

# PORTFOLIO

Mengqi Tuo  
Industrial Design

2019



2021



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# Papaver Rhoeas

Designed to be beautiful and sustainable, Papaver Rhoeas is a lipstick collection which fuses an iconic look with minimalist design. It aims to challenge the traditional lipstick products in the cosmetic industry in creating a sustainable and environmental-friendly beauty product.

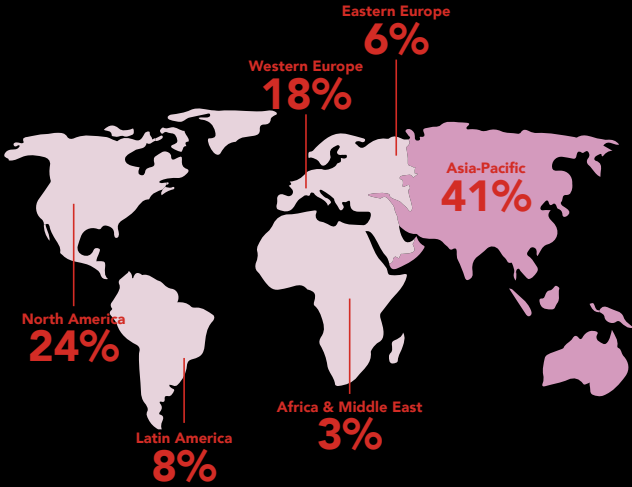


# Market Research

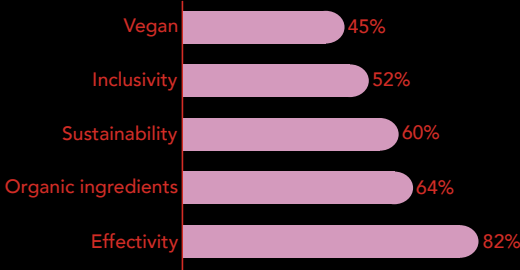
While the global cosmetic market is growing rapidly, new concerns are rising among consumers regarding the harmful side effects of the ingredients selected as well as the production process and packaging. This reveals an inevitable shift of the beauty market to not only organic based ingredients but also green packaging of beauty products.

## BEAUTY INDUSTRY OVERVIEW

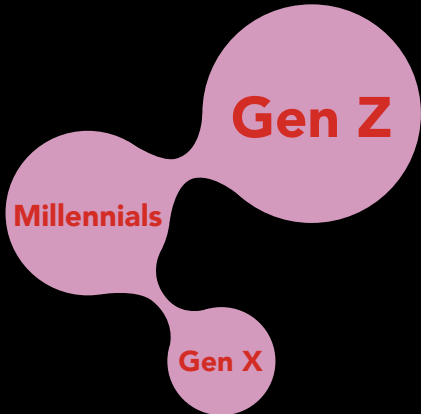
Asia-Pacific (APAC) is the regional leader in the global beauty market. Globally, the Asia-Pacific (APAC) region made up the largest share of the cosmetic market, followed by North America and Europe. These three regions have been the main drivers of growth for years, starting global beauty trends, and setting standards that are followed around the world.



Important factors for consumers buying beauty products worldwide 2019



Younger Generations are shifting the market. Among the generations, young consumers (Gen Z) most reported purchasing natural and organic beauty and personal care products, followed by Millennials, and Gen X.



**45%**  
of Gen Z and Millennials want to know the ingredients when purchasing beauty products.

**66%**  
of consumers worldwide associate organic and natural with "high quality" in beauty products.

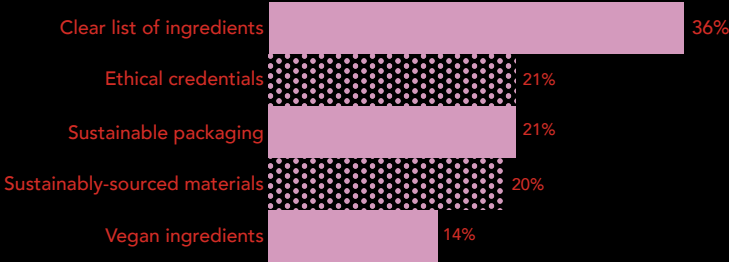
**60%**  
of consumers worldwide consider sustainability as an important factor when buying beauty products.

**72%**  
of consumers are demanding sustainable production and eco-friendly

The rise of "clean beauty"  
Consumers are becoming more aware of the impacts of their beauty decisions on the environment and are trying to purchase more sustainable products.



Sustainable attributes consumers consider important when purchasing beauty products





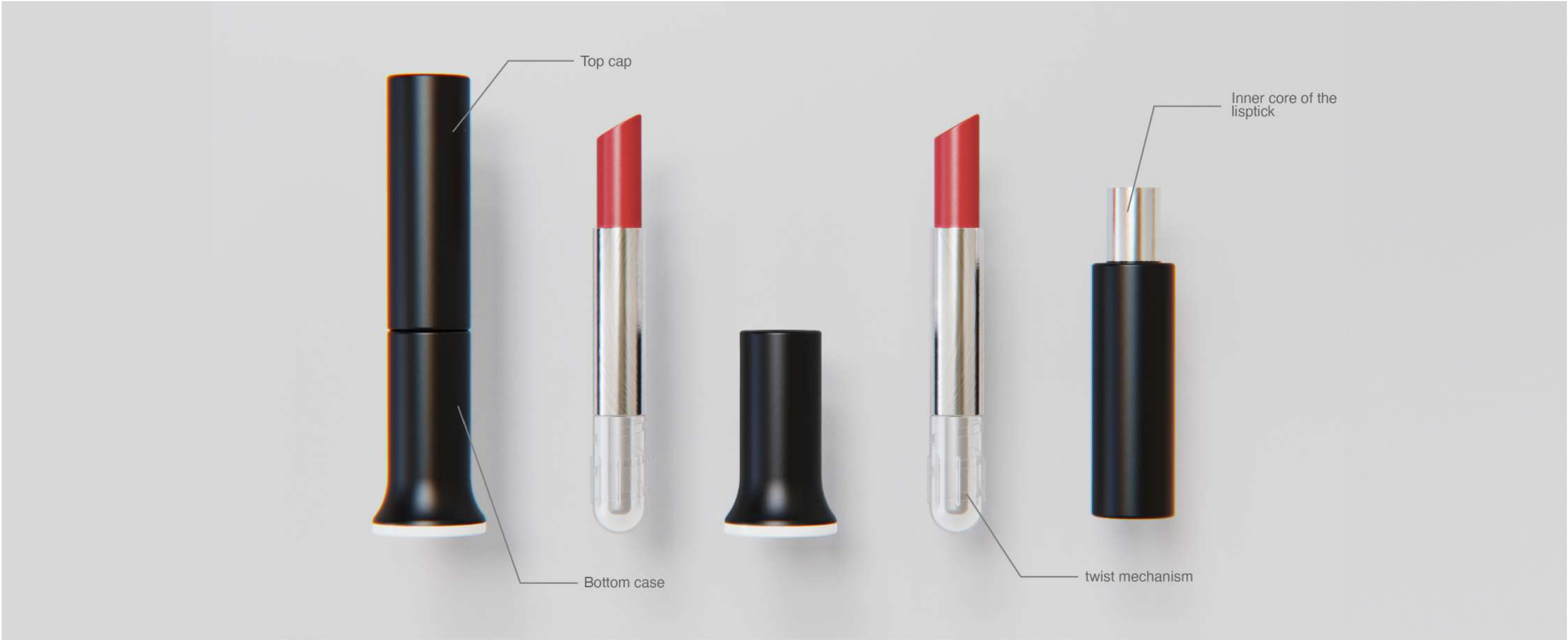
# Ideation

After researching, I wanted to design a lipstick collection to embrace the beauty and strength of women. I was intrigued by the symbolism of poppy flowers. In Eastern cultures, the poppy flower is usually used as a sign of love and passion. It also refers to “Yu the Beauty” which indicates someone who shows strong and unique characteristics. I wanted to make this feminine product to bring out the confidence and elegance in women who use it. Moodboards are made to explore the theme of my lipstick collection which composed of poppy flowers, old cosmetic posters, traditionala Easter make-up look, and some other inspirational elements.



# Key Mechanism

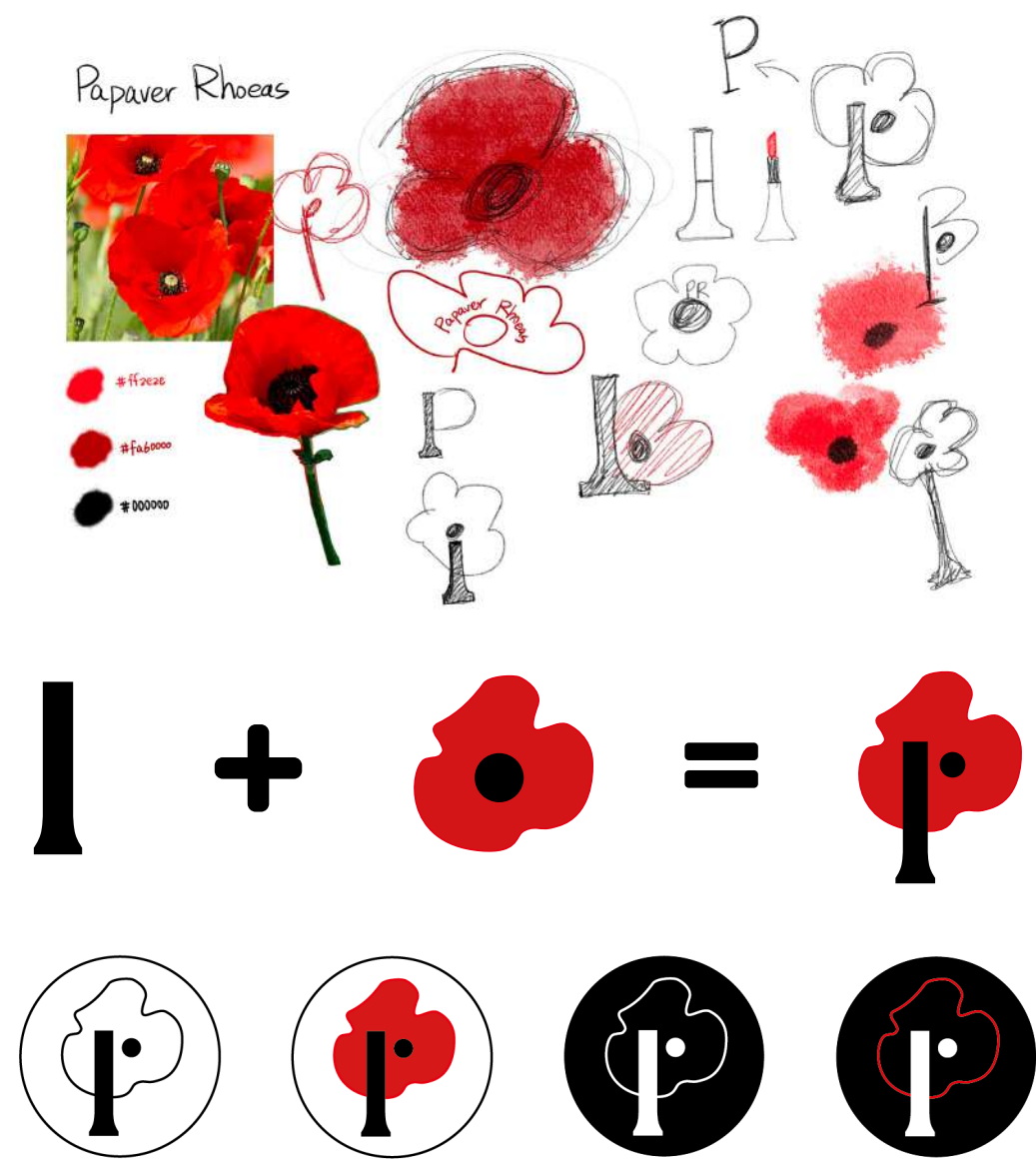
The final designed lipstick consists of an inner core, a top cap, and a base shell. The inner core of lipstick can be changed once it is finished while users can keep the outer shell for replacement in further usage to follow a sustainable cycle of cosmetics.





# Brand Development

In order to emphasize the brand, I designed my logo by combining the shape of a lipstick and a red poppy flower to visually illustrate





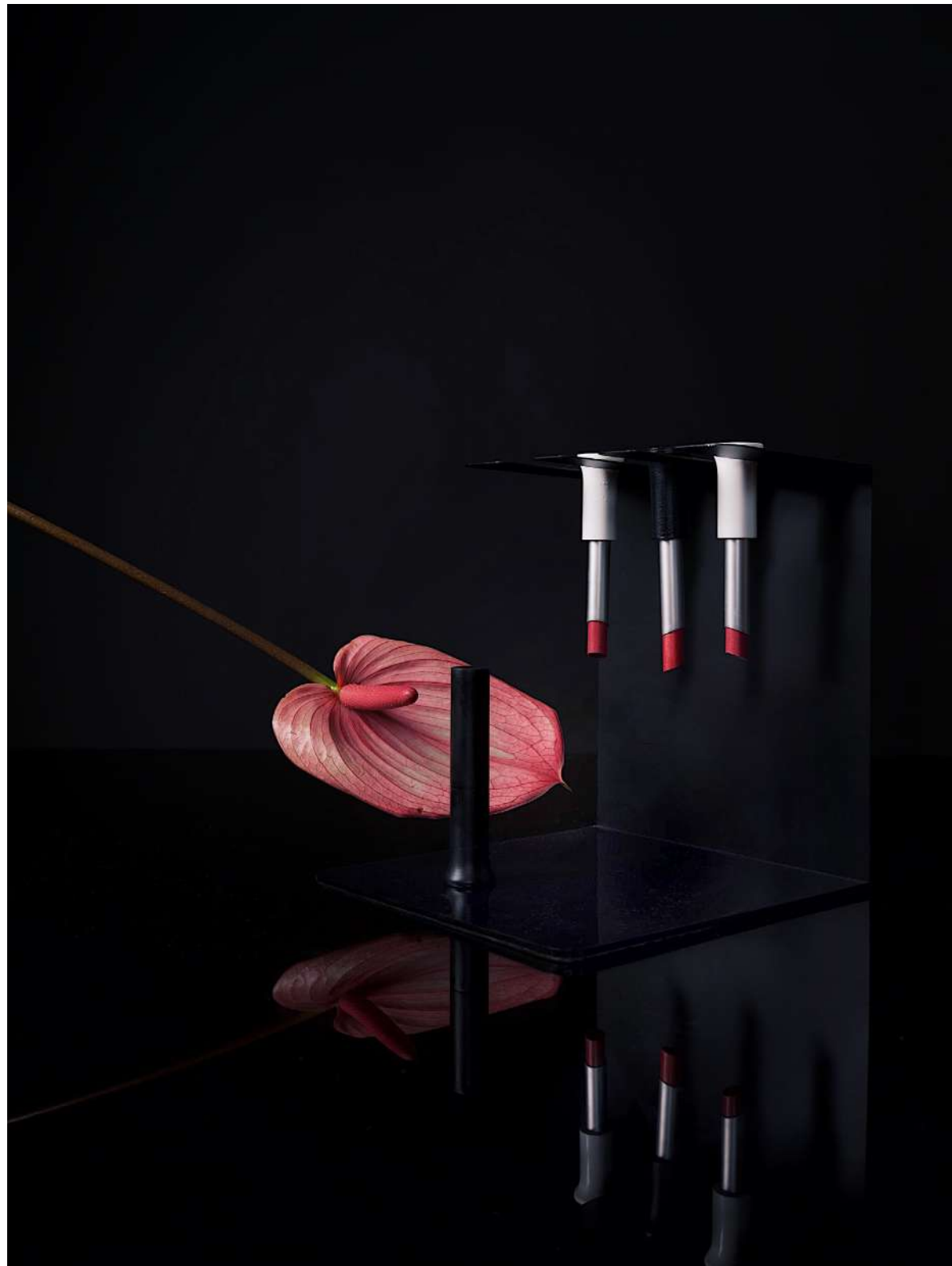
Brand name

2mm mini  
magnets inserted  
beneath the surface of  
the edge

Magnets inserted  
beneath the surface of  
the edge

Brand logo









# The Sponge Seat

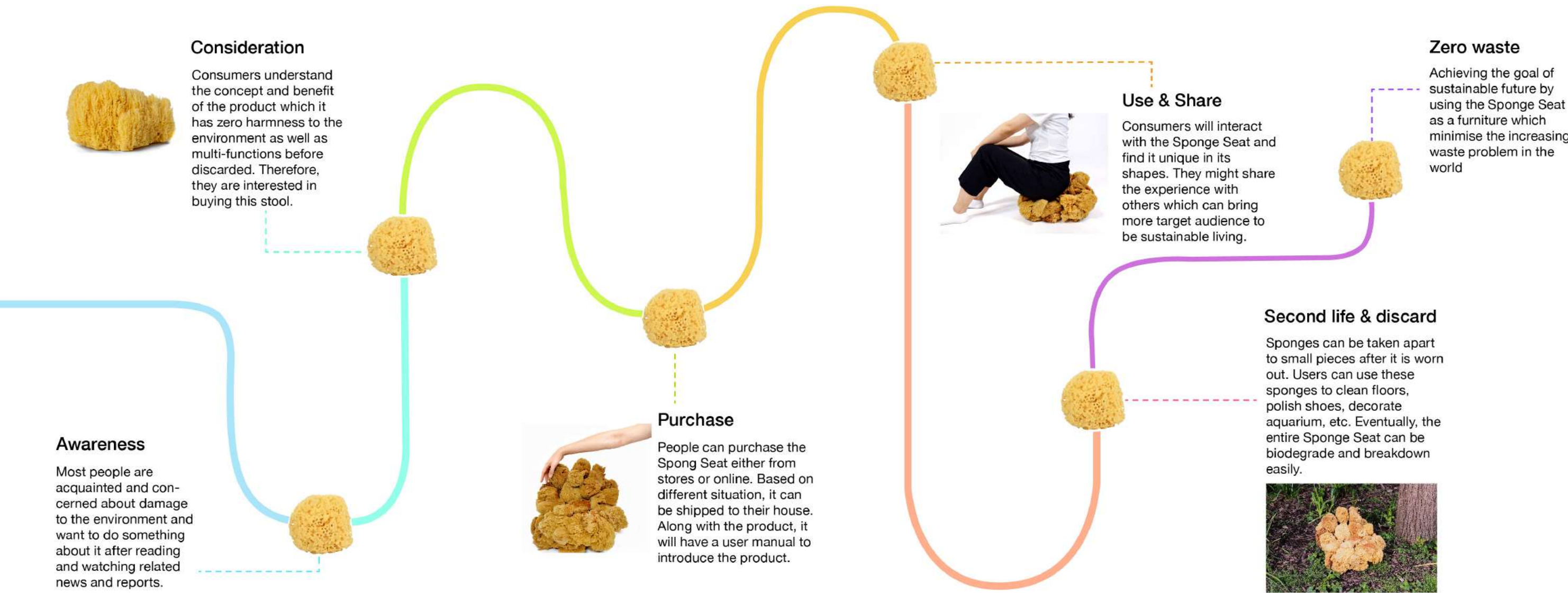
The 12x12x12" seating project aims to develop new ways of looking at seating with use of interesting materials. Its eco-friendly design combine various shape of sponges into a sustainable furniture for people to use in daily life.





# Ideation

I was intrigued by the natural pattern of all the sea sponges as I was searching with different materials. Therefore I wanted to create something out of this natural material in a seating form. Chair in the market are mostly made with similar materials using the same concept which would be boring after using for a while. The projects aims to provide people a comfortable seating while keeping the natural form of the selected material.





# Use of Materials

Natural sea sponges are harvested by people from the sea which they are often used by humans as cleaning tools. Their soft and bouncy texture inspires me to use it as the material of the seating project. It takes fifteen to twenty pieces of natural sea sponges to make one unique Sponge Seat. The shape is hold up by copper wire that strings sea sponges together. Since every piece of sponges is incomparable, every Sponge Seat looks different from the other.

















# The Leather Chair

A Danish-inspired chair made with only two pieces of plywood and three crossbars.





In the summer of 2019, I had the opportunity to study Furniture Design under the DIS Program in Copenhagen, Denmark. For my design concept, I aim to make my chair to be a simple and minimalist form using less pieces for construction.





Without using the CNC machine, I cut two sides by laying two pieces of plywood together and using the Biscuit Joiner for a clean finish on the edge. Along with two plywood pieces, there are only three crossbars together to hold the structure. The combination of wood and leather also embodies the classic style of Danish design.







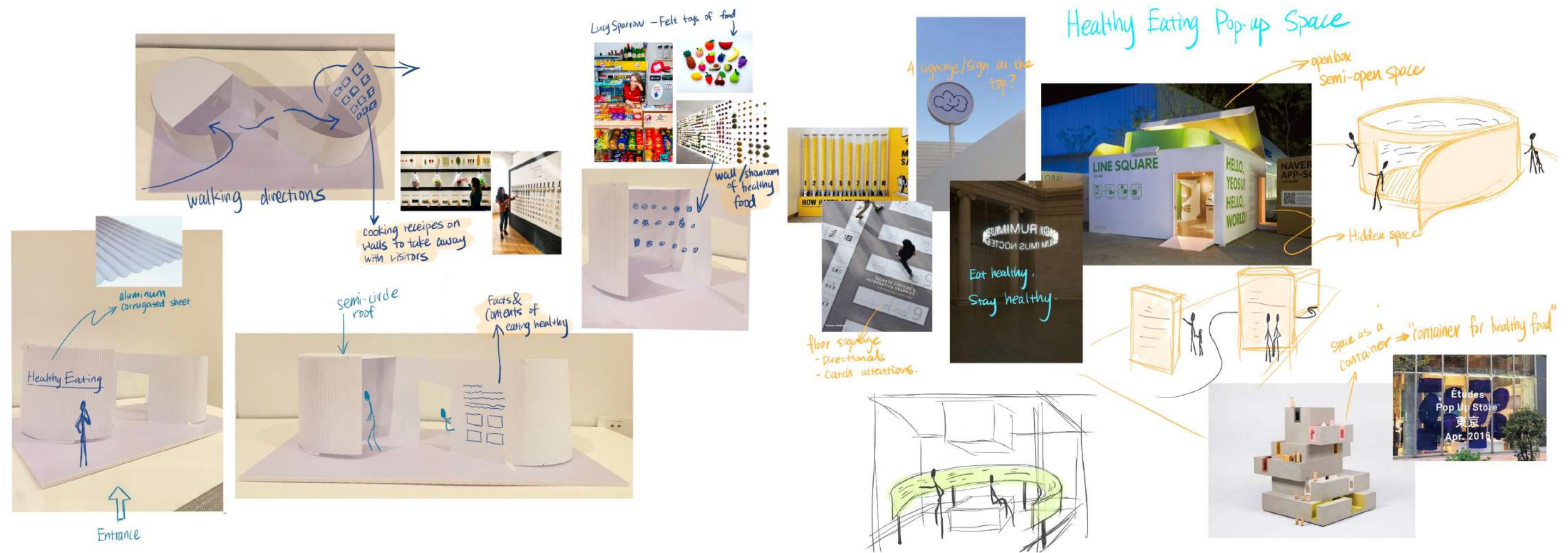
# Parking Lot Pop-up

A temporary pop-up traveling exhibition to be set up in the back of public parking lots. The assigned topic of this project is about "Eat Healthy" which aims promote healthy eating tips to people.



# Ideation

The theme of the pop-up exhibition is “Eating Healthy” which aims to present tips about healthy eating to the public. I begin my project with exploring and searching for an exhibit structure that allow people walk around from all sides of the parking lot.







The overall form of the exhibition welcomes people to visit the site from all directions. Half curve is lifted with an open gap at the bottom to allows visitors have more interactions as they go into the exhibition and give a glance at what is happening at the site.





Behind the receipe display on the front side, tips of healthy eating is presented along with scanning code on the wall for people to interact with the exhibition. The slogan "Stay Healthy, Eat Healthy" is shown in large letter to attract visitors from far distance at the parking lot.



# Hanna Eshel: *Sculptures in 1970*

An exhibition design for artist Hanna Eshel's three selected sculptural works.





# Ideation

Over the course of her long and prolific career, Hanna Eshel has produced a widely varied body of work that includes collage, oil painting, and sculpture. *Sculpture in 1970* selects three of her representative sculptures from the year 1970 to showcase her understanding of marble during that time.



***Sphère Tailée***, ca. 1970  
Carrara marble  
10 × 8 × 8 in  
25.4 × 20.3 × 20.3 cm  
Unique



***Untitled***, ca. 1970  
Carrara marble, brass  
24 × 19 1/2 × 16 in  
61 × 49.5 × 40.6 cm



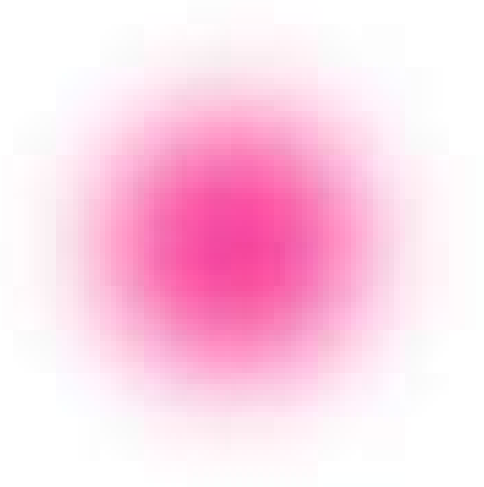
***Untitled Marble Sculpture***, 1970  
Carrera Marble  
18 × 5 1/2 × 10 in  
45.7 × 14 × 25.4 cm

The color theme of Sculptures in 1970 is set in black and white in order to make three sculptures stand out from the space. Additionally, I wanted to highlight the beauty of her sculpture within the space by making a black display panel go through the entire exhibition room.









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