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 **Helix**

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• **Product Design**

• Product Forecasting

• Engineering

• Prototyping

Finding concept inspiration



Inspired by organic shapes

Inspired by armored forms



Inspired by gills found in aquatic animals

The January 2009 Sneak Peek is the first of a 3-part series on how the Helix design team generates solutions to your product development needs. Concept generation at Helix Design commonly comes in three varieties: "blue-sky" concept generation in two dimensions, more technical mechanical problem solving in CAD, and hand modeling to refine product ergonomics even prior to CAD generation.

Helix's designers are often asked to explore radical new forms and design solutions for a wide variety of markets and industries. Recently, the Helix design team was retained to push the bounds of Lacrosse head gear. Taking cues from current automotive, footwear, and fashion trends alongside user feedback, the team generated numerous forward-thinking lacrosse helmet concepts and design directions. After reviewing these ideas and judging how well each dealt with one or more areas of opportunity or need, Helix design team members took ideas back to the drawing board (or rather, their Wacom Cintiqs) and further refined those directions. The final Lacrosse helmet concepts generated by the Helix design team were well-received by our client, and they demonstrate a broad range of thinking in regards to aesthetics, material selection, protection, and visibility.

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