



XYZ

Industrious design

Intelligent design is refreshing; especially in a market that has a glut of products with superfluous, flashy elements. But nothing that comes out of the XYZ fold could be accused of superfluity. The industrial design consultancy's innovations are cleverly designed, functional, pared down to the essential use – and they're good looking. 'Much of our work is based on sense of craft', says design director Byron Qually. It's a combination of craftsmanship, technology and design'. And South Africa is the perfect environment in which to develop and produce innovative products, he maintains. 'In other countries, the craft aspect often falls away because they have to produce goods in such massive volumes,' he says. 'But in Cape Town, we have an intimate consortium of manufacturers and designers who can deconstruct what a product is about and then tailor – make it for our environment. We're also more open to change than the overseas market'. The company has a strong sense of place and believes in designing products relevant to our social environment. Its innovations include a condom applicator, a wind up radio and a cleverly designed chase longue. Its latest project is a mobile phone designed to be the Zippo lighter of cellphones: an item that takes on a distinct personality and displays the lifestyle you lead

From left Richard Perez (operations director), Byron Qually (design director) and Roelf Mulder (Managing director) of industrial design and product development consultancy XYZ.

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