

# Miguel Arjona

Product design & development





Tehuacán, México. 1993.

Miguel Arjona is a Mexican designer based in Switzerland; his interest on the paradoxical perception of quality and the social evolution of dignified daily use products lead him to hold a Master of Advanced Studies on Design for Luxury and Craftsmanship at the École Cantonale d'Art de Lausanne (ECAL), in Switzerland.

Fundamental human reactions to the unexpected such as contemplation, prediction and amazement are his main exploratory interests to develop products that induce alternative ways of appreciation of things, adding new values to what could be considered ordinary.

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# CV

Education Center of Superior Design Studies of Monterrey (CEDIM)  
Mexico  
Bachelor in Product Design and Development  
2011 - 2015

École Cantonale d'Art de Lausanne (ÉCAL)  
Switzerland  
Master in Advanced Studies on Design for Luxury and  
Craftsmanship  
2016 - 2017

## Educational

Awards CEDIM Try-Out 90% scholarship  
  
Summa Cum Laude Graduate generation 2011-2015  
  
Honor Student of Product Design generation 2011-2015

Awards A! Diseño 2013  
(Más que maíz, Silver Mention - Product)

AHEC Design Awards 2014  
(Platón, 2nd place)

Design DECODE 2015  
(Lux Deluxe & A-System, Itinerant exhibition)

CLAP Awards 2015  
(A-System, CLAP Platinum - Best sport product)  
(Lux Deluxe, CLAP Slection - Indoor Lighting)

Design Innovation Awards 2014  
(Notwaste, 1st place - Industrial Design)

Design Innovation Awards 2015  
(Bienal FEMSA, 1st place - multidisciplinary project)

Baselworld 2017 Exhibition - Chopard Icons Handbag

Certificates Escala Project Management Institute  
Intensive Program on Professional Project Management

Adobe Illustrator . . . . .  
Adobe Photoshop . . . . .  
Adobe InDesign . . . . .  
Microsoft Office . . . . .  
Dassault Systèmes SolidWorks . . . . .  
MAXON Cinema 4D + V-Ray . . . . .  
McNeel Rhinoceros . . . . .  
Autodesk AutoCAD . . . . .  
Flat and volumetric sketching . . . . .  
Design Thinking methodology . . . . .  
Quick modeling . . . . .

Time management . . . . .  
Organization . . . . .  
Creativity . . . . .  
Communication . . . . .  
Teamwork . . . . .  
Leadership . . . . .  
Multidisciplinarity . . . . .  
Problem-solving . . . . .  
Adaptability . . . . .

Spanish (native) . . . . .  
English . . . . .  
French . . . . .

Project clients Grupo Lite, Pujol, Red Bull, LG Corporation,  
Contemporary Arts Museum of Monterrey, MASISA,  
S-AR architects, Notwaste, Panel Rey, Brio, Société  
Horlogère Reconvilier, Kenichi Shoda, American  
Hardwood Export Council, Chopard, Christofle,  
Retrosuperfuture, Vacheron Constantin, Matteo Gonet,  
Hotel des Trois Couronnes.

"I don't think necessity is the mother of invention. Invention, in my opinion, arises directly from idleness, possibly also from laziness, to save oneself trouble"

—Agatha Christie

## Chopard Icons

September 2016  
Chopard

This project is based on the same inspiration that motivated the creation of Chopard's happy diamonds collection: the movement and clarity present in nature, harmony translated on colliding circles such as water drops, bubbles and diamonds being set free from confinement.

A playful floating ring handle allows the bag to slide in concentric form. The exterior surface is conformed by intersected circular volumes and spaces that create superficial tension. The watchmaking allusion is not missing with the resemblance of a pocket watch, discovering the inside from the protecting shell.







*Chopard*





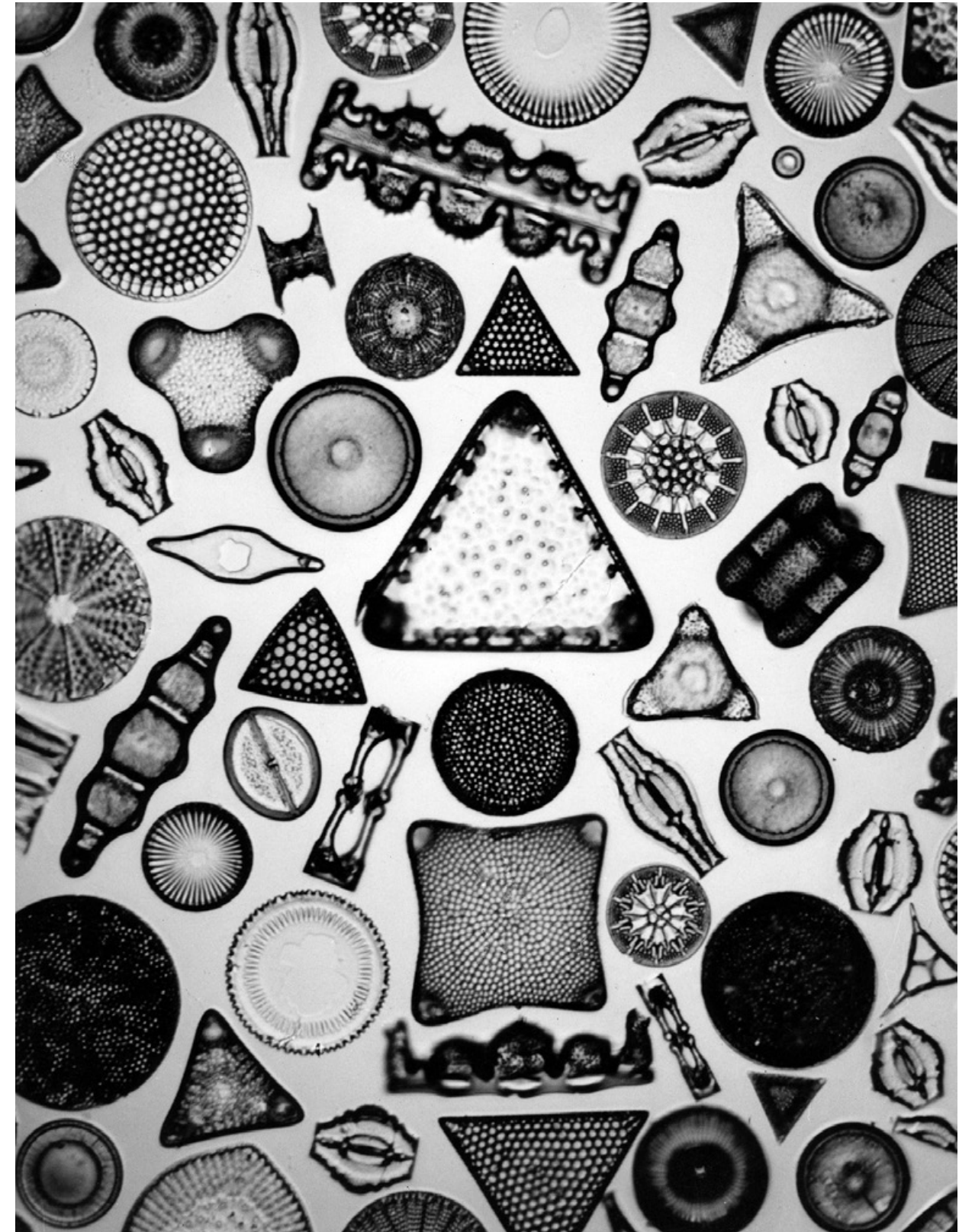
## Retro meets Future

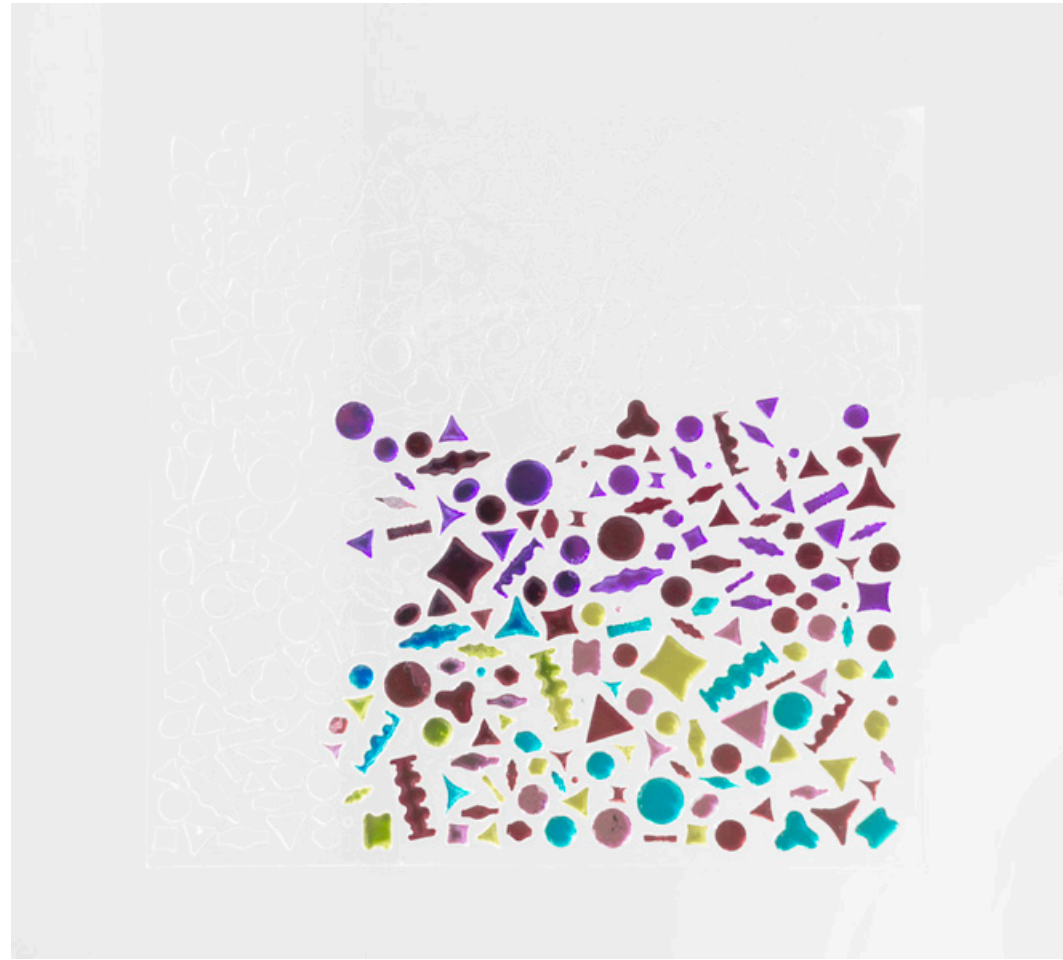
November 2016  
Retrosuperfuture

Retrosuperfuture innovated with their Tuttolente sunglass models, conformed by whole-lens pieces that marked an evolution on design and craftsmanship.

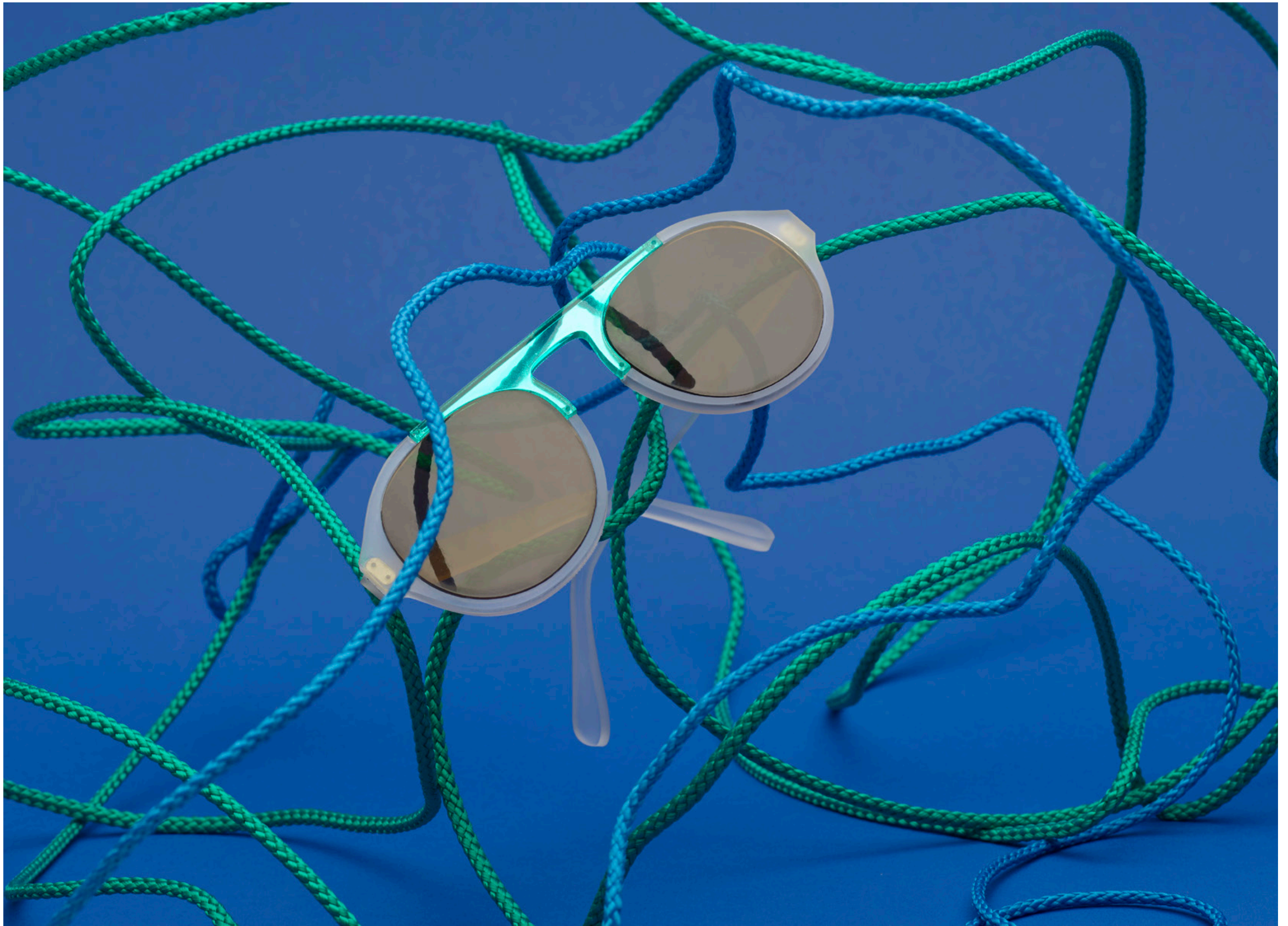
The goal of this project was to fuse the classic glassmaking world of acetate that thanks to its characteristics such as flexibility and ease to shape still conforms a majority on the market, and the formerly mentioned innovative process using the leftovers as a resource.

Retro meets Future is conformed by two explorations in shape and context, using the structural parts as the one that embellishes the product and inversely.









## Blooming Light

Under development  
Christofle

Christofle has become one of the most renowned luxury brands amongst Europe and the rest of the world; their silver manufacturing quality, work in collaboration with designers and the history behind the brand have worked as an exceptional hallmark.

The aim of this project was to introduce new products for the brand inside of the lighting category, taking in count the historic characteristics as inspiration adding Christofle's contemporary touch it is taking from new collaborations.











## Jungle of light

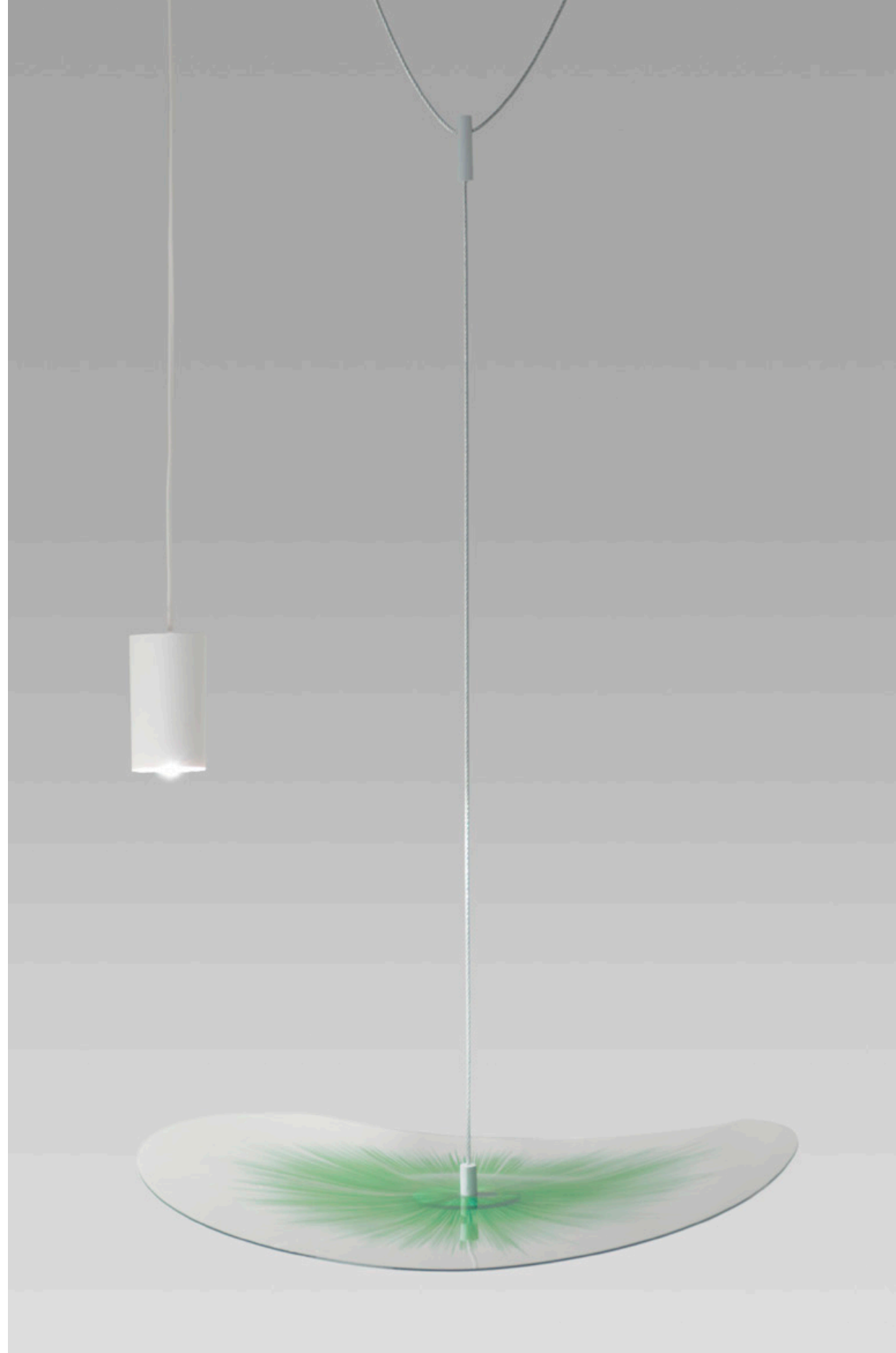
March 2017  
Matteo Gonet

Matteo Gonet's glass workshop has been known for its limitless experimentation with glass. Thanks to his skills and the ability of his team he's scaled up to work with big artists and create installations in numerous important places, taking multiple magnitudes and shaped.

The aim of this project was to develop a lighting product that could adapt as an installation for TRESOR craft fair in Basel, Switzerland, in which the characteristics of glass and its craftsmanship should be the protagonists.











## The journey of creation

Summer 2017  
Master diploma project

The story behind each object on our daily lives is as important as the quality aspects that define them, without a proper origin the final result will never be valuable enough to be appreciated.

The purpose of this project is to live step by step each one of the stages that conform objects worth to be treasured. Exploring important phases such as the material selection, application of knowledge and craftsmanship intervention, here is displayed the evolution of a product since its raw origin to its conclusion and introduction to niche markets.

The journey of creation is pragmatic, unpredictable and sensible, where the backstory by itself is the added value of the product no matter what the final result is.

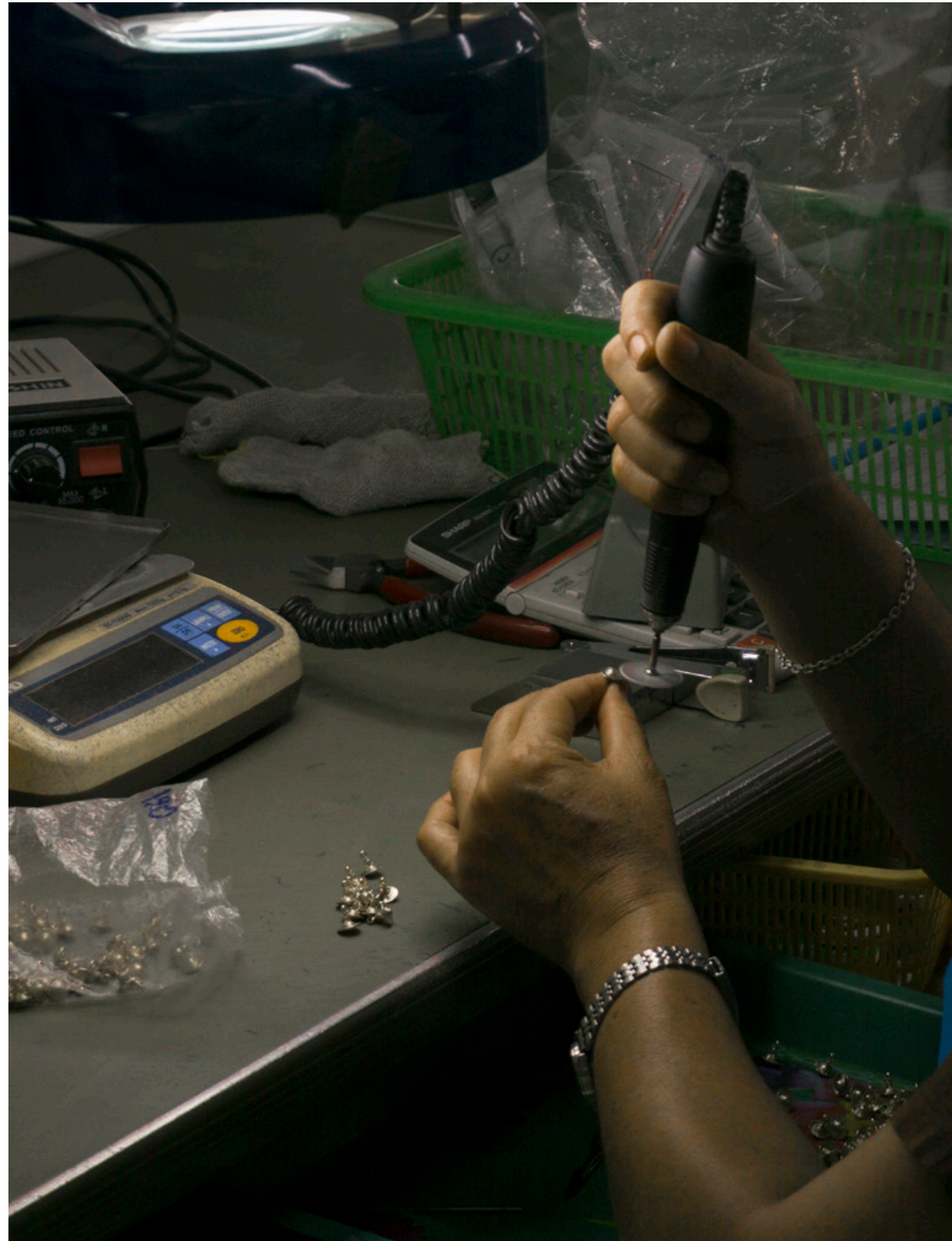




Val Calanca, Switzerland



Nan, Thailand









# Former projects



Lux Deluxe

2012  
Grupo Lite

Lux Deluxe is an inductive charging lamp, which provides a simple and accessible use inside and outside the home, it was designed for people with active lifestyles that need minimal tools to make their day more efficient.

The lamp holds to three different charging bases using magnets, which allow it to be separated when needed and transported to different areas inside or outside the house. The charging stations can also be mounted on furniture or anywhere else depending on the activity required.



A-System

2014  
Red Bull

A-System is a modular system that takes advantage of the location of the longboard's riser to speed up the change of trucks when needed and add accessories that meet specific needs.

The longboard's riser existence was questioned and possibilities were analyzed to evolve it into something more useful depending on the different interactions the users have with their sport equipment.



Platón

2014  
AHEC Design Awards

Furniture piece inspired on the human need to contemplate and ponder about the elements that surround us. Empiric discovery and wonder functions based on simple physics are the main concept of this product.

This piece was made taking in consideration small living spaces working as storage furniture. Its shape and dimensions allow multiple adaptations depending on the context it is situated.



Artbitat

2015  
FEMSA Contemporary Art Biennial

Artbitat is a communication strategy for the FEMSA Biennial, working as a physical platform for awareness, and education, through contemporary art where the society of Monterrey and Mexico are the protagonists.

Developed as a multidisciplinary diploma project during the period of one year. Multiple activities such as theoretical and field research, conceptualization processes and 1:1 scale physical execution were conducted.

