

How Designworks integrates diverse disciplines in product design

Designworks provides consultancy and design services to the automotive sector, as well as a diverse range of industries with a focus on mobility. The work of the team of materials scientists, automotive and product designers, engineering experts, and sustainability consultants is geared towards innovation, with lightweight solutions being one of the key priorities.

Designworks has implemented the GRANTA MI™ system to create a materials database to enhance the integration of its diverse disciplines at the earliest stage of product conception. Staff can access one source with the relevant functional, environmental, and aesthetic material properties to enable them to make holistic comparisons of a wide range of potential candidates. The opportunities to make early-stage simulations of late-stage factors offers great benefits for the design team and their clients, from better aesthetic solutions to cost savings and faster, more informed decisions.

When working on a seat concept for the rail industry, Designworks was able to reduce weight by 25%, resulting in considerable financial benefits. GRANTA MI acts as an interface, bringing the diverse disciplines in the company closer together. Anne Farken, associate director Sustainability and Creative Consulting at Designworks, commented: "The global knowledge management frees up time that can be spent on creative work, increasing quality and innovation potential which can be detected via new agile processes, and a genuine integration of the many disciplines."

Designworks also uses the CES Selector™ software to support materials decision-making in product design and development. The software is used to screen the 'universe' of available materials to identify candidates for an application, especially when trying to find replacements for an existing material.