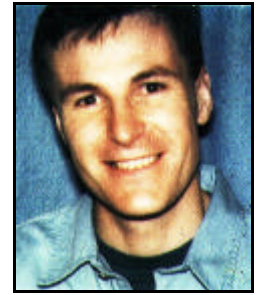


Address: Axis House, 77A, Imperial Road, Windsor, Berks SL4 3RU, UK
 Telephone: email: Mark@MAS-Design.com
 Date of Birth: 2-4-'58 (age 44),
 Family: Married, Lorette, with 2 children, Ariane(12), Josh(9).



Education and Qualifications

1983 - 1985 Imperial College joint with Royal College of Art .
 Industrial Design Engineering; Masters Degree, MDes(RCA), DIC

1977 - 1980 Imperial College, University of London.
 Mechanical Engineering, (Total Technology) Degree, BSc(Eng), ACGI.

1969 - 1976 Ecclesfield School, Yorkshire; 5 A-Levels, incl. Maths, Physics, & Engineering Drawing.

Experience and Achievements

1985 - to date Principal, MAS Design; Integrating Engineering and Industrial Design in the areas of:-
Design Consultancy: Clients include; Mars (Coin Validating/Vending Machines), Titleist (Golf Carts), IMI (Dispensers), Prestige (Kitchenware), Khyam (tent structures) Bond Systems (Knitting Products), Sinclair Research (Personal Transport), Olympus, (Medical Equipment), Sekisui (Japan), Trico (Automotive), Invensys (New heating valve), Strida Ltd (R&D), IH Associates (Airline headsets)
Product Origination: non-commissioned design work & inventing; housewares, bicycles, mechanisms, helical stair systems, computer disc storage; 11 patents held.

1991 - to date Contributor, BBC television, Open university course, 'Design Principles and Practice'.
 Lectures and tutoring (design): Queens Belfast, Brunel, Imperial College, Purdue, Chicago.....

1989 - to date Tutor (1 day/week); Royal College of Art and Imperial College, Joint IDE course.

1981 - 1983 Design Engineer, Four Square Division of Mars Ltd. Slough/Basingstoke, UK
 Design and project management responsibility for several vending machines from conception to production, including prototyping, field trials and production.

1976 - 1981 Graduate/student Engineering Apprenticeship, Rolls Royce (Allen Power) Ltd. Bedford.
 (Manufacturer of diesel engines, pumps and turbines). Design, marketing, production, contract departments plus site, laboratory, workshop, drawing office and factory training.

Design Awards/Exhibitions (selection)

1985 Giorgetto Giugaro/RCA- Design Award (For Major IDE course project, RCA).
 1988 Cyclex Design Awards, Best New Product (For Strida Bicycle).
 1991 Archimedes Award For Product Design (For No-Spill Chopping Board).
 1991 Alexal'91, Engineering and Overall Winner (For Titleist 2000 Golf Cart).
 1992 'Grand Prix' Prize, Import Business Exhibition, Japan (For Strida Bicycle).
 1993 Forma Finlandia International Competition, 3rd 'World's Best Plastic's Products'.
 1994 Museum Of Modern Art, New York, Permanent collection (Chopping Board).
 1997 World Touring Exhibition 'Mutant Materials in Contemporary Design' .
 1999 Design Museum, London.
 2000 Millenium Product Award, and exhibition at London's Millenium Dome
 2001 Design Distinction; ID International Design Magazine's annual awards.
 2002 SMART award for innovation, Department of Trade and Industry

Published/Broadcast (selection)

1985 BBC 1, television, 'Tomorrows World', May, Folding Bicycle
 1987 Sunday Times Magazine; May 3, "Hit us with your riding stick"
 1988 FM magazine, 1988, No.22, Japan, "Welcome to Japan"
 1989 Domus Magazine; April, "Bicicletta pieghevole Strida"
 1992 BBC 2, television, 'Creativity & Conceptual Design', Open University/general release.
 1994 BBC 2, television, Series 'Opening Up Technology', 'The map' & 'The bicycle'
 1999 International Design Year Book.

Additional Information

Professional Computer Aided Design - Fluent User; CAD Modelling, CFD, Stress Analysis, Animation, etc.
 Interests Electric RC flying, windsurfing, bicycles, classic & sports cars, contemporary house building.