

QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA **FALL 2015**

INNOVATION

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QUARTERLY OF THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

FALL 2015

INNOVATION®



Student Bronze IDEA winner Synchro p.190

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“We set out to create the most beautiful products in the world, for the moments in life when people will most appreciate them.”

—Native, designers of the Best in Show product, Coloplast Design DNA

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Cover photo: Gold IDEA winner Craft Beer Glasses p.128

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Selected by **J. Marc Greuther**, Chief Curator, The Henry Ford

Flip Reel by Squiddies

CATCHING A TASTE OF TRADITION

Taking inspiration from the simplicity and fun of the old Cuban Yo-Yo, Flip Reel by Squiddies™ is a modern variation on the ancient art of handline fishing. A handline gets you up close and personal with the fish you're trying to catch without the need for expensive and complicated fishing gear. Simply flip open the Flip Reel, attach the tackle and you're ready to fish in seconds, whether off a boat, jetty, kayak or the shore. When you're finished, wind up the line, secure the hook in the safe storage point and flip it closed.

Handline fishing is an extremely effective historical method of fishing. It offers an alternative to traditional fishing rods, especially in situations where limited space and portability are important, such as when kayaking. The popularity of fishing rods, in particular among children, has increased as the innovation gap between handline reels and fishing rods has widened and the price difference has narrowed. People choose rods over handline reels because they perceive rods to be of greater value.

The Flip Reel closes this gap by providing an innovative and fun mechanism that employs high-quality materials and manufacturing techniques at a price point similar to or lower than that of the most affordable rods. Flip Reel by Squiddies is safe, easy and fun for both kids and adults. It packs down to half its size, making it perfect for stowing in a car or boat and small enough to throw in a backpack.



CURATOR'S CHOICE



“When it comes to candidates for this award, I can’t deny that I’m a sucker for simplicity. And for tools (though I have a broad definition of tools). And for the skilled use of materials. This satisfied all three.”

—Marc Greuther

Existing handline reels lack consideration in the design, innovation and manufacturing methods, which has caused such safety issues as revealed fish hooks, dangerous plastic areas that cut into skin and a shape that’s uncomfortable to hold. These drawbacks prevented kids and parents from using handlines and experiencing such a simple and fun way to fish.

A challenge in designing the Flip Reel was the need for the spool to flip and safely contain the hook, line and sinker when not in use. The design team worked to ensure that the simple motion of flipping is easy for kids to perform, would give a reliable flipping motion every time and maintain the shape of the spool with every use.

Another challenge was the choice of materials. The soft elastomers had to provide a balance between making the product comfortable to hold when fishing while allowing for a smooth cast every time. After continual testing, the designers fine tuned the elastomer to become slippery when needed, just by adding a bit of water to the surface.

Lastly, the product needed to be kept as simple as possible. This was achieved by eliminating unnecessary parts that might affect overall function, usability and longevity of the product. Through many iterations, Flip Reel was reduced to one co-molded part satisfying all of the above. Flip Reel also accommodates add-on features, currently being designed. ■

Designed by Brandon Liew, Robert Tiller and Lisa Gyecsek of **tillerdesign** for **Squiddies Pty. Ltd.**

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The 2016 International Design Excellence Awards (IDEA®) opens January 4, 2016. IDEA celebrates design insight, talent, innovation and excellence. Gold and Silver trophies are presented to the top winners at the IDEA Ceremony at the conclusion of the 2016 IDSA International Conference—August 17-20 in Detroit.

Acknowledging and illuminating excellence across a wide array of industries and disciplines, IDEA winners represent the highest level of design innovation.

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Visit IDSA.org/IDEA to learn more—and begin gathering your IDEAs.

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