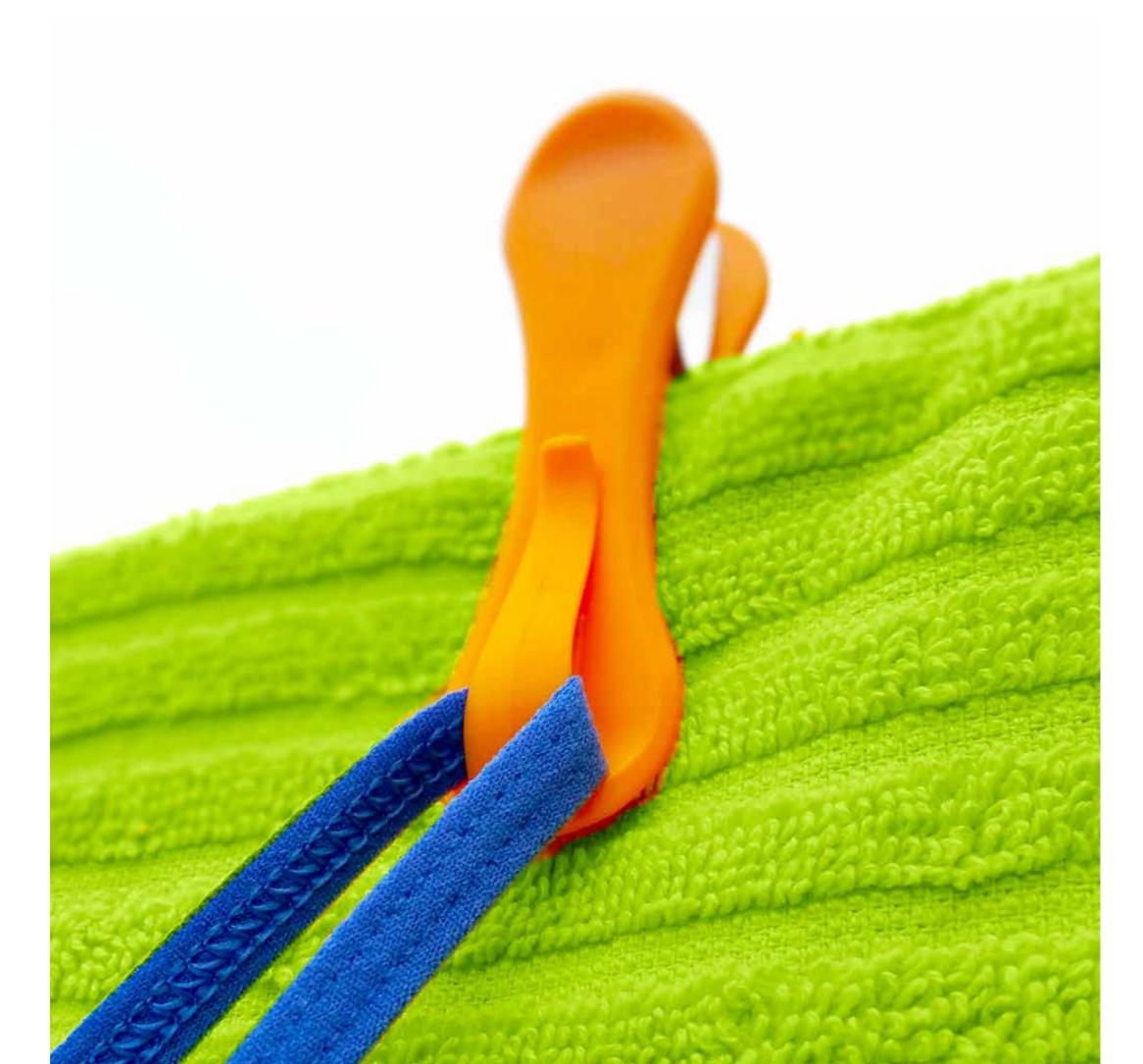
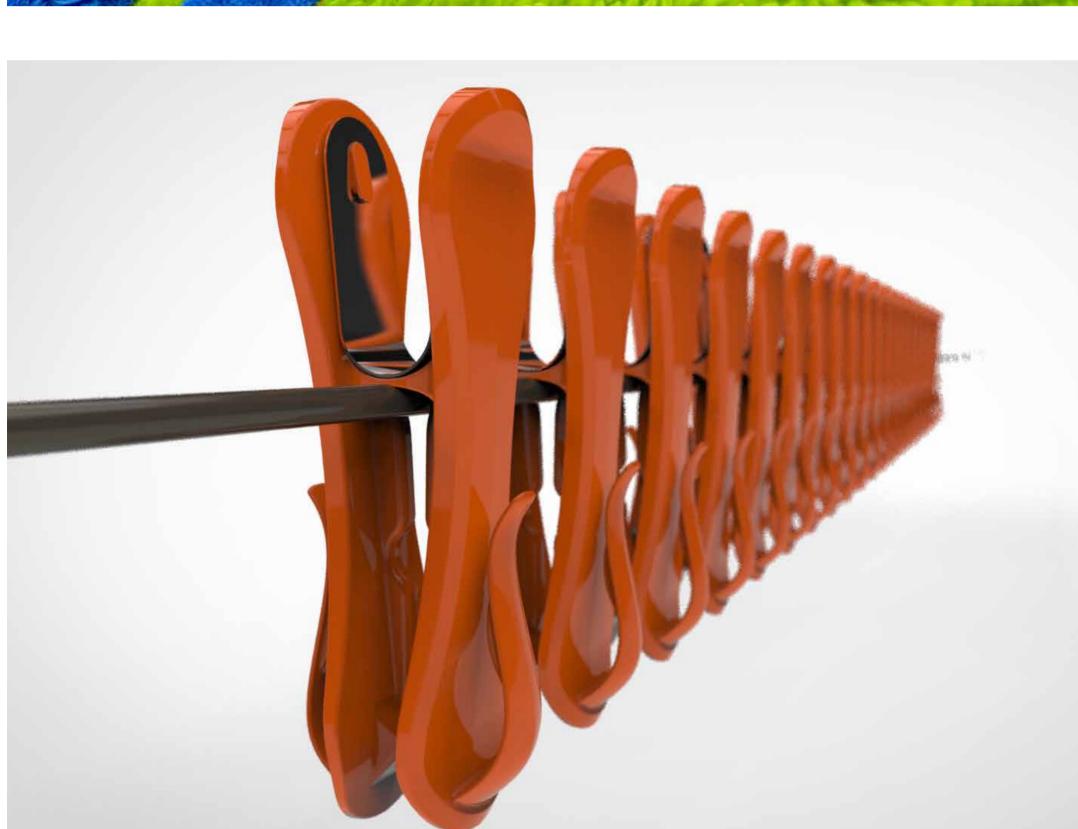


# Andrew Whittaker

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

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

made product in various sheltered work

determined customer, 7 grams of plastic and an Industrial designer can do if presented the opportunity.

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
- airer, 2011 Rokset – Paint Roller bucket, 2009 JCT – Medical Communications

Mrs Peggs - Handyline portable clothes

- equipment, 2008 Clipsal – CEF Air movement ceiling fan,
- 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

## A surprise visit from Dieter Rams one

**Uni Memories** 

afternoon at the Underdale Campus.

#### **Advice** If your going to do it as a career - you have

to love it!







