



**Award of
Distinction**

Project Title: **Motor Bike**
Student Name: **Genki Harada**

Level: **2nd Year**
Course:
Advisor/Instructor: **John Leaver**
Principal Investigator: **John Leaver**
Department/School: **Product Design Department
Tama Art University,
Tokyo, Japan**

Summary description of project:

Students selected the type of projects that they wanted to model and represent for their final project of the year. This student designed a Motor Bike.

Reasons for the nomination:

Many students chose an existing product to model and render for their final project but this student took it upon himself to design a project that explores the possibilities of motor bikes. One reason for its selection is the effort that went into this project, which resulted in a design and final presentation of high quality.

The major concept behind the design is that of rounded or circular forms. Its inspiration comes from the circular tire form which is expressed in various parts of the design. The rain guard also follows this theme and this is a desired item here in Japan where the rainfall is considerable, especially during the rainy and Typhoon seasons. Also this student decided to provide some color variation studies to add to the product's selection potential. I feel this project is very deserving of an award.

Jury Comments:

This innovative design for an urban vehicle is a succinct and convincing presentation of the idea as well as the product, within elegant renderings and a convincing level of detail. This is a strong and powerful, yet sensitive, design and presentation.

●**Loukas Kalisperis**

A spectacular product design that clearly illustrates **form•Z's** tools in exploring cohesive design through the integration of curved shapes to integrally form the parts. This exploration is further continued with color alternatives for the body and the diagrammatic illustration accompanied by larger detail views.

●**Greg Conyngham**



