

PORTFOLIO

GEORGE BARRATT-JONES



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www.georgious.nl

CURRICULUM VITAE

GEORGE BARRATT-JONES

Personal information

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Date of birth :
25.03.1993 Veldhoven NL

Work experience

January 2019- Present
Founder Georgious
www.georgious.nl

Januari 2016- June 2017
Founder Craftz
www.craftz.be
Bringing people together

Oktober 2015 - Januari 2016
Founder Georgious Fresh Design
Designer lamps

September 2015 - 2017
Decibal events and festivals

September 2014 - September 2015
Haystack International
Student worker

Oktober 2012 - December 2012
Cinema Pathé Delft
Guest relations

Juni 2012 - September 2012
Museum Maaseik,
Security guard

April 2011- Juni 2011
Service industry
waiter

Education

September 2016-2020
Design Academy Eindhoven
Completion of Propaedeutic year

September 2012- 2015
TU Delft Bachelor Industrial Design

September 1999- Juni 2012
Atheneum, College Heilig Hart Sint
Ursulline
Maaseik, Belgium

Languages

Dutch, English, French, little Polish

Computer knowledge

Final Cut Pro, Adobe Illustrator,
Adobe Lightroom
Keynote(powerpoints), Adobe
Indesign, Pages(word), Sketchup,
Fusion 360

Driving license B





CRAFTZ

Online platform for craft workshops

MY COMPANY

JANUARY 2016 – JUNE 2017

CRAFTZ.BE

I founded my company Craftz in January of 2016. It's an online platform for where people can host their workshops.

INSPIRATION

I wanted to learn how to weld. But couldn't a workshop online, that was not just a video. So I started my own learning platform.

You have a skill you want to share?
We come to you. Take fantastic pictures.
And put your workshop online.

People can then sign up via the site and come to your workshop. If its making Jewelry, Smithing or even CPR.

I have hosted more than 50 workshops in total with over 300 satisfied costumers. New friendships have been established. People did new things. They got inspired to make themselves.

Craftz, for what you've always wanted to learn.

I stopped craftz in 2017 when I couldn't combine it with school anymore.



Photos of some workshops we hosted
All photos taken by me



CYCLO KNITTER

A human powered machine that creates a scarf in 5 minutes

PUBLIC INSTALLATION
FEBRUARY 7, 2019

CYCLO KNITTER

Imagine, its the midst of winter. You are cold and bored waiting for your train at the station.

This pedal powered machine gets you warm by moving, you are making something while you wait, you are having fun and in the end you are left with a free scarf.

INSPIRATION

It was winter and I was waiting for my train at the station. I thought: "How can I make this moment more enjoyable?" How can I turn waiting into something productive?

I wanted to get them warm. Thus the exercise bike. And they should have fun and be rewarded. Creating the scarf. Warmth for warmth.

I want to get people excited about making again. People want to do more nowadays. They are tired of social media and looking at their phones.

Its all about spreading joy and making those boring moments more fun.

Video on www.georgious.nl





FIRST CLASS BUS STOP

Why can't taking the bus be more luxurious and fun?

PUBLIC INSTALLATION
JUNE, 8 2019

1ST CLASS BUS STOP

We all know it, taking the bus isn't the most fun thing to do. So why can't it be more luxurious and fun?

INSPIRATION

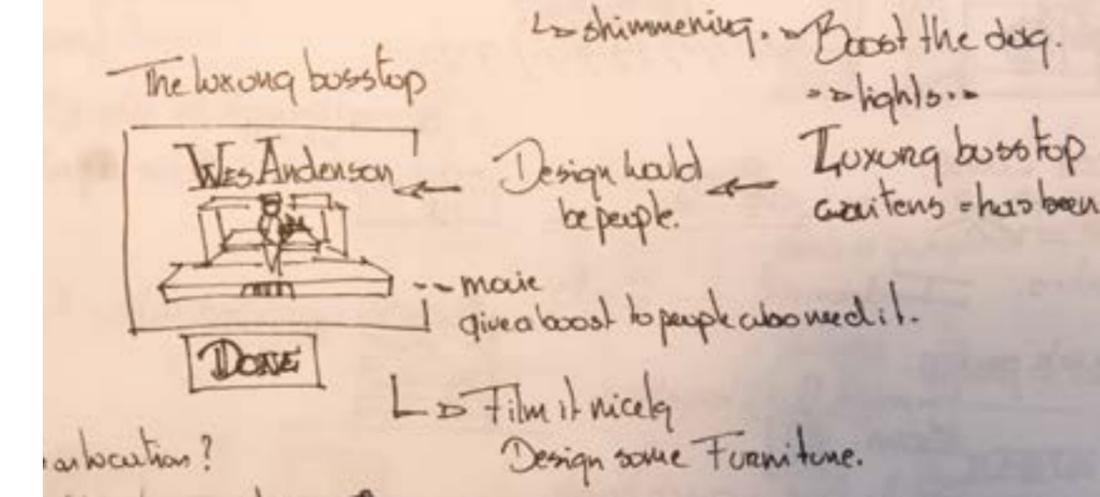
I created a First Class Bar at the bus stop in my street. Serving people coffee, thee and a home made cookies. While cafe music is being played in the background.

People came together and started talking to eachother. About their jobs, their plans for the day and general small talk.

I tried to turn their most hated part of the day into something hopefully more enjoyable.

This project was all about create more fun. Making people 10% happier.

Video on www.georgious.nl





KEEP MOVING BENCH

A bench that makes people aware of how much they sit

AD CAMPAIGN

“ZILVEREN KRUIS”

MAY 18, 2019

KEEP MOVING BENCH

A public bench that makes people aware of how much they are actually sitting in a day.

This was done for a campaign from the “Zilveren Kruis”. A dutch health care organisation.

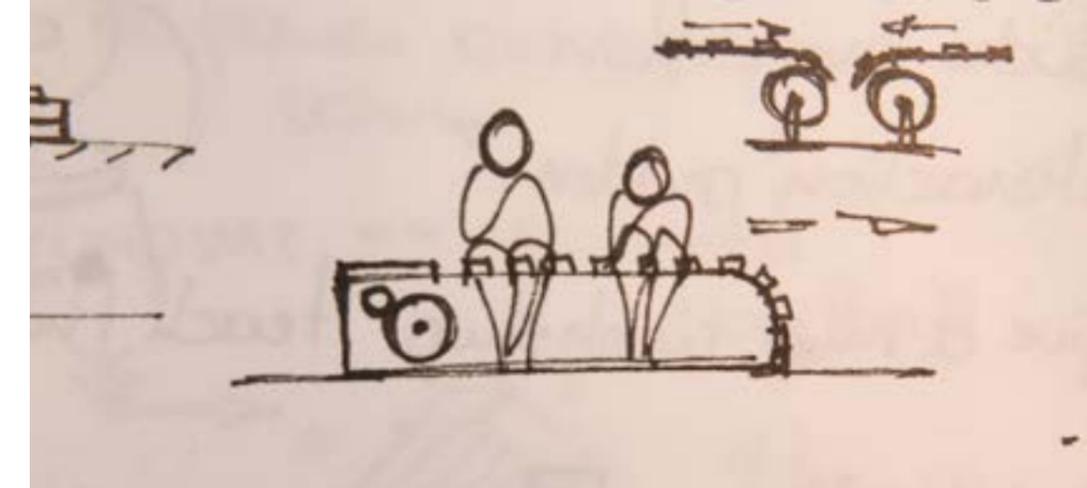
INSPIRATION

The “Zilveren Kruis” a dutch Healthcare organisation was doing a campaign on sitting.

They set up a website where people could check how many hours a day they were sitting down. How sitting effected the body. And what they could do to improve their health.

The keep moving bench was made to get people to go to the website. And make them aware of how much they are sitting in a fun way.

Video on www.georgious.nl





HOT HANDS

Public hand warmer

PUBLIC INSTALLATION

FEBRUARY 18, 2018

HOT HANDS

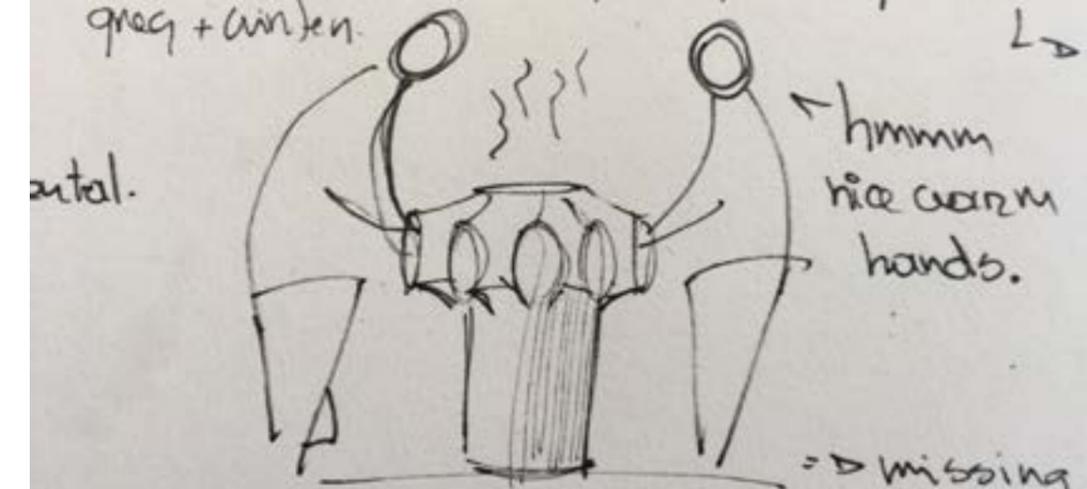
A public hand warmer to heat up your hands during those cold winter days walking through the city. And to meet some new people in the process. Concept for bigger idea "HOT GUY"

INSPIRATION

Hot hands gives people a chance to warm up their hands in a minute. While also being in contact with other people. A small, fun and functional city object. Brightening up people in those colder winter days

A concept on making city design more interactive and functional.

See actual design 'Hot Guy' further on.





THE CLOUD

Above table water dispenser and lamp

CONSUMER PRODUCT

DECEMBER 7, 2018

THE CLOUD

A water dispenser and lamp that hangs above the dining table.

The cloud is filled with water. You hold your glass underneath and pull the string until your glass is filled. Making use of the often unused space above a dining table in a fun way.

INSPIRATION

Water bottles that are always taking up a lot of space on the dining table.

With the water being poured into the cloud we free up space. It gives the dining experience an extra dimension. It's all about exciting your guests.

The cloud also functions as a sky light with light bouncing off the water to the ceiling.



HOT GUY

Public statue that heats cold pedestrians by hugging



PUBLIC INSTALLATION
EXPECTED WINTER 2020

HOT GUY

A human size heated statue that people can hug for some warmth in those cold winter days while walking through the city.

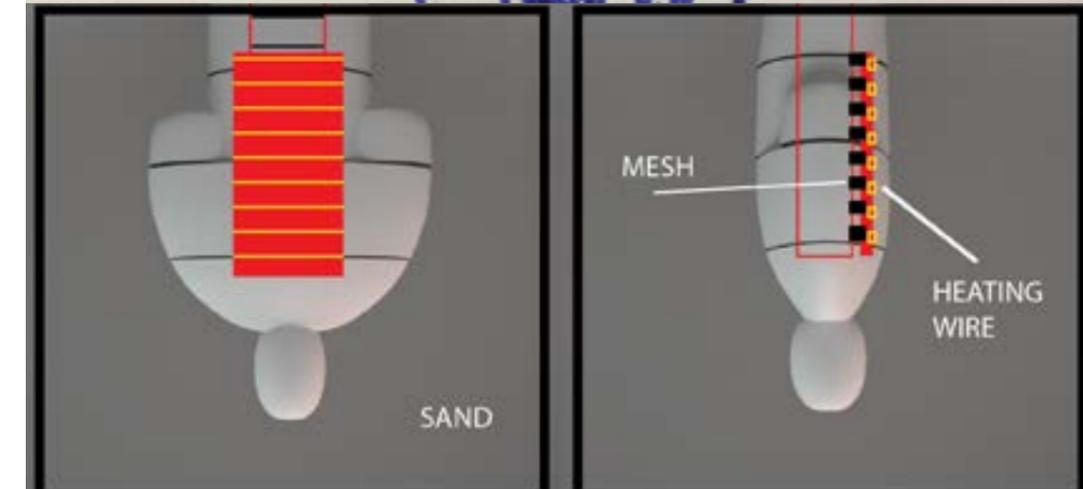
INSPIRATION

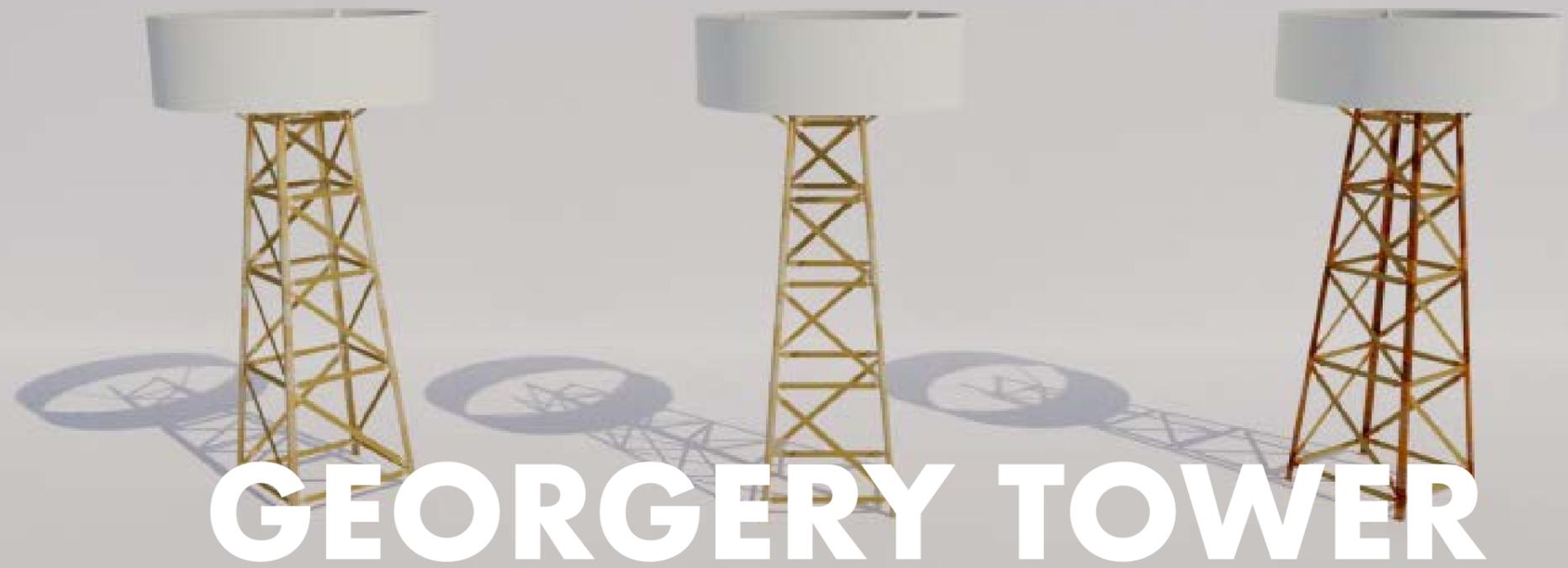
The inspiration came from walking in the city center of Eindhoven in winter. Being cold and annoyed. Just wanting to heat up for a few minutes and be on with my journey.

The 'Hot Guy' will be an interactive statue heated by electrical heating tubes within it's body.

People can go in for a hug and feel the heat through the body. Giving warmth from the heat and also giving 'warmth' from a hug.

Project is currently in development phase for winter of 2020.

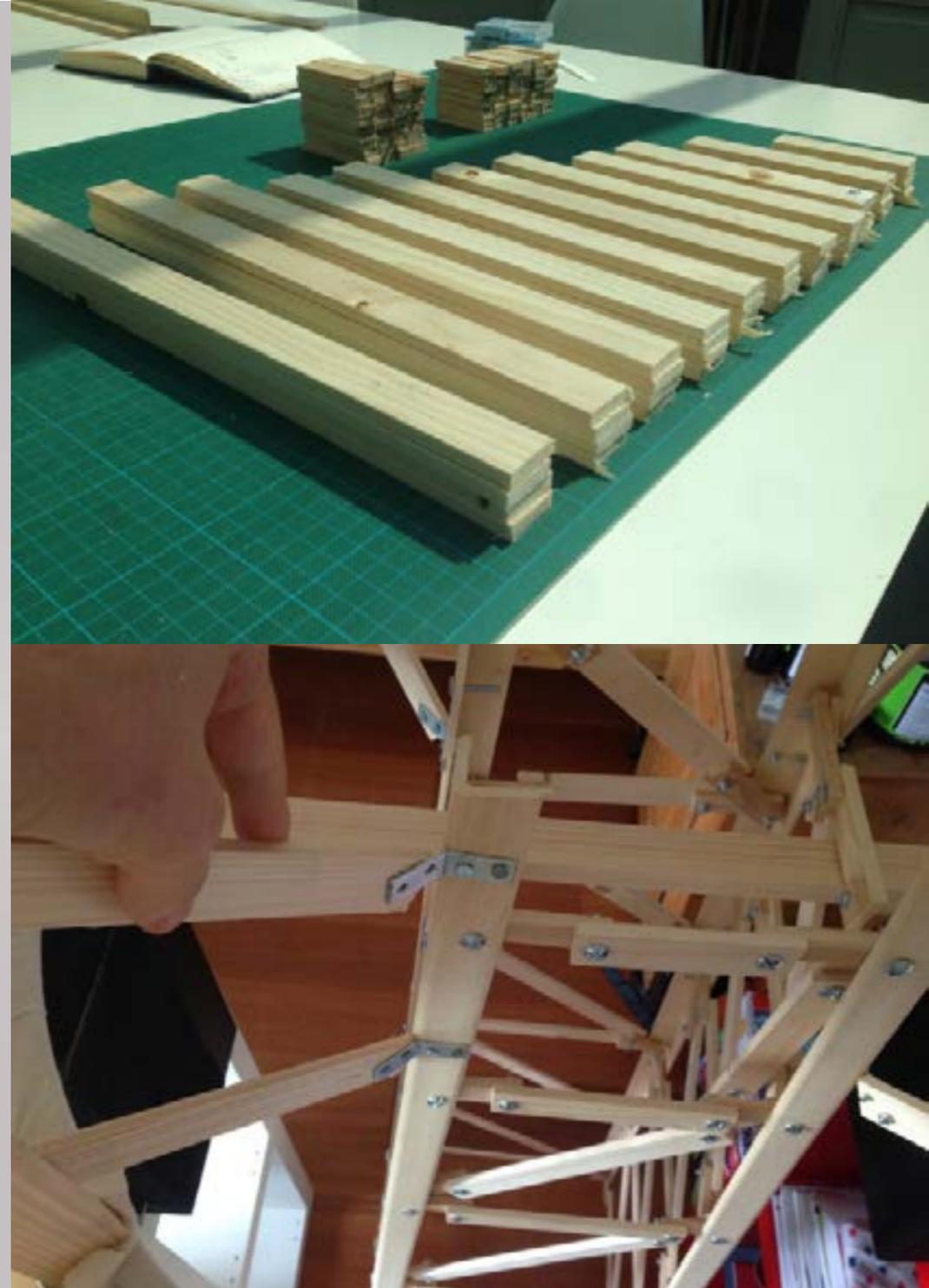




GEORGERY TOWER

First lamp I ever built. When I was in Amsterdam I saw the Construction lamp by Joost van Bleiswijk in the MOOOI store. I thought it looked fantastic and wanted to have it. Unfortunately it was way out of my price range. So I made a "Forgery" as in "Georgery". This is how I got into lamp design

OKTOBER 2015





I had so much fun making the first lamp I wanted to make another one. And this time one of my own design. That's how skulls was born. I made the lamp in 2 weeks time. From start to finish.

It even got featured on the dutch design week in 2015. That's how skulls was born. I made the lamp in 2 weeks time. From start to finish. It even got featured on the dutch design week in 2015.

NOVEMBER 2015





RIB CHAIR

First year assignment DAE. Create a wooden chair based on a famous person with a limited amount of wood using only glue and tenon joints. My person was Norman Foster. This was my favorite assignment from my time at Dae. Creating something functional with your hands gives an amazing feeling.

APRIL 2017



WATERFRONT

Festival I organised with 6 other friends in Belgium (Maaseik) The theme was shipwrecked utopia. We created this with shipping containers. Making our own little party village for 3 days.

I was responsible for the overall design, concept, layout, graphics of the Festival.

Personally I don't really care about the music that much. Its all about the experience and getting people together.

Think of it, you have a fantastic festival day if you meet new people and do things together. People come to festivals in groups. And they for most of the time stay within this group. I tried to break these groups up and create a party community. Where everyone is interacting. I did this with 2 simple concepts: See next page.



WATERFRONT

SPEEDDATING!

Created a speeddating corner on the festival. Just for casual talks. With 3 minute rounds. People could sign up at my desk and I would put their name in the book and give them a ticket. When there were enough people I would ring the bell telling them to come. They would sit in their own double chair and meet their speeddating partner.

The round would start and after 3 minutes the guys had to move over one seat to meet the new partner. We added little notes with questions for people to ask to get the conversation going. It was a huge success! I want to expand this concept to multiple festivals around the Netherlands and Belgium.



INTERACTIVE FESTIVAL BANDS

I designed these festival bands to represent a shipping tag. And gave them 1 of 30 locations. Then if people matched their location. They could go to the bar and get 1 free beer.

This stimulates interaction between the festival goers. They have an "Excuse" to talk to each other. This created a lot of new interactions and friendships. Elevating the Festival to the next level. Because everyone felt comfortable.

We had a great response to this system!

On the right we have the logo I designed for the festival. The initial sketch for the layout.

I wanted to create a small "village" feel. With in every container something different. From food, drinks, games, chill area's. With the middle as the village square.

