

oleksandra medvedeva

lucerne university of applied sciences and arts
6th semester BA product design

koppigenstrasse 5, 3427 utzenstorf
oleksandramedvedeva@gmail.com
+41 76 244 18 91

mentor: andreas saxer

process documentation

Kepler-186F

i n s p i r a t i o n

Through my research on hiking shoes, I came across hiking sandals, which caught my attention by being even uglier than the boots. One day when I was browsing on Facebook, I clicked on a video that said "NASA has discovered a new planet," telescope that did find a new solar system with Earth-like planet was called Kepler-186F. That's why I decided to call my project after a telescope that has made a significant discovery.

My journey with hiking shoes from the beginning seemed like a big experiment after I have started something I had never done before. Not going to lie, my journey was not easy, and I didn't know where to start. Two outdoor companies didn't want to work with me on this project because my style didn't match their brand, so after being in a dark place and not knowing where to start, I decided to make my weird design my own brand.

Looking at the shoes online, I knew what I definitely don't want to see in my design. I want shoes to be exiting and a bit confusing. As Tinker Hatfield ones said, there's nothing worse than a design that doesn't evoke any emotions, good or bad. Being unseen or ignored would be the worse feedback.

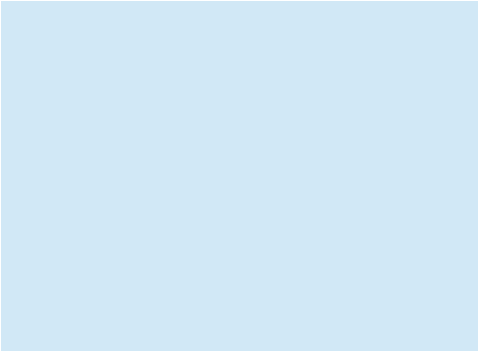
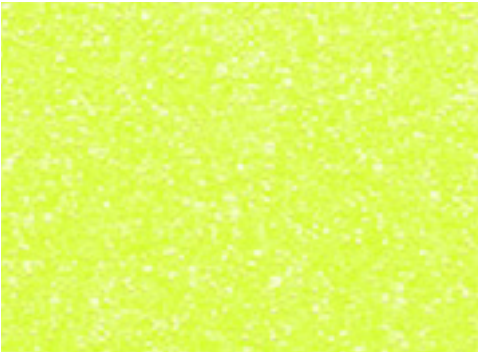


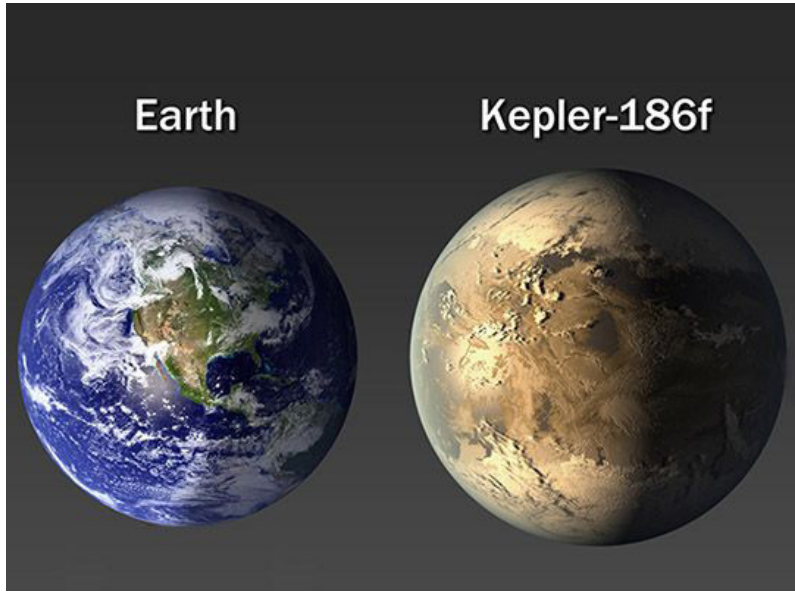
In my theoretical dissertation, I researched about colors and then put together my own color palette. Black seems to be very neutral and unisex, baby blue and light pink are excellent color combination, nude, teal and neon accents colors. Neon yellow is a trendy color of the season, that's why incorporated it in my color scheme.

After I chose the colors I want to work with I started to experiment with shapes and color combinations. Velt, elastic bands and velcro are the main ingredients of my shoe designs.



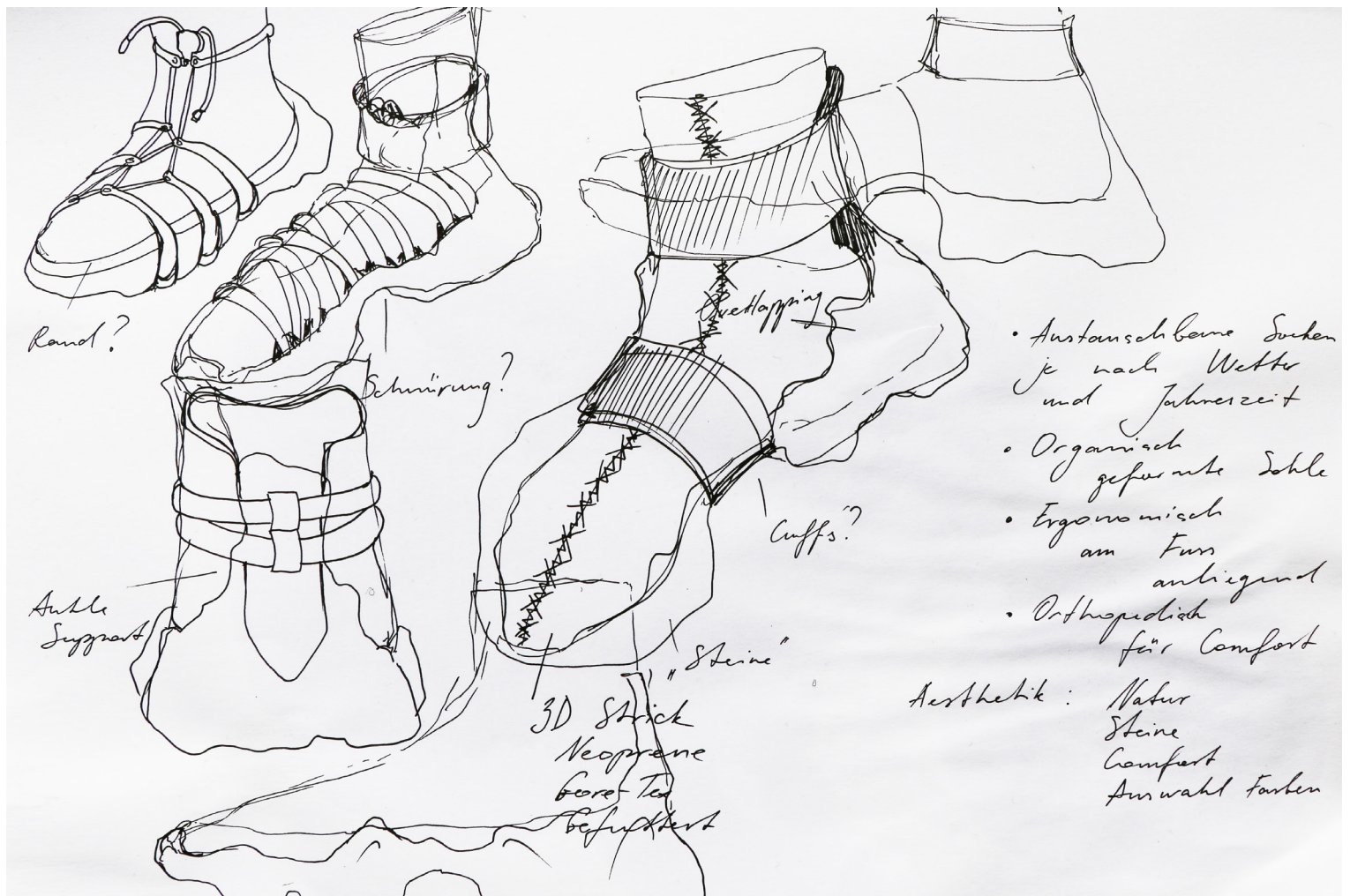




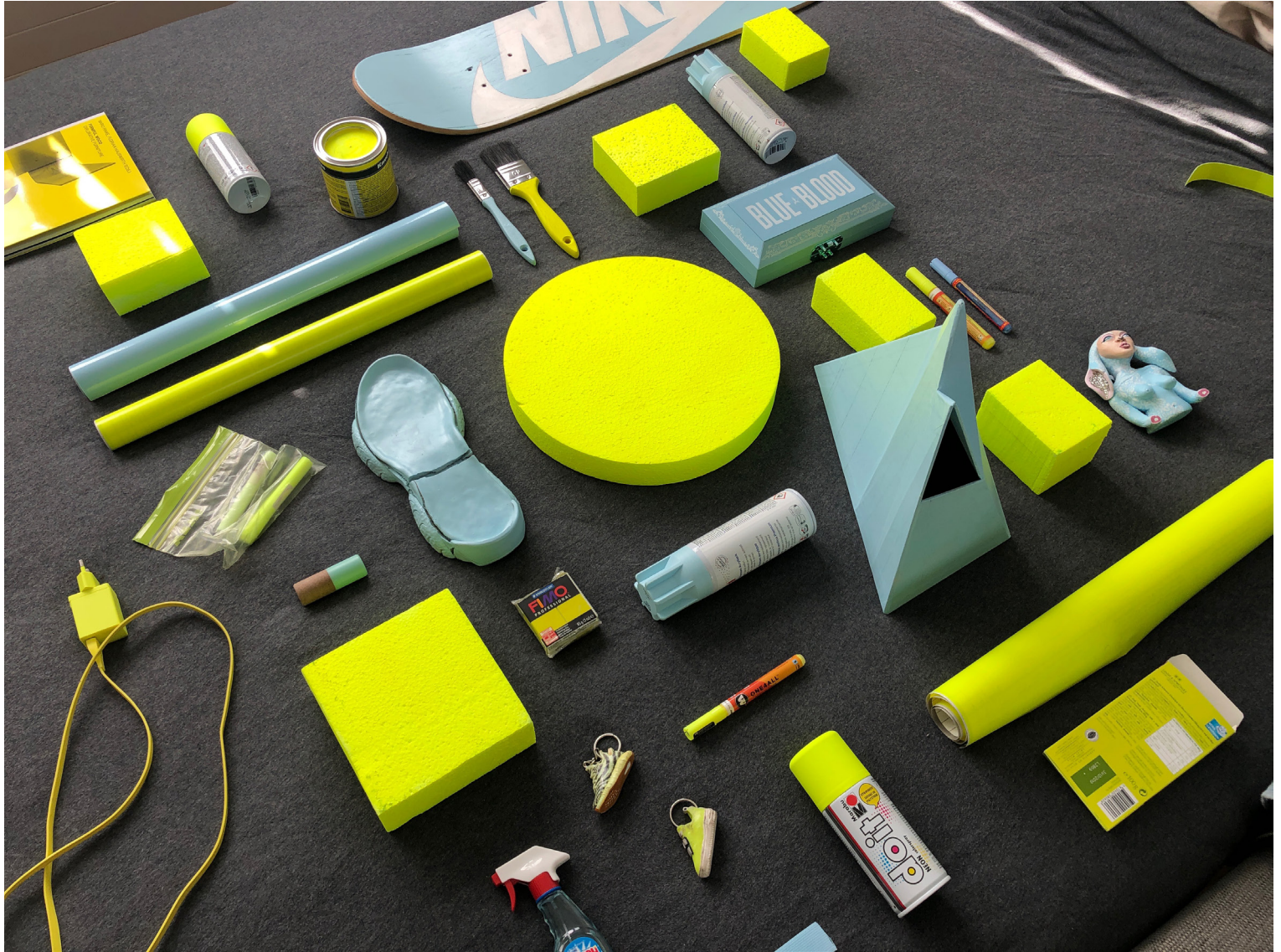


i n s p i r a t i o n









creating a postcard

For the postcard, I chose a landscape of different objects, which are all combined with the same color scheme. The round object in the middle with a diagonal foil represents a planet like Saturn. My hand with a green shine was meant to look alien-like.

The meaning behind this picture is me exploring new territory with a touch like on a famous drawing of Michelangelo.



m a t e r i a l s s e a r c h

































final product presentation at Messe, Luzern

