



# Eddy Rinna

Graduated 2000  
Bachelor of Industrial Design



## KEF "The Reference Speaker"

The perfect reproduction of recorded sound is what KEF's legendary Reference Series has always stood for. And after 40 years of continuous development, the Reference has earned its name as the yardstick of high-end acoustic engineering.

This project was a two year redesign of KEF's Acoustic Hi-End Hifi range with a myriad of disciplines coming together to create a unique speaker. The challenge was to find materials that reflected contemporary interiors that these products usually live in.

All of the detail was under the guidance of Design Director Simon Davies, his relentless eye for detail can be seen on this product and many of KEF's range for the last 15 years. In particular veneer finishes

and driver designs. The Reference drivers are set in a distinctive front baffle custom machined in Europe. On challenge was to liaise with the company to ensure 0.05mm machining accuracy. It is made from strong laminated aluminium and resin composite, formed under extreme temperatures. It adds tremendous rigidity to the cabinet structure by being firmly connected to the cabinet via high-loss pads secured by high tensile bolts.

The project was extremely rewarding due to its technical challenges and the importance of the project to the brand ethos. Its launch at Germany's Munich's Hi-End Hifi show gave the whole design team a sense of relief and professional achievement.

## CV

Eddy Rinna was born in Italy, where he gained an appreciation for product design.

He commenced his career with Chiaphua Industries Limited in 2001-2003. The company had large JVs with Black & Decker, Coldgate with focus on household and outdoor gas appliance divisions. A highlight was visiting the Alessi factory in Italy whilst developing a juicer for them. The manufacturing and development of George Foreman products was also valuable. This environment enabled him to appreciate the realities of designing for mass production in China for the Global Market.

In 2003 he returned to join Clipsal Australia as Industrial Design Supervisor, with its smart home electronics division. After Clipsal was purchased by Schneider Electric, he completed a Certificate of Management with University of Adelaide and took on the role of ISC Design Manager for the Schneider Asia Pacific Region. A highlight was the Saturn glass switch range developed originally by Gold Peak as Ulti, then owners of Clipsal Asia. In 2015 the minimalist design of the Saturn Zen switch was awarded Australian Good Design Awards.

In 2011, the opportunity to work as Assistant Design Manager with the Gold Peak Acoustic International Limited materialized. Here he is focused on the company's KEF High End audio brand working as part of the Product Planning and Design team. Collaboration with external design companies/designers such as Ross Lovegrove, Michael Young, Veryday, Chi wing Lo, Porsche Design, Material Connection NY, and Vivienne Tam have demonstrated that designers of all disciplines are all united by a common goal to produce unique detailed products. GP is also a leader in power bank and battery products recently developing a wide range of portable charging solutions.

Industrial Design to him is the art of engineering concepts with visual emotions, nurturing them through industrialization process maintaining their design intent and watching them flourish into profitable products at a retail level where they are revered by their users, promoting the brand.

## Awards

Clipsal by Schneider Electric's Saturn Zen, Australian Good Design Awards 2015

KEF M100 In ear Headphone Red Dot design award 2015

KEF M500 Over Ear Headphone Red dot design award 2013

IF Design award 2014

KEF The Reference EUROPEAN HIGH-END AUDIO 2014-2015 Best Product

KEF LS50 Speaker X Plus German Design awards 2012

## Uni Memories

Spending countless hours in the workshop with peers and tutors trying to make something from a sketch.

The patience of workshop supervisors during first year design with clumsy students.

Industry visits in remote industrial areas in South Australia.

Cross discipline lectures with architectural and interior design students.

## Advice

Educate yourself on all materials and process.

Observe and record all visual aspects in your day to day life as they will always be useful in one project or another.

Visual communication and professional business conduct is a must at all times.



Works by South Australian Industrial Design Alumni

December 2015