



5 ARTISTS.
5 COMPANIES.
REIMAGINING DESIGN.



Innovative Project Celebrates Business, Design and Art

DesignWorks is a first-of-its-kind initiative which is run by IDA Ireland and Local Enterprise Office Galway which explores a new way of celebrating design.

Five leading Galway companies were paired with five innovative designers who have taken inspiration from their company's design processes to create a unique piece of art.

Award-winning scarf designer **Niamh Daniels** was inspired by Genesys, artist **Tommy Carew** crafted a piece from wood for Mathworks, ceramics designer **Tatiana Dobos** took a creative journey with MetLife, artist **Eva Lynch** sat down with Smartbear to create a silver sculpture and **Finbar McHugh** explored the world of online game design at EA Games.

Project co-creators

Ricky Conneely, IDA Ireland and Caroline McDonagh, LEO Galway

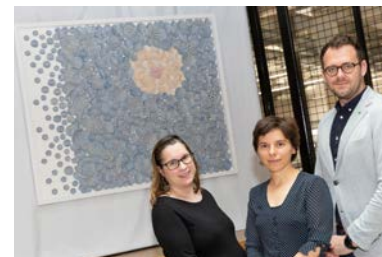
Supported by

Creative Ireland and Galway City Council

Project Facilitator: Tracey Ferguson

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Photography: Martina Regan



Caroline McDonagh, LEO Galway and Ricky Conneely, IDA Ireland pictured with DesignWorks artist Tatiana Dobos.

Niamh Daniels

'Moments Connected'

ABOUT THE ARTIST

Niamh Daniels is an award-winning designer working in various mediums including silk.

INSPIRATION

Niamh wanted to create a piece that evoked the ethos of Genesys as a company and their core beliefs. Inspiration came from multiple sources, starting with a meeting with the Genesys team in Galway and studying the information they sent including graphs, design processes, UX strategy, company identity, products, sub-brands, brand guidelines and much more.

By creating several mind maps from the information gathered, a vision of the company started to unfold. Niamh's thoughts on this were of something organic, with the customer at the centre of everything they do.

The company strive to promote a great customer experience and have that as the focus of their business, with data and products stemming from that core focus. The work is inspired by a cell, nucleus and synapses, with the customer acting as the nucleus. The nucleus is surrounded by incoming and outgoing data.

THE WORK

The finished piece is a large scale fabric painting measuring 2.5 metres in length by 1.4 metres width. Niamh created multiple paintings within a painting, to evoke that nucleus and cell, using a wide range of colours to represent the diversity of people working with Genesys and the multiple avenues of information gathered by them.

The original artwork was then scanned into a computer, converted to digital format and layered over each other to create the final image. This was digitally printed on cotton canvas fabric and stretched on a custom-made wooden frame which was then hung vertically in the exhibition space.



Finbar McHugh

'Duality'

ABOUT THE ARTIST

Finbar McHugh is a Galway-based artist and painter.

INSPIRATION

Finbar had no previous experience of the gaming world. He decided to explore the duality of gamers identities. Their day-to-day offline personalities and sense of self versus their online personas. There are a series of people considered to be 'Heroes' in the EA gaming industry. Some are quite young, shy or quiet in their physical reality.

Finbar asked the question 'Are these games providing a platform for people to step into their potential in a way that might not be possible in their home environment?' and if so 'which identity is more of a representation of their true sense of self...the gamer...or the human?'

THE WORK

The work is a two-canvas back-to-back design representing the online and offline worlds and personalities of gamers. One side reflects an explosion or battle and the other a dream-like state, entering a fantasy portal. Is their gaming life much more enhanced, vivid and surreal...or which is which?



Tatiana Dobos

'Time'

ABOUT THE ARTIST

Tatiana Dobos is a Galway-based ceramicist originally from Moldova.

INSPIRATION

In order to represent MetLife's strive for efficient data processing that gives instant results, the artwork had to reflect the importance of time and the interconnected work processes in the company, which use a constant flow of information.

One part of the company cannot function without the support of the others. Tatiana experimented at length to find the best texture and finish for each part of the work. Stone walls in a small village in Moldova inspired the final finished glazing effect.

THE WORK

Many individual circular ceramic pieces are carefully laid together, creating this piece. Tatiana significantly modified her work methods during this process, choosing simple, circular shapes. Traditionally, Tatiana's design process uses an intuitive, complex, organic model.

For this piece, she chose the simple circle form to illustrate constant flow, efficiency and feedback. The circular pieces also reflect infinity. The white colour represents time. Blue represents life. Yellow and red represent the core of the company. The glazed texture echoes the passage of time and shows the many layers and dimensions of work processes in the company.



Tommy Carew

'Making Waves'

ABOUT THE ARTIST

Tommy Carew is a Galway-based designer specialising in woodwork and furniture design.

INSPIRATION

Inspiration came from many sources including meeting with Mathworks engineers, graphs, computer generated models, alternate ways of presenting data, statistical analysis and workflow diagrams.

We discussed topics such as Eigen values (which forms the company logo), vibration, resonant frequency, variation, predictability and colour coded stripe bar diagrams representing both regional and global temperature change from 1850 to 2017.

THE WORK

The resulting work is a wall mounted piece of grid art. It is a grid built on a backing framework. Horizontal straight black slips of wood are fixed to this frame and are spaced in the ratio of the Fibonacci sequence. These represent structured and natural layout and define datum reference points.

The sequence is mirrored and reflected back into itself creating a space for movement. The vertical members of the grid are thin ribbon-like waves which are shaped using a process that I had only used once about eight years ago. This was the use of a bending iron which is typically used by a Luther in the shaping of the sides of stringed musical instruments. These wavy components of native Olive Ash add contrast, natural movement, a sense of freedom and three-dimensional depth to the design.

A capping piece to the grid is made of 167 thin strips (one for each year from 1850 to 2017), which are hand painted and stacked together to resemble and communicate the most recent global temperature data.



Eva Lynch

'The Nectary'

ABOUT THE ARTIST

Eva Lynch is a Galway-based artist who specialises in custom-made jewellery and hollowware.

INSPIRATION

From my initial discussions with Smartbear I knew I would like to make a vessel symbolic of communal gatherings, a sharp contrast to the preconceptions I had about tech development being a solitary and autonomous process.

I was inspired by the discovery that software developers often work remotely, sometimes in other countries, towards the same finished product, and this reminded me of how eusocial creatures such as bees work, almost instinctively.

Taking eighteenth century sketches of bee's reproductive organs by entomologist Francois Huber as a starting point, and employing the Agile method of design introduced to me by Smartbear, I developed The Nectary.

THE WORK

I have created a piece of hand-worked silverware that captures the sense of innovation and technical genius, alongside the atmosphere of fun and community, of Smartbear.

The piece includes a rotating ball of lapis lazuli centred in a hole through the vessel. Lapis Lazuli is associated with friendship as well as innovation and intellectual analysis.

The carved lapis ball, like a rotating planet earth within the silver body of the Nectary, reflects the global distribution of Smartbear developers and their work, and human's ever-increasing dependance on technology of this kind, reminiscent of our absolute dependence on the work of bees for our survival.



“The Creative Ireland Programme is delighted to support DesignWorks. What we loved about this project was the diversity of the 5 creators and the range of businesses they were paired with. The secret sauce of Creative Ireland is new and interesting collaborations. This is a great example and a chance for us to work with Galway LEO and the IDA.”

Tania Banotti, Creative Ireland

“Galway City Council were delighted to use Creative Ireland funding to support this innovative project involving knowledge sharing between the creative sector and Business community in Galway”

Brian Barrett, Galway City Council



MathWorks, Inc. produces and develops mathematical computing software. The company specialises in data analysis and image processing.



With over 145 years of experience, the MetLife is a leading innovator and a recognised leader in protection planning and retirement and savings solutions around the world.



Genesys sells customer experience and call centre technology to mid-sized and large businesses. It sells both cloud-based and on-premises software.



EA Games is an industry leader in action-adventure, role playing, racing and combat games marketed under the EA brand.



SmartBear is an artificial intelligence company behind the industry's highest impact tools to build, test, and monitor great software.





DesignWorks

Galway