



# Murray Camens

Graduated 1977  
Diploma in Product Design



## Roller Radio

Murray co-designed the Roller Radio in 1983, which was heralded as one of 80 design icons in the book *Past Tense, Future Sense*.

In the early 1980's young consumers were increasingly spending their money on American and Japanese products. Japanese companies, in particular, seemed to be most in touch with what young people wanted while European companies, like Philips, were stuck making brands for grown-ups. The youth oriented Roller Radio, with its neon colors, chunky handle and semantic design, put the fun back into Philips and helped re-establish it as a desirable brand for the youth market.

Initially conceived by a student in the UK, Graham Hinde, Murray further developed the form language, that was inspired by different aspects of youth culture and

applied striking colors to the concept, nurturing it all the way through to production.

The dynamic, youthful look of the Roller Radio opened up an entire market for Philips, becoming the centerpiece of the company's new 'Moving Sound' program, a range of innovative, stylish, youthful and, above all, desirable products for kids between the ages of ten and fifteen. Many of these products were designed by Murray during his career at Philips Design.

By 1991, Moving Sound was in its fifth generation and Philips had succeeded in firmly establishing itself as a desirable brand for the youth market. Today, the Roller Radio still has a place in the hearts of those Eighties kids and has become a collector's item.

## CV

As Vice President of TEAGUE, Murray Camens is responsible for guiding TEAGUE's relationship with The Boeing Company as Head of the Aviation Studio. He started his professional career in 1977 with the London design consultancy, Conran Associates. After spending over thirty years managing programs and projects for Philips Design, Murray then landed in Seattle in 2012 at TEAGUE's invitation.

His design roots run deep. Among other things, he co-designed the Roller Radio in 1983, which was heralded as one of 80 design icons in the book *'Past Tense, Future Sense'*.

Driven to find "the positive" in everything he is involved in, Murray prizes transparency, logic, and simplicity in the workplace. In his spare time, Murray enjoys time with friends and family, cycling and skiing, and creative pursuits such as drawing, painting, and making, well, just about anything.

Having lived the last 38 years in London, The Netherlands, Singapore, Hong Kong and currently the USA, the inveterate globetrotter from Australia considers the world a small place.

During his career Murray has been named inventor on 16 United States patents and is the recipient of numerous design awards in the United States, Europe and Asia. From 2006-2009 he was an adjunct professor in the School of Design at Hong Kong's Polytechnic University.

Originally from Adelaide, South Australia, Murray studied Product Design at the College of Advanced Education, graduating in 1977.

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## Awards

2004-2009 Adjunct Professor at the Hong Kong Polytechnic University, School of Design

2004-2006 Member of the Innovation and Technology Commission of the Hong Kong Government 'Design Smart Initiative'

2002-2003 Member of the Design Task Force, Hong Kong Polytechnic University

Project Leader for visionary projects which received various awards and publicity:

- 1995 'New Objects, New Media, Old Walls', The Netherlands
- 1996 Philips-Leolux 'Plugged Furniture', The Netherlands

1993 IF Design award, Hannover, Personal Stereo (AQ6613)

1988 CES Design & Engineering Award, Chicago, Stereo Radio Cassette Recorder (D8080)

1988 Certificate of Merit, Singapore, Stereo Radio Cassette Recorder (D8080)

1986 IF Design Award, Hannover, Car Audio Speakers (DSS Series)

1983 Co-design of the Roller Radio, one of the 80 design icons recognized in the book 'past tense, future sense' in 2005

## Uni Memories

Hard work with many 'all-nighters' to get projects finished on time... but also lot's of fun.

## Advice

Life is about persistence. If you keep trying, sooner or later you're going to get lucky. Just keep plugging at it.

CELEBRATING  
**25**  
YEARS



University of  
South Australia

**made it.  
better**

Works by South Australian  
Industrial Design Alumni

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**TEAGUE**