

My name is Viktor Klassen - born in Kazakhstan and raised in Germany. After my bachelor graduation in 2015, I decided to leave for New Zealand and understand what it is I want from life. This beautiful country sparked my creativity and I decided to become an Industrial Designer. From that moment onwards I had a clear direction and purpose. To become an innovative and future-oriented designer is what I strive for.

I prefer to be well prepared and gather a wide range of information to anticipate future outcomes. My personal approach is based on structure and economy of effort. Curiosity and observation work into my routine.

In a team, I am supportive and easy-going.

As I just recently started my life as a designer, there is much more I still need to learn. But I try to keep an open mind and gather the best techniques and approaches from my surrounding. Personal development is one of my biggest ambitions, as can be seen in the commitments I pursued next to my studies.

Getting to know different cultures and diving into a local perspective of what is perceived as an appealing and high-quality design is another approach I would like to use in order to become the greatest designer I can be. Or as Raymond Loewy put it once:

"Knight of Good Taste and Defender of Nerves"



EGZY

A personal project to elevate current state-of-the-art Bluetooth speakers to a new level.

Three different approaches for the low, medium and high price segment are part of this concept design.

NIKE DEUS

For this project I created multiple future scenarios for 2050. Based on insights gained of Delphi-Studies and forecasts, a shoe-brain interaction is designed in form of the Nike-DEUS.

In cooperation with: Samra Sabljic, Leonie Starmann, Vera Hutman & Canxuan Li

PD - Blender

Based on a conventional blender and a brand analysis, a 2D, 2.5D and 3D design resulted in this Porsche Design blender.

In cooperation with:
Canxuan Li & Silas Denz

Illustrations

Some of my recent work in digital art and illustrations, created in the adobe workspace or sketchbook pro.

I started to work with the drawing tablet not before October 2017.

Illustrations contain real persons, that are to be kept confidential.

GTT 2018

To provide a sustainable solution for transport, the Green Team Twente committed itself to develop a hydrogen fuel cell driven car and participates in the Shell-Eco-marathon since 2012. This years team focused on aerodynamics and an improved hydrogen system to excel.

As part of the structural subteam and I am mostly responsible for the exterior.

All Projects



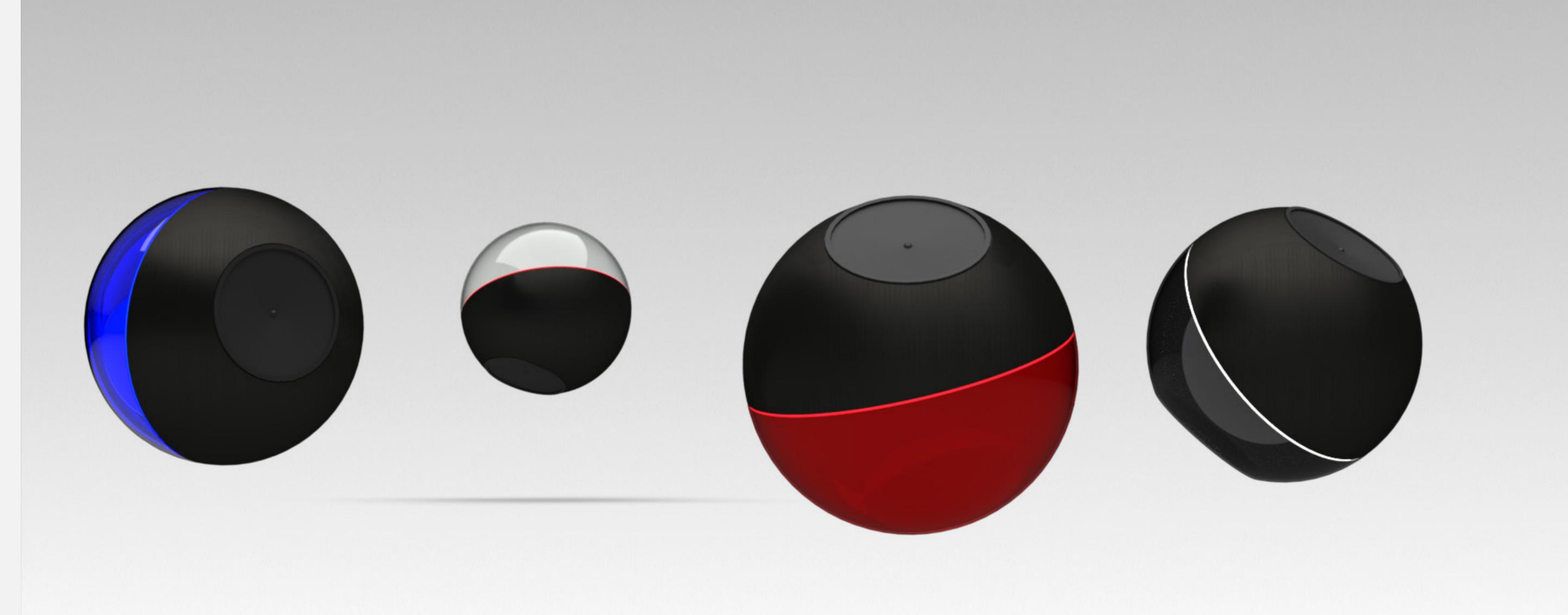
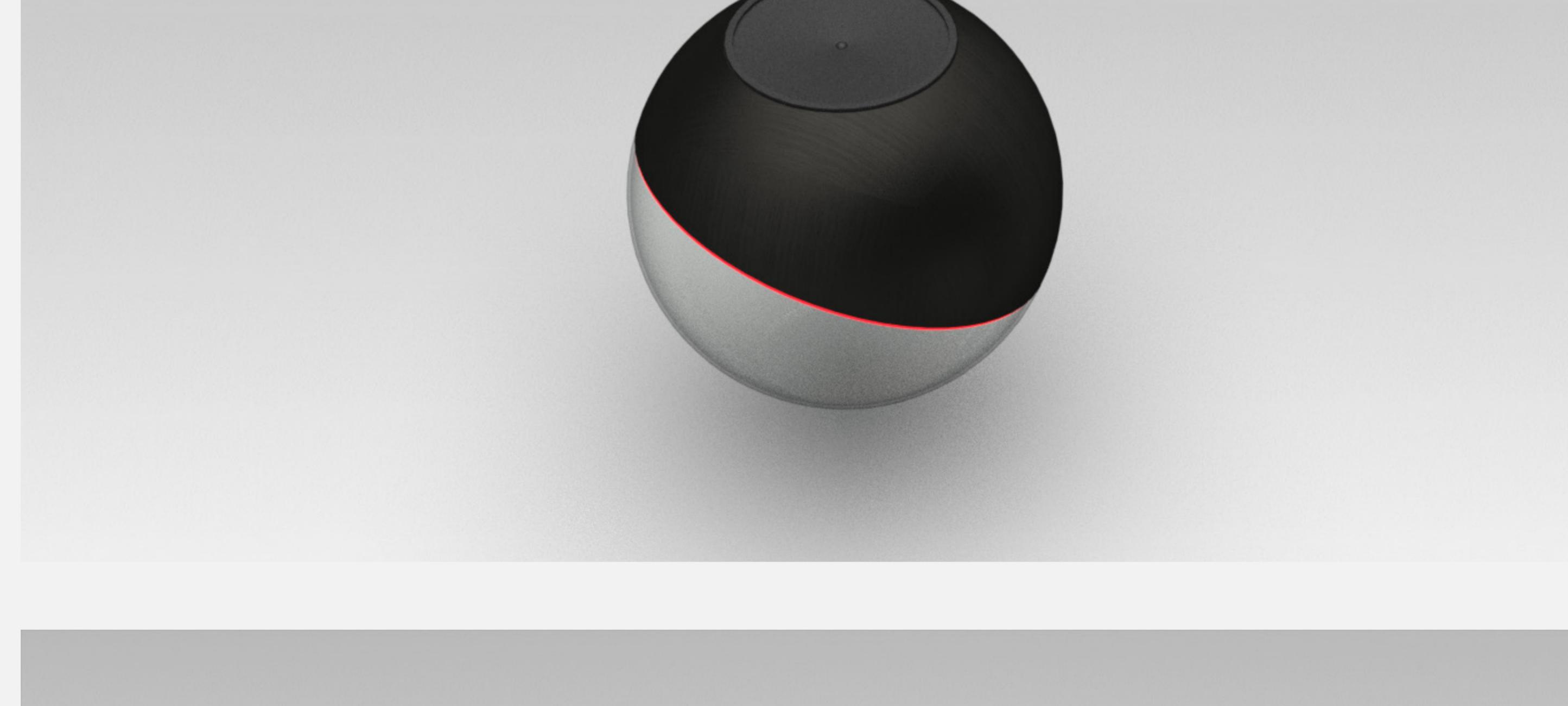
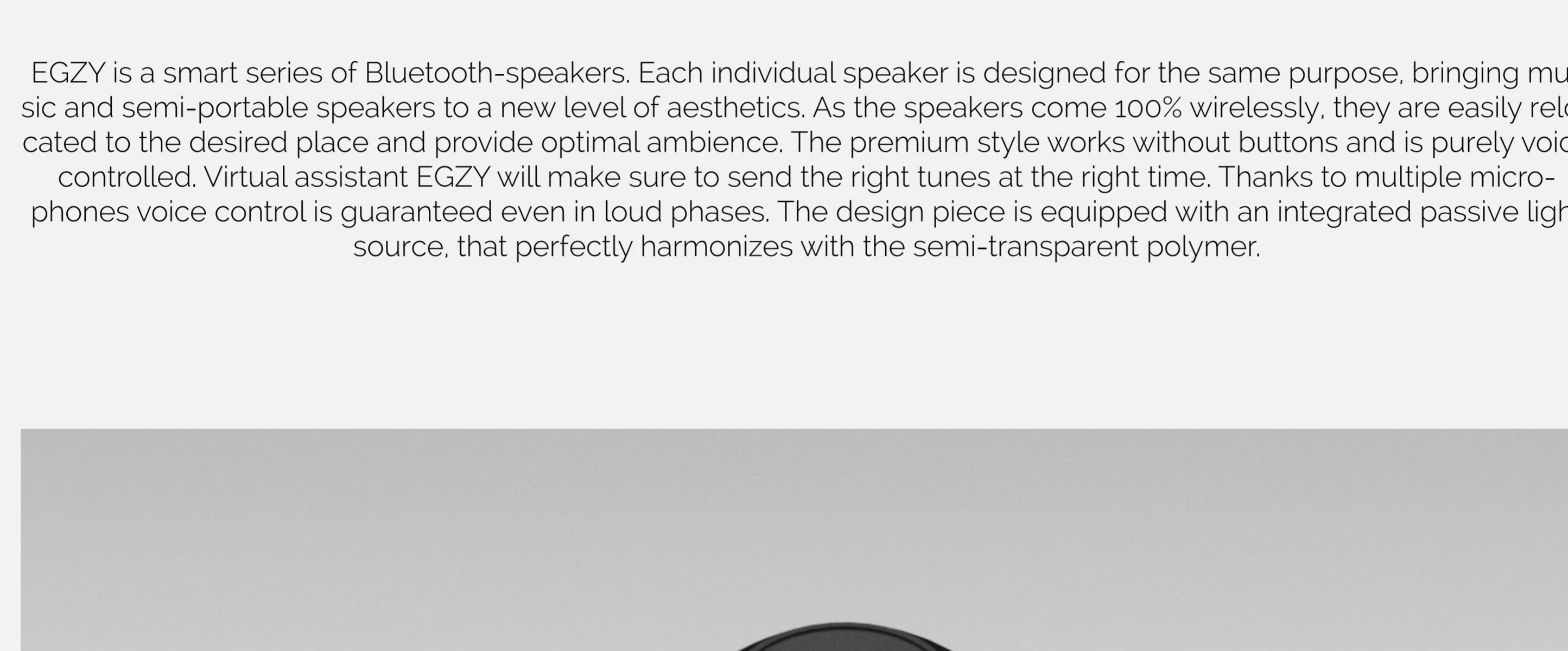
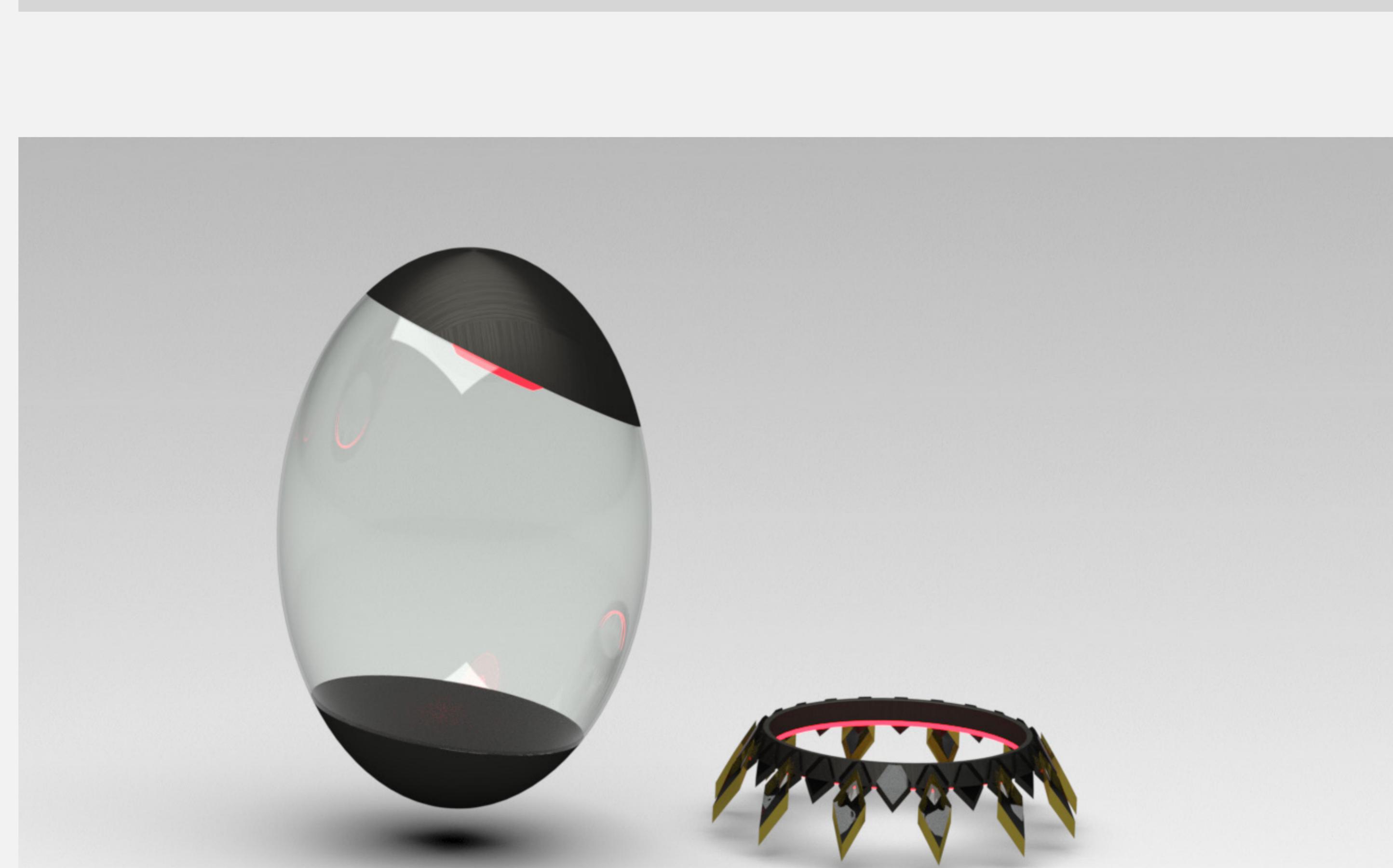
EGZY - Concept Design

This premium speaker concept is based on resonant inductive coupling. Therefore no wires are required and the user may easily connect to the speakers with bluetooth. Besides the application for selection of music, voice control allows to switch between lounge- and party-mode and song selection.

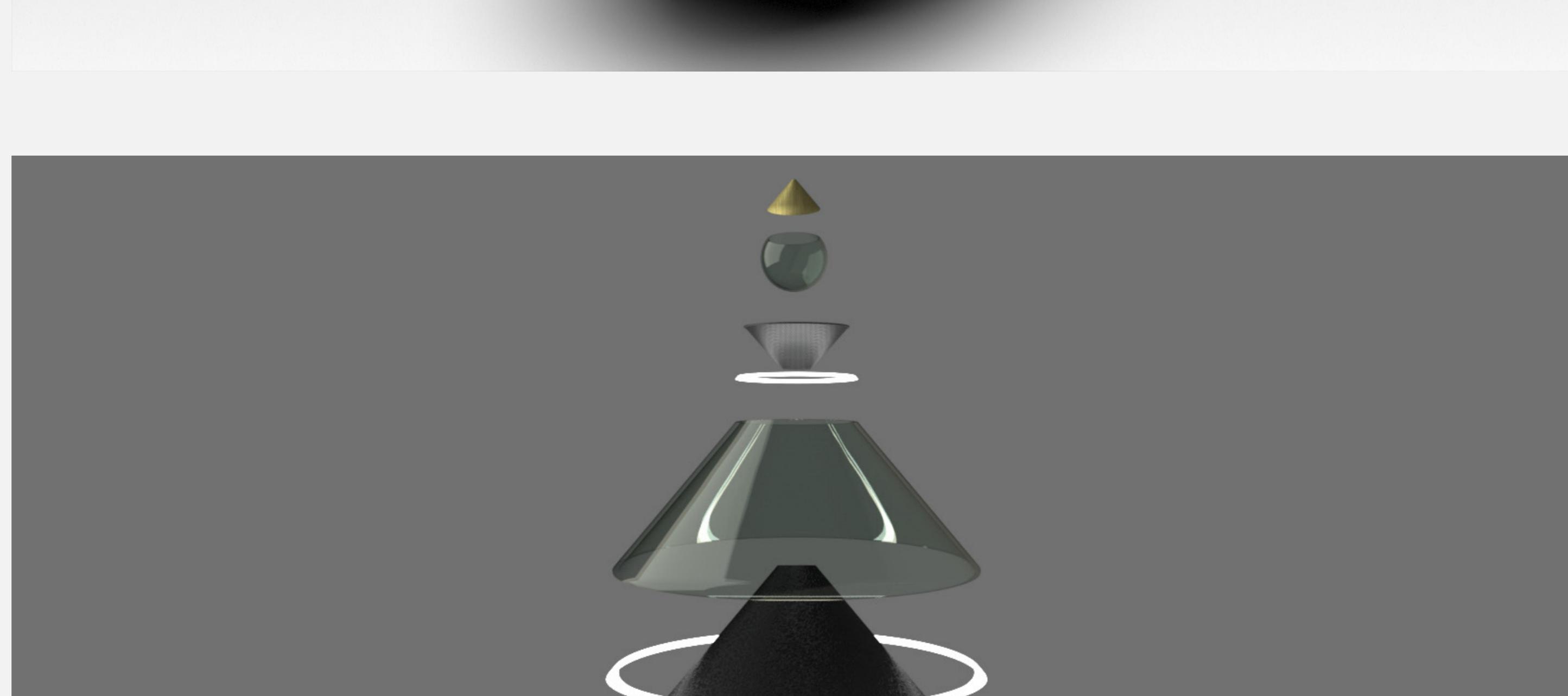
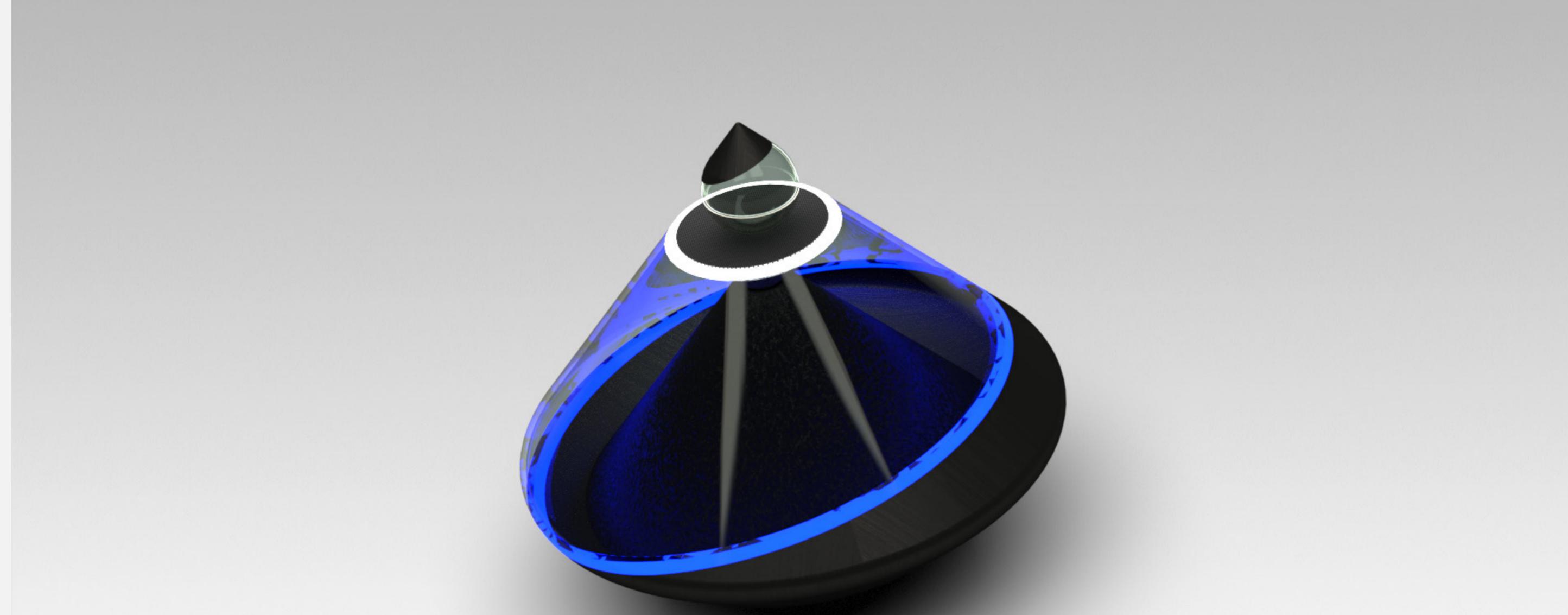
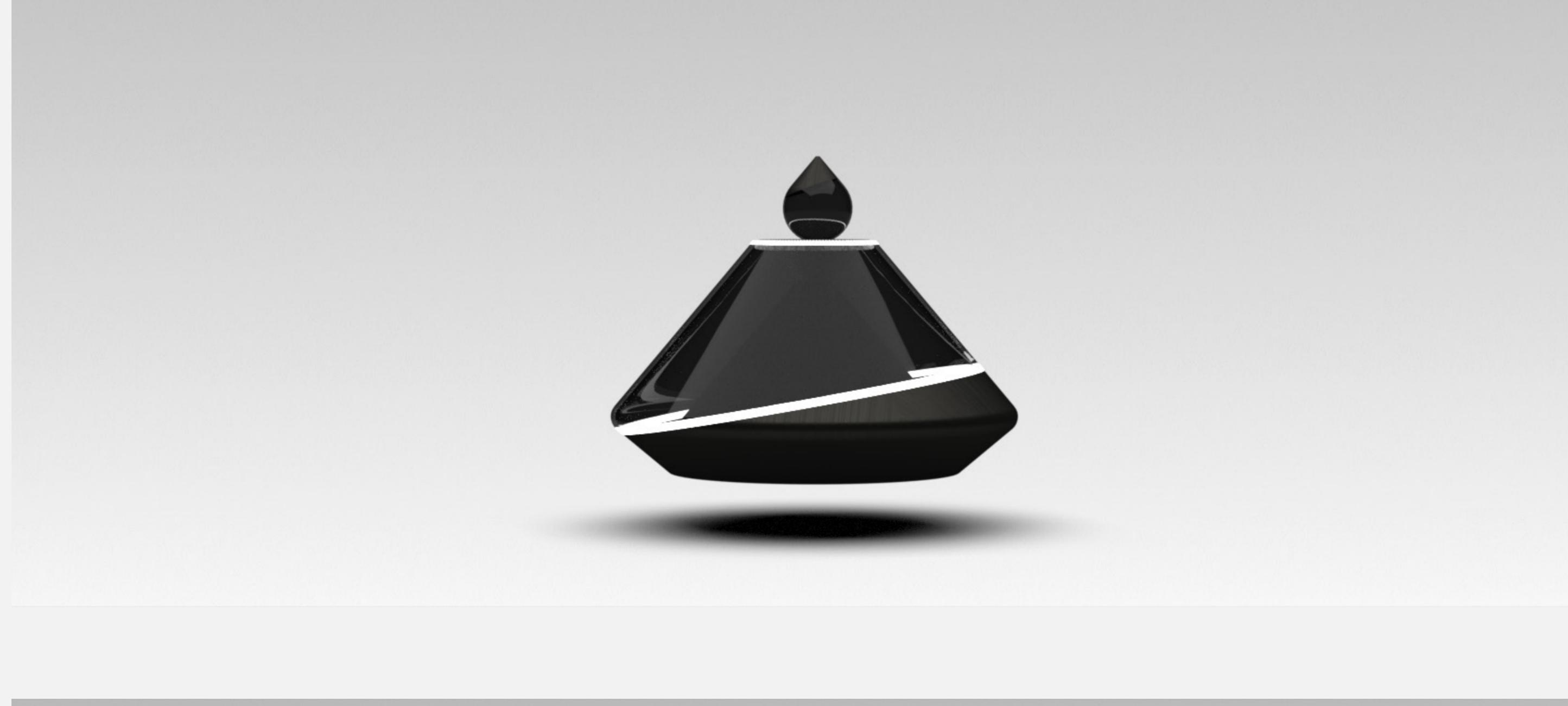
To enjoy this audio inspired concept to the fullest, feel free to play a tune, generated by AI and enjoy the images.

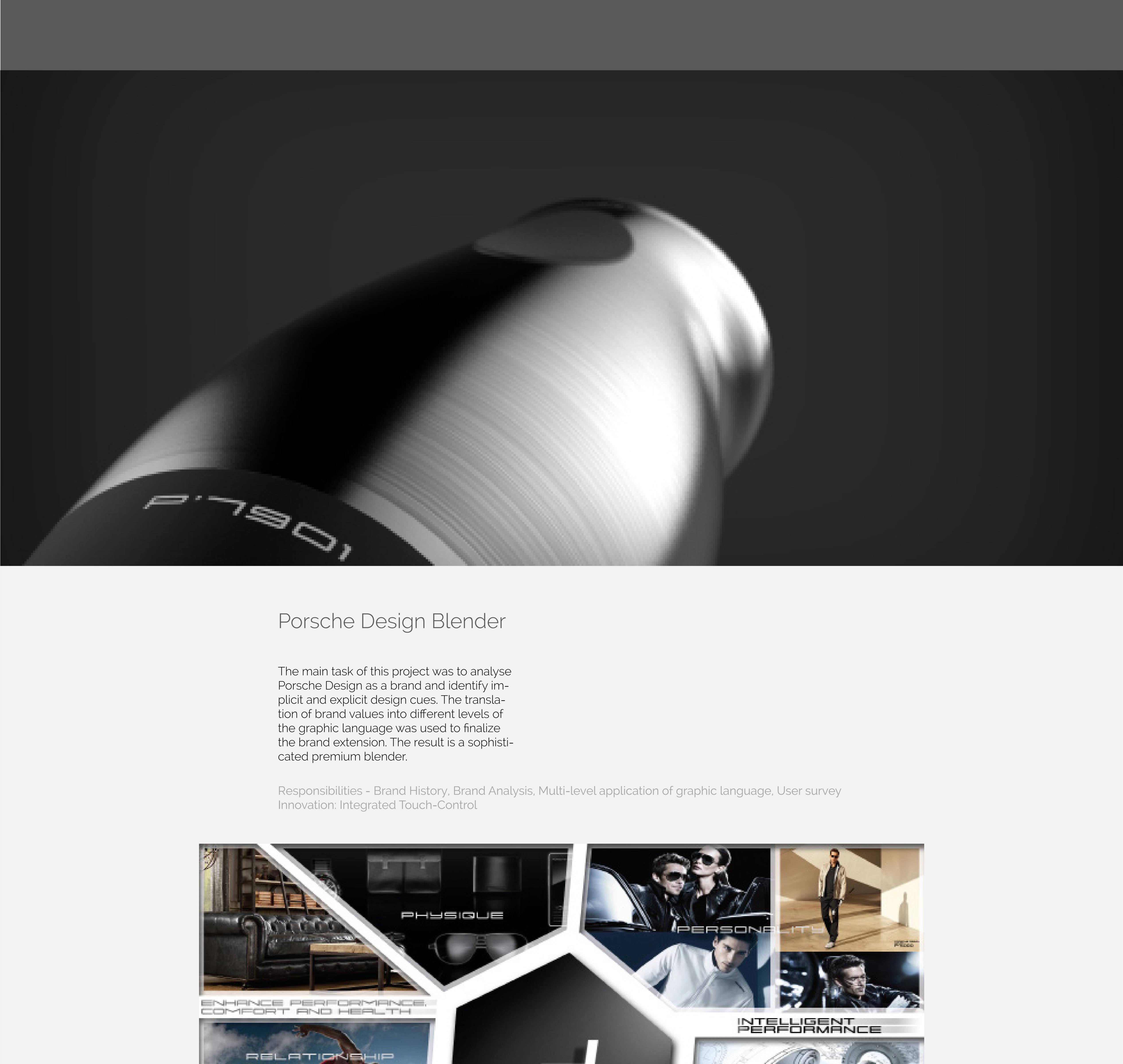
Credits: ampermusic.com

Innovation: Induction Charging, Virtual Assistant, Buttonless Interface



Overall the series is divided into three categories (small, medium, large) with distinct design features. The small version is perfect for the outside use. EGZY medium features an omnidirectional design and the large version will elevate the sound experience to a royal pleasure with the detachable crown-stand.

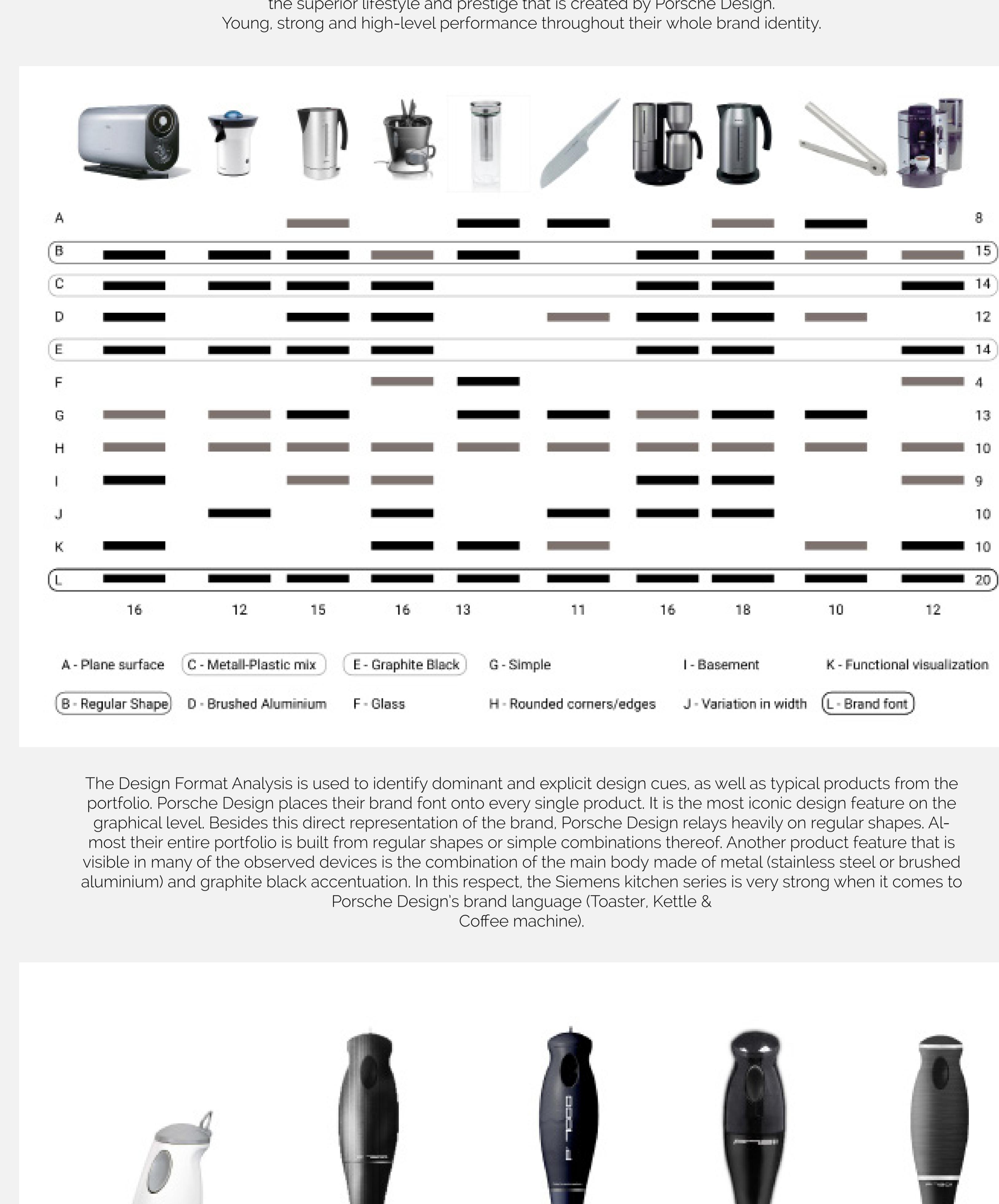




Porsche Design Blender

The main task of this project was to analyse Porsche Design as a brand and identify implicit and explicit design cues. The translation of brand values into different levels of the graphic language was used to finalize the brand extension. The result is a sophisticated premium blender.

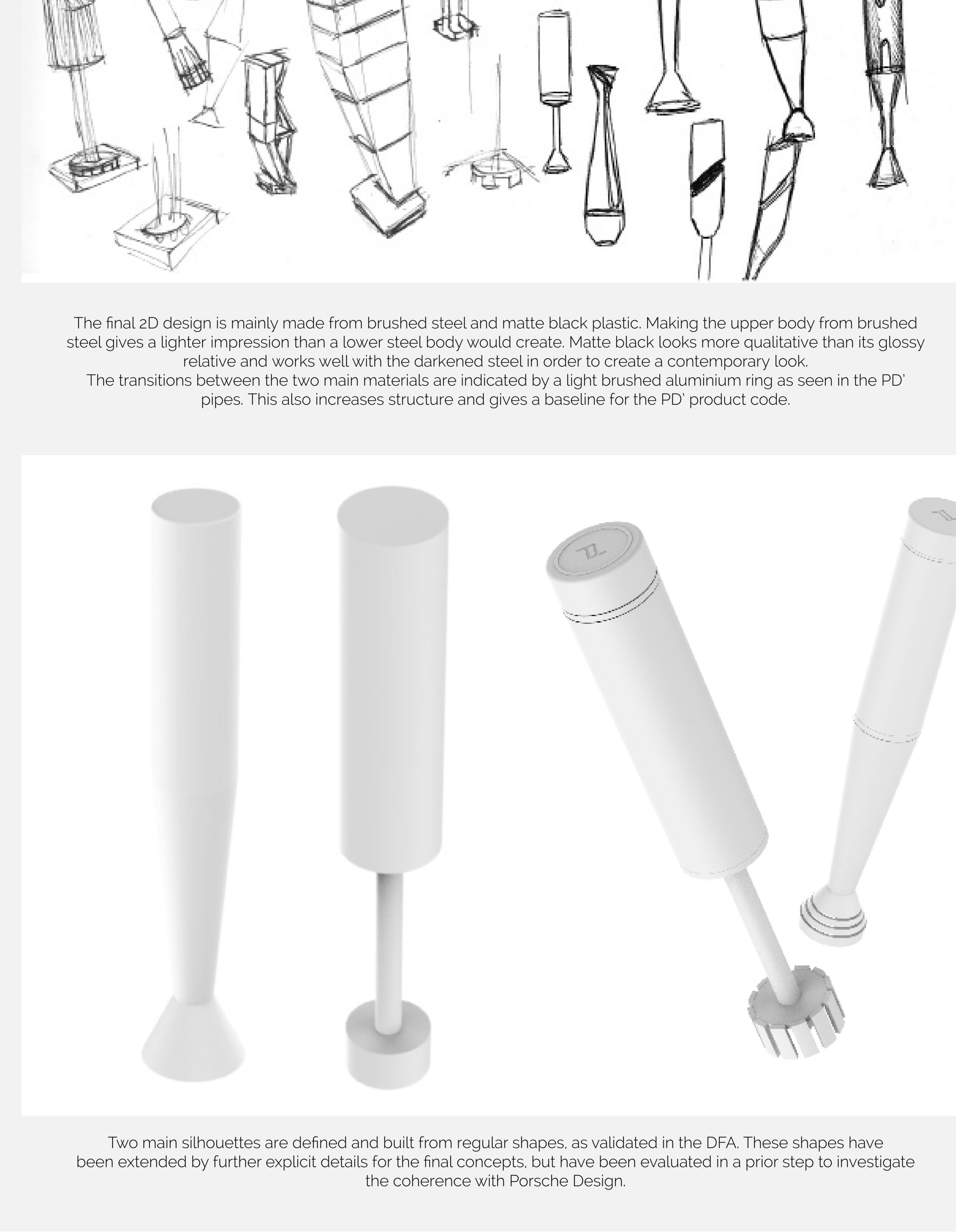
Responsibilities - Brand History, Brand Analysis, Multi-level application of graphic language, User survey
Innovation: Integrated Touch-Control



The observed characteristics indicate a strong emphasis on the superior lifestyle and prestige that is created by Porsche Design. Young, strong and high-level performance throughout their whole brand identity.



The first approach to the 2D design of a regular immersion blender is done by experimenting with different material and colour compositions that are provided by the contemporary colour scheme and the premium materials of Porsche Design. This means main components were toned in matte black, glossy black, brushed steel and brushed aluminium. Some concepts were more literal translations of other PD products (Speaker or pipe). The PD font plays an important role in all of their designs, therefore its orientation and size were assessed specifically.



The final 2D design is mainly made from brushed steel and matte black plastic. Making the upper body from brushed steel gives a lighter impression than a lower body made from black plastic. Making the upper body from brushed steel gives a lighter, more qualitative look than a glossy black body. Matte black looks more qualitative than glossy black and works well with the darkened steel in order to create a contemporary look.

The transitions between the two main materials are indicated by a light brushed aluminium ring as seen in the PD pipes. This also increases structure and gives a baseline for the PD product code.



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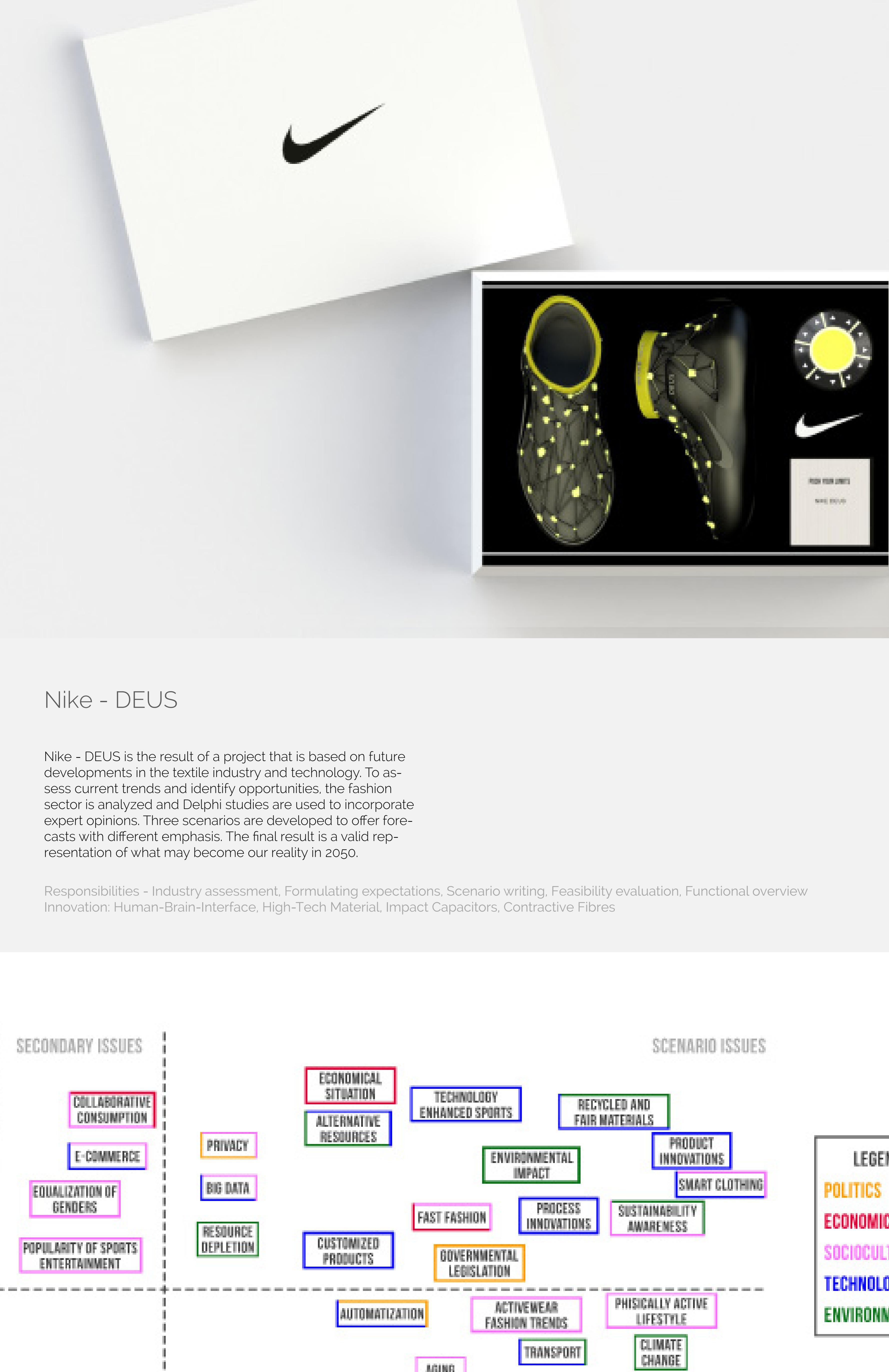
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The final 3D design is mainly made from brushed steel and matte black plastic. Making the upper body from brushed steel gives a lighter impression than a lower body made from black plastic. Making the upper body from brushed steel gives a lighter, more qualitative look than a glossy black body. Matte black looks more qualitative than glossy black and works well with the darkened steel in order to create a contemporary look.

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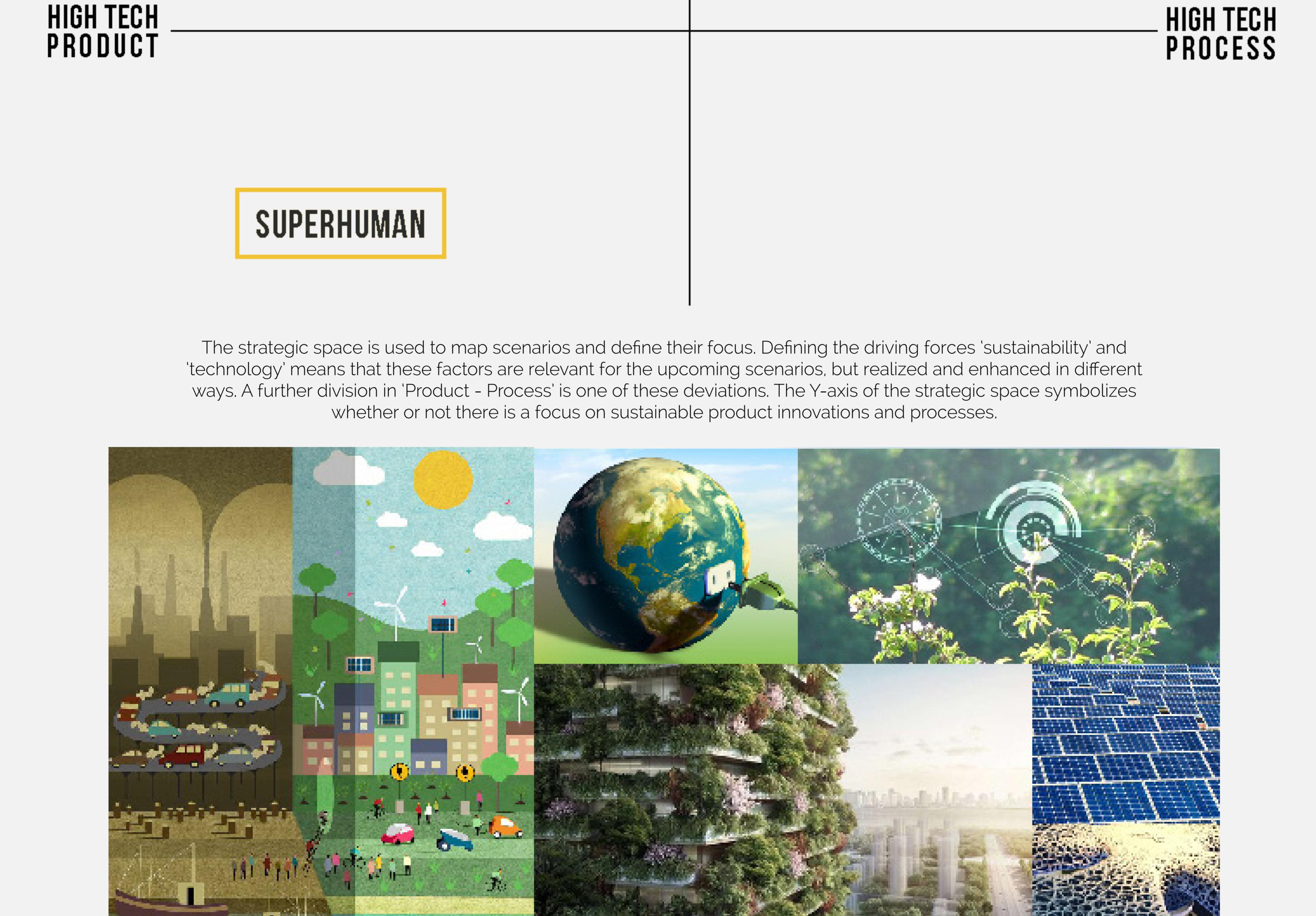
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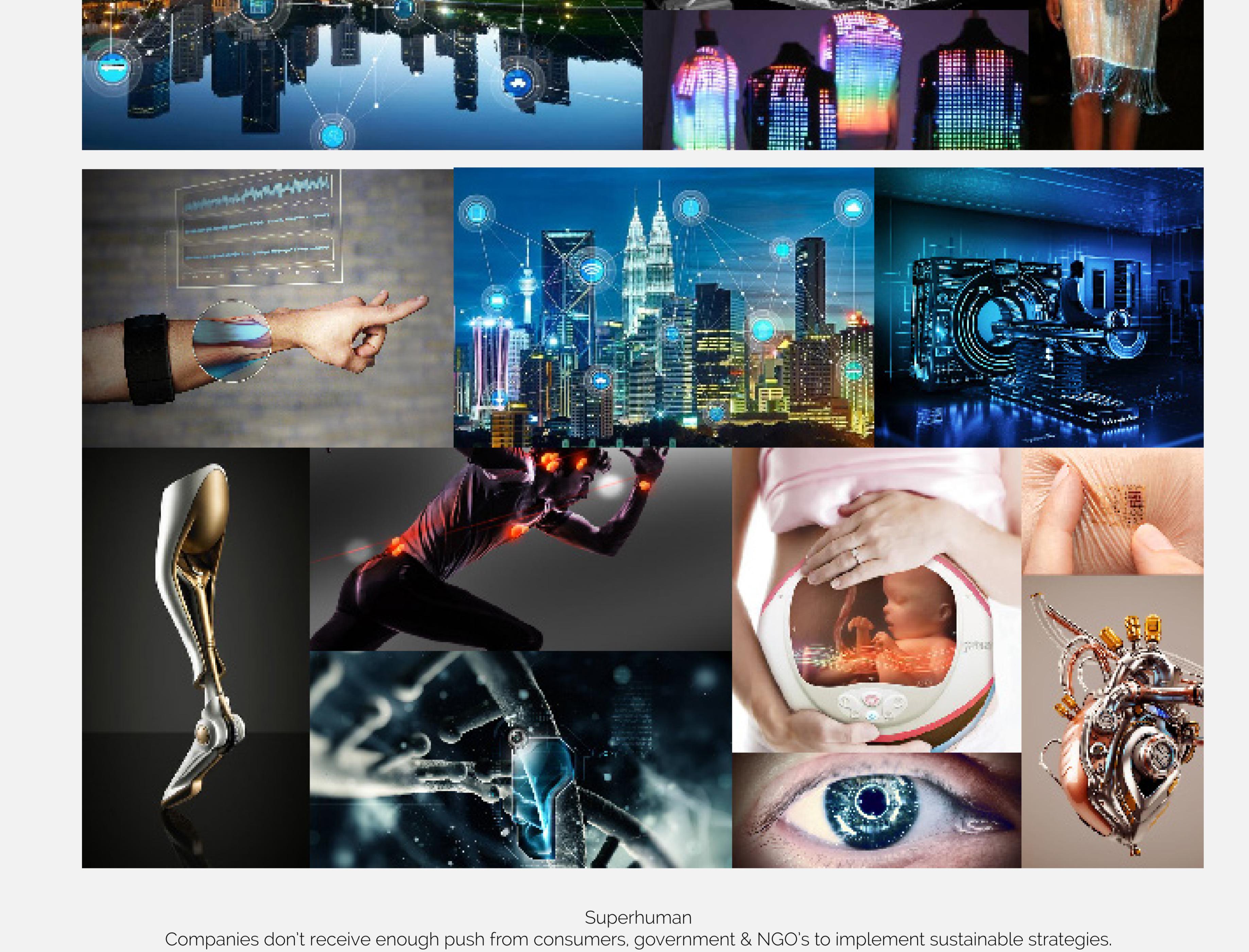
Nike - DEUS

Nike - DEUS is the result of a project that is based on future developments in the textile industry and technology. To assess current trends and identify opportunities, the fashion sector is analyzed and Delphi studies are used to incorporate expert opinions. Three scenarios are developed to offer forecasts with different emphasis. The final result is a valid representation of what may become our reality in 2050.

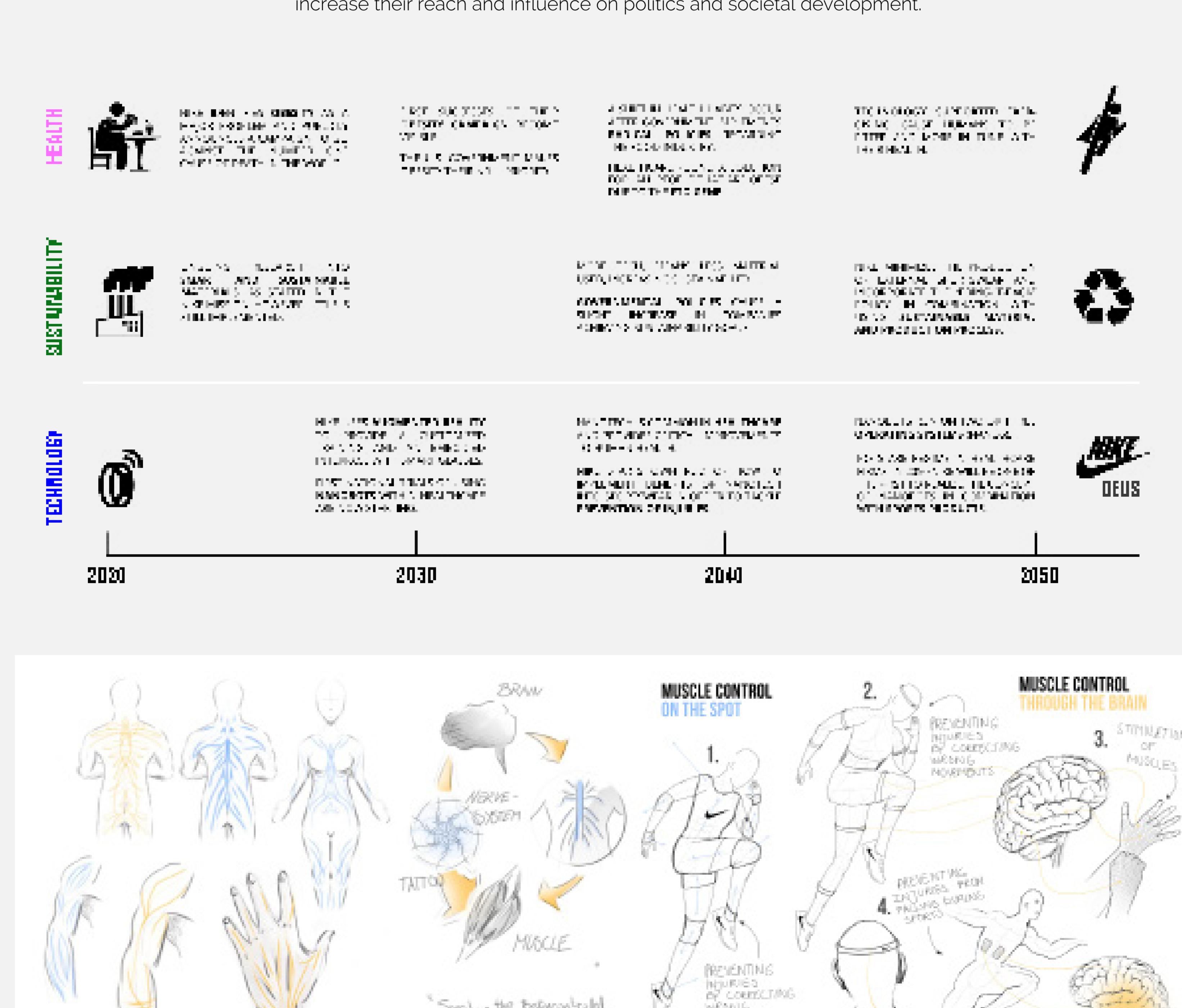
Responsibilities - Industry assessment, Formulating expectations, Scenario writing, Feasibility evaluation, Functional overview
Innovation: Human-Brain-Interface, High-Tech Material, Impact Capacitors, Contractive Fibres



An Uncertainty and Importance Matrix is used to map relevant influences. example: recycled and fair materials is of high importance for the future of textiles while it remains uncertain in which way developments will manifest. The PESTE method is used in order to categorize factors. Many topics affect two categories and therefore show a colour combination. TINAS means factors that do not allow alternatives and where direct indicators may be found nowadays already.



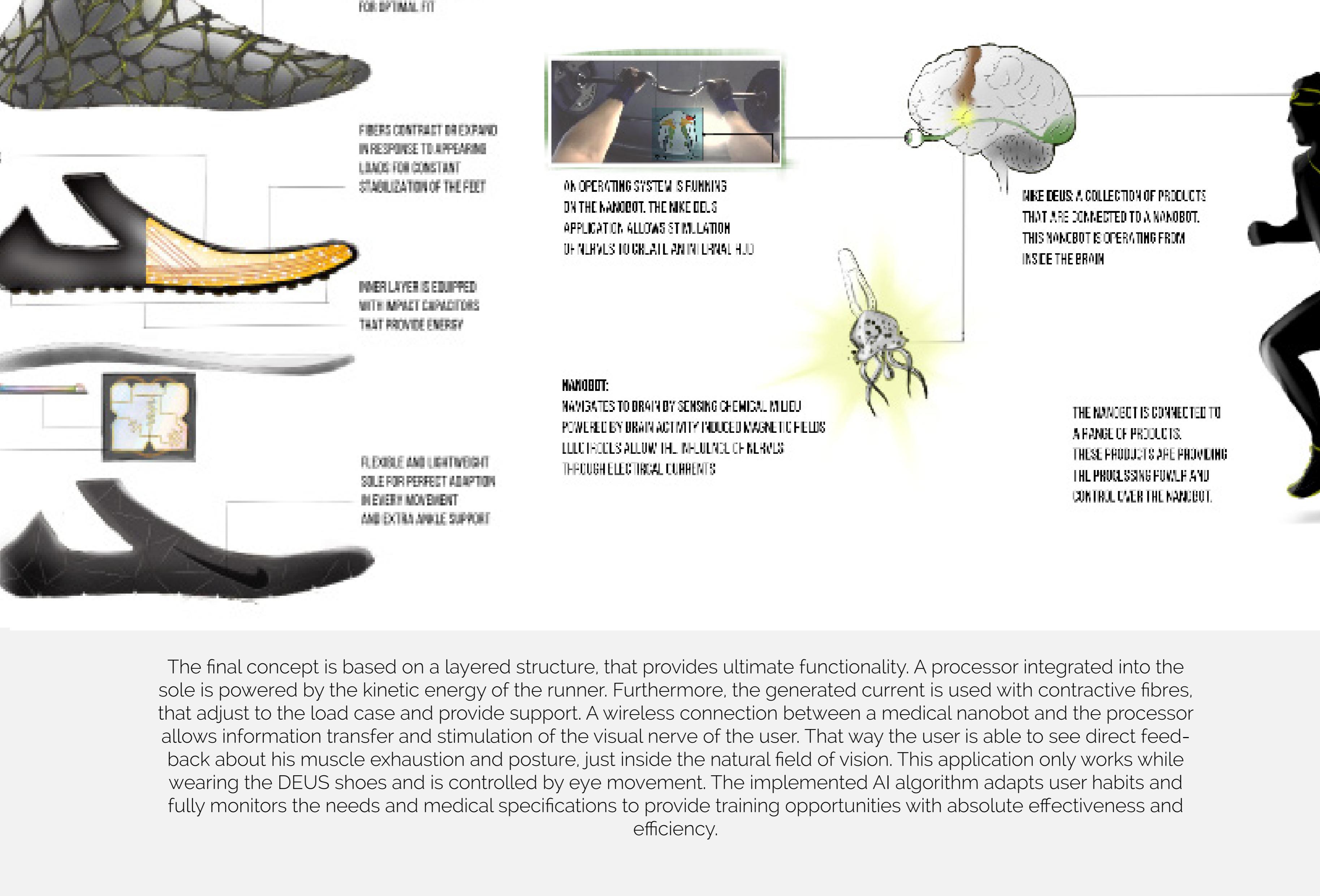
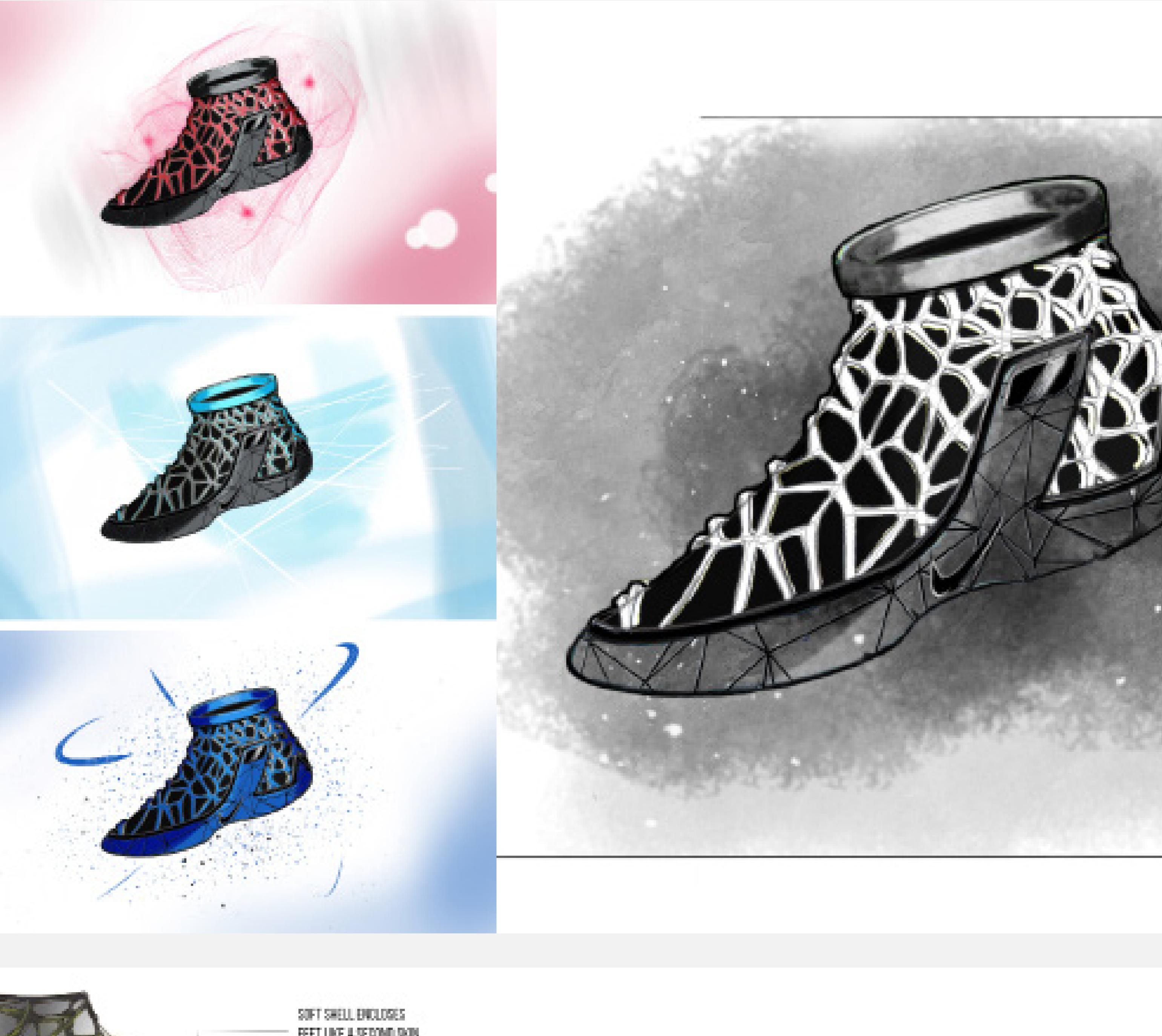
The strategic space is used to map scenarios and define their focus. Defining the driving forces 'sustainability' and 'technology' means that these factors are relevant for the upcoming scenarios, but realized and enhanced in different ways. A further division in 'Product - Process' is one of these deviations. The Y-axis of the strategic space symbolizes whether or not there is a focus on sustainable product innovations and processes.



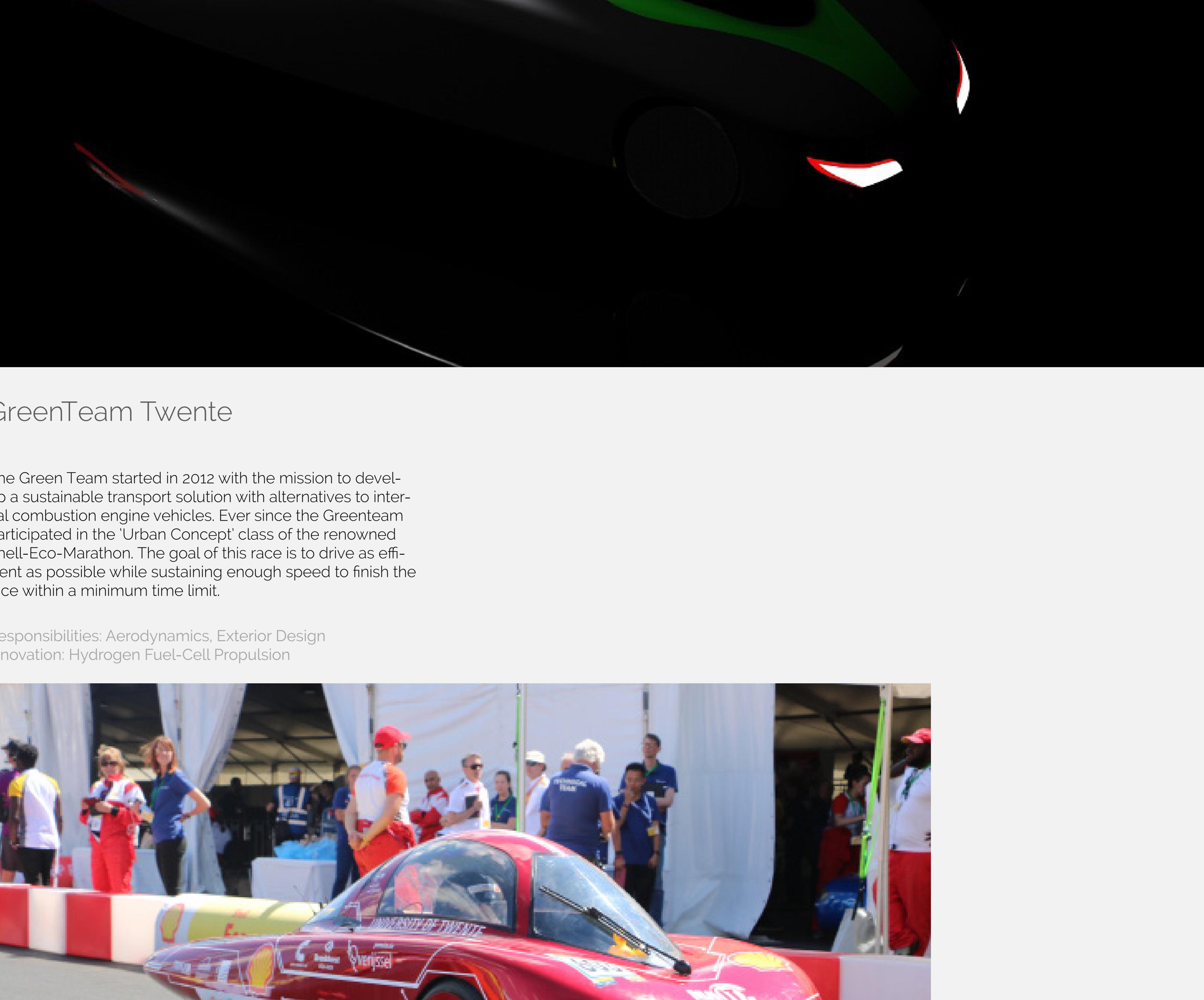
Superhuman

Companies don't receive enough push from consumers, government & NGO's to implement sustainable strategies, which is spent on R&D. The general attitude in the industry is: 'Profit over sustainability', high financial motivation for technology rather than eco-innovation. Collaborative consumption did not root in society, so high fashion stayed as it is now. E-commerce is a dominant pattern of consumption. Every transaction for goods and services happens online without any physical currency. Smart clothing finds its application in medical, sport and daily fashion. Within society, negative associations towards secondhand clothing are prevalent. The wealthy part of society consumes most of their clothes, which is recycled and sold to lower classes of society.

Entertainment through sports becomes the main driver of public interests, as technology elevates humans above their physical limits. The competitiveness is intensive. For America, developments lead to the implementation of healthy eating habits. Automated cars are the main mean of transport. In the fashion industry, working conditions have improved, but not yet for the upcoming industry of smart clothing. Big tech companies increase their reach and influence on politics and societal development.



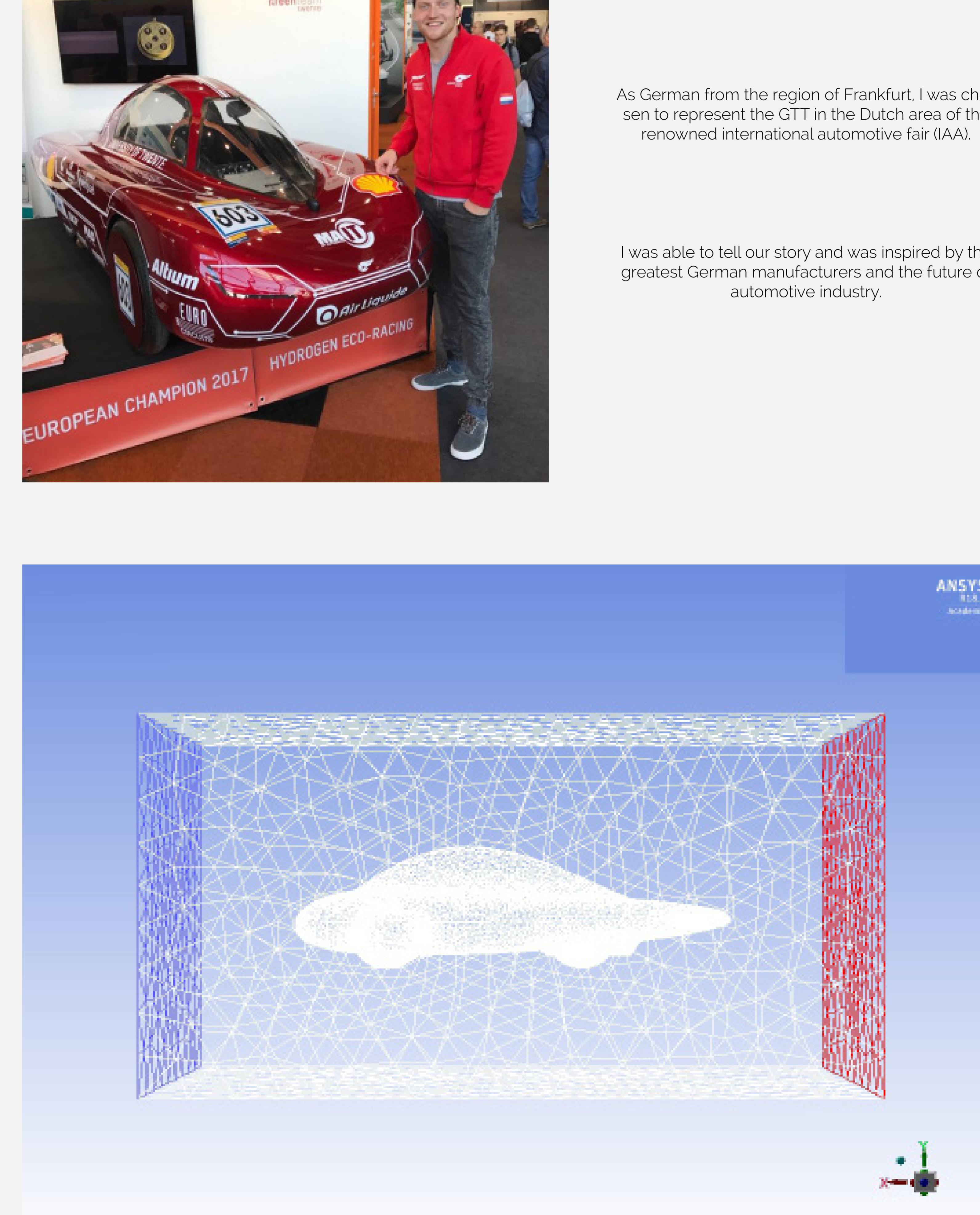
The final concept is based on a layered structure, that provides ultimate functionality. A processor integrated into the sole is power by the kinetic energy and provide support. Furthermore, the generated current is used with contractive fibres, which allow about its muscle exhaustion and stimulation, just inside the natural field of vision. This application is able to work while wearing the DEUS shoes and is medical specifications by eye movement. The implemented AI algorithm adapts user habits and efficiency.



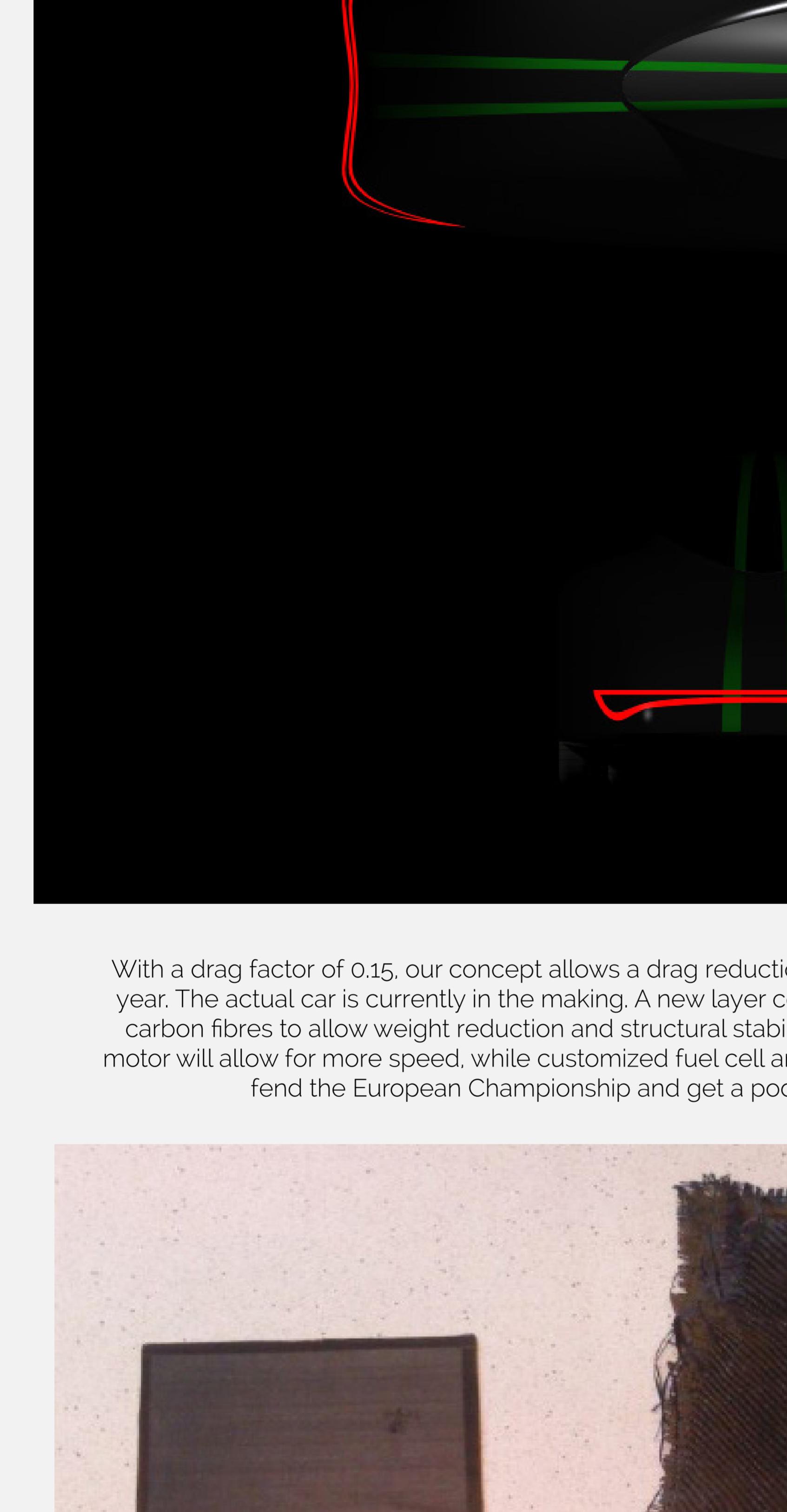
GreenTeam Twente

The Green Team started in 2012 with the mission to develop a sustainable transport solution with alternatives to internal combustion engine vehicles. Ever since the GreenTeam participated in the 'Urban Concept' class of the renowned Shell-Eco-Marathon. The goal of this race is to drive as efficient as possible while sustaining enough speed to finish the race within a minimum time limit.

Responsibilities: Aerodynamics, Exterior Design
Innovation: Hydrogen Fuel-Cell Propulsion



2017, GTT became the European Champion of their class, with a petrol equivalent of 870 km/l efficiency. The vehicle is entirely made from carbon and weighs around 108kg. Top speed of the H₂o is around 35km/h.



As German from the region of Frankfurt, I was chosen to represent the GTT in the Dutch area of the renowned international automotive fair (IAA).

I was able to tell our story and was inspired by the greatest German manufacturers and the future of automotive industry.



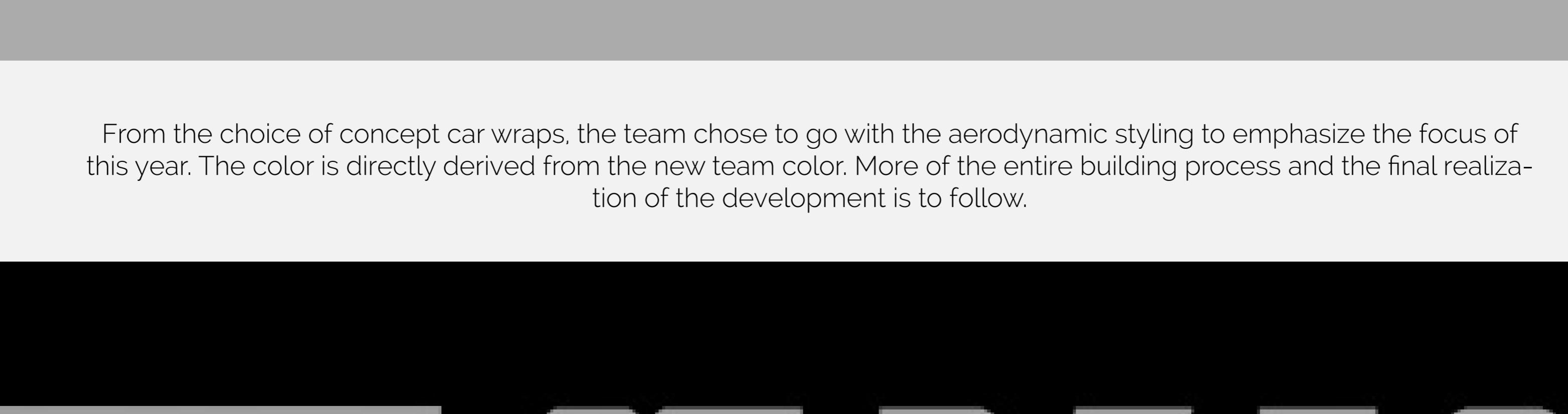
The first challenge for GTT 2018 was to decide a direction and goal to work towards. Making a new car with improved aerodynamics became the main target of the team and my task was to set up a suitable mesh, that allows a detailed numeric analysis of the current vehicle. In addition to a small-scale wind tunnel test, calculations could be verified and new shapes were iterated to decrease drag.



Within my function as Exterior Design Lead, I am responsible for the lights, windows, windscreens wiper and visual appearance. We made a carbon sample window-frame with foam inlay, to test the adhesive chosen for the PETG windows. I tested the glueing force of the acrylic adhesive with a load of 25kg to be representative for the worst case windspeed scenario that may occur during the race on the track. The windows stay in place, while still being removable without damaging the carbon. Further, we built C-plates that are going to be used to distribute the structural loads inside the vehicle.



We use the front light wiper motor of an old Volvo to have small dimensions while reaching required torque level. This multiple problems arise with a multiple pressure point wiper. We adjust further to wiper arm by attaching a curved surface to the front shield. We adjust further to wiper arm by attaching a curved surface to the front shield. We adjust further to wiper arm by attaching a curved surface to the front shield. We adjust further to wiper arm by attaching a curved surface to the front shield.



From the choice of concept car wraps, the team chose to go with the aerodynamic styling to emphasize the final realization of this year. The color is directly derived from the new team color. More to follow in the building process and the final realization.

