

# James Ennis

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## >>>professional skill

Interaction Design  
Design strategy  
Design education

Product design  
Project development  
Project Management

Visual Design  
Art direction  
Verbal & Written  
Communication

## >>>overview

Graduating 1999 in Industrial Design from the National College of Art and Design (Ireland) I worked for 2 years with Alliesgroup, a Dublin based design consultancy. In 2002 I moved to Milan to study and received a MA in Interaction design from the Domus Academy.

Since, I have worked in a number of design studios, before setting up Positiveflow, a design and research group based in Milan, which focuses on design and communication on sustainable issues. Over the last number of years, I have talked and exhibited in Belgium, France, Germany, Ireland and Italy. I am currently collaborating with the University of Bologna, and have worked with a number of companies and institutions as; Autogrill, Baccarat, BestUp, Cassina, Fiat, Gruppo Hera, Gianini, Nokia, Venini, the City of Milan and EESC/European Union.

I have recently been awarded 1st prize, for the project, Bee-Diverse, 'the official gift of the EESC for 2010', by the EESC, European Economic and social committee.

More

<http://www.positiveflow.net>

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## >>>education

2002 Master of Arts (Interaction and Services Design), Domus Academy, Milano, Italy.

1999 Bachelor of Design, Industrial Design, National College of Art and Design (NCAD), Ireland.  
1st Class Honours Degree.

## >>>it tools

PC or MAC operating system, excellent skills in completing complex tasks using:

3D; Solidworks, Rhino, 3Dstudio Max.

2D; Photoshop, Illustrator, Indesign, Flash, Office software.

Content knowledge and managerial skill of:

After effects, Premier, Director, Flash, Deamweaver, Wordpress.

Languages, HTML, CSS and JavaScript.

## >>>languages

English - mother tongue

Italian – to speak and read

## >>>selected completed projects

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2009/10 European Union/EESC

<http://www.eesc.europa.eu/>

### **BeeDiverse**

In 2009 I was awarded 1st prize for the EESC design 09 competition for a sustainable present. Selected from over 100 entries, the **Jury Statement** explains the concept, *"Based on scientific research, BEE HOUSE represents a complete message of biodiversity encompassing plant, animal and human life. The object brings us closer to nature and emphasises simple and essential ecological values in our modern life."*

I organised the production and manufacturing of the 500 units within budget between Italy and Ireland. The units were assembled under a sheltered work program giving employment to people with social difficulties.

*Tasks*

*Product design, Concept design, 3D design and prototype development, manufacture and production, packaging.*

*More*

<http://www.eesc.europa.eu/events/2009-09-design/winner.html> | [http://www.positiveflow.net/html/projects/bee\\_house.shtml](http://www.positiveflow.net/html/projects/bee_house.shtml)

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2009/10 Ardán Audio

<http://www.ardanaudio.com/>

### **Elevation Pro.**

Approached By Irish startup company Ardán Audio, I designed their first product. A flagship product for the high-end and professional audio industry. The design derives from extensive white papers, reference works and international standards on mechanical and acoustical vibration, speaker design and isolation were also researched. The design holds two patents and will be on the market in december 2010.

*Tasks*

*Product design, Concept design, 3D design and prototype development, engineering, flash presentation, manufacture sourcing.*

*More*

<http://www.ardanaudio.com/>

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2010 BestUP/Comune di Milano

<http://www.bestup.it/>

### **Pop up Garden**

Invited by bestup to present during the Milan design fair at the cultural center of the city of Milan. I presented, 'POPupGARDEN', developed by Locatelli Italia, a vertical garden systems that can be applied to any wall, interior or exterior, allowing the growth of a vertical garden that can be easily maintained at home, in the city, country, public and private spaces.

The POPupGARDEN presented a number of garden accessories resulting from entomological research with design innovation: Bee House, Butterfly aphrodisiac, the Mosquito spiral, all being developed for market

*Tasks*

*Installation design, product design, prototype development, copywrite and graphics.*

*More*

[http://www.positiveflow.net/html/projects/popup\\_garden.shtml](http://www.positiveflow.net/html/projects/popup_garden.shtml) | <http://www.postdivista.it/> | <http://www.bestup.it/>

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2009/10 Eugea srl.

<http://www.eugea.it/>

### **CoCo Christmas**

I approached Eugea and proposed a new product for their ongoing research in entomology. The Coco collection, made from Coco fiber are a series of christmas tree decorations, hand assembled and made in Italy.

The Coco collection brings new life to the concept of christmas decorations! After christmas, rather than pack away or throw out for another year, simply place whole decoration in the ground or in a flower pot, cover lightly with soil, add a little water and place in the sun...

After sometime a flower will grow. These flowers are selected promote bio-diversity, attracting butterflies, ladybirds and bees.

They were selected to decorate the official Christmas tree of the Comune of Bologna (2009).

*Tasks*

*concept, product design, product testing, copywrite, packaging.*

*More*

<http://www.eugeastore.com/en/department/7/> | <http://www.positiveflow.net/html/projects/coco.shtml>

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## >>>selected completed projects

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2007/08 Gruppo Hera

<http://www.gruppohera.com>

### **casaHERA**

A touring exhibition and customer service strategy designed by Positiveflow for Gruppo Hera, an Italian multi-service provider (energy, water and gas). The client wishing to engage directly with the public on the opening of the 'electrical' energy market in Italy. CasaHera is a construction of four recycled 40" containers that visited ten cities of Emilia Romagna throughout 2007-2008. It hosts an interactive exhibition that allows visitors to analyse their domestic energy consumption and discover how they can save energy in accordance to their own habit. By email, they receive personal suggestions on how they can economize on their energy bill.

*Tasks*

*concept, interaction design, database creation, software and interface design, 3D/interior/exhibition design and graphics, copywrite.*

*More*

*portfolio request | <http://www.positiveflow.net/Downloads/projects/casahera.shtml>*

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2008 Gruppo Hera

<http://www.gruppohera.com>

### **casaHERA 2.0**

To support the territorial campaign of casahera we developed an online version 'casaHERA2.0' that looks to engage visitors to Gruppo Hera's online services. We used the same database and algorithms developed for casaHera and designed an interface to work in a web environment. The site was launched in conjunction with 'm'illumino di meno' Italy's national energy saving day, an intense work load completed in 12 working days.

*Tasks*

*HTML, graphics*

*More*

*<http://www.casahera.com>*

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2007 Nokia

<http://www.nseries.com>

### **Playful discovery**

For the 2007 campaign to promote Nokia's Nseries technology we developed gaming scenarios for 2 principal targets: 'Technology Stylists' and 'Young Explorers'. We developed scenarios for 3 different projects that were carried out in 2007, **N-TV**, **Nokia Music Art Experience** and **POPcorn**. Involving artists, directors, filmmakers, designers, DJ's and producers. Each project engaged the public with Nseries technology, and promote a Nokia community.

*Tasks*

*scenario development, storyboarding, design of product display stands*

*More*

*portfolio request*

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2007 EDF

<http://www.edf.fr>

### **IN>LUCE**

Was presented during 'So-watt' exhibition opened in Paris, 2007 and travelled to a number of venues in France and Germany. Invited by Stéphane Villard of EDF research and development, I developed new scenarios for the 'informatic ambiance' paper (described below), teasing new consumer desires and sustainable behaviour. In>Luce uses Light to communicate different messages in public environments. We emphasize its 'ambient qualities' resulting from social research carried out in project development. The exhibition also projected interviews during concept development.

*Tasks*

*concept, political interaction, interviews, territorial research, scenario development, storyboarding.*

*More*

*portfolio request | <http://www.edf.fr> | [http://www.positiveflow.net/html/projects/in\\_luce.shtml](http://www.positiveflow.net/html/projects/in_luce.shtml)*

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## >>>selected completed projects

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2006      ScoreNetwork      <http://www.score-network.org>

### **Informatic ambiance**

I presented '**informatic ambiance**,' at the SCORE! conference in Wuppertal, Germany. The Network project SCORE! acts as one of the EU's central support structures for the UN's 10 Year Framework of Programs for Sustainable Consumption and Production (SCP).

The paper studied different ways of embedding information on the territory using light as a medium of communication, just as a 'traffic light' we created a language of illumination in a public place. This way we suggest light can display in real-time, for example, the overall local energy consumption/production ratio. An ambient communication technique, designed for consumers that parallels with various 'hypathetical' services aimed to moderate energy consumption and reduce emmissions. It promotes collective discussion in private and public space, an effort to raise public awareness and creates fidelity with the energy provider. The paper was published in the conference proceedings.

#### Tasks

*concept, interviews, political interaction, territorial research, scenario development, storyboarding.*

#### More

*paper available on request | <http://www.score-network.org>*

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2006      AEM      <http://www.aem.it>

### **Who knows where the wind blows, EY!**

During Milan design fair April 2006, we presented two projects for the 'Broom' exhibition at the "casa dell'energia" – a permanent cultural centre and interactive lab/science museum of AEM.

### **Who knows where the wind blows.**

An in-house research project, we demonstrated a series of prototype USB fans and potential user scenarios. Rather than the traditional interface of a 'fan' – the project uses a information to control the speed of the fan. The 'onscreen' interface allows the user to select a geographical location in the world, and upon doing so the 'fan' will simulate the wind speed of that location. For this project we linked the information to wind energy. It provokes new possible relations with our renewable resources.

### **EY!**

A presentation of selected work of over 70 students of the Domus Academy, re-edited and projected in parallel projectors, on a 6 meter screen. (Read workshop description below.)

#### Tasks

*concept, 3D design and proto types, scenario development, storyboarding, flash presentation, project selection, motion graphics.*

#### More

*Portfolio request | [http://www.positiveflow.net/html/projects/who\\_knows.shtml](http://www.positiveflow.net/html/projects/who_knows.shtml) | <http://www.casadellenergia.it> | <http://www.domusacademy.it>*

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2006      Domus Academy      <http://www.domusacademy.com>

### **EY!**

A four-week workshop, with students of design, I-design, and transport design.

The objective of the workshop was to develop concepts and scenarios in order to explore the potentialities of energy both as a communication media and as a material for design (making tangible the intangible) - to critically explore through design the role of energy in our society in terms of; the identity of energy, the aesthetic of energy, user relationships of energy and landscapes of energy. the project involved the designers:

Dante Donegani, Arcangelo Jeker, Giovanni Lauda, Giovanni Levanti, Claudio Moderini, Guido Venturini.

#### Tasks

*developed brief, lecture, student revisions*

#### More

*<http://www.positiveflow.net/html/workshops/domus.shtml>*

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## >>>Previous employment

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2004-2006

<http://www.loungedesign.it>

### Lounge design

I worked as assistant art director to Byung Soo Zocchi, an art director of numerous Italian brands as; cassina, navadesign, bake mark Italia, feg. . . My role included all aspects of 3D design, modelling, set design, concept design. As assistant art director I gained massive experience in detail of full brand identity and corporate identity.

More

[portfolio request | http://www.cassina.it](http://www.cassina.it) | <http://www.bakemark.it/> | <http://www.navadesign.com/> | <http://www.feg.it>

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2003-2004

<http://www.babled.net>

### Studio Babled

Hands on product design, both for luxury and mid level markets (tableware, porcelain, glass hand blown/industrial, crystal, and plastic). Taking projects from sketching, modelling (CAD and hand), prototyping, design development, testing, manufacturing. A number of our projects are selling on the market today.

More

[portfolio request | http://www.babled.net](http://www.babled.net) | <http://www.baccarat.fr> | <http://www.giannini.it> | <http://www.venini.it> | <http://www.viceversa.it>

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2002

<http://www.domusacademy.net>

### Domus Academy Research centre (intern)

I was primarily involved in the European Commission Programme, on the subject of the future of working scenarios. I analysed the Domus project archive, redefining the projects' context and mapped them' in relation to possible working archetypes. I delivered presentations that included overall mapping, schemes, storyboards/scenarios, creating a flow between the diverse projects and how they could be translated to a working context.

More

<http://www.domusacademy.com/research&consulting/7> | <http://www.humantec.it> | <http://www.milkforum.com>

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2002

<http://www.boxcleaver.ie>

### Alliesgroup (since, alliesgroup have liquidated)

Fresh from university, my main project over twenty months was the development of a series of interactive listening posts for the home entertainment retail environment. Creating concepts, communicating with photo realistic renderings, developing the mechanical engineering in parallel with hardware designers in Taiwan.

In essence I learned many manufacturing techniques, injection moulding, developing both SLA and steel fabrication working prototypes, discussion with suppliers, producers, hardware and software engineers whilst complying with the clients' budget.

More

[portfolio request | http://www.boxcleaver.ie](http://www.boxcleaver.ie)

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## >>>Other

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### Interests

Emerging communities | new technologies | cultural tradition/cognition  
contemporary art.

### Further

Please contact me for further inquiries or reference requests, thank you.