

PRODUCT DESIGN ESSENTIALS CONTRIBUTORS

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In the Parsons x Wallpaper* Product Design Essentials online course, design experts from leading organizations help you build knowledge and skills, explore key trends shaping the future of product design, and gain an understanding of how design, manufacturing, and marketing components work together within the product creation process.

The course will give you exclusive access to design industry thought leaders, Wallpaper* editors, and Parsons faculty. These are a few of the course contributors who will provide you with expert instruction and offer insights into the field and their own career trajectories.

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SARAH DOUGLAS

Editor-in-Chief
Wallpaper*

Sarah Douglas is Editor-in-Chief for Wallpaper*, where she is responsible for the content across the print magazine, digital platforms, in-house creative agency Bespoke, brand partnerships, and events. During her time at the helm, she has worked with an array of illustrious artists and designers and outside of Wallpaper* she is a member of the judging panel for the London Design Medal, and regularly judges for international design competitions.

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TF CHAN

Editor
Wallpaper*

TF has been editor of Wallpaper* since 2020. He is responsible for the monthly print magazine, planning, commissioning, editing and writing long-lead content across all content pillars. He also plays a leading role in multi-channel editorial franchises, such as the annual Design Awards, Guest Editor takeovers and Next Generation series.

He aims to create world-class, visually-driven content while championing diversity, international representation and social impact. TF joined Wallpaper* as an intern in January 2013, and served as its commissioning editor from 2017-20, winning a 30 under 30 New Talent Award from the Professional Publishers' Association.

Born and raised in Hong Kong, he holds an undergraduate degree in history from Princeton University.

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ROSA BERTOLI

**Design Editor
Wallpaper***

Rosa Bertoli was born in Udine, Italy, and now lives in London. Since 2014, she has been the Design Editor of Wallpaper*, where she oversees design content for the print and online editions, as well as special editorial projects.

Through her role at Wallpaper*, she has written extensively about all areas of design. Rosa has been speaker and moderator for various design talks and conferences including London Craft Week, Maison & Objet, The Italian Cultural Institute (London), Clippings, Zaha Hadid Design, Kartell and Frieze Art Fair.

Rosa has been on judging panels for the Chart Architecture Award, the Dutch Design Awards and the DesignGuild Marks. She has written for numerous English and Italian language publications, and worked as a content and communication consultant for fashion and design brands.

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LEE BROOM

Founder
Lee Broom

Lee Broom is one of the UK's leading product designers and a premium global design brand. With his highly original brand of luxury furniture and lighting designs, his work is recognised and retailed across the globe. Since founding the company in 2007, he has created over 100 furniture, accessory and lighting pieces, all of which are designed, manufactured and retailed under the Lee Broom brand. He has also collaborated with many other leading global brands including Christian Louboutin, Mulberry, Bergdorf Goodman and Wedgwood.

Lee Broom's designs can be seen in hotels, restaurants and homes across the world as well as on magazine covers and in newspapers internationally. His designs are both unique yet familiar as he takes classic styles and reinterprets them in new and contemporary ways with an unexpected edge.

Taking inspiration from his background in fashion design, he strives to embrace and explore new themes while keeping an overarching house style. Using the highest quality materials, combined with the latest technology, Lee Broom constantly evolves and innovates, resulting in his signature mix of classicism and modernity.

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ELEONORE CAVALLI

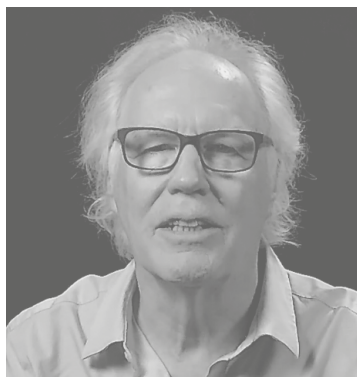
Art Director
Visionnaire

Eleonore Cavalli joined the family business in 1997 where she has held the role of Head of Global Marketing & Communication for over 20 years. From April 2016 she was appointed Creative Director of Visionnaire, with the aim of increasing the value of the brand through a creative and stylistic evolution. She has led the company to consolidate itself into the haute couture of international luxury living. Her experience as Creative Director leads her to deal transversely with the development of products belonging to multiple categories: upholstered items, lights, kitchens and the world of furnishing accessories, collaborating with international designers and architects.

In 2019, Cavalli was mentioned among the 100 Forbes Women Italia, as women “capable of enhancing every day a personal heritage made of skills, creativity, charisma, tenacity, ability to innovate and vision of the future.” Passionate about contemporary art and cinema, she has a cosmopolitan flair that is completed with a pragmatic and analytical approach to the market.

Thanks to her contribution, Visionnaire has won several international awards including the Archiproducts Design Awards, Wallpaper Design Awards, Ida Design Awards, the Great Design Awards of AD America, the Architizer A + Awards and the NYC x Design.

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TUCKER VIEMEISTER

Founder
Viemeister Industries

Tucker Viemeister is most famous for OXO Good Grips kitchen tools that conceived “universal design” designed at Smart Design, the company he helped found in 1979. He also founded the Lab (digital explorations on an architectural scale like the Cosmopolitan casino and an installation at the Venice Biennale) at Rockwell Group, and was EVP (physical design digital agency, Razorfish).

He thrives on collaboration and working in all scales of 3D and 2D in exhibits, architecture, graphics, new media, branding and strategy. He is a Fellow of the Industrial Design Society of America, his work is in MoMA, holds 32 US utility patents and was named after a car and just finished working on the exhibitions for the new Shanghai Planetarium and a voting machine with Microsoft.

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NIFEMI OGUNRO

Designer

Nifemi Ogunro, was born in Lyon, France, moved to Colorado, and then lived in North Carolina – graduating with a degree in industrial and product design from Appalachian State University in 2017 – and Georgia before settling in Brooklyn, New York. As a Nigerian American designer, Nifemi Ogunro bridges the gap between design, social issues, and sustainability. Nifemi uses photography and performance as a way to articulate this work.

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ALEX RASMUSSEN

**Designer
& Metalsmith**

Alex Rasmussen is a progressive metalsmith, industrial designer and third generation entrepreneur. For over 70 years, Neal Feay, his Santa Barbara based and family-owned company, has been a global leader in creative manufacturing. Since focusing his efforts in 1993 as lead designer, Rasmussen has created more than 200 products from high-end audio and medical components to architectural surfaces and luxury furnishings. Through exploring his intimate knowledge of aluminum fabrication and finishing, Rasmussen expands the limits of the medium and its place in the world of art, design and interiors.

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DROR BENSHETRIT

Artist
& Designer

Dror Benshetrit is an artist, designer and inventor based in New York City. He opened his studio Dror in 2002 in New York, and has since amassed an award-winning portfolio of product, interior, installation and architectural design.

His major works include a structural support system named Quadror, the masterplan of Galataport in Istanbul, Turkey, and the Cappellini Peacock chair. His studio partners with top tier companies, developers, and institutions including but not limited to Alessi, Bentley, Tumi, Levi's, Boffi, Louis Vuitton, and Target. Having gained a strong international foothold, Dror's work is in the permanent collections of major museums in North America, Europe and the Middle East, including the Metropolitan Museum of Art.

The Dror studios work on projects of every scale that aim to rethink design typologies, promote well-being, and foster the connection between people and nature. Projects are characterised by their innovation, boundless imagination, and experimental spirit.

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EMILY ROTHSCHILD

**Industrial Designer
& Educator**

Emily Rothschild is an industrial designer and educator with a background in fine arts, art history, and curatorial studies.

Prior to attending Graduate School at the Rhode Island School of Design (RISD), she worked for museums and art education organizations in New York City. Upon graduating with a MID from RISD in 2008, Emily started her own line of objects and jewelry and co-founded the design firm Hello, We Are _____. The firm works with teams of designers and makers on research-based design projects ranging from cookware to medical design.

Their work has been featured in Time magazine, The New York Times, and the Cooper Hewitt National Design Museum. Emily teaches graduate and undergrad studios in industrial design at RISD and Parsons School of Design.

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STEPH MANTIS

Designer & Artist

Steph Mantis is a Brooklyn-based designer, educator and creative consultant. Best known for her Forever Pizza Slices and Cat Butt Magnets, her versatile work focuses on adding play and humor to everyday objects.

Raised in her family's Biddeford, ME pizzeria, her work explores the relationship among food, object and culture. She studied industrial design at Pratt Institute and glass design at the Danish Design School, and has collaborated with such notable institutions as Pizza Brain Museum, Pizza a Casa Pizza School, Scott's Pizza Tours and Slice Out Hunger—with most of her products produced and distributed by Kikkerland.

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The complete Parsons x Wallpaper* Product Design Essentials program consists of five course modules of compelling video lessons and hands-on activities to help develop expertise and build competencies across a variety of critical industry areas including usability research, wireframing, UX analytics and more. The program is 100 percent online and on demand. When you finish, you'll earn a certificate from Parsons School of Design, which is a great credential to help set you apart.

To learn more and receive an exclusive sneak peek enter your email [here](#)

