

FEDERAL
DESIGN HOUSE

The Federal Design House is a design service consultancy born around the idea and desire to explore alternative sides of design and branch out creatively.

Federal Design House offers its clients development from sketch to reality, of iconic, innovative products and brands. A process that works to build a strong, notable presence, and deliver passionate products to your users. In parallel to developing a product or service, we can work with you to develop your brand or image, define and execute user testing, or research.

We are here to help make your product and company a success. We'll work hard right along side you through the whole process to ensure that we meet your requirements and that the rationale behind the work being done is accurate, well thought out and agreed upon.

Federal Design House is a division of The Federal Inc.

Our Studio

At the Federal Design House our goal is simply to design and develop the best possible products through great design and engineering. Our philosophy is simple, deliver insightful designs with a great deal of passion and understanding behind them.

We work closely with our clients, delivering a range of information to help educate and inform in the development of desired products or services.

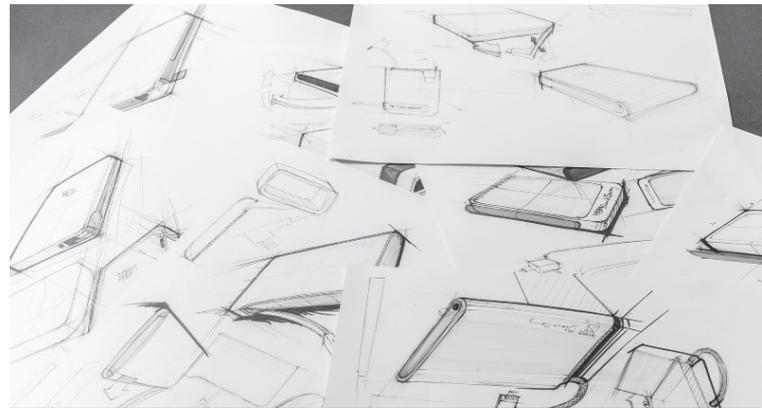
The Design House develops and relies on a great deal of Design Based Research, an invaluable tool in the forming of great products, giving better understandings of market trends, emerging technologies and human behavior.

The development of our products is comprised of an array of stages to evolve the design into the perfect mixture of style and substance. Through many phases of Concept Generation, Engineering and Prototyping, our products are effectively reviewed and tested to ensure that every aspect of the design has been thoroughly evaluated and is ready for production.

We deliver a range of solutions to our clients needs, allowing them to deliver the best possible products to market.

Research

Competitive Analysis
Design Research
Trend Analysis



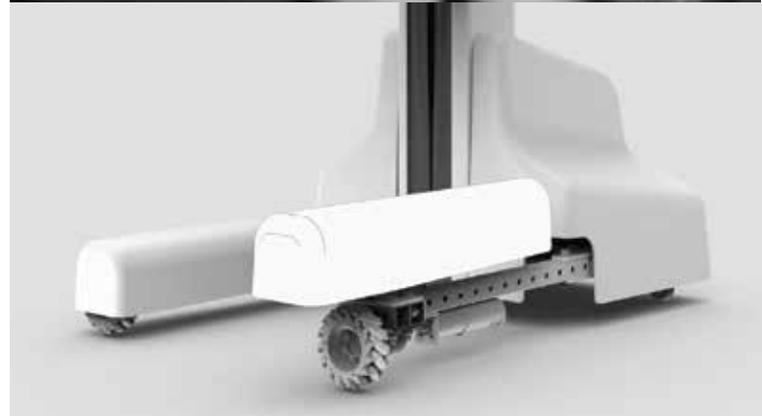
Development

Ergonomic Studying
Brand Strategy and Development
Concept Generation
Design Development
Mechanical and Surfacing Engineering
Prototype and Model Making



Manufacture

Sourcing
Supply and Logistics
Part Manufacturing Analysis
Full Production Assistance



Maple Set

WAREHOUSE
2012

With this project we wanted to explore an alternative emotion to the standard kitchen knives you see every day. The focus is drawn to the high polished blade, while the rest of the knife's maple wood body sits warmly in the hand and blends in to its surroundings. The wood is sealed and food safe to allow for easy cleanup. The knife gives the appearance of being lightweight; however their weight is balanced to ensure that they can be used by any level of chef.

The project was done as an exploration of unique materials and visual combinations to an industry stale with repetitive designs. The images seen here are a prototype of the final design.



reddot design award
best of the best 2013



Power and Audio

BLACKBERRY
2008-2013

We worked with the BlackBerry team to develop a wide range of products including the Q10 and Z10 external booster battery chargers, the most recent BlackBerry Mini Stereo Speaker, the last 3 generations of bluetooth headsets, protective shells and cases and the last 3 generations of in-box corded headsets which are used by millions around the world.

While working on these projects, it was key to recognize and work within brand consistency, design language consistency, cross product compatibility, and mechanical limits. Working hand in hand with the mechanical engineers and suppliers resulted in a wide range of many successful products.

All images are property of Research In Motion.



Phone Cases BLACKBERRY 2008-2013

Working with the accessory design team at BlackBerry, we developed a wide range of products including protective cases for the various devices. Ensuring consistency in design, execution and brand development while accommodating the various device form factors, target markets and design languages.

We worked from sketch to production on the protective cases for the the following devices: Curve 8530i, Curve 89xx, Curve 85xx, Curve 93xx, Bold 97xx, Bold 99xx, Torch 98xx, Torch 9860, Z10, Q10, Q5

These cases cover a wide range of materials and manufacturing processes including, silicon, TPU, TPE, PC/ABS, Leather, PU, Single shot, 2-Shot, secondary printing processes, welding etc. Below are some of these developed cases. All images are property of Research In Motion.

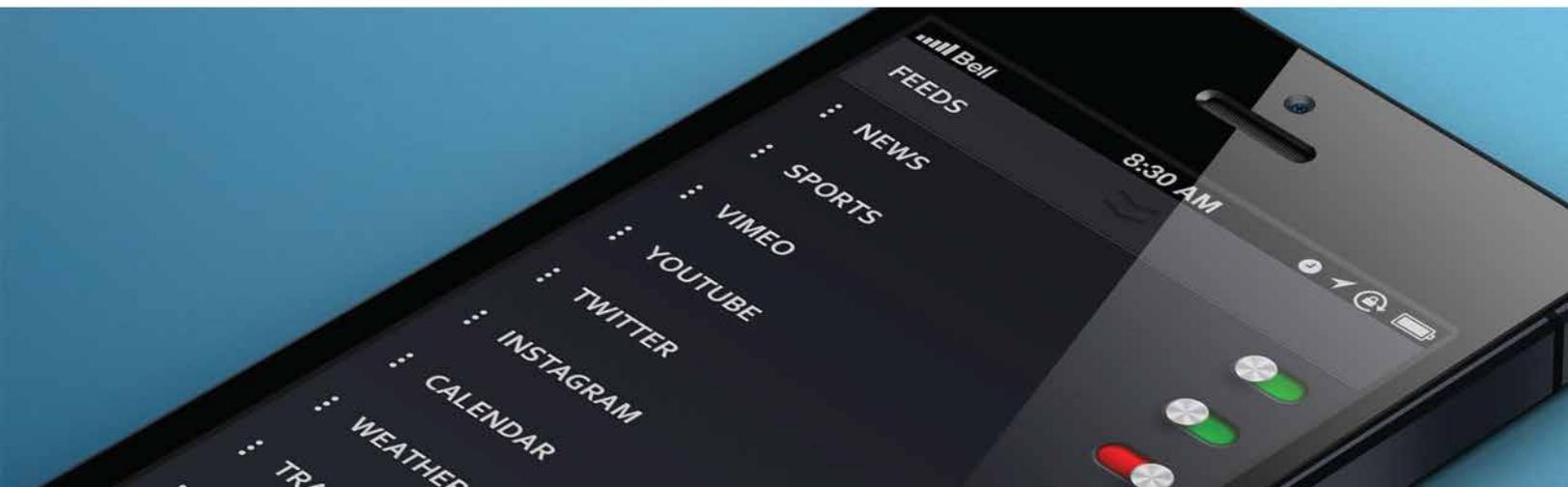


DAWN
WAREHOUSE
2013

Wake up to Dawn, your morning source for all the information, events, photos and happenings that occurred while you slept as well as your calendar, weather and traffic information for the day just beginning. Dawn collects all the latest news stories, sports scores, weather, traffic, email, images and tweets that have piled up since you last checked and delivers them in a clear and successive order to allow you get back up to speed with the world.

Dawn allows its users to figure out what to wear, how many meetings they have, who won the Lakers game, what Elvis tweeted about last night and how much traffic there will be on the way to work in a matter of minutes. The app even gives you a personalized wake-up and can be set to read the news to you while you're in the shower. It's simple, it's task is to inform and for you to consume.

The morning never looked so good.

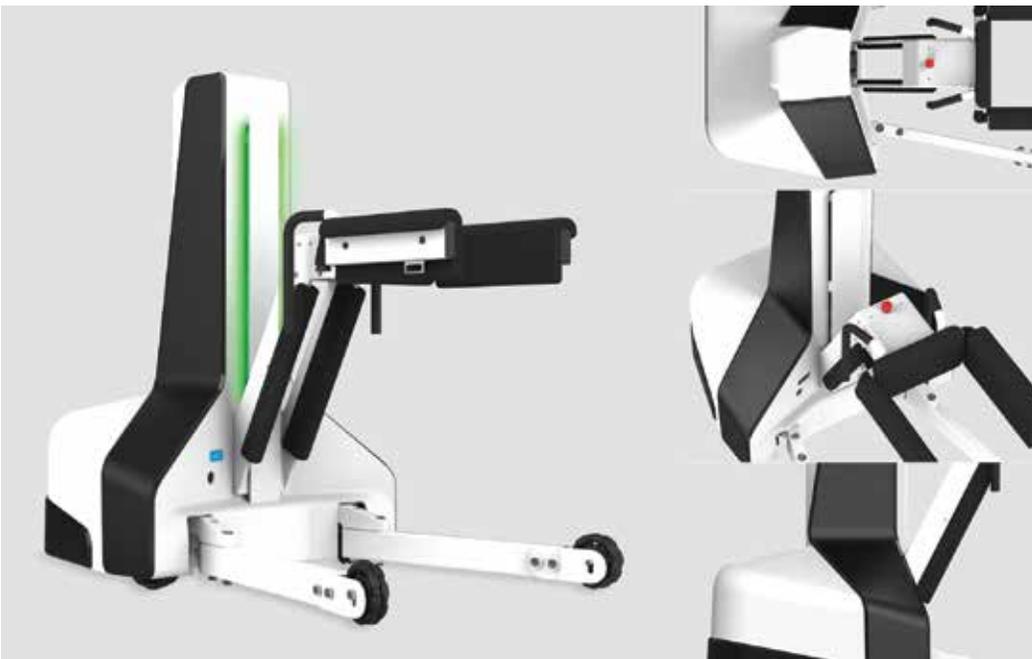


SOLOWALK
GAITTRONICS
2014

Solowalk is the latest generation of effortless mobility patient care from the team at GaitTronics. Building off of the momentum of the first generation product, refinements in mechanics, usability and design played the biggest roles during development. The Solowalk aims to solve issues found in hospitals and clinics around the world.

Working with the GaitTronics team we helped to develop a new and unique design for the patient lift. One which draws its inspiration from architecture, specifically focusing on the forms found in span bridge design. The correlation between bridge architecture and the Solowalk device came together to form a design whose forms are based on the idea of support and structure. Ergonomics and patient comfort played a major role in the design as well. Adjustability is a key feature and being able to maintain patient comfort during use or during a fall became critical.

In addition to the design of the device, we were also tasked with redesigning the company branding. Focus was placed on modernizing the previous design, but maintaining similar elements and the theme of patient care. Overall the updates places GaitTronics well within the medical space branding, fits with their company direction and offers flexibility across mediums.



The Federal Inc.
Federal Design House
155 G Loretta Ave. N.
Ottawa, Ontario
Canada
K1Y 2J7

hello@thefederal.co
1(613) 693 1235

THE**FEDERAL**INC.