

FOR ME ABER STARTED OUT AS PROJECT TO EXPLORE VISUAL IDENTITIES AMONG BRANDS, HONING IN ON LEATHER GOODS AND CREATING A BRAND IN THE PROCESS. HOWEVER THE PROJECT ENDED WITH ALSO INCLUDING SELF EXPLORATION AND EVALUATION TOWARD MYSELF AS A DESIGNER.

I knew early that I wanted to work with leather, a material that I took interest in a while back but never had the time to explore it thoroughly. My thoughts were aimed toward refining a previous project as well as creating other supporting products for this I wanted to challenge myself so I wrote in the brief that the designs should accommodate for the production method i had in mind: Saddle stitched (a form of hand stitching) leather. I used simple cuts to reduce stitching and rationalised the designs as much as possible. Going back and forth with adding and taking away.

It was important that these products had some kind of correlation with one and other. Not only material and production wise but esthetics and usage had to communicate in a similar way. This was strange to me as I had to discard one solution for a product since it was hard to implement the design elements on it.

The products I ended up with was: A mobile and wallet holster; A satchel bag; A sunglass case and a belt. I intended to make two wallets as well but they didn't work out.

A big part of my project was an unforeseen problem which arose with my MS medication resulting in a big time loss of several weeks. However this mishap gave my project its name ABER: old swedish for an unforeseen problem.

