



Lorrin Windahl

Graduated 2000
Bachelor of Industrial Design



Keep Cup

In 2008, when the KeepCup Original was launched, it was the world's first barista standard reusable coffee cup. It was designed specifically for the takeaway espresso market. From humble beginnings in Melbourne, KeepCup have now sold millions of cups worldwide and have offices in Melbourne, London and Los Angeles. This simple little cup, designed in Australia and still manufactured here, has changed the way we drink takeaway coffee and instigated a wave of KeepCup copies.

In 2013 the KeepCup Brew was introduced. KeepCup Brew has been designed for the purist coffee connoisseur. It delivers the

traditional café experience of drinking coffee from a glass, with the advantage of being able to drink on the go. The glass cup, together with the tactile, insulating and sustainable cork band, epitomise KeepCup's strong philosophy – to provide a positive takeaway experience whilst having minimal impact on the environment. KeepCup Brew builds on the iconography of KeepCup Original. The elements have been refined and improved to provide increased functionality and a greater user experience. The newly refined Brew lid retrofits onto KeepCup Original.

CV

2001 Minelab Electronics Industrial Designer
2001 - 2003 Seeley International Industrial Designer Major project included Magicool portable evaporative cooler
2004 SPW Worldwide Volunteer in Bufumbo, Uganda
2005 AMR Hewitts Printpackaging Packaging Designer
2007-2008 Swinburne University of Technology Master of Design (Industrial Design)
2008 Royal Melbourne Institute of Technology (RMIT) Sessional Industrial Design Lecturer
2009 - 2010 Limkokwing University of Creative Technology Industrial Design Lecturer
2005 - present CobaltNiche Design Senior Project Designer + Blog Editor (lessbydesign.org)
Projects include KeepCup, Zgo monitor arm, ASRC Food Justice Truck, Heartsine defibrillators, F1 racing helmet.
www.cobaltniche.com

Awards

- 2015 - ASRC Food Justice Truck
 - Finalist for the Premier's Design Awards
 - Good Design Selection at Australian International Design Awards
- 2008, 2015 - KeepCup + KeepCup Brew
 - Good Design Award for Design Excellence by The Chicago Athenaeum
 - Finalist at Premier's Design Awards
 - Top 5 Ethical Products of the Decade at UK Observer Ethical Awards
 - Most Innovative Product at the London Coffee Festival
- 2012 - ZGo Monitor Arm
 - Australian International Design Award winner
- 2008 - IKEN Workstation of the Future Design Competition Winner

Advice

Designers have the power to effect change.

CELEBRATING
25
YEARS



University of South Australia

made it. better

Works by South Australian Industrial Design Alumni

December 2015