

2008/09 Worldstudio AIGA Scholarships Target Award



SARAH MACHICADO

Industrial design
Sophomore
Maryland Institute College of Art

Born and raised in Miami, Florida, I grew up and was surrounded by the emerging Hispanic contemporary art scene in Miami's Wynwood Art District. Wynwood greatly influenced me as an artist because I dedicated myself to the visual arts during my senior year (2005-06). When I became more serious about my work, I began my traffic sign series where I developed and applied more conceptual ideas to my work. Becoming more interested in rebellious street art than traditional art was a clear sign that I matured. I am currently interested in illustration and character design such as monsters, creatures and demons, which are inspired by my own dreams and nightmares. Attending art school made me realize the depth of my passion about designing in the three-dimensional form. I am focusing on plush toys based on characters I've created, like my monster design. The experiences I've had with different media and styles are my biographical time line, where each step in my artist education forms a chapter in my life.



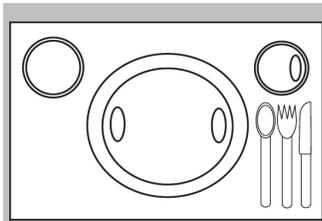
Worldstudio
FOUNDATION



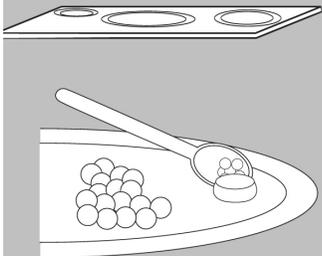
the professional association for design

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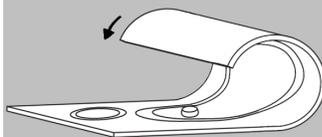
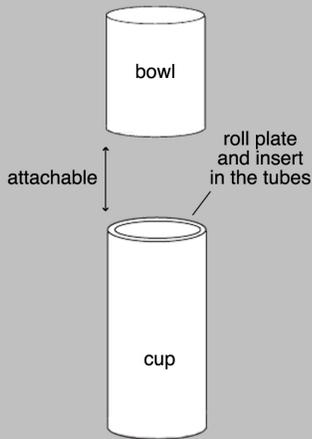
Industrial design



top view



extra material helps pick up food



flexible and roll able plate

DISHWARE DESIGN

simple • space saver • portable

In the future, as a product and toy designer I will contribute to the community at large and change the way the world operates by creating designs that solve real problems. A great designer solves many problems with a simple and smart design that can be beneficial to both man and environment. I am interested in creating designs that are multifunctional, environmentally friendly, and that solve real problems such as the issues with food waste, conserving energy and recycling material. The goal of solving serious issues is important to me because it affects the future of human existence.

As a toy designer I will create toys that can aid or teach children in their learning experience by enhancing their interest in and knowledge of complex issues—for example, creating a toy that teaches children the importance of recycling. A child’s education is important to me because I think every child should have the best form of education. There are children in our society and others that don’t have the money or chance for proper education. It has become an issue that should not even exist, like world hunger. My goal is to create interactive toys that can be affordable and exciting for children to educate themselves without the use of electrical energy like the computer.

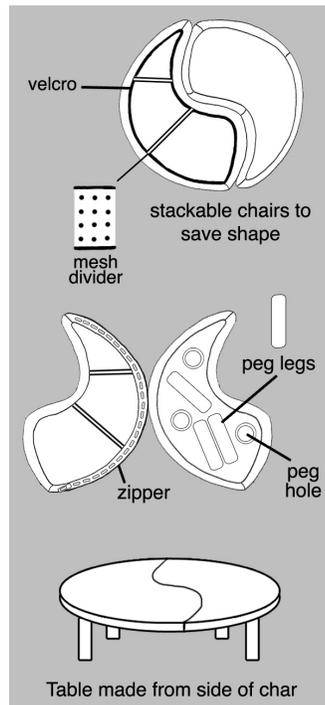


Table made from side of chair

CHAIR DESIGN

TABLE • STORAGE • CHAIR