

product design & innovation

at babson college

Join us for two exciting events in December 2011. Students will present their own product designs!

Babson MBA Product Design Fair

Stroll through our fall Product Design Fair, and explore new products and solutions developed by Babson College MBA students:

- CycleCargo - An innovative bicycle cargo solution that's easy on the eyes
- ecoCafe - A reusable food container within a sustainable system to improve the university dining hall take out experience while reducing both student and food service provider wastes and expenses
- [BLAH] Better Lighting At Home solves the no-ceiling-light, no-drilling dilemma faced by many apartment renters
- Playroom: A solution that motivates kids to clean up their toys
- CarriedAway - New luggage that helps keep all your carry-on belongings in sight while traveling
- A carry-on luggage solution that makes traveling easier and less painful for people with arthritis
- Crafting solutions: improving the customer experience of working with foam and other crafts

Seven graduate student teams will explain and showcase their new product concepts. The teams developed the designs during the graduate Product Design and Development course (MOB-7555). Project sponsors included Preserve, New Approach, and Essential Design; neighboring Olin College of Engineering provided prototyping support and engineering advice.

Light refreshments provided.

Date and Time: Tuesday, December 6, 2011, fair is open between 9:00 a.m. and 1:00 p.m.

Location: Babson College, Olin Hall, Needham-Wellesley room.

Babson/Olin/RISD Undergraduate Final Presentations

One course, three schools, six novel designs: Come and enjoy a series of presentations of innovative products developed by interdisciplinary undergraduate student teams from Babson College, Olin College of Engineering, and Rhode Island School of Design! Their creative concepts include

- Harness accessory for leg crutches which aids in reducing pain and increasing mobility
- Set of accessories that make life easier when on crutches
- Desk-attached furniture for student's small living spaces
- New device empowering children to take an active role in managing their asthma
- New wireless headphone set for runners
- Drinking glass that educates the user about his/her calorie intake for various beverages

The teams developed their designs during the joint three-school undergraduate course in Product Design and Development in interdisciplinary Teams (MOB-3578 at Babson, ENGR3299 at Olin, Babson-Olin Studio at RISD). They will present their products in six consecutive presentations. Light refreshments provided during the break.

Date and Time: Thursday, December 15, 2011, 8:00 a.m. to 12:00 p.m.

Location: Rhode Island School of Design, Industrial Design Building, Room 300
161 South Main Street, Providence, RI