

TURKISH Electronic & White Goods

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**Two Turkish
brands guiding
technology**

- An award avid
design studio

**Turkish signature
on notebooks**

**ENERGY
EFFICIENT
PRODUCTS**



Design »»

Designnobis awards in six years time

THE TURKISH TEAM

"DESIGNNOBIS" LED BY DR.

HAKAN GÜRSU COLLECTED

15 AWARDS AT A'DESIGN

AWARD HELD IN BRUSSELS AND

SPONSORED BY THE EUROPEAN

UNION DESIGN AGENCY.

GÜRSU BELIEVES THE REASON

FOR THEIR SUCCESS IS THEIR

"ABILITY TO INTERPRET WHAT IS

NEEDED."

by: Melike Çetinsaraç



Dr. Hakan Gürsu is one of the first names that come to mind when one mentions the word "design" in Turkey. As the head designer of Designnobis, Gürsu has won many awards. His interest in design began when he was a child designing wooden toys and making models out of tin. He graduated top of his class at the METU Industrial Product Design Department before going on to get a masters and a PhD. His project for the Japanese metro won the Pioneer of Design award in 1991. In 2006 Designnobis created its product development center as they kept up their heavy workload on national and international scale projects. Gürsu also teaches at METU and works as a patent expert.

DESIGNS THAT USE TECHNOLOGY IN A SMART WAY

Dr. Hakan Gürsu makes sure his designs are innovated, visionary and practical, and they have a value added aspect. He believes, for a product to be competitive, it has to be both

>> DR. HAKAN GÜRSU MAKES SURE HIS DESIGNS ARE INNOVATIVE, VISIONARY AND PRACTICAL, AND THEY HAVE A VALUE ADDED ASPECT.



Chargeable Compact Mixer

This handheld compact mixer greatly eases all grating whisking and other functions in the kitchen. The product won an award in the IMMIB Kitchen Appliances Category in 2007.



practical and able to address industrial needs it's designed for while also being environmental friendly and capable of using technology wisely. The Designnobis team is mainly comprised of designers, with architects, graphic designers and animation experts along with mechanical and electrical engineers. With the Chinese producers' help, they provide production support and control to companies lacking production capabilities. Dr. Hakan Gürsu has recently been working on a new boat called the Volitan, which is the third sea vessel he designed following the Foscat32 and SurfSail42. He also has in his portfolio taximeters and tachometers like Testaş and Mebi, an RGB lighting apparatus for LSP, a Ledmax External Filling Unit he designed for Benlioğlu, a water counter and validator for

İnovasis, and an electronic hand terminal for Logiccode, and all these have garnered electronic awards from the E.U. One of his most outstanding designs is an electronic voting box designed for Havelsan. Gürsu states, this year they designed a telephone switchboard for a local firm, and although it's yet to go out on the market, he says "the product includes many innovations". Among the designer's latest products are the "Sustainable Innovation Center" (SIM) he's designing for the State Planning Authority and the Ankara Development Agency, and which will be something beyond a technology city. This center is expected to offer SMEs and big companies; design and product development services to contribute in overall national development. With this model enabling small companies

Design »

access to R&D services without having to build their own laboratories, it's expected that 10-11 completed products will be designed and produced every month.

15 DESIGNS 15 AWARDS

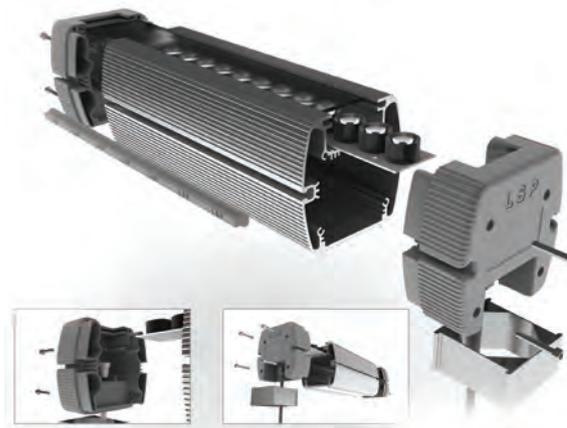
Designnobilis won 15 awards at A'Design Award sponsored by the European Union Design Agency, as well as winning four awards for three projects at the prestigious International Design Awards in the U.S. Since it was first established six years ago, Designnobilis has collected a total of 69 awards, their award wins exponentially increasing every year. In Gürsu's own words, "Designnobilis products have been designed to be top quality, exciting, practical and human-centered innovative designs that can compete on the international market."

THE VISION BEHIND THE DESIGN

Dr. Hakan Gürsu believes that technology is an opportunity and explains it thus: "When you ask yourself from a visionary perspective 'Where is the world headed?', you get the chance to figure out what there is a global need for. It's possible to create 'smart products' that are not necessarily hi-tech but use known technologies in a practical, new and rational way while also creating new product types. A good example of this is our product "Pure", which filters two liters of water through a mechanical and biological refinement process, thereby enabling you to hygienically wash fruits and vegetables in the kitchen. The fact that the only award in the "Kitchenwares" category at last year's International Design Awards was given to "Pure" is proof of the vision and technology from which this product was born."

www.designnobilis.com

LSP RGB lighting ▼



L.S.P. is a both outdoor and indoor lightning unit which can attach to other units. It is a remarkably easy to manufacture and easy to assemble bench in which the least amount of material is used. It has a strong extrusion aluminum body with a specialized part that provides a connection between body and cables. The L.S.P. unit also stands out by containing different colored LEDs. This product won the Lighting Award at the A'Design Awards.



Havelsan electronic voting box

This product enables the user to have a completely electronic voting process, offering the assurance of more than one security and reserve mechanism. This brings voting into the digital realm.

>> DESIGNNOBIS WON 15 AWARDS AT A'DESIGN AWARD SPONSORED BY THE EUROPEAN UNION DESIGN AGENCY.



Logicode hand terminal

Logicode allows easy and fast data computing solutions in logistics. Bringing new solutions to corporate and industrial standards, Logicode makes it easier and more effective to transfer data. Used in retail, storage and supplies stores, the handheld terminal has a barcode reader and allows variable media input (such as SD card, audio in) or output (mini USB and audio out) for data recording and transfer. The product has several more connection options on the cradle, such as USB and ethernet inputs, and is charged by DC input on the cradle. The body's ergonomic design is due to the use of rugged materials designed to withstand outdoor conditions. The product has an Electronic Award from the A'Design Award competition (2011).

Pure fruit-vegetable washer

Pure enables you to clean and dry your fruits and vegetables while saving water use. The product has an esthetic design and an interface that eases use as the fruits and vegetables are refined biologically and mechanically, and the water is recycled.

