Design Diaries

volume two - babyark

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Who are babyark and what do they do?

babyark is a global tech brand **re-imagining child safety.** On a mission to develop the safest car seat ever designed and manufactured, babyark combines innovative design, engineering and IoT technology with the finest materials, used in aviation and military applications, and rigorously tested in crash simulations.

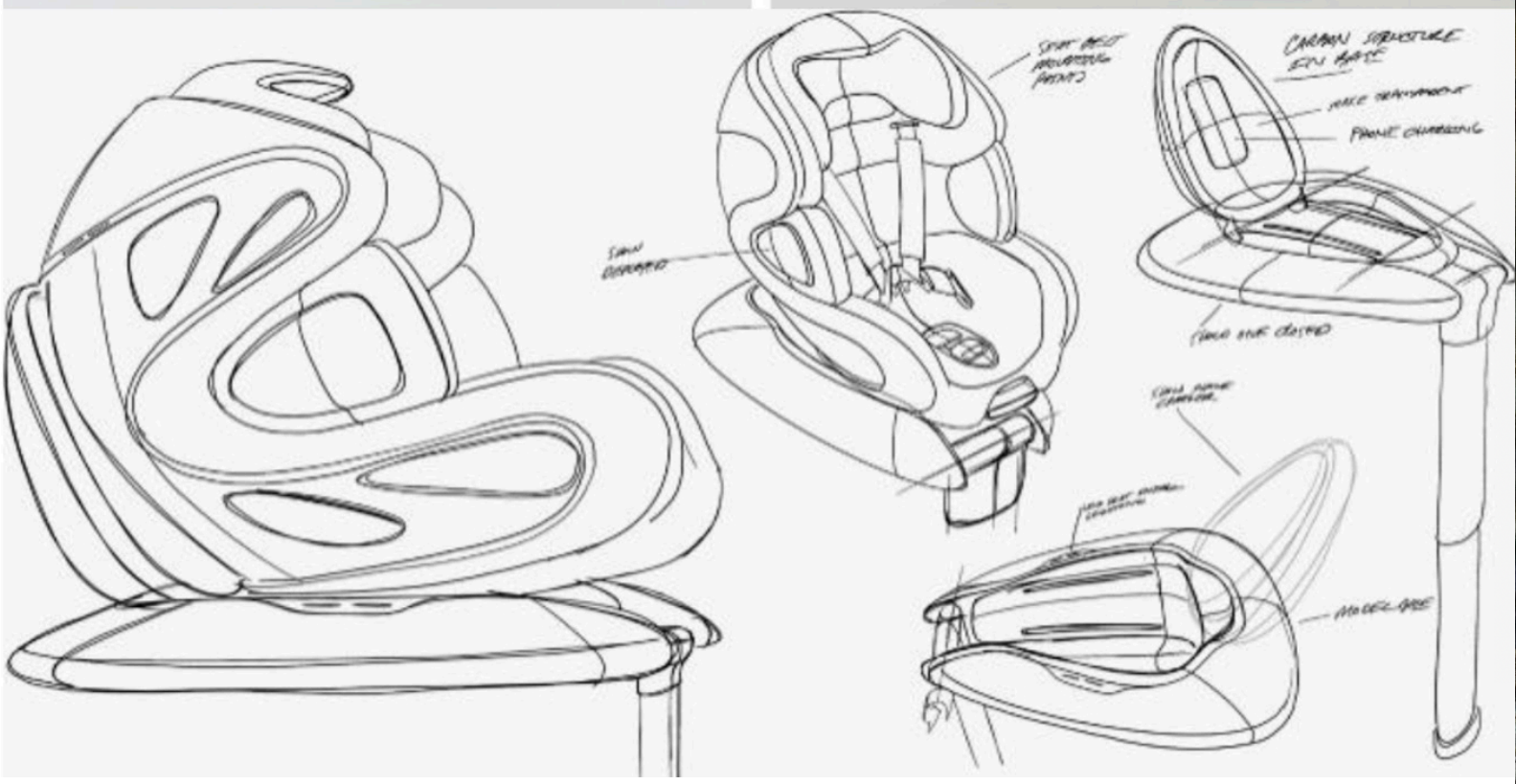
babyark brings a new and uncompromising approach to child safety.

babyark sets a new standard of safety for child car seats.

What was the design brief for the project?

babyark founder Shy Mindel approached the Frank Stephenson Design team with the goal of **building the future of child car seats.** Baby seats reached the end of their development around the turn of the millennium. And since then, there hasn't been a great deal of innovation in that segment.

This means that if you manufacture a seat today, as long as it meets the regulations from 2000, you're fine and dandy. You can sell the seat. The problem is they're considered 'safe' because they meet those regulations. But the new technology that Mobius is introducing raises the level of safety to an amount now that it's just ridiculous that you wouldn't want this seat for your most precious possession: **your child.**



Where did the design inspiration come from?

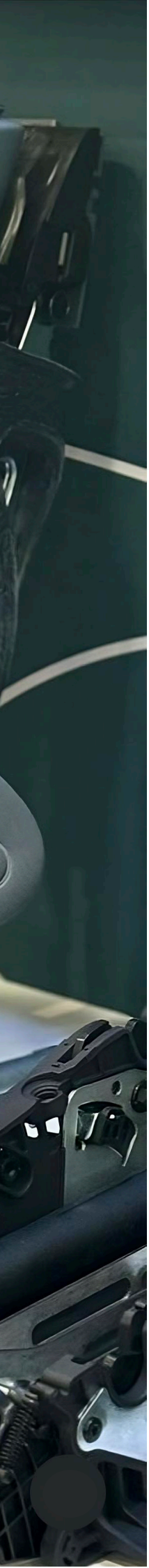
The design of the babyark took a great deal of inspiration from nature and biomimicry. referencing the **woodpecker's plate-like skull structure** designed to absorb energy and protect the head, as well as **the protective shape of an egg**.
On one hand, the egg shape is nature's most robust structure. The egg protects the life that is growing inside it. It is a perfect shape for designing safety. But it also is a symbol of fertility...of life itself. The distinctive shape is what first grabs the eye and creates that immediate bond between the new parent and the product.

Nature has come up with the ultimate shape for protecting the baby before it shows up in the world. So the baby seat, likewise, has this influence from the shape of an egg simply because the structural stress points work where they need to work.

Tell us a bit about the design process?

Most products are first engineered, then the designer has to find a way to work around that. With babyark, the process was much more seamless. We had a constant back and forth of great ideas, **feeding off each other's creativity**. I ended up thinking like an engineer and Shy like a designer.

Instead of traditional foam, we looked at the protective gear of **extreme athletes** where they use D3O™ , the world's most technologically-advanced **impact absorbing polymer**. If it's good for them, it's worth using here...it's definitely a significant upgrade from what was previously being used.



The seat design incorporates 14 sensors, including **accelerometers** and **gyroscopes**, that tell an owner whether it's safe to continue using the seat. This system also advises a parent whether the chair is properly installed in the vehicle, through a mobile app. Unlike most infant car seats, which are mostly made of plastic and foam and designed to last only a few years, **babyark doesn't expire** and can survive both minor and moderate crashes.

What are you most proud of about the finished product?

When babyark first approached us, I jumped at the opportunity because I thought - **this is really the chance to do something that hits the world on a huge scale**, and in a good way. We've come up with something that I think is going to make an important impact on the market. Using natural influences in the design ensures that the product has an instant and recognisable visual appeal.

It's **raising the standard** of protective technology to a level finally deserving of the ones we hold dear.

Click here to watch the design video

Words from Frank Stephenson
Creative Director