



James Field

Graduated 2008
Bachelor of Industrial Design



The OPEN Photobooth

In the past 8 years, I've worked with a huge range of clients, large and small. I've spent weeks four-wheel driving through the Simpson Desert & Lake Eyre national parks with DENR, photographed Prime Ministers, CEOs, and MPs, and have had seen my photography used in advertisements in a wide array of media, from buses to magazines. One of my favourite areas though, is the artwork I document for independent Adelaide visual artists. I love the interesting people, the incredible array of artwork, and the challenge of communicating each piece to its best advantage.

A few years ago, I saw a gap in the market at the wedding receptions and corporate functions I was photographing. Using my industrial design and photography skills, I designed a new type of high-quality photobooth, geared towards crowd entertainment at those sorts of events.

I spent a lot of time developing the best user interface and photo quality possible, as well as creating a bunch of improvements around transport, set up, and troubleshooting. The end result is that consumers rave about the booth being the best they've ever seen (they're so simple, intuitive, fast-paced, and have superior quality photos and prints compared to competing products) and we're able to keep staff to a minimum, which improves our profit margin. I've built five booths to meet demand, and through our business and a partner, we now hire them out to over 200 events a year.

CV

- 2001 – 2005 Bachelor of Economics Adelaide Uni
 - 2001 – 2006 Bachelor of Mechanical Engineering (Honours) Adelaide Uni
 - 2004 – 2008 Bachelor of Industrial Design UniSA
 - 2008 - 2011 Proen Design
 - 2006 - Present James Field Photography
 - 2012 - Present The OPEN Photobooth
- www.jame.com.au

Awards

- 2009 Australian Design Award - James Dyson Award Finalist Accuswift Tripod Head
- 2005 Best Final Year Project - Mechanical Engineering Adelaide Uni

Uni Memories

Winning a joke award from fellow students for highest 'marks per minute' ratio in our final year. (I had a habit of doing okay in assignments while spending very little time on them) Actually my finest achievement for my 8 years of uni.

Advice

"Design should not dominate things, should not dominate people. It should help people. That's its role"

Dieter Rams



Works by South Australian Industrial Design Alumni

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