



# Andrew Whittaker

Graduated 1986  
Master of Design (Product Design)



## HEGS PEGS

The humble clothes peg has been around for over a century. When asked by a customer to design a new and innovative clothes peg, I thought it would be fun but extremely difficult to come up with something original given the hundreds of unique designs that already exist. One year later, HEGS PEGS was born. The company started from nothing and now HEGS PEGS Pty. Ltd. has 10 employees with up to 60 people assembling the 100% Australian

made product in various sheltered work shops. It has several patents, trademarks and design registrations, won a Design Institute of Australia Design Award and an Intentional Good Design Award.

It just goes to show what a good idea, a determined customer, 7 grams of plastic and an Industrial designer can do if presented the opportunity.

## CV

- Industrial Designer - Clipsal 1986 - 1988
  - Industrial Designer - Applied Design Development 1988 to 1995
  - Senior Industrial Designer - Continuum (Milan Italy)
  - Senior Industrial Designer - Applied Design Development 1996 - 1999
  - Partner / Founder - Fingo 1999 - present
  - Contract Lecturer (Part time) UNISA 2001 - present
  - President - Design Institute of Australia (SA) 2008 - 2012
- www.fingo.com.au

## Awards

- Australian Good Design Award
  - Gold Awards – Best in category - Object
  - Linkups - HEGS PEGS clothes peg, 2014
- Australian Design Awards (ADA)
  - Lightforce Australia - HID Driving Light, 2003
- Design Korea – Design Awards
  - HEGS Pegs – International Selection November 2014
- Design Institute of Australia, SA Design Awards Program
  - Clean Bean system - Cafetto, 2015
  - Linkups - HEGS PEGS clothes peg, 2013
  - Mrs Peggs - Handyline portable clothes airer, 2011
  - Rokset – Paint Roller bucket, 2009
  - JCT – Medical Communications equipment, 2008
  - Clipsal – CEF Air movement ceiling fan, 2008
  - Fingtec – Paint Roller Cleaner, 2004
  - Ride-on Entertainment Group – Funstop, 2004
  - Albox Australia – Albox archival storage system, 2003
  - BST – Long line oyster growing system, 2002
  - Lightforce - HID Driving Light, 2002
- Innovation Awards - Department of Manufacturing Government of SA
  - BST - Long line oyster growing system, 2003
- Student Design Awards
  - GE Student Design Award – Ophthalmologic sterilisation case, 1985

## Uni Memories

A surprise visit from Dieter Rams one afternoon at the Underdale Campus.

## Advice

If your going to do it as a career - you have to love it!



Works by South Australian Industrial Design Alumni  
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