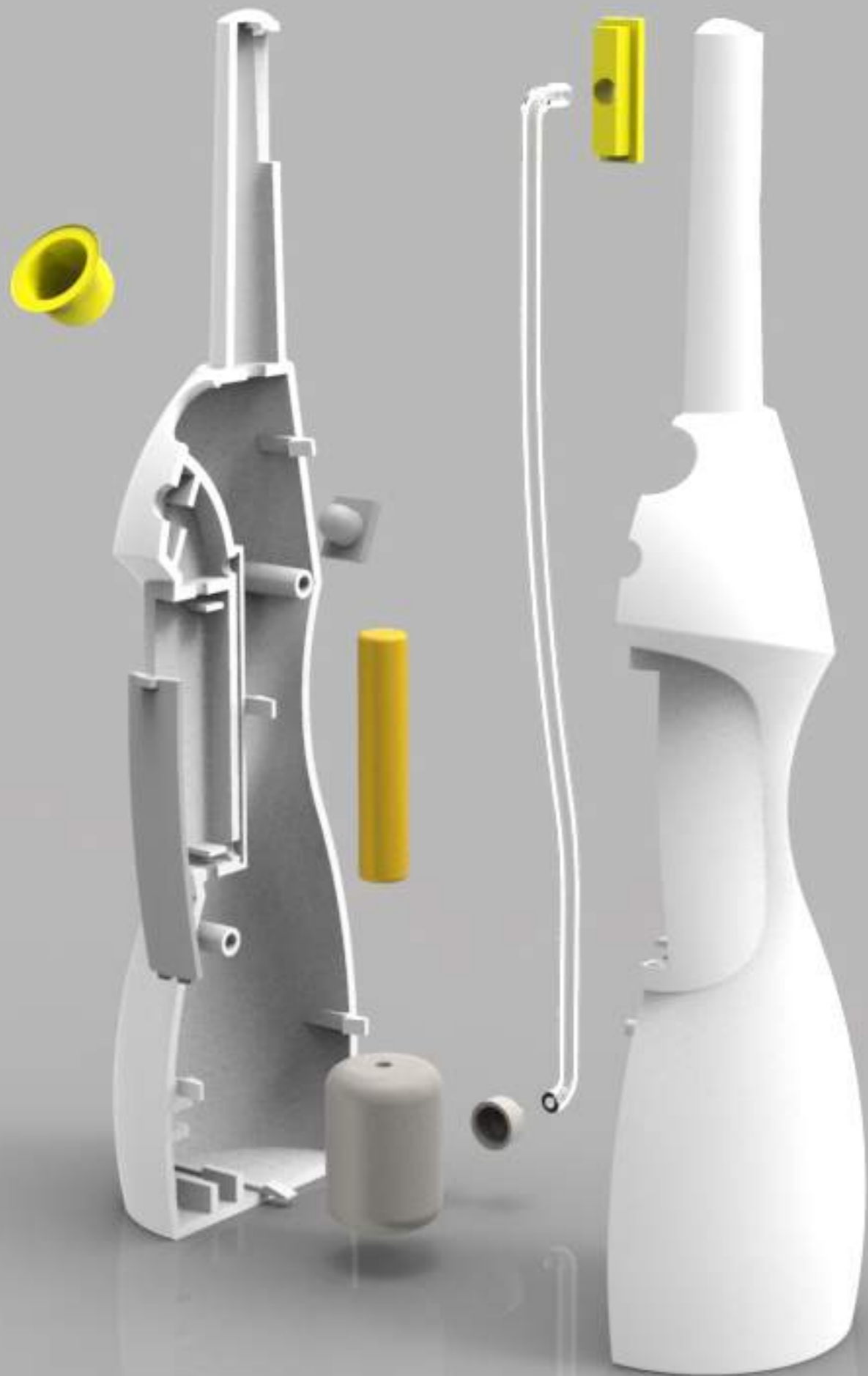
Tank



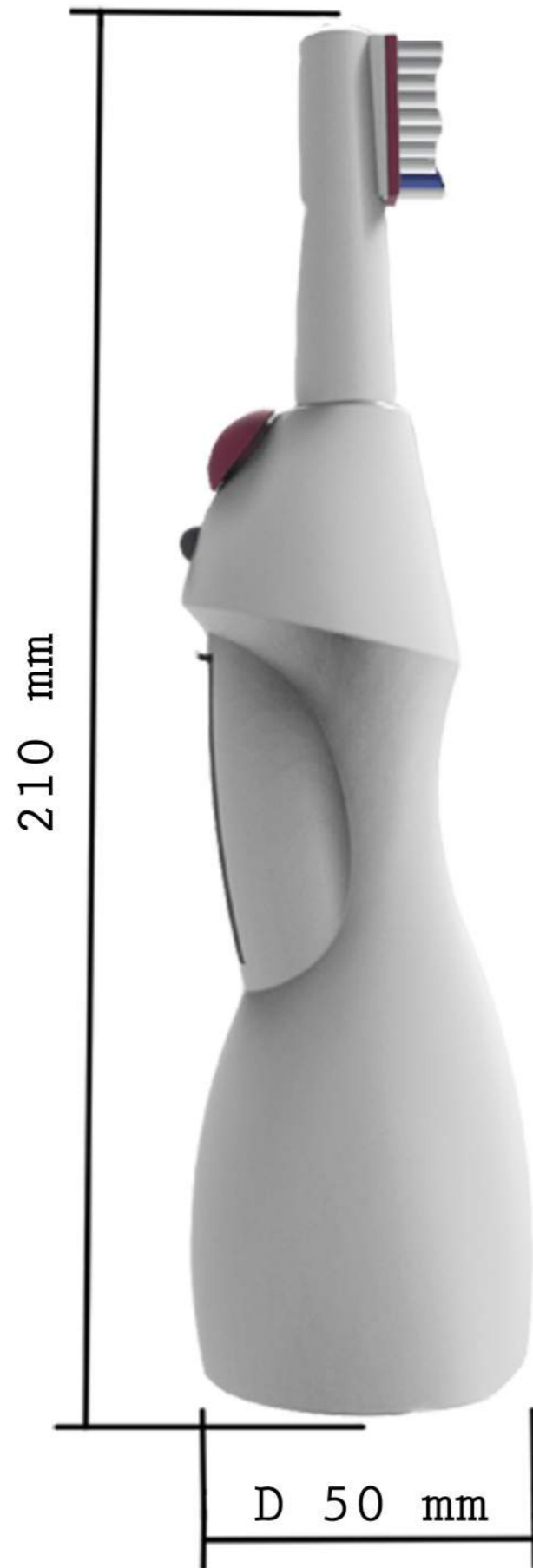
Brush

FINAL PRODUCT



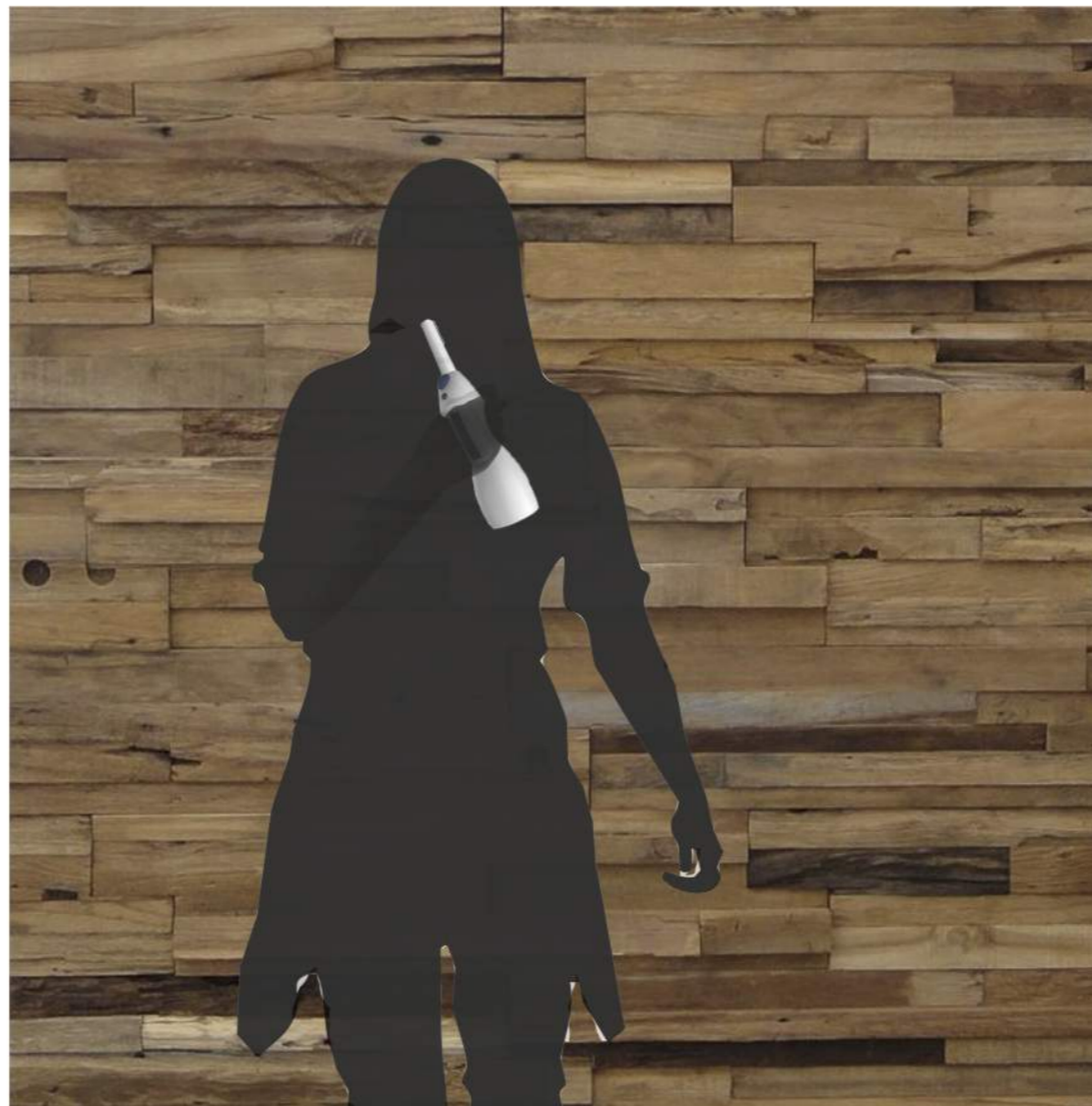
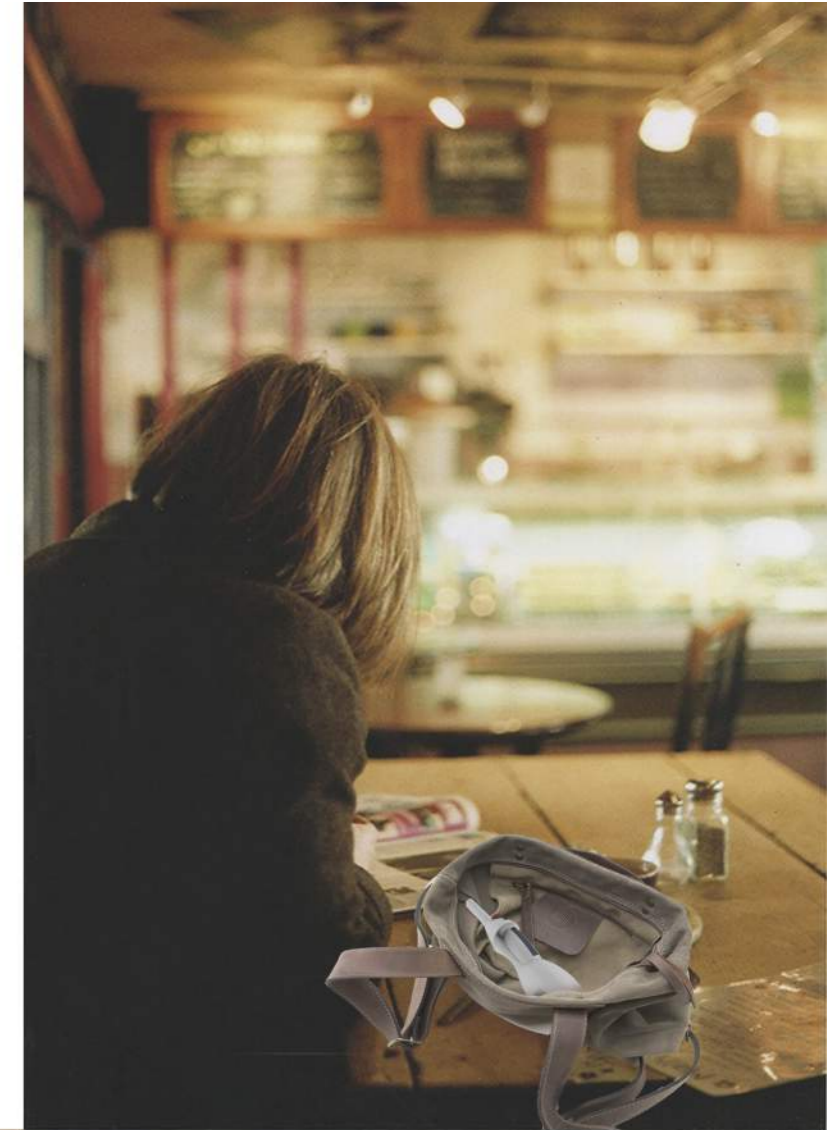


LIURA



Liura brush allow you to carry with you to any place the water you need to clean your teethes. Besides, the brush has a pump inside it to throw water with pressure through the heat of the product.

Using this brush you will save water and money because when you clean your teethes with it you will only use the necessary water.



SABORES PROYECT



BRAND IDENTITY

ETIOPIA **utopia**
INNOVATION - FUTURE - SUSTAINABILITY



Project members:
Gorka Gorrosari, Ander Jubera

GROUND AND LIFE

We have designed the brand identity for Sabores project. This project is going to be done by Etiopia Utopia foundation. The aim of this project is to teach people of Wukro to cook, cultivate and manage a culinary center. This center is going to be formed by a school, kitchen, bakery and food processing room and is going to give a very important impulse to the region.

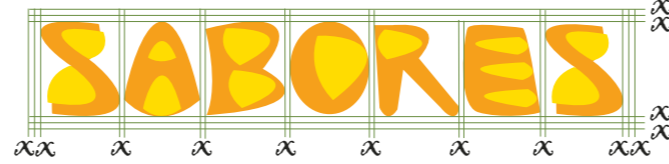
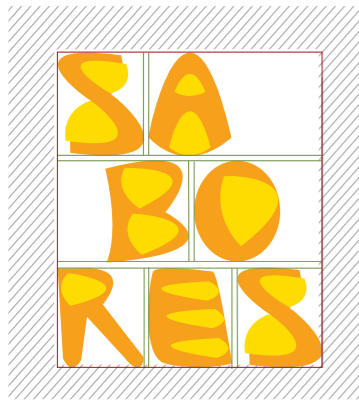
So taking into account the spirit and culture of the people of Wukro and the Environment of Ethiopia we have identify the colors and the forms for the logo. This is inspired in the "wild" essence of the region and reflects the tones of color of the ground and sun witch gives to it a warm and familiar spirit.



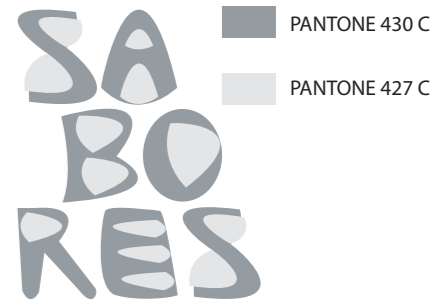
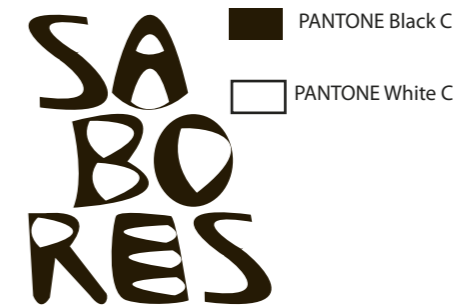
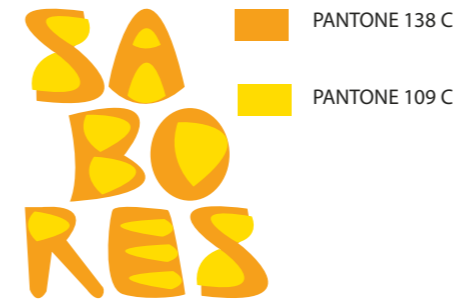
Brand identity



MAIN LOGOTIPE



BLACK AND WHITE - GREY



SECONDARY VERSIONS

Vertical



Minimum Size



Horizontal



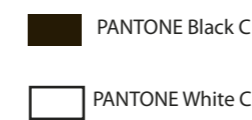
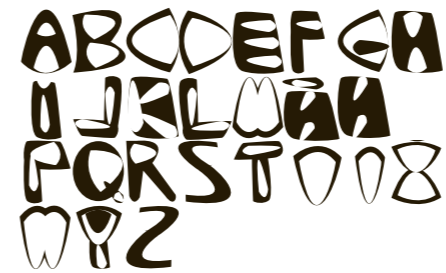
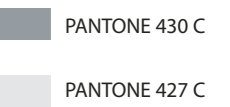
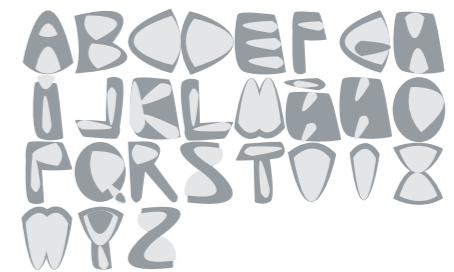
Avatar social media



Favicon



TYPHOGRAPHY

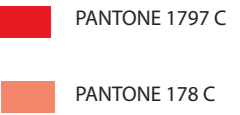
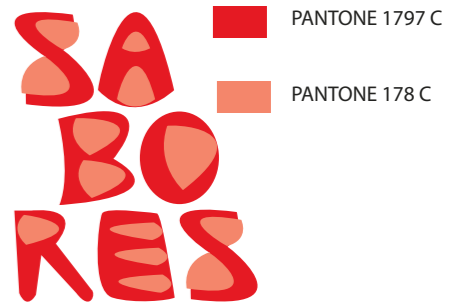


USED TYPEFACES

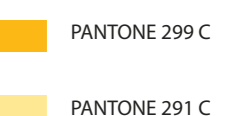
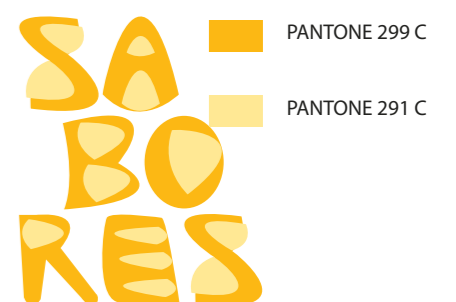
Meiryo UI 14 Regular
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 abcdefghijklmnopqrstuvwxyz
 1234567890

Meiryo UI 14 Blod
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 abcdefghijklmnopqrstuvwxyz
 1234567890

SECONDARY COLORS



TAKE CARE OF YOUR LOGO



APPLICATIONS



With the created logo we made some applications for Sabores project:





JANNAHIA

JANNAHIA

Intxaurrondo

2014ko Irailak 13



PINTXO LEHIAKETA ERAKUSTALDIAK

IDIAZABALGO GAZTA LEHIAKETA

DASTAKETAK MUSIKA

PRODUKTU ETA EDARI STAND-AK

PINTXOAK BAZKARI HERRIKOIA

TXAKOLIN DASTAKETA

SUKALDARITZA TRADIZIONALA

SUKALDARITZA INSTALAKUNTZAK
EZAGUTZEKO TOUR-A

PAUSOZ

PAUSO

Elkartasuna eta gastronomiak bat egiten dute ekimen berritzaile honetan. Ekintza honen helburu nagusia Zaporeak proiekturako dirua eta laguntza biltzea da.

Egun hau ospakizun itzela izateko euskal sukaldari garrantzitsuenen laguntza eta babesa izango dugu. Bereiek izango dira festaren protagonista nagusienetako bat. Horretaz gain, adibidez, pintxoaren sukaldaritzaren eta plateren tradizioak eskainiko dira.

Lehenengo edizio honetan, Intxaurrondo auzoa izango da ekimen honen kokaleku. Aktibitate nagusia Intxaurrondo inguruan kokatuko den korrika zirkuito bat izango da. Zirkuito honekin inguruko leku gastronomiko nagusienak bisitatuko dira hauek aktibitate desberdinak eginez. Hauek dira egongo diren aktibitateak:

To raise money for the project Sabores it is going to be celebrated an event where the main element is the food. The event consists on a tour of one kilometer where there will be different areas and stands and in each area will be a different chef offering all kind of food and drink. So as to make it known it has been designed a poster that can be seen below. It also has been designed the tickets that are going to be used to consume during all day in the event and the map flyer so that people know where to go and where the different zones are.

TICKETS



PAUSOZ JANAHIA

Elkartasuna eta gastronomia bat egiten dute ekimen berritzailer honetan. Ekintza honen helburu nagusia Zaporeak Proiekturako dirua eta laguntza bilzea da.

Egun hau ospakizun itzela izateko euskal sukaldari garrantzitsuenen laguntza eta babeserak izango dugu. Berarek izango dira festaren protagonista nagusienetako bat. Horrelaz gain, adibidez, pintxoaren sukaldaritza eta plato tradizionalak eskainiko dira.

Lehenengo edizio honetan, Intxaurrondoko auzoan izango da ekimen honen kokaleku. Aktibitate nagusia Intxaurrondo inguruan kokatuko den zirkuitu bat izango da. Zirkuitu honetan inguruko leku gastronomiko nagusienak bisitatuko dira bitartean, akribitate ezberdin asko egiteko posibilitateaz.



ORDUTEGIA		Arratsaldez
09:00	Sukaldaritza instalakuntzak ezagutzeko tour-a	13:00
10:00	Euskal sukaldari garrantzitsuenetako batzuen erakustaldiak	15:00
11:00	Euskal Herriko txakolin dastaketa	16:00
11:00	"Pintxoaren Tunela": Pintxo dastaketa	17:00
11:30	Pintxo lehiaketa: Zapore Lehen Sari Nagusia	18:00
		18:30

TXAPARREN PARKEA LUIS IRIZAR

ibilbidearen hasieraeta bukaera izango da. Bazkari, Herrikoia, Sukaldari garrantzitsuenen erakustaldiak, Musika, Produktu eta edarien pastuak, Juan Mari Arzak, Idiazabalga gaztaren lehiaketa

VILLA YEYETE PEDRO ARREGI

Sukaldaritza instalakuntzak ezagutzeko tour-a eta dastaketak
Produktu eta edari stand-ak

PARADA PARKEA JUAN MARI ARZAK

Euskal sukaldari garrantzitsuenetako batzuen erakustaldiak
Produktu eta edari stand-ak
Euskal Herriko txakolin dastaketa

PINTXOEN GUNEA INTXAURRONDO ZAHARRA

Euskal Herriko taberna garrantzitsuenen erakustaldia
"Pintxoaren Tunela": Pintxo dastaketa
Pintxo lehiaketa: Zapore Lehen Sari Nagusia
Larrantxe Kultur Etxean Mondragon Unibertsitateko ikasleek Zaporeak Proiekturako eta Jan Nahiarako egindako diseinuen erakustaldia



TXAPARREN PARKEA
LUIS IRIZAR



VILLA YEYETE
PEDRO ARREGI



PARADA PARKEA
JUAN MARI ARZAK



PINTXOEN GUNEA
INTXAURRONDO ZAHARRA

Lizardi Kalea

Irurak Kalea

Irurak Kalea

Alcalde J. Elosegi Hiribidea

RENDERING



Here are a couple of renderings I made from 3D models. I used Rhinoceros and Solidworks to create the 3D models. I learned to use Rhinoceros and Solidworks at my university. The programs I used to render the 3D model were Keyshot and Vray. Some of the renderings are enhanced in Photoshop by adding the contrast or add a logo.



Fender[®]













D E S I G N