

TEXTILE + DESIGN LAB

Case Study Number: 07/2021

Project Title: Bub

Researcher: Jonathan Aquino

Contact: jonathanjason05@gmail.com

Project Period: July – November 2020

Project Description:

Bub is an interactive baby suit that helps and educates parents to achieve optimum winding of their infant. It is designed to be an essential tool for all parents in the first 12 months of raising their newborn.

The suit is 100% natural merino wool crafted by 3D knitting techniques. The coloured and Braille-like knit piece indicates where the wind travels in the digestive system. It is designed for parents to feel and recognise where on the child's body to stroke and place pressure, where the pain is felt most. This encourages intuitive interaction and rich learning for parents. The suit will grow with the child in the first year as it stretches and hugs the skin.

Background:

BA of Design with Industrial Design Major

BA of Business with Marketing Major

Started a Branding Agency called "The Creative" in 2019

Process:

The design process used for this project began with the AUT Toolbox:

- Initiate
- Investigate
- Generate
- Ideate
- Evaluate

Followed by the basic design process:

- Identify needs, problems and opportunities
- Define the criteria/frame a design brief
- Investigate, explore and research
- Generate solutions and ideas
- Evaluation: choose solution/s
- Develop the solution/s
- Model and prototype
- Test and evaluate
- Redesign and improve

A blend of sit-down interviews with professionals as well as receiving their expert advice and feedback helped the designer to develop a deeper understanding of the biology of a baby's body.

Baby Cues, a book written by health practitioner Philippa Murphy, who is a forerunner in developing a comprehensive burping method in eliminating colic, reflux and dairy overload. Both the book, as well as Philippa herself, were instrumental in the designer's research, helping the designer realise issues that parents are faced with.

Most of a child's communication and body movements (crying and feeling distressed) relate to their digestive functions. These manifestations can be counteracted by using Philippa's method of burping to alleviate and release ingested air that causes

pain to a child. The root issue is digestive overload, when there is an imbalance of wind (air) and enzymes in the stomach and oesophagus. This happens in three ways:

- Babies swallow too much air
- Parents feed their baby too frequently
- Parents don't burp their child enough

Project Outcomes:

An interactive baby suit made from natural and sustainable yarns that will become an essential tool to help and educate parents to achieve optimum winding, preventing colic, reflux and dairy overload. Helping babies and parents bond harmoniously.

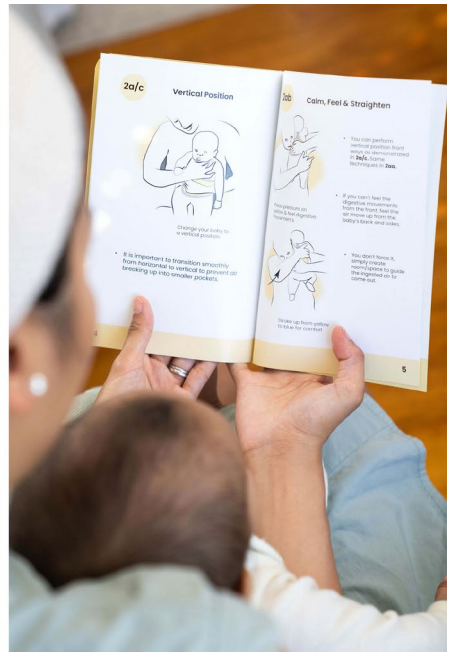
Value of the Textile and Design Lab

Receiving assistance from Jyoti and Peter at the Textile and Design Lab helped the project reach its heights. All prototypes, as well as the finished product, were programmed by Jyoti and executed using one of the lab's Shima Seiki WholeGarment® knitting machines. Jyoti made it a rich learning experience for the designer.

Publications:

AD20 - <https://artanddesign.aut.ac.nz/projects/bub>

Images:





Grows with bub
up to 12 months



Images Courtesy of Jonathan Aquino