



# Daniel McLean

Graduated 1999  
Bachelor of Industrial Design



## VAF Octavio 1

The VAF Octavio 1 is a class leading Hi-Fi system designed specifically for MP3 devices. Initially designed to be a companion product to the Microsoft Zune MP3 player, a version of the Octavio 1 was released for iPod/iPhone.

The Octavio 1 is a category leading Hi-Fi speaker dock. At the time of its release MP3 speaker docks were generally products of low sound quality. The Octavio 1 created a new market segment for MP3 speaker docks, incorporating true Hi-Fi technology into an easy to use package.

The Octavio 1's housing uses a combination of a leather clad composite timber cabinet

with steel and plastic components. The use of a composite timber housing is part of what gives Octavio 1 its audio fidelity. The Octavio 1i features 100 Watt digital amplification, true hi-fi sound, one touch control and inter-changeable acoustic socks allowing the speaker to be customised by the user.

Sound and Image magazine said about the Octavio 1 'This is the biggest and most powerful sound we've heard yet from a dedicated iPod dock. Short of a full-on hi-fi or home theatre system with an iPod dock attached, the VAF Octavio 1 is the biz.'

## CV

Dan McLean graduated from the Louis Laybourne Smith School of Architecture and Design at the University of South Australia in 1999 in Industrial Design.

Upon graduating he took up a position with APC Systems as Product Design Manager designing computer/control systems technology for the defence industry. Dan designed new products for APC including ticketing systems for the SA Government's TransportSA head office on North Terrace, Adelaide and computer equipment for the Collins Class Submarines.

In early 2001 Dan moved to Japan and took up a position with Milai Corporation as an automotive design consultant working with diverse clients such as Nissan, Mitsubishi and Subaru. Dan then took up a position with the Imai Design Office working as an environmental designer on projects such as subway interiors, bus shelter design and interior and exterior building design. His work can be seen at Kyoto University and Otemachi station.

Upon returning to Australia in late 2002, Dan started his own consultancy working with a wide range of local and international clients on projects ranging from consumer electronics to food packaging. He has completed work for clients such as Pelican Cases, InDepth Pty Ltd, Production Partners Ltd, Canton GMBH, Blue Aura Audio UK, Scholle Industries Pty Ltd, ZORK Pty Ltd, VAF Research Pty Ltd, VAF Octavio Pty Ltd (Working in partnership with Microsoft and Apple), CCI, Lifebelt, Solidex Audio Corporation Taiwan, Greg Healey Design, Fingo, Coopers Brewery, Exhibition Services, Seeley International.

Dan is currently a lecturer in Industrial Design at the University of South Australia's School of Art, Architecture and Design.

## Uni Memories

Good memories of finding out there was a career where I was able to combine all of my hobbies of drawing, computers and making things.

Squatting in the now Master of Industrial Design Studio was a particular highlight. Our group entered final year in 1999 and had discovered that the school wanted us to share a studio with the architecture students (possibly the first time ever an ID group at UniSA had to share). Our group decided this wasn't on so we found the 'wet workshop' space that looked unused, took desks and chairs that we 'found' around the City West there and asked our lecturers to teach us there - this is still the Studio in use by the final year students today!

## Advice

Industrial Design is a lifestyle choice. It's a career that can be incredibly rewarding and requires you to live it and be always on. If you're looking for a 9-5 job that you can forget about when you get home this probably isn't the job for you. It is a privilege to be able to take an idea and turn it into a tangible product!



Works by South Australian Industrial Design Alumni

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