



# Mandy Creighton

Graduated 1995  
Bachelor of Industrial Design



## Project - BlackWolf Ryeback Swag

The Aussie Swag re-defined, BlackWolf Ryeback

The swag started out as a product of necessity in the 1800's for itinerant workers walking rural Australia looking for work, a piece of canvas and a blanket for sleeping rough in the bush. In modern times the swag has become a convenient, comfortable camping solution for a simple overnight stop with a comfy mattress and fibreglass or aluminium hoops to keep the canvas off your face.

When I was asked to develop a swag range for the Australian brand BlackWolf I wanted to take another step forward in functionality

and livability from the 'standard' hooped swag and solve a few of their inherent problems.

The BlackWolf Ryeback Swag is tall enough to sit up in, allows the camper to get in and out in rainy weather plus offers a range of ventilation options to minimise condensation. The aluminium frame also allows the swag to 'freestand' if the ground is unsuitable for pegs. Initially released in 2013 in traditional canvas and this year we have added a 'lightweight' option in polyester which will be perfect for motorbikes and smaller vehicles.

## CV

I studied Industrial Design with the intention of getting into Outdoor Gear design and spent a summer doing work experience at Macpac in NZ when their manufacturing was still onsite at their head office in Christchurch.

When I graduated I took a position working at Paddy Pallin head office in Sydney in a customer service which lead to product management jobs at Paddy Pallin and Arthur Ellis (Fairydown).

In 2006 I joined Phoenix Leisure Group to manage and engineer the BlackWolf product line, at that time it was a relatively young brand and over the last 10 years has grown to be one of the largest camping brands in Australia.

## Uni Memories

All nighters, sausage sizzles, the awesome workshop at Underdale campus, riding to uni along the Torrens, drawing, making models and not much screen time...

## Advice

Work hard but don't take life too seriously.



Works by South Australian Industrial Design Alumni

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