



Karl Norschau

Graduated 2003
Bachelor of Industrial Design



Ibiza 780T

One of the latest projects was to reinterpret the DNA of a leisureboat manufacturer. Looking at the ergonomics and functionality of the already successful brand the goal was to come up with something unlike anything on the market. Yet, at the same time, something which would withstand

the passing of time both visually and functionally. In the end the idea and concept were up pretty close with the finished product. Working with boatbuilders and craftsmen creates a team that brings out the best result for the user and those manufacturing the vessels.

CV

June 2011 - Present (4 years 4 months)
Creative director/Designer at Meyer Norschau Design advanced marine aesthetics. We offer advanced design- and computer aided construction services to the leisure boat and marine industry. Our high level of expertise in creating functional products for ease of manufacture makes it possible for us to follow up the idea to finished product.

September 2005 - June 2011 (5 years 10 months)
Product development/design at Windy Boats AS. Concept sketching, 2D tech drafting, 3D modelling, Design engineering and manufacturing documentation. Work in two research groups with SINTEF.

May 2004 - July 2005 (1 year 3 months)
Carpenter Interior Fitout- Concept development at North West Bay Ships. My first job was in fitting out a 62m superyacht enabling me to gain indepth manufacturing experience in the luxury boating industry. My colleagues were boatbuilders with a vast amount of experience in the superyacht industry. Upon completion I was invited to work in the design department on concept work for future proposals.

January 2003 - February 2003 (2 months)
Intern at the In-house design office at Oceanfast Luxury Yachts. Design detailing and an introduction to the whole development process from sketch to finished yacht.

www.meyernd.no

Uni Memories

Underdale 2nd year, 24/7 in the studio with Katie, Peter, Christoph, Morten. That kind of set the vibe for the rest of my time at UniSA. The amazing workshop with Pete and Gavin. All of the amazing lecturers... the Cockers, Gandalf (Gerhard, furniture is still a hobby), Esther (pushing me out of my comfort zone), Peter S. (material tech) and so many others. Working hard molding up the carbon fiber singlescull. Then the IMAGO graduation show marking the beginning of an exciting journey of creative problem solving. Jara and I got two jobs at the grad show working together on webdesign and medical equipment. We still keep in touch and working hard together from both sides of the globe.

Advice

At the grad show in 2003, the guys at Designmakers advised me to get a job with a manufacturing company to start off with. This was to have direct contact with the process of product development from sketch to finished product. As they say, if you do something wrong, the guys on the shopfloor will turn up in your office and tell you what went wrong. If you do this as a consultant, they may call someone else next time they need a designer. Best advice I could ever get.

CELEBRATING
25
YEARS



University of
South Australia

**made it.
better**

Works by South Australian
Industrial Design Alumni

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Meyer Norschau Design
advanced marine aesthetics