

lyndon craig
biography &
selected
projects



A portrait of Lyndon Craig, a young man with short brown hair and a light beard, wearing a dark brown t-shirt with a yellow graphic. The background is dark. The text 'lyndon craig biography' is overlaid in white on the left side of the image.

lyndon craig biography

Lyndon Craig is a Sydney based industrial designer whose diverse practice reflects his passion for both product and furniture design.

After graduating with an Honours Degree in Industrial Design from the Massey University School of Design in Wellington, Lyndon was awarded the NZ Dyson Product Design Award and selected to travel to the UK as a British Council Design Ambassador. This formative experience introduced him to some of the top names in British design while also promoting Design from New Zealand.

Since moving to Sydney in 2003, Lyndon has worked across a number of design areas through his ongoing role as a member of Electrolux's International design team and regular exhibition of his own furniture pieces and projects.

A portrait of Lyndon Craig, a young man with short brown hair, wearing a dark t-shirt with a yellow graphic. The text 'lyndon craig curriculum vitae' is overlaid on the left side of the image in white, lowercase letters.

lyndon
craig
curriculum vitae

WORK HISTORY

2003 – Present
Design Manager,

(Previous positions include Industrial Designer & Senior Designer),
Electrolux Home Products
Sydney, Australia.

Designing for multiple brands across various categories
Design innovation, Insight Development, Concept generation, and design strategy.

Feb - Mar 2008

Industrial Designer, Electrolux Industrial Design Centre Europe,
Porcia, Italy

AWARDS

- 2009 Vibe Furniture- Commercial Furniture Design Competition – Winner - Sling Range
- 2007 Vibe Furniture- Commercial Furniture Design Competition – Winner - Freestyle Range
- 2007 ReeceDesign Bathroom Innovation Award - Finalist, Professional category - Peak Bath
- 2003 NZ Dyson Product Design Award Winner (“Digit”)
- 2003 British Council New Zealand Design Ambassador
- 2003 DINZ Best Awards Finalist (“Digit”)
- 2003 Massey University Scholarship
- 2001 Philips Design, Hong Kong Audio Division- Award for work on Portable Music Player

EDUCATION & TRAINING

- 2003 Graduated Bachelor of Design, Industrial,
1st Class Honours & Massey Scholar
- 1999-2003 Bachelor of Design Degree, Massey University College of Design,
Wellington, New Zealand



ReeceDesign Peak

Product: Peak Bath Concept

Year: 2007

Company: Reece

Awards:

Finalist in Professional Category,
Reecedesign Bathroom Innovation Awards
www.bathroominnovation.com.au

The water saving Peak Bath delivers to our desire for luxury at a time when concern for water conservation is at an all time high. Designed to follow the posture we take when bathing, it's form rises to fill the space below our knees, greatly reducing the water needed for a deep, luxurious bath.

Tapware can be floor or wall mounted, and the two pop-up wastes open from a single lever

With a form that reflects it's functionality - emphasized by the cavity running right through the body - it is a true centre-piece for your bathroom, satisfying a need for both bold style and environmental responsibility.

The Peak Bath concept has been widely published internationally in Design & Bathroom media.

freestyle seating



Product: Freestyle Seating
Year: 2007
Company: Vibe Furniture
www.vibefurniture.com.au

Inspired by informal office meetings and breakout areas, the design of the Vibe Freestyle Range brings needed utility to commercial designer seating.

The key features of the design are the wide, flat armrests, which are the perfect height for laptop use, and the space optimizing storage shells within the arms.

These storage shells are available lined with wood veneer, or fabric. By combining different finishes on the body and shells, specifiers are offered unlimited creativity to customize Freestyle's look to their needs and vision.

The Freestyle Range consists of 2, 2.5 and 3 seat lounge, single seat armchair, and ottomans. In continuing Vibe Furniture's tradition of ESD, the range has been designed to the highest standards of environmental stewardship.





sling
stool family



Product: Sling Stool Range
Year: 2010
Company: Vibe Furniture
www.vibefurniture.com.au

The elegant & minimal Sling seating family offers choice & versatility for a variety of indoor & outdoor seating requirements, from low and casual to bar & kitchen height.

Intuitively using its material properties in its construction, Sling's line-like profile is refined & striking.

The easily interchangeable seat pieces allow the flexibility & customisation to fit any requirement, and encourage experimentation with colours & patterns.

The Sling family has three seat styles & three heights for differing seating needs.

electrolux aurora



Product: Aurora
Year: 2007
Company: Electrolux

As the boundaries between the kitchen and living area become blurred, families are spending more of their time in these new cross-over rooms. It is no longer acceptable for these spaces, or the products in them, to not look beautiful.

The Electrolux Aurora marries the very best induction technology with unique design.

By treating the cook top as an object in it's own right – a piece for sculpture for your bench – you can create a true focal point for your family life. Inspiration was found in the bathroom trend of elevating the sink above the surrounding surfaces.

Induction is a cool cooking technology. This allowed the use of new materials and lighting.

White embodies concepts of purity and cleanliness, and reflects modern architecture. The manufactured stone body speaks of quality and durability.

Aurora is an example of taking existing functionality, and through design creating a unique product that strongly embodies the Electrolux Brand values.

electrolux
e:line
integrated bbq



Product: E:Line Integrated BBQ
Year: 2007
Company: Electrolux



The E:line integrated BBQ was designed to address the increasing sophistication of the modern outdoor living area, and the trend towards outdoor cooking and dining.

It's slim, clean design is intended to fit in with, rather than stand out from, the architectural elements that define an outdoor space.

The BBQ's materials, fit and finish are of a level usually found only in indoor kitchen appliances.

A Patented oil management system drains the excess oil from cooking into removable containers for cleaning.

digit
haptic fruit
measurement



Product: Digit
Year: 2002
Student Work

Awards:
2003 New Zealand Dyson Product
Design Award - Winner
2003 Dinz Best Awards - Finalist

Digit is a product designed specifically for workers taking fruit size measurements in Orchards.

It digitally measures and records the diameter of fruit while they are still growing on the tree, allowing better management of crop growth, and increased profit for growers.

Digit takes our natural tendency to communicate size using our hands to its obvious conclusion - allowing fruit diameters to be measured between the thumb and finger.

By applying an external calliper to the hand, we can use the hand itself as a tool. Diameters can be triangulated, making a size measurement as simple as wrapping your hand around a piece of fruit.

The operation of Digit is based on natural gestures. When working in and around an apple tree, Digit sits close to the hand as it moves between branches, allowing genuinely one-handed measurement.

Digit is completely wireless, lightweight, and provides both audio and tactile feedback to reassure and inform the user, taking measurements at up to twice the speed of existing measurement products.

By focusing directly on the user, this innovative product provides much needed design flair and practical improvement in an industry that receives little design attention.