

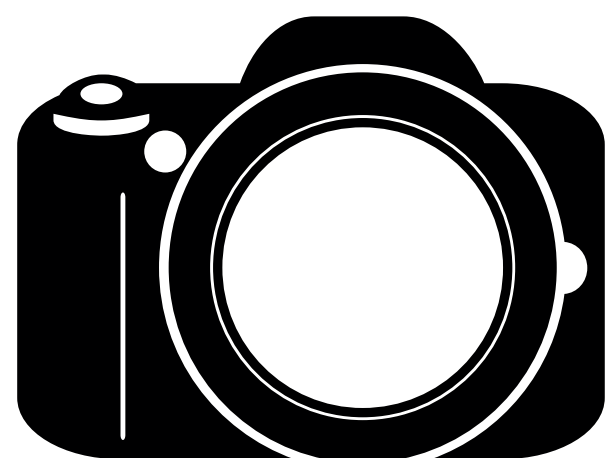


big red



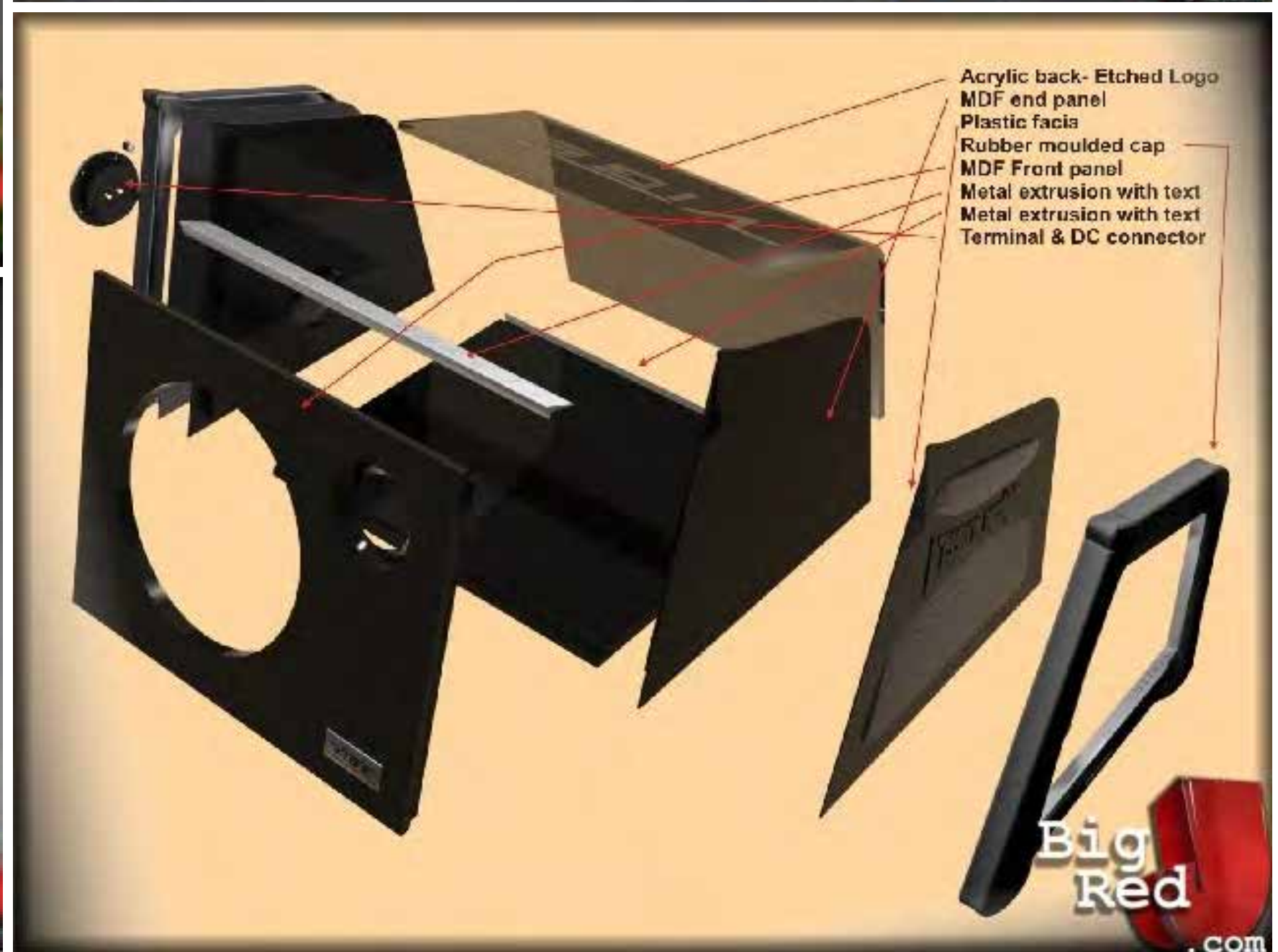
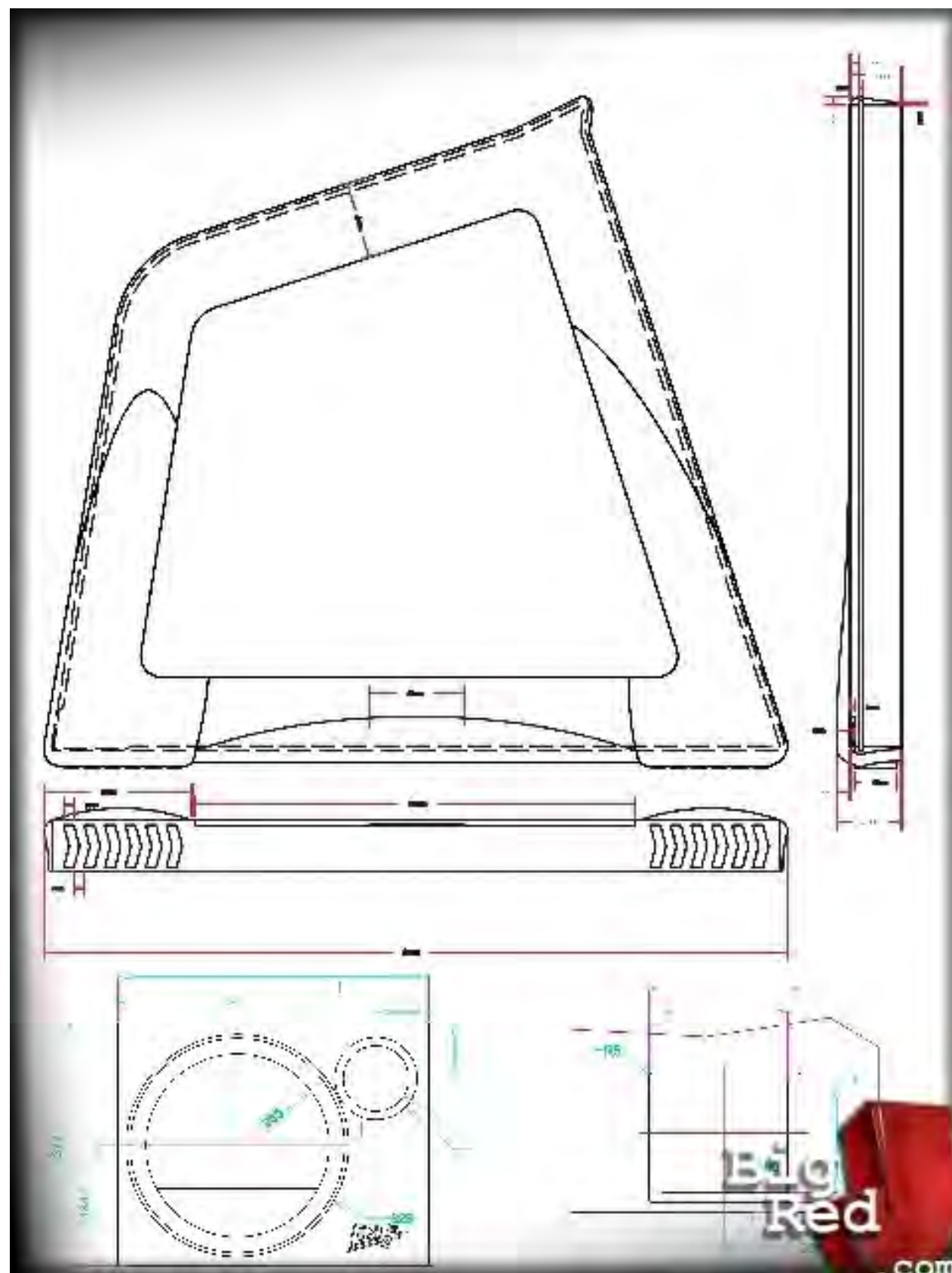
Jonas Eyden-Hainsworth

photo



Design & Photography Portfolio

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Product Design

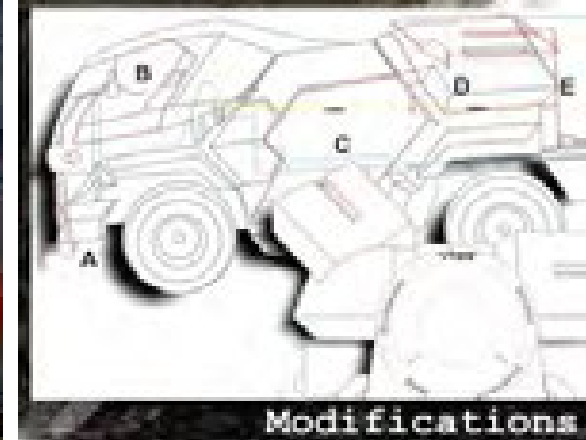
During my years at MIDBASS, I redesigned all their product range.

The 4 images above, show different design stages for just one of these products.

Initial concepts, showing material and construction ideas. Product drawings for the manufacturer and the final production item.

This is just one item in a range of hundreds I designed for VIBE, FLI and FUEL car audio.





Show Car Design and Build

On a personal note, this is probably my proudest achievement. Backed up by it winning the ICE Industry Gold Award for Best Show Car of that year.

The car is from the 1995 movie Judge Dredd with Sylvester Stallone. Land Rover made quite a few of these for the film. BUT most were just rolling shells, only a few had engines, and only one had an interior. We found one with an engine and set about making it into a show car, with one main aim, to make it the VIBE Dredd without losing its roots. So basically the same but different.

The VIBE Dredd encompasses complex modifications throughout, which include: a complete interior, extensively modified bodywork supporting outer hydraulic wings and side door, new front doors, a completely new tail with a massive laser cut VIBE alloy port adding an additional display of power and sound dispersion to on-lookers, hydraulic automatic doors allowing access to the cockpit and bass system, and of course an immense audio system, that required chassis modifications just to house the ported bass tunnel occupying 24 subwoofers.

At full volume, the VIBE Dredd system can exceed 160db and still have power in reserve. The chassis and fibre glass bodywork stretches by 2 inches with the bass, understandably this limits power beyond this point.

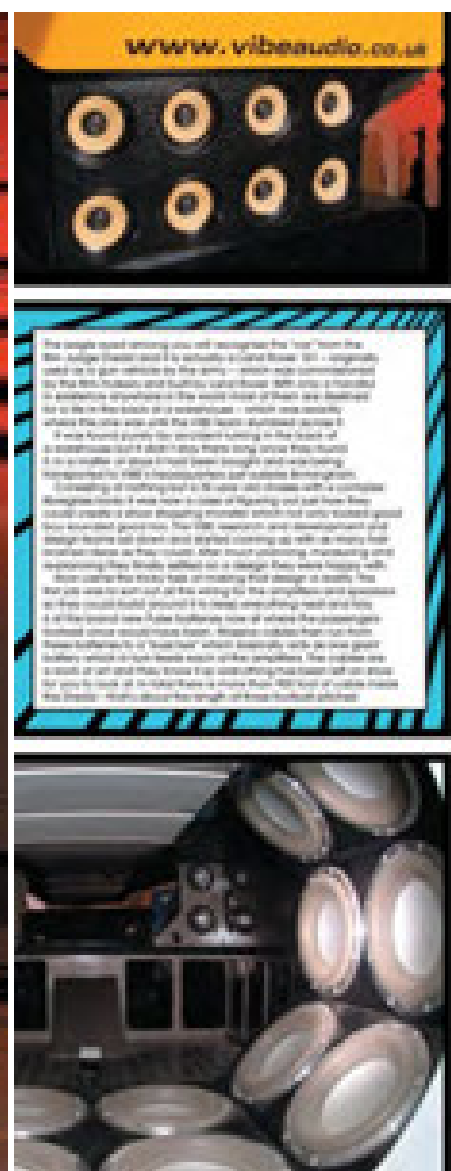
Design

So what did we do? This was a team build, but the project design, sourcing suppliers etc was all my work.

Immediately the idea of making the back pods open up was obvious, making everything automatic was a necessity for that futuristic look. Some ideas came and went, like a movable front bumper, opening up to show speakers behind or even a Predator style minigun in the hatch at the top, all these ideas were sourced and costed before final build decisions were put into effect.

We added vents and changed headlights. These were actually beetle headlights turned on to their sides, so much better than the original Land Rover ones. I had to draw the complete vehicle and provide drawings for all the new components, everything from the port on the back, locations of the lighting to the angles of the speakers inside. Drawings then continued to all the graphics on top of the nice new paint job we commissioned.





Nuts NEWS

It's the UK's loudest truck!

32 TIMES LOUDER THAN A SHOTGUN!

£75,000 sound system has nearly 50 speakers!

- This is the "Vibe Dredd" demo car by in-car entertainment gods Vibe. The whole system contains of 24 12-inch subwoofers, eight six by nine-inch speakers, 16 five-inch speakers and 20 amplifiers to power the whole lot. It needs six car batteries to run it.
- The average install in a car costs about £100. This truck has gone off.
- It took 2,500 man hours to do - the equivalent of one bloke working 24 hours a day for nearly 100 days.
- This truck is one of only three working replicas in the world from Sylvester Stallone's 1993 blockbuster Judge Dredd. They were all made by Land Rover.
- The sound system blasts out a massive 130 decibels. Let's put that into perspective: a shotgun being fired is 140 decibels. Every increase of three decibels after that is twice as loud. So this install is 32 times louder than a shotgun. Dredd!
- The whole install costs about £75,000. For the Vibe Dredd being revealed at Max Power Live at Birmingham's NEC, this Friday, 30 June.



MASSIVE HOLE!
This port in the back is a window through to the install, but it's also vital - if the truck didn't have it, the stereo was whacked up, the truck's fiberglass body would shatter.



SPEAKERS OUTSIDE!
Each side has eight five-inch speakers on these raised pods. Each pod also raises up on hydraulics, revealing a smoke machine and more.

SUBWOOFERS IN THE WHEELS!
That's right - each wheel has a 12-inch sub in it!

Nuts NEWS

In The Press

The VIBE Dredd created waves in the press. Not only did all the car audio magazines want to feature it, but it was also even featured in the tabloids and various lifestyle magazines.

Here are just a few samples of the coverage it got and still gets to this day.





In The Press

Hedkandi Club Decor

Concepts for a large chunky picture frame. CNC cut MDF and mirrored acrylic used to create a intricate set of frames.

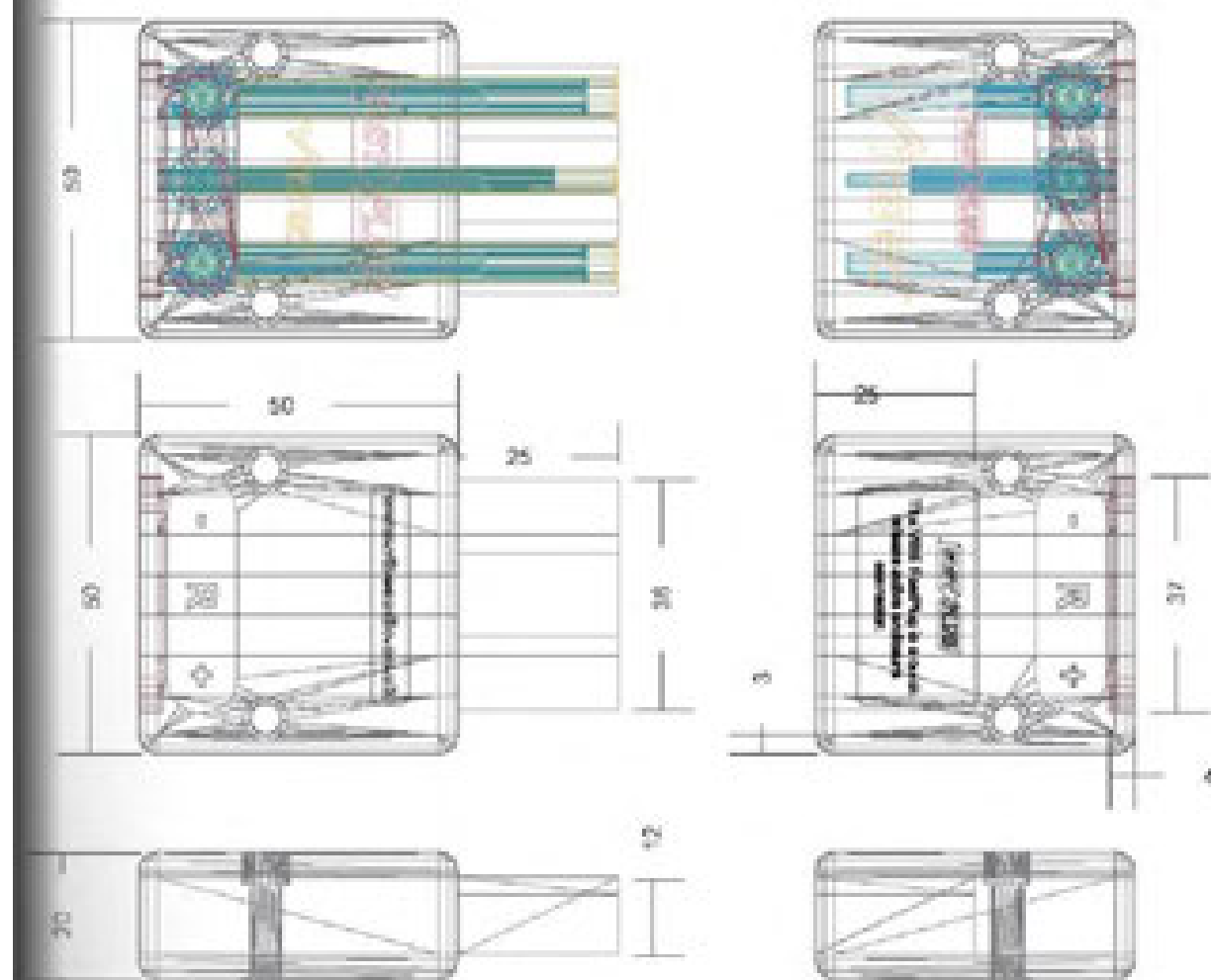
The finished frames completed in 2 days, from initial concept to installed in the club.

ELEMENTS Club Decor

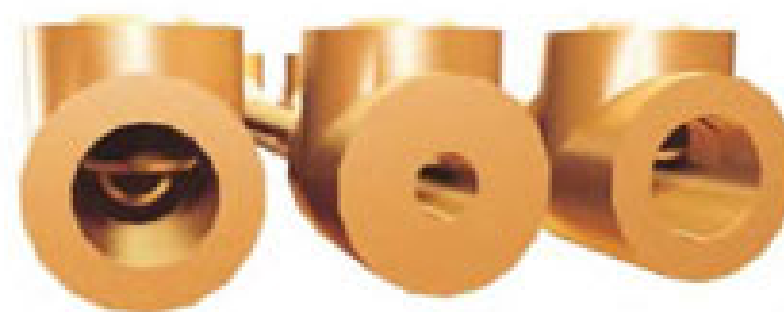
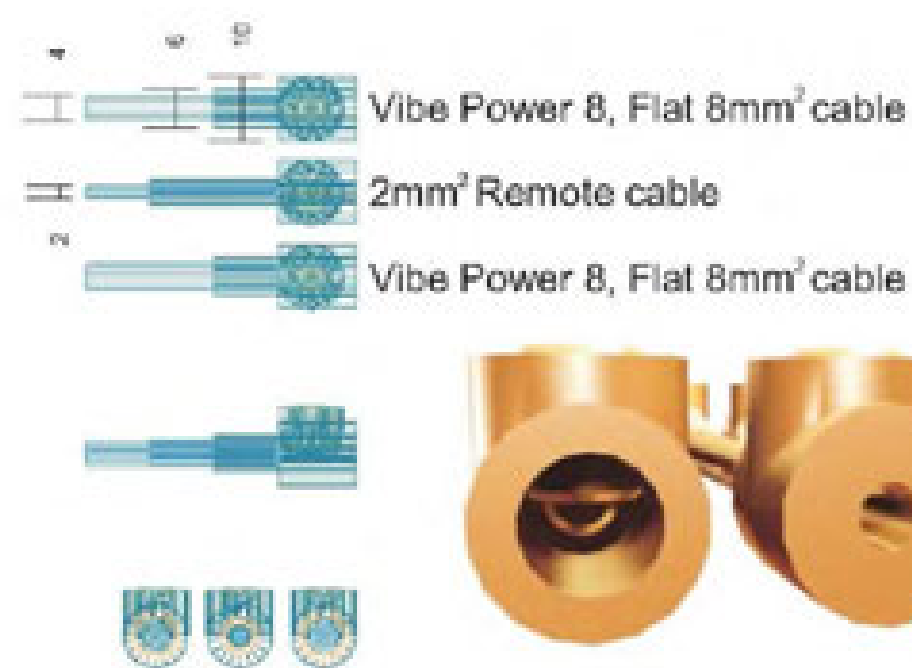
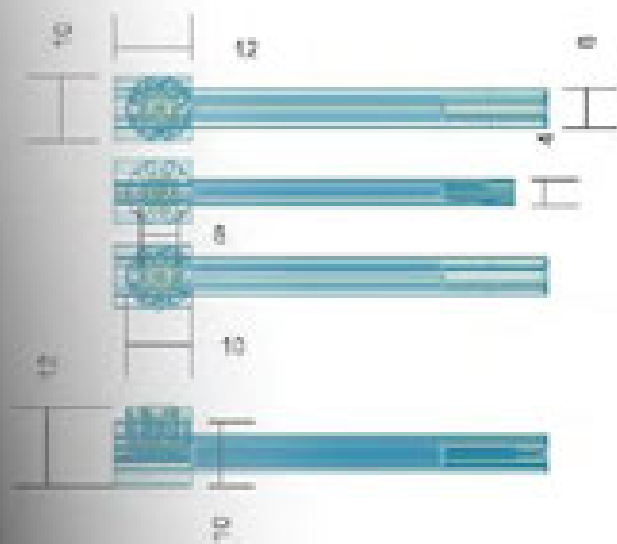
A sample of mobiles created for clubs; these were a fun shape to make, I have produced decor, mobiles and signage for events and record labels such as Ministry of Sound, Hedkandi, Funk Rockers, Fierce Angel and Made Up.



VIBE FastPlug v3.0



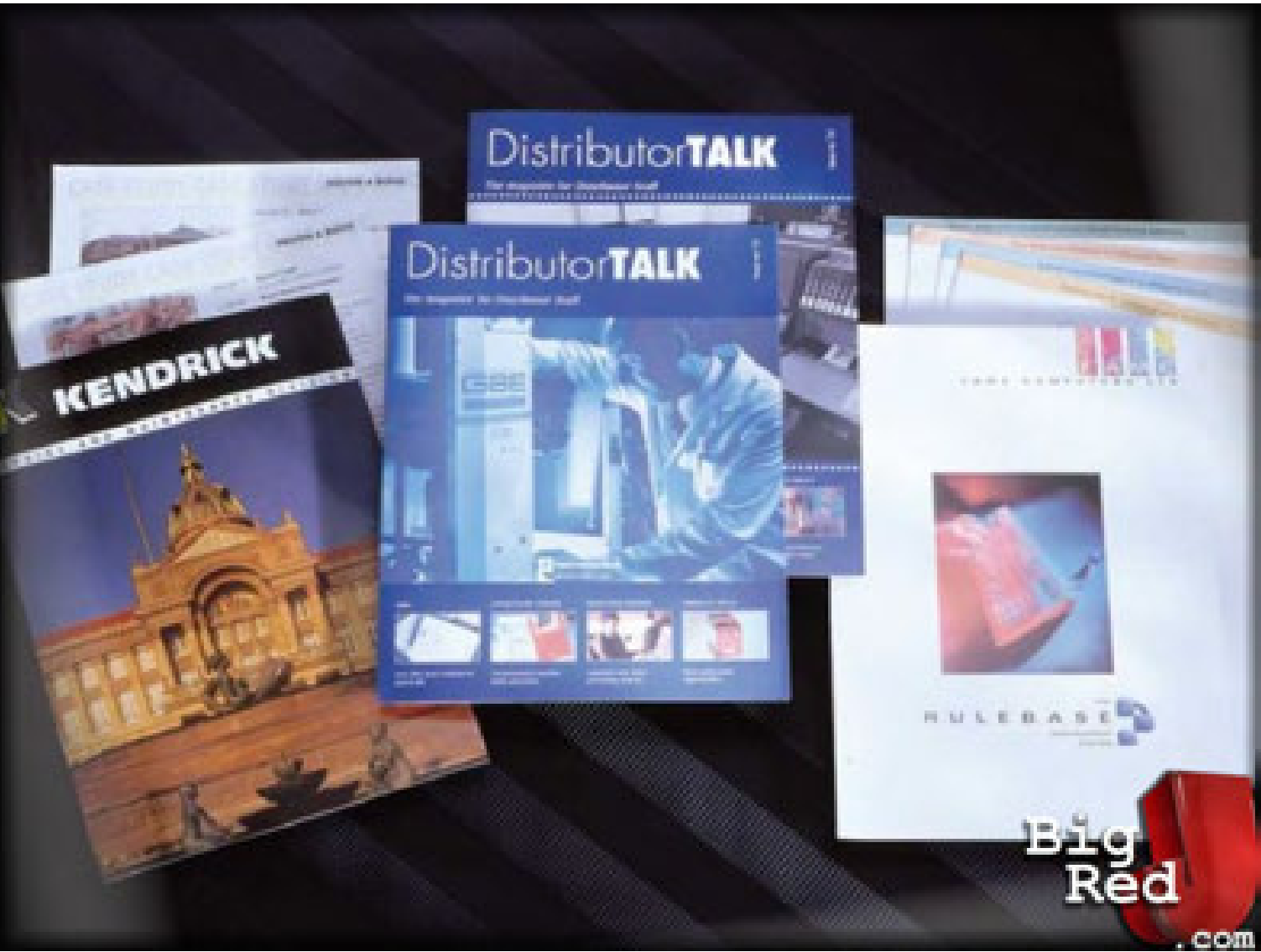
VIBE
FAST PLUG



Product Design

FastPlug - One of several patented designs that I conceived and produced while at VIBE.

This unique audio connector was designed to assist the easy removal and connection of audio equipment in car boots.



General Graphic Design

Brochures

The majority of my graphic design work has been brochures, corporate ID, and many other types of documentation.

The Wavis catalogue was a real task, nearly all the machinery featured was unfinished and unpainted. This required a lot of photo editing to create the illusion of finished equipment.

Eley

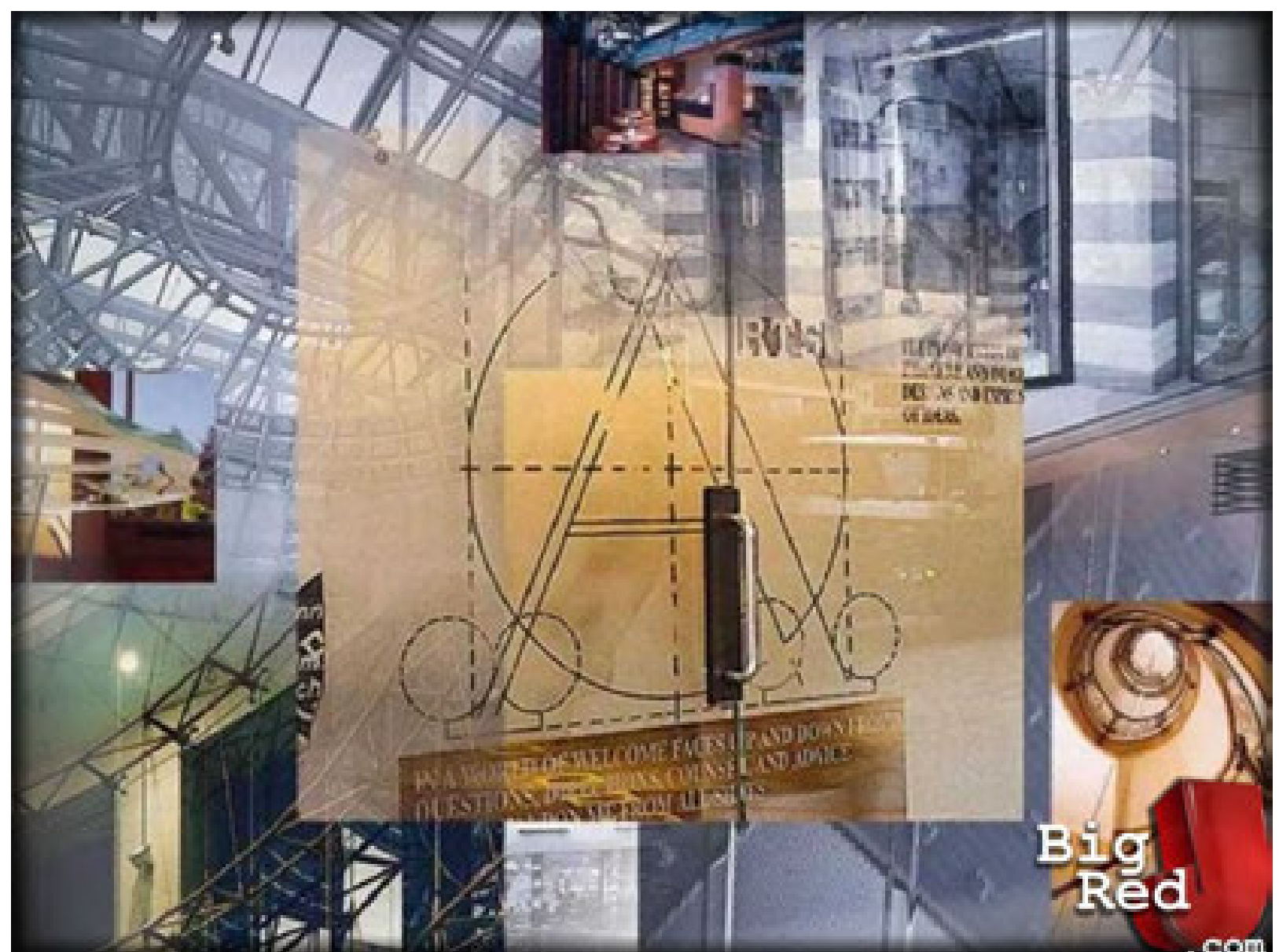
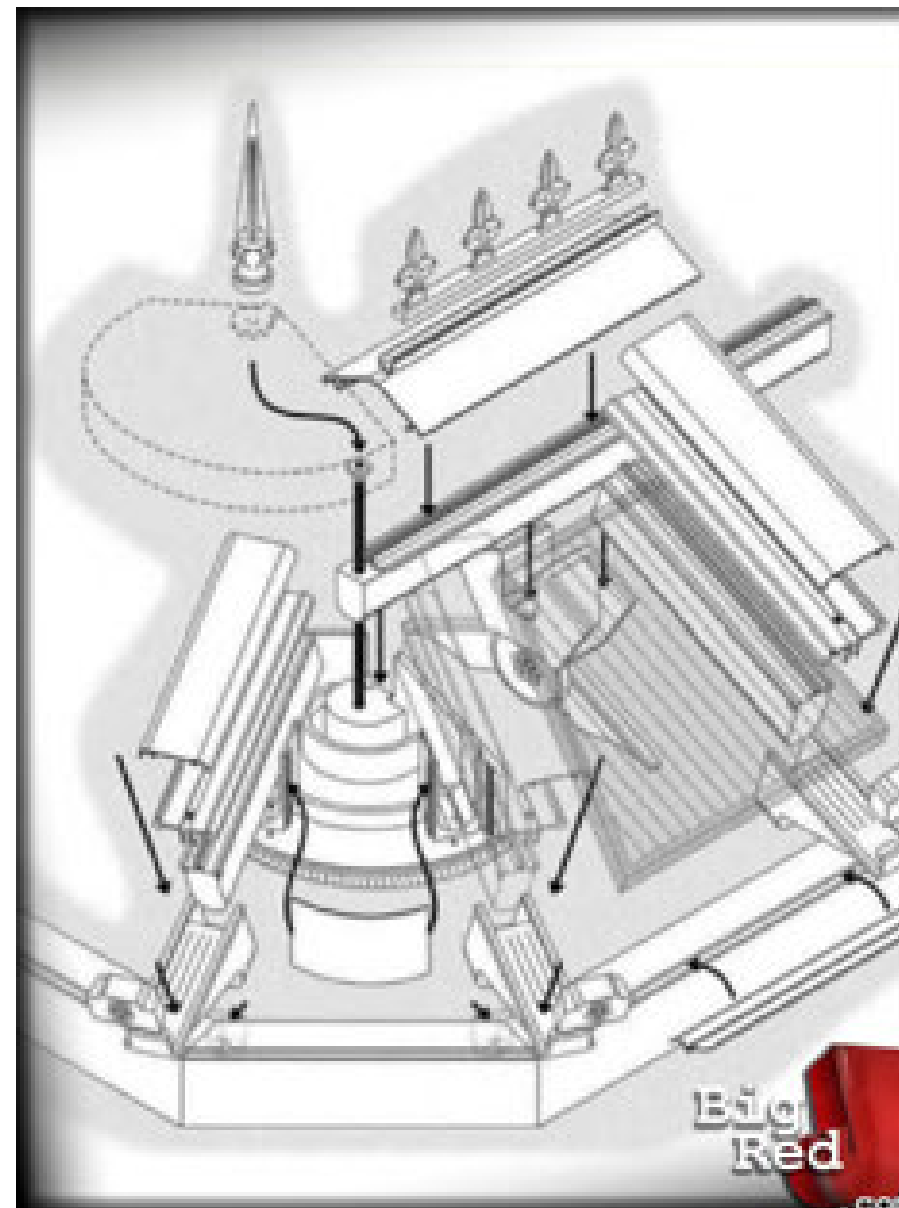
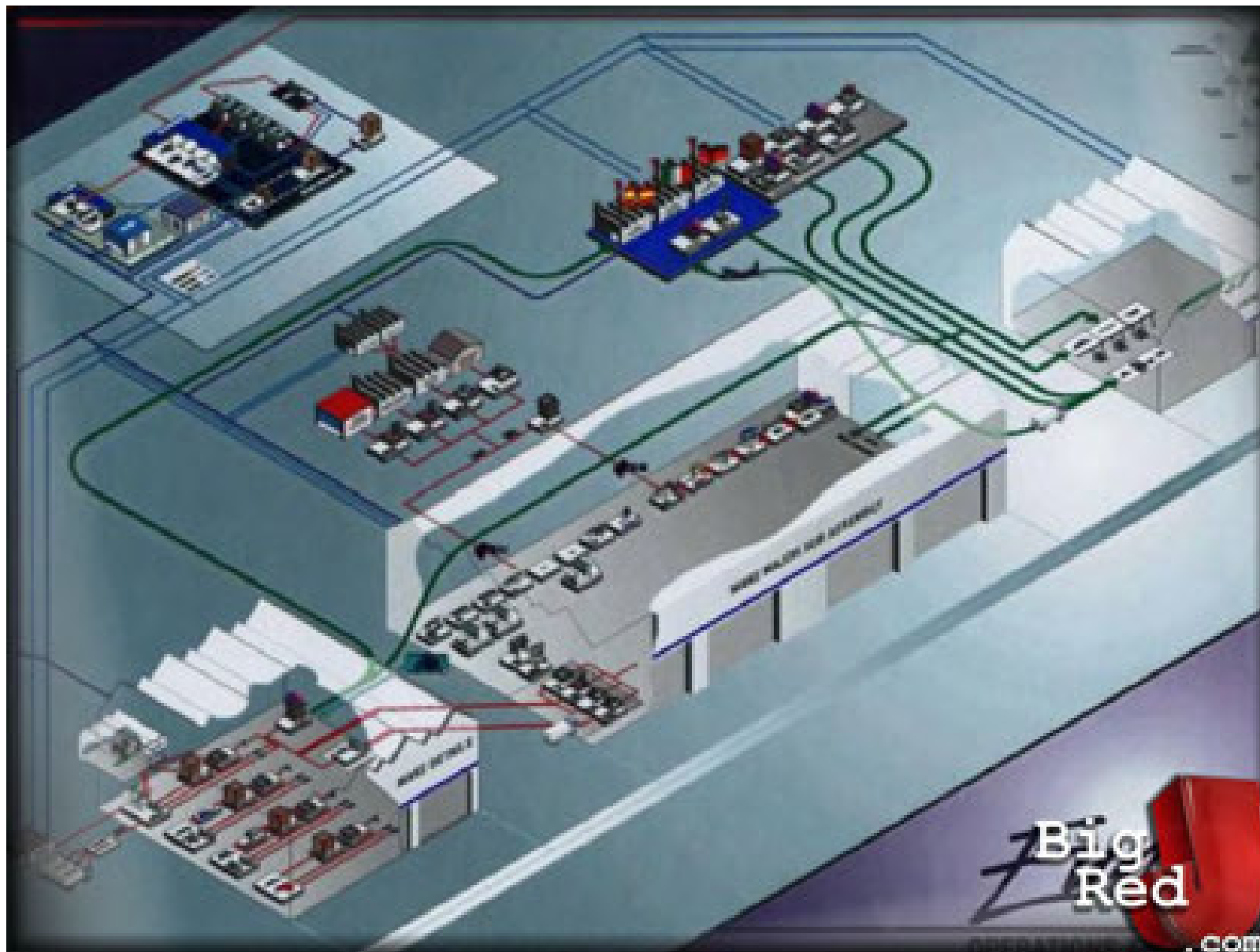
I worked on their whole corporate ID. Creating brochures, packaging, adverts, display panels, and even keyrings. In the later stages, some work was also drawn in 3D, bows, bullets for example.

News Letters

Some larger companies require quite in-depth colour newsletters on a regular basis.

Product Brochures

High-end brochures, with larger creative budgets, can result in more design freedom. These were for a bespoke designer furniture and fittings company. An e-commerce website designed to complement the brochures.



General Graphic Design

Eurofighter

Eurofighter Operations Architecture, This was a real eye-opener, Ernst & Young required me could come onsite for a day to draw a chart.

After gaining security clearance I was escorted to a room where the walls were entirely covered in paper. Written marker pen on these walls was the whole production process for building a Eurofighter, the task was to graphically represent this whole process. My initial one day turned into three, and in the end, eight charts and several large Powerpoint presentations were produced over a six-month period.

Merlin Communications

This new company was formed when an outside broadcast division of the BBC went independent. The task was to create a whole corporate ID, from stationery, brochures, folders and web site.

Amart Conservatories

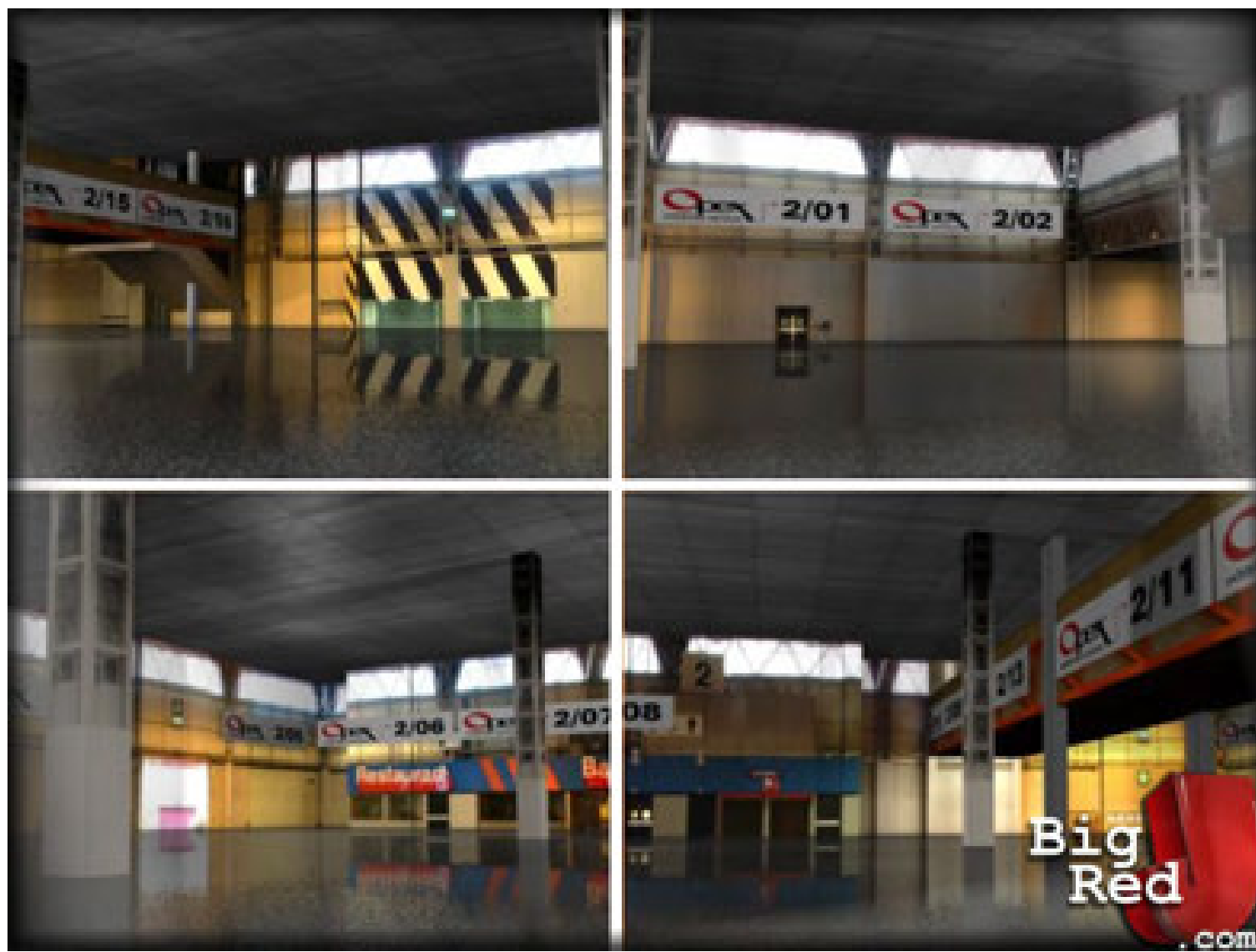
I created this graphic for what was actually a rather plain brochure. Amart needed an exploded drawing of its construction system.

After supplying me with a unit made from small bits of conservatory, no longer than 3 feet. and a set of spanners, I drew this in two days, using Corel Draw, no 3D software was used.

solaglass

Some of my PowerPoint presentations require graphics to jazz up rather dull text.

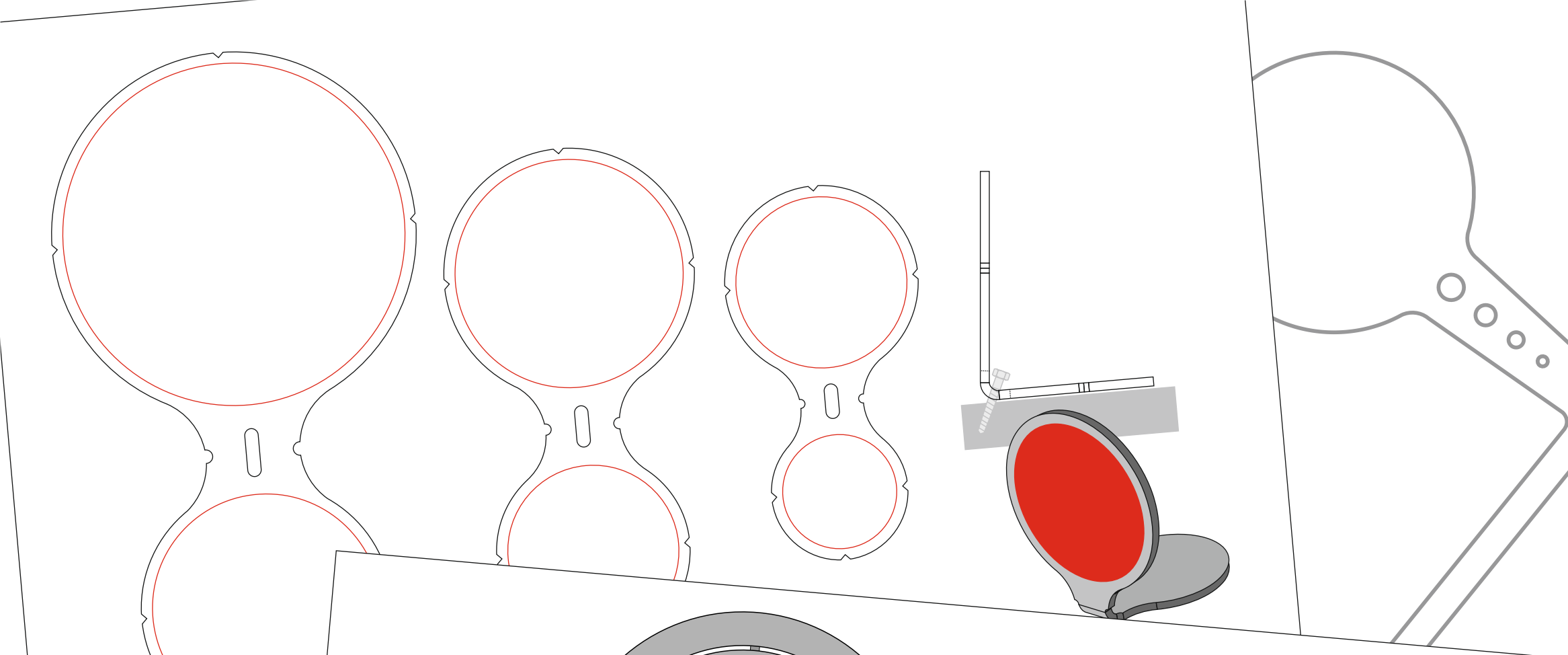
This montage was created for a glass company.



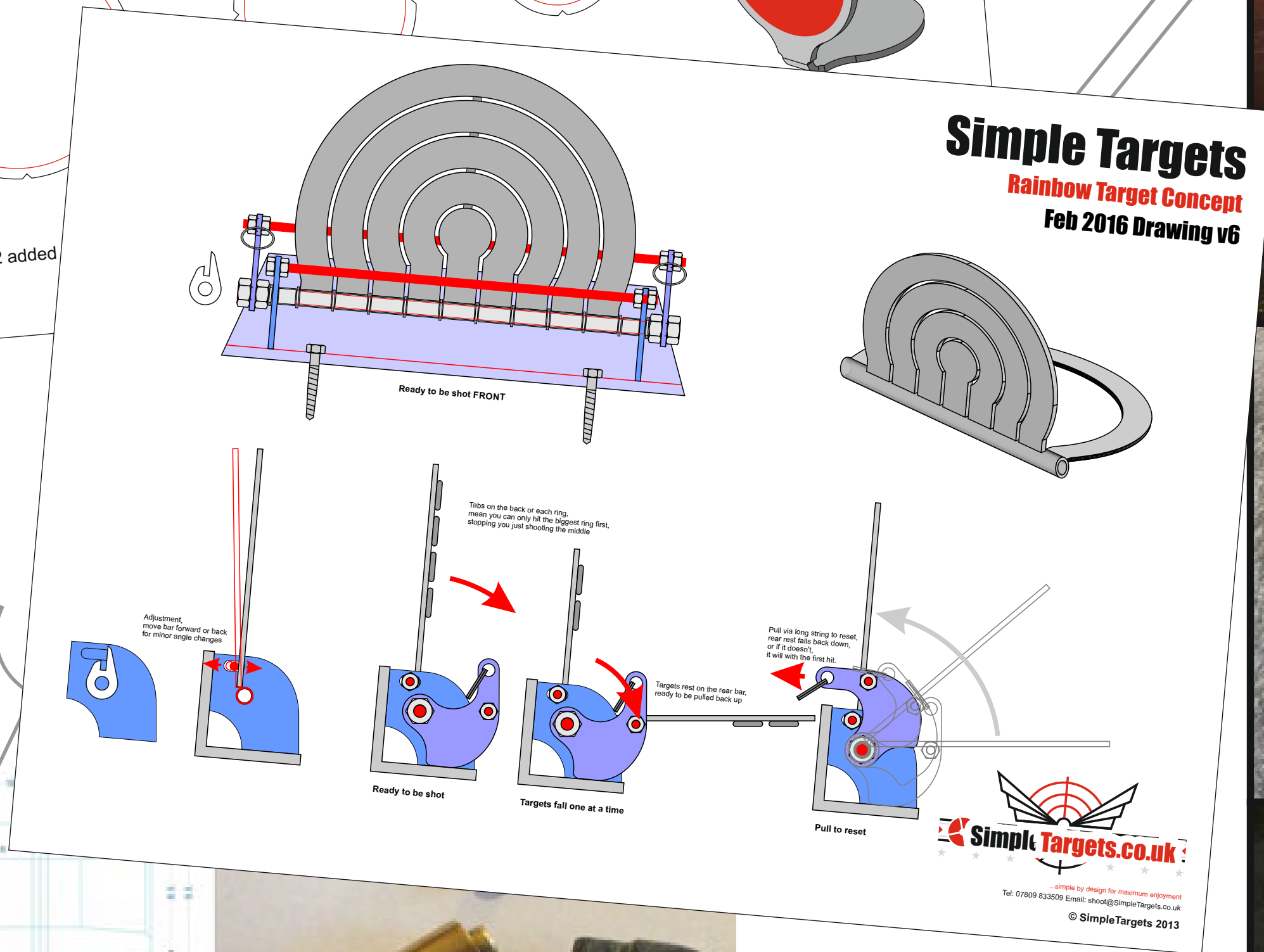
Exhibition Design

Over the years I have worked with exhibitions in many different ways. From creating brochures and flyers for events, large format prints, all the way to full stand design and production.

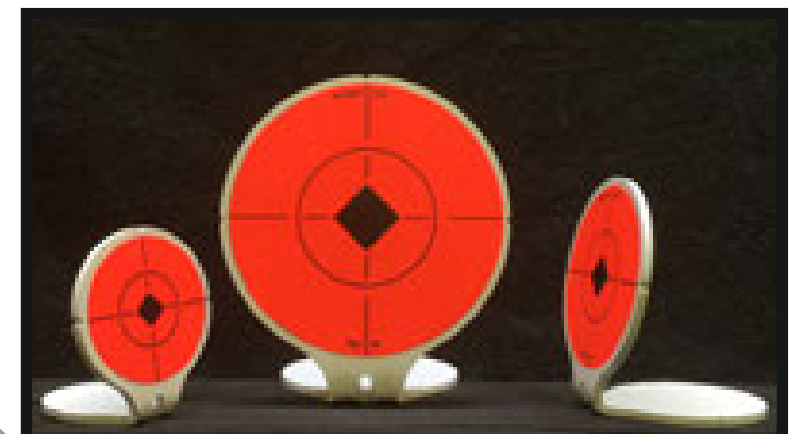
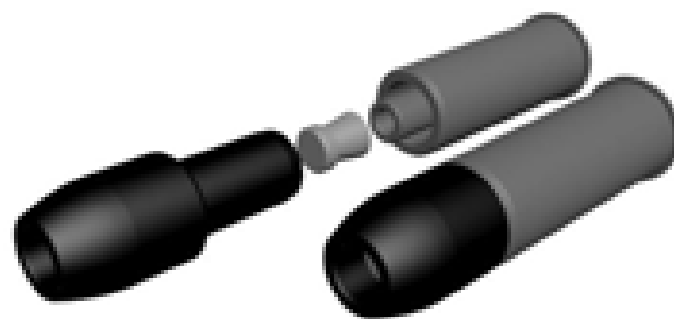
On this page there are several examples of my designs that were mainly produced at the NEC in Birmingham. With one exception, the first image was from a PowerPoint presentation I created for the sales team, a full 3D walkthrough of the entire NEC complex, showing potential customers where advertising banners could be placed. The first time this had been done.



v2 added



Can Wesson .177 Air Pistol Pellet Shell Design V7
Replaced the original (B) shell to enable the use of pellets for more accurate target shooting.
Saves destroying the shells that come with the airgun.
Rear of shell pushes the pellet into position. One dimension (in red) may need to be adjusted to firmly hold the pellet in place.
Prototype is plastic, production will be brass or maybe copper.



Product Design & Packaging

Simple Targets - My own creation, an expansion of a hobby, making targets for airguns. Which also lead to selling them on my website along with repackaged consumables. A lot of time and development went into what in the end looks like a simple idea, but using innovative production methods and materials I managed to create some of the highest quality targets out there.



...simple by design for maximum enjoyment

