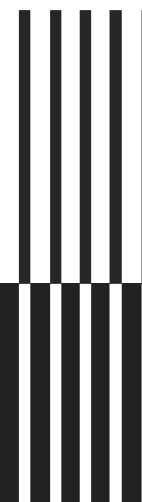


PORTFOLIO

MAHSA KHOSHKBAR FOROUSHAN



WINTER | 2023

- CMF DESIGN
- UI DESIGN
- TEXTILE DESIGN

mahsakhosh92@gmail.com
+1-(313)-982-2549





I am a multidisciplinary designer with an approach to the future. I always consider humans' needs and the planet in my designs, and my goal is to change the trends toward a better end. My engineering study and design background gave me a comprehensive view of design, and I can bring new results with different design software.



| K H O S H |

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EVERYTHING NEW

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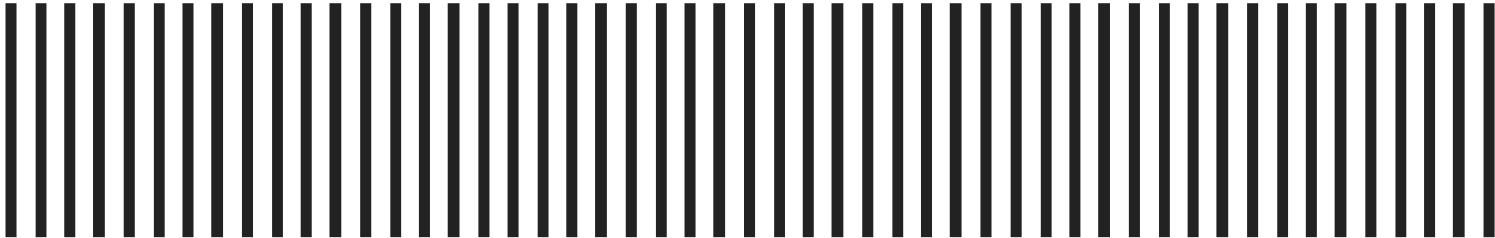
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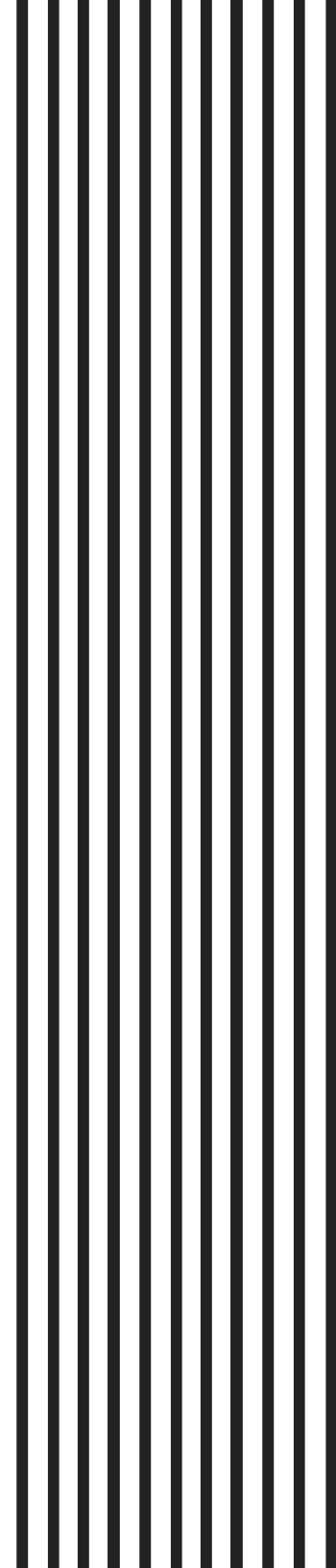


BEYOND TRAVEL

TREND FORECASTING | 2030-50

This project studies the **future of the travel industry** and transportation systems. The project aims to forecast a future trend based on the supporting signals and the user's needs. Following the concept of the project, it is working on four domains to respond to future consumers of travel industry needs: **interior design, transportation design, luxury, and entertainment.**

In the Second part, a **CMF palette** is designed to visualize the trend. And in the end, the **interface** is proposed to interact with the passengers with the vehicle's interior.



TRAVEL | NEW EXPERIENCE

2 2 0 2



© Jeremy Perkins

2 0 2 2 | MAHSA KHOSHKBAR FOROUSHAN |

1 2

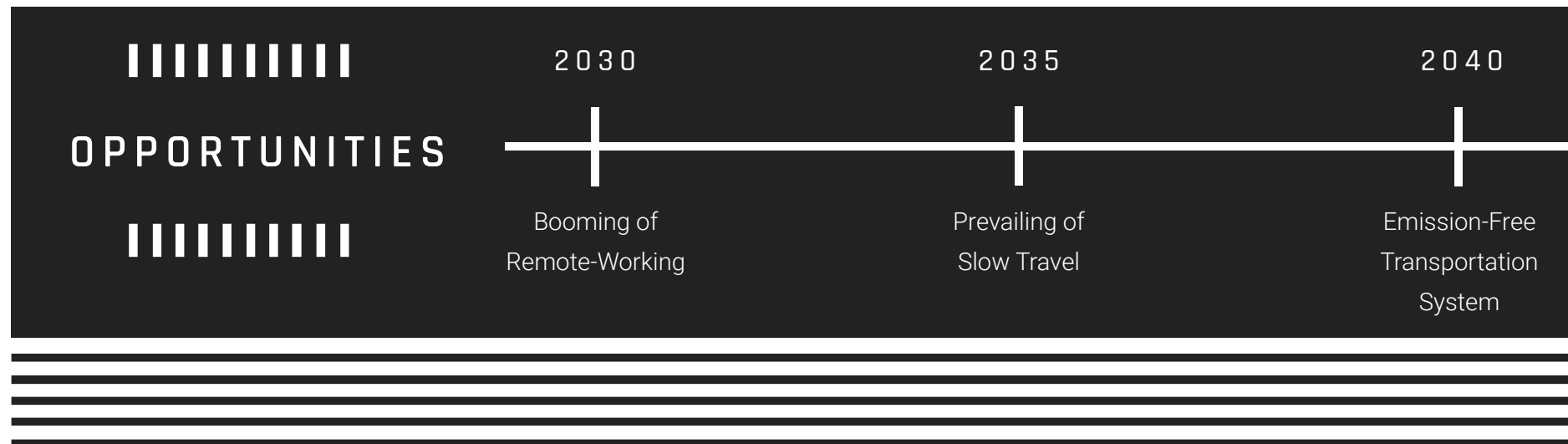
PERSONA | Pro. Wilson

About

- Entrepreneur & Researcher at MIT University
- High net worth
- Love Travelling and gaining unique experiences
- Eco-conscious
- Hybrid work

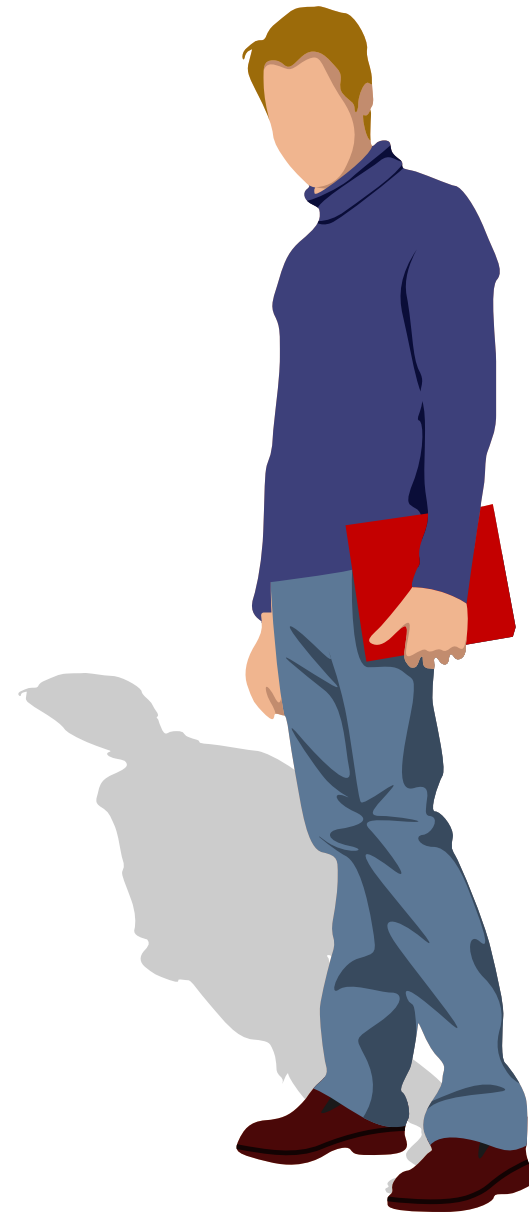
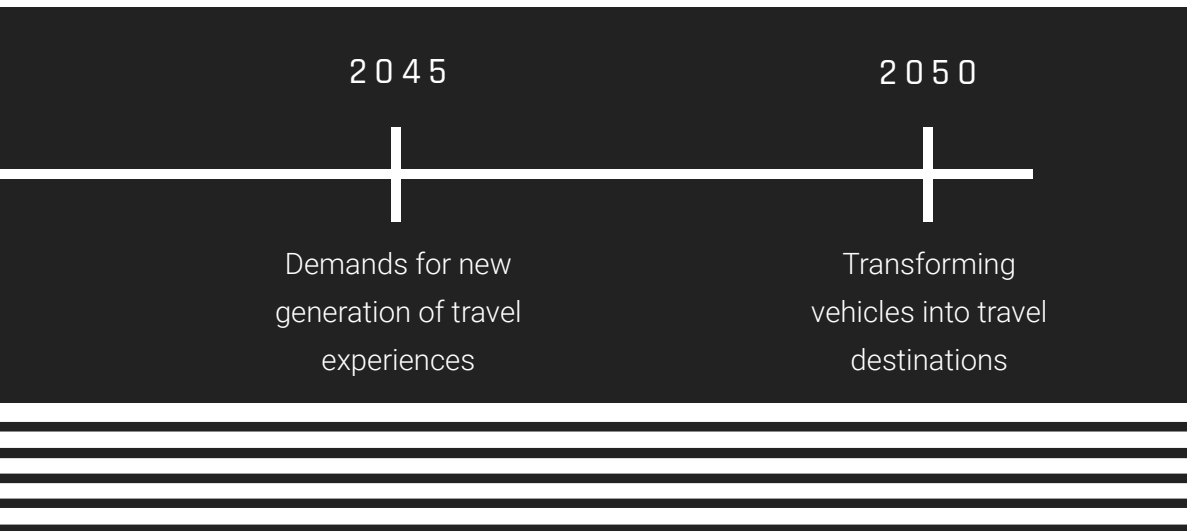
Pain Points

- It is hard to find new travel destination for him.
- He is worried about the harmful effects of the travel Industry on the planet.
- He is no longer willing to accept discomfort and time-wasting as the price for reaching his destination.



User Story

He has visited almost all countries and tourist destinations. He is looking for a new concept of travel that gives him a unique experience and helps him escape from boring transportation times.





SUPPORTING SIGNALS





1. Designed by Lazzarini Design Studio, the **Air Yacht** is an **emission-free private jet** and mega-yacht hybrid, boasting an onboard swimming pool, 10 bedrooms, and a helipad.

2. Ahead of World View space flights taking off in 2024, the company has built a full-scale prototype of its innovative **spacecraft capsule**, which will silently ascend to the heavens suspended beneath an enormous silver balloon.

3. To help soothe passengers, Design studio Teague, based in Seattle, suggests installing a **“living green wall”** with live plants that help elevate humans’ moods, reduce stress and enhance productivity among space hotel employees.

4. Lufthansa Technik unveiled a luxury airplane featuring extravagant amenities including an almost **360-degree in-cabin VR projection system**. Clients will be able to customise the content of the VR illuminations to create a fully immersive airborne experience.



IMMERSIVE JOURNEY EXPERIENCES



© Space Perspective

TREND FORECASTING

What:

“**Journey**” is an opportunity to immerse the people in a mood, moment or theme that relates to their final destination. This trend tries to highlight **travelers’ experience** of their travel goals, emotional moments, and exhaustion during the journey instead of waiting to achieve the destination. Vehicles are modified to **escape** passengers from their everyday life.

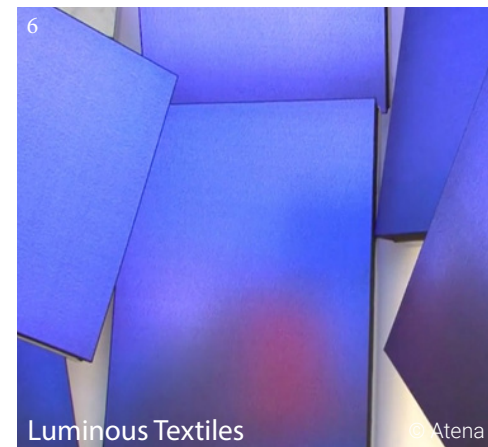
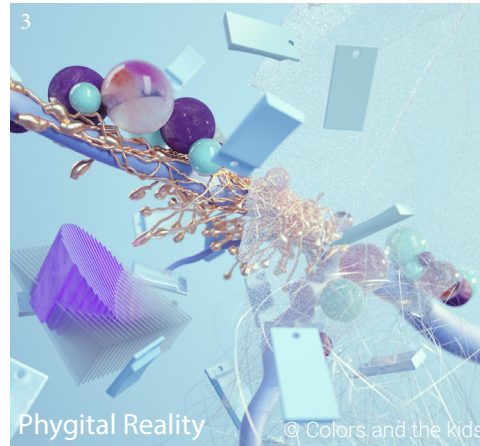
Why:

The passion for **finding pristine destinations** has caused a massive boom in the travel industry during these years. However, for those who have seen most parts of the world, finding a new destination will become challenging. On the other side, transportation systems can compensate for it and diminish the focus on the destination by creating unique experiences for their passengers during the journey.

- In 2022, 75% of global travelers believe a trip is more enjoyable when the journey feels like part of it (Source: partner.booking.com).
- The travel industry is rebounding – in 2023, travel revenue is expected to be 47% higher than 2019 levels, largely driven by high-net-worth (HNW) individuals (source: Virtuoso).
- In 2023, while almost half (44%) of global travelers are looking for ‘off-grid’ style vacations to escape from reality (55%), 48% of them are interested in combining the idea of “Off-grid” with luxuries to have a more indulgent stay (sources: Booking.com).

DESIGN TRANSLATION

MOTIVATORS | DESIGN ELEMENTS



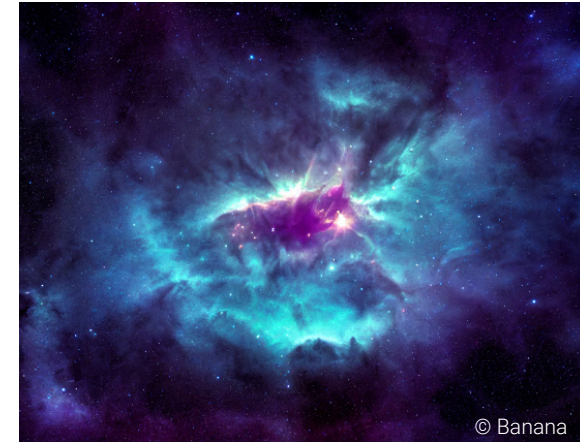
1. Olfactory Experience
2. Multi-climate Experience

3. Adventurous
4. Leniency

5. Comfort
6. Lighting

MOOD BOARD

HYPER EMPIRICISM



Vivid colors range from pink to intense violet beside the **metallic** and **mirror finishes**, creating a transcendence environment for passengers. **Gradient** and flowing color patterns are essential to the immersive expression visualizing the new world. Moreover, Reflections and **artificial light** create new perceptions of nature-based colors.



Safety Yellow
 Pantone 13-0630 TN
 Rgb : rgb(237,255,0)
 Hex : #e4d7c5



Cloud Dancer
 Pantone 11-4201 TPX
 Rgb : rgb(240,241,240)
 Hex : #f0f1f0



Blue fish
 Pantone 14-4530 TN
 Rgb : rgb(77,198,226)
 Hex : #4dc6e2



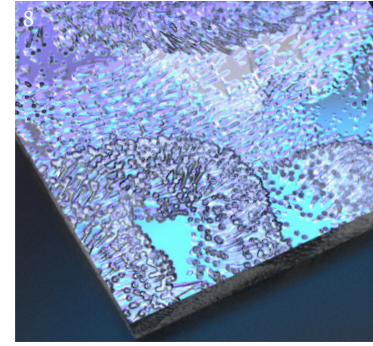
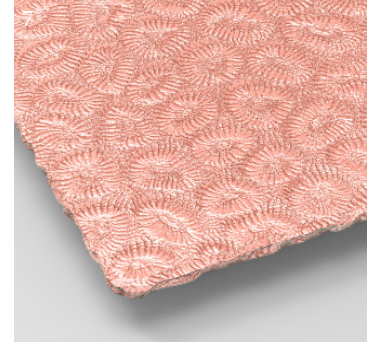
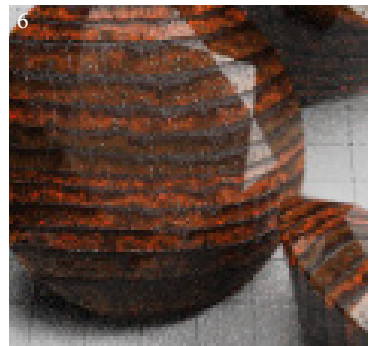
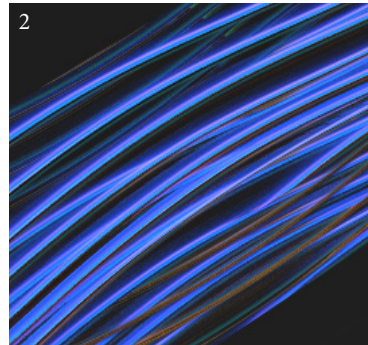
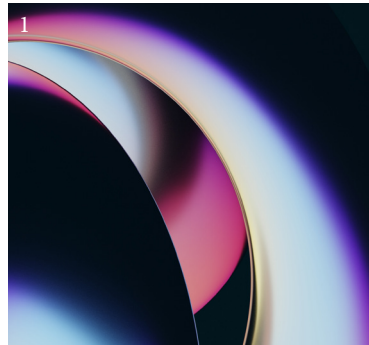
Moody Blue
 Pantone 20-0155 TPM
 Rgb : rgb(26,70,139)
 Hex : #1a468b



Process Magenta
 Pantone 806 C
 Rgb : rgb(236,0,140)
 Hex : #ec008c

CMF PROPOSAL

MATERIALS | FINISHES | PATTERNS



1. Polished Aluminum

2. Transparent block with optic fibers

3. Blue - Violet Discoloration Glass.

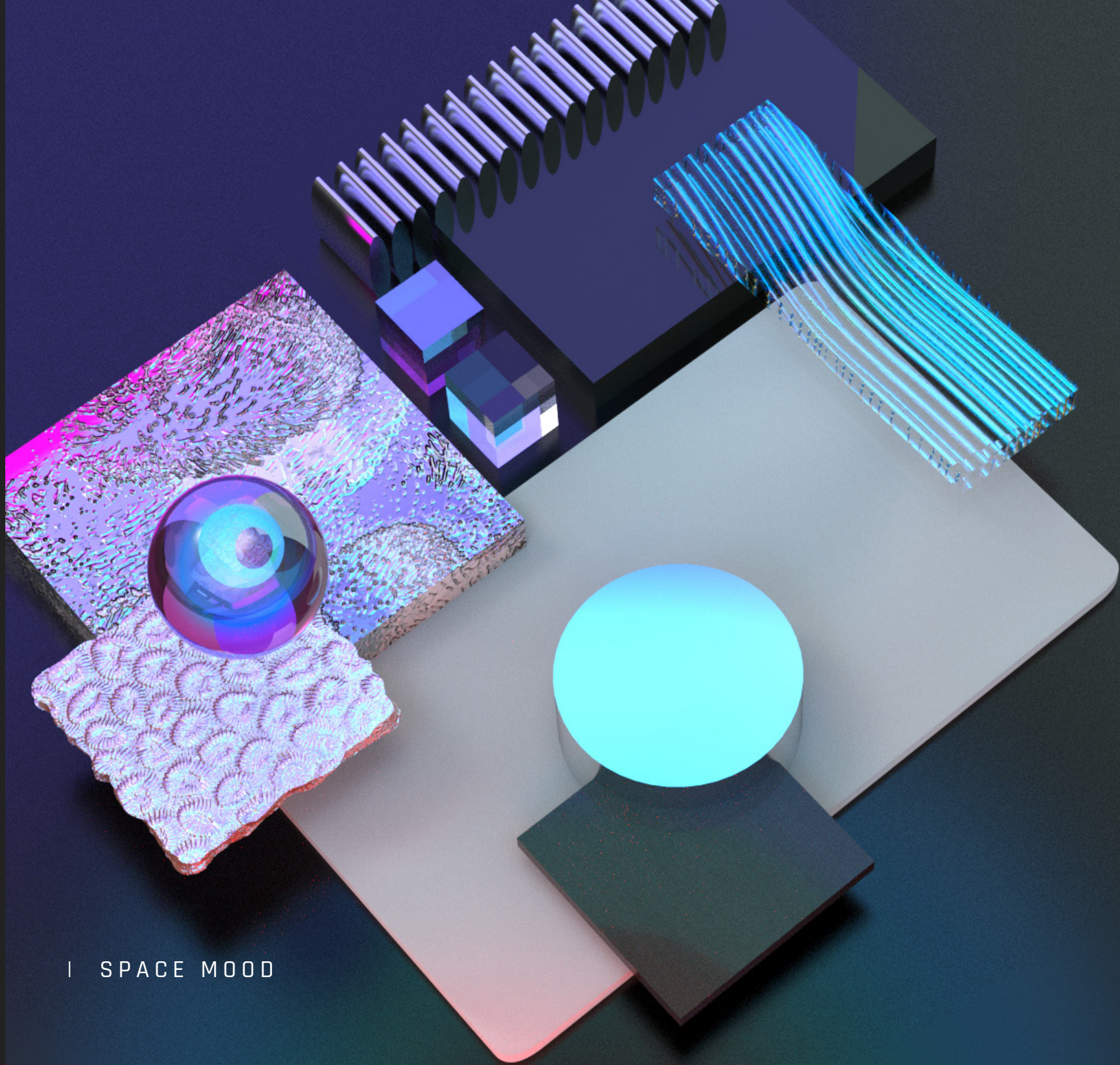
4. Mirror Glass Silver

5. Smart Synthetic Absorbent Sand

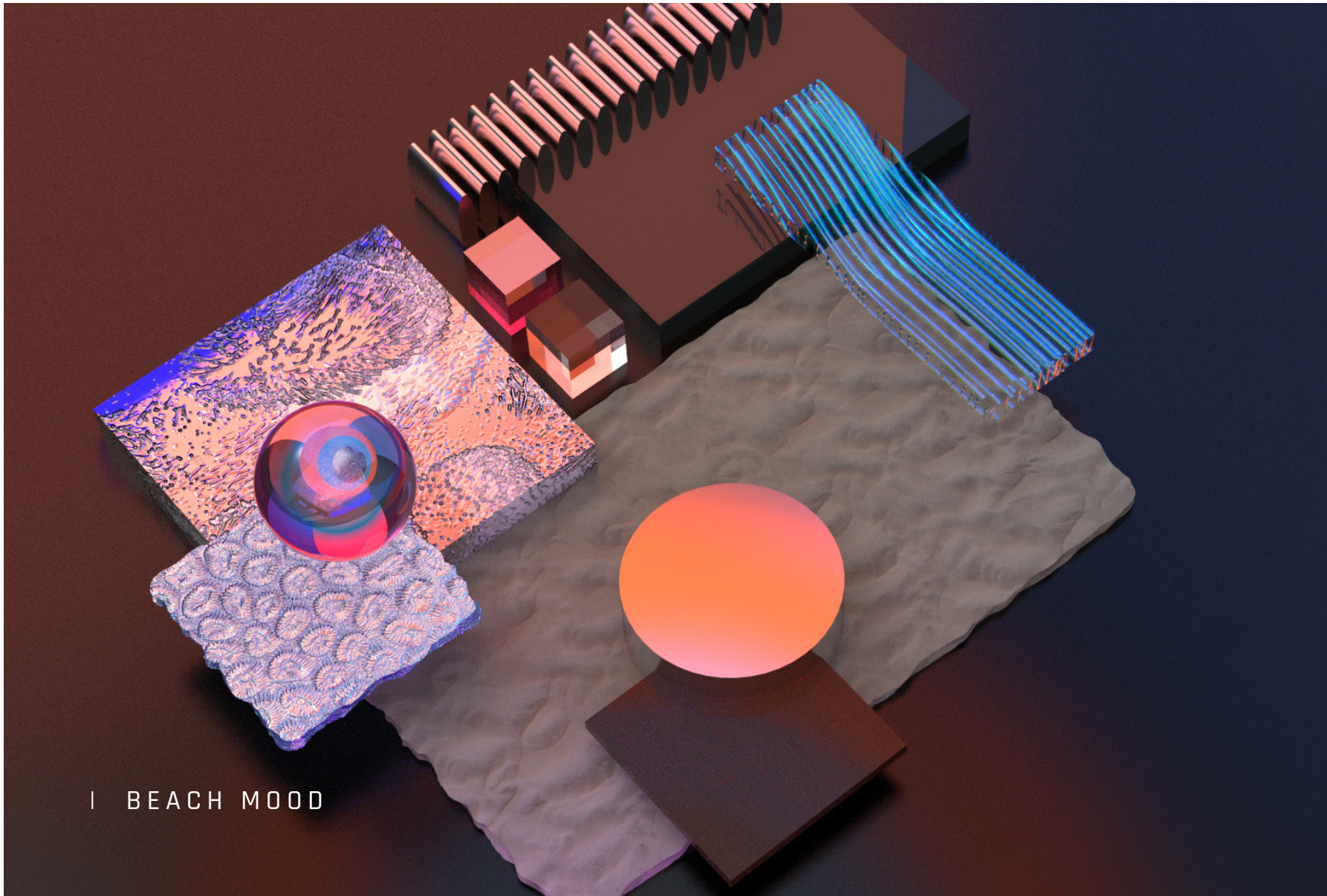
6. Polished Black Walnut Wood

7. Climate Active Textile, coral pattern

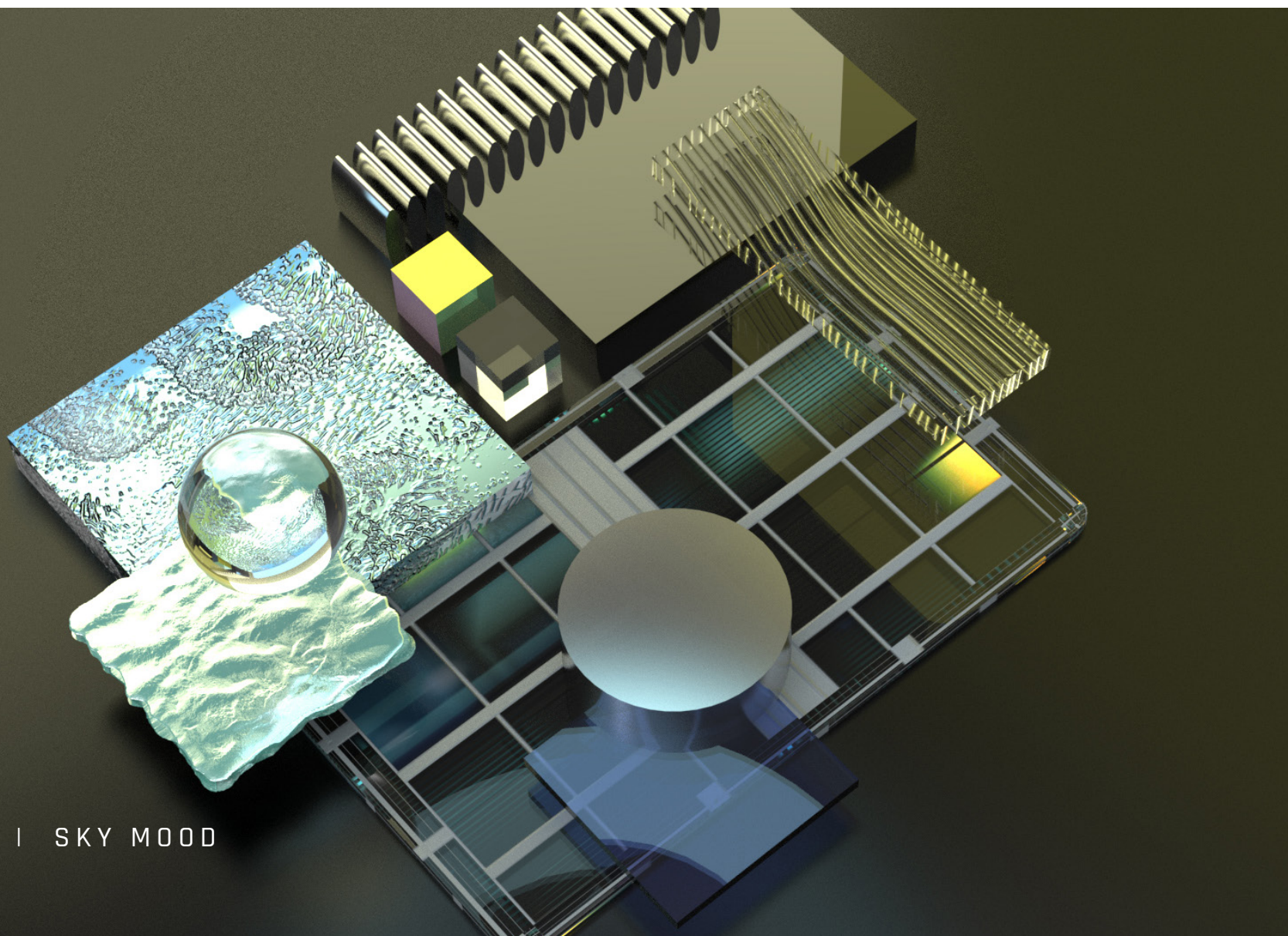
8. Light Active Textile, abstract floral pattern



| SPACE MOOD

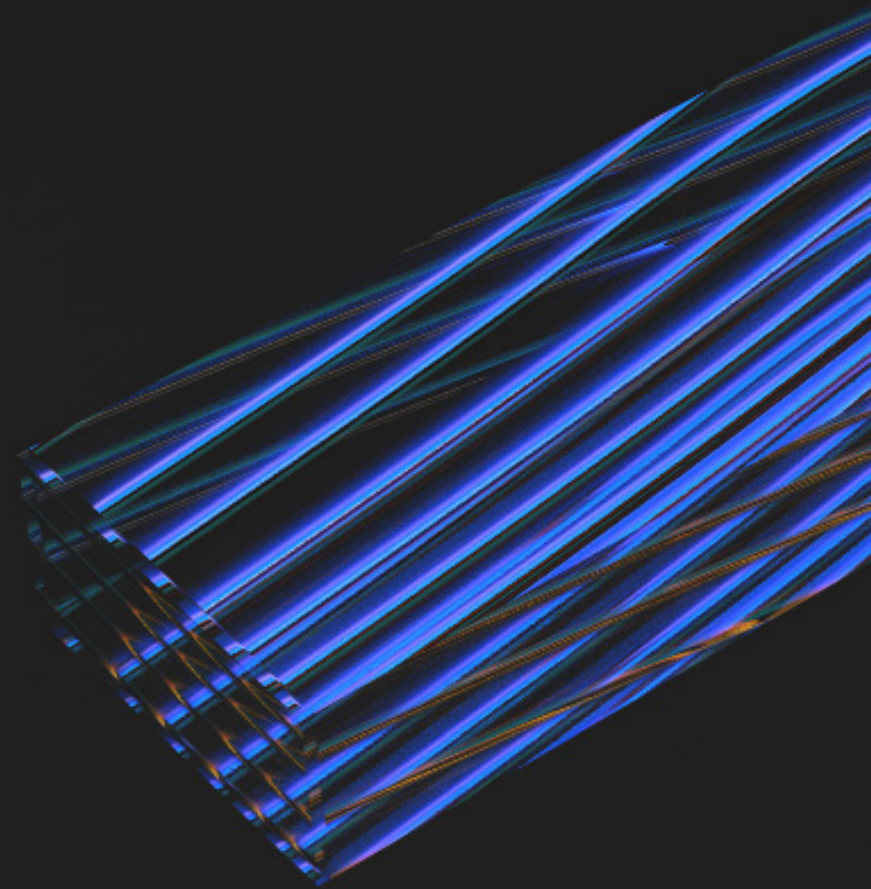


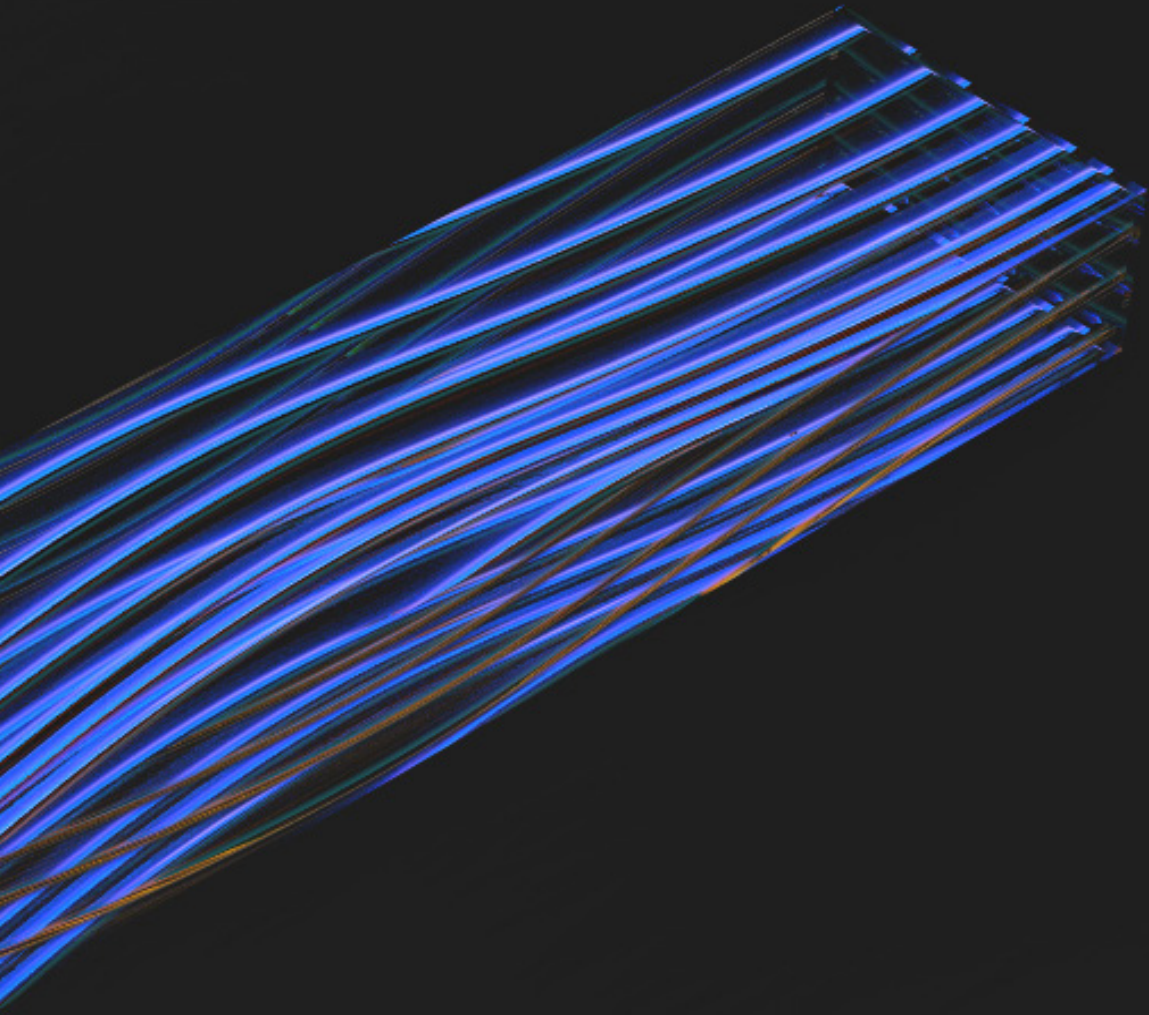
I BEACH MOOD



I SKY MOOD

ORGANIC FORM +
PHYGITAL REALITY
Designed in KeyShot





INTERFACE DESIGN

BEYOND TRAVEL

Home Page

The windows of the vehicle are selected as an interface screen. In this project, the interface is designed for a space Balloon. But the design concept can be applied to other vehicles like cars, spaceships, cruises, etc.

Journey Selection

After saying welcome to the passenger, the screen automatically transforms to the second screen, which asks the passengers to select the type of journey that they want to experience.

Mood Selection

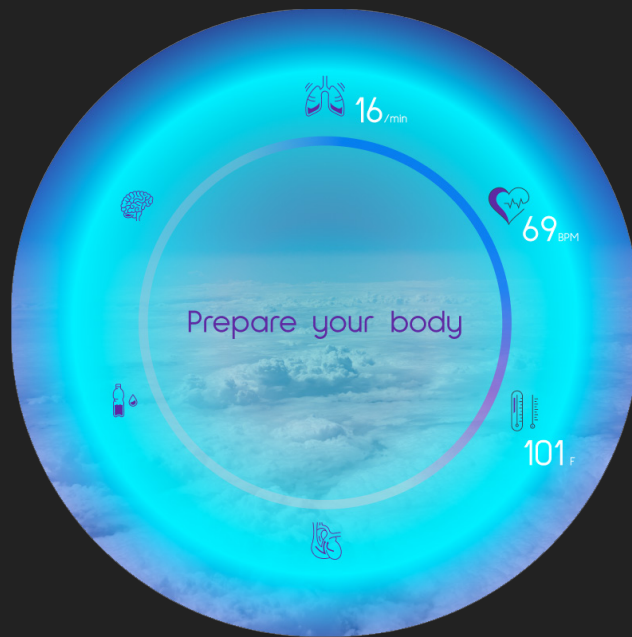
If the "unreal world" is selected, the screen asks them to choose their mood. By selecting each of these moods, the user can control the touch, colors, lights, temperature, and fragrance of the environment. Using MR, the passenger can experience a new world.



ected, the following
ose their mood. By
oods, the materials'
perature, and even the
ment will change. And by
can experience a whole

Body Analyse

Suppose the "inside world" is selected. The screen transforms to the below one to prepare the passenger's bodies to relax and a journey to their souls. The system analyzes each item and sends the command to materials to help the body return to the normal range if it is not normal.



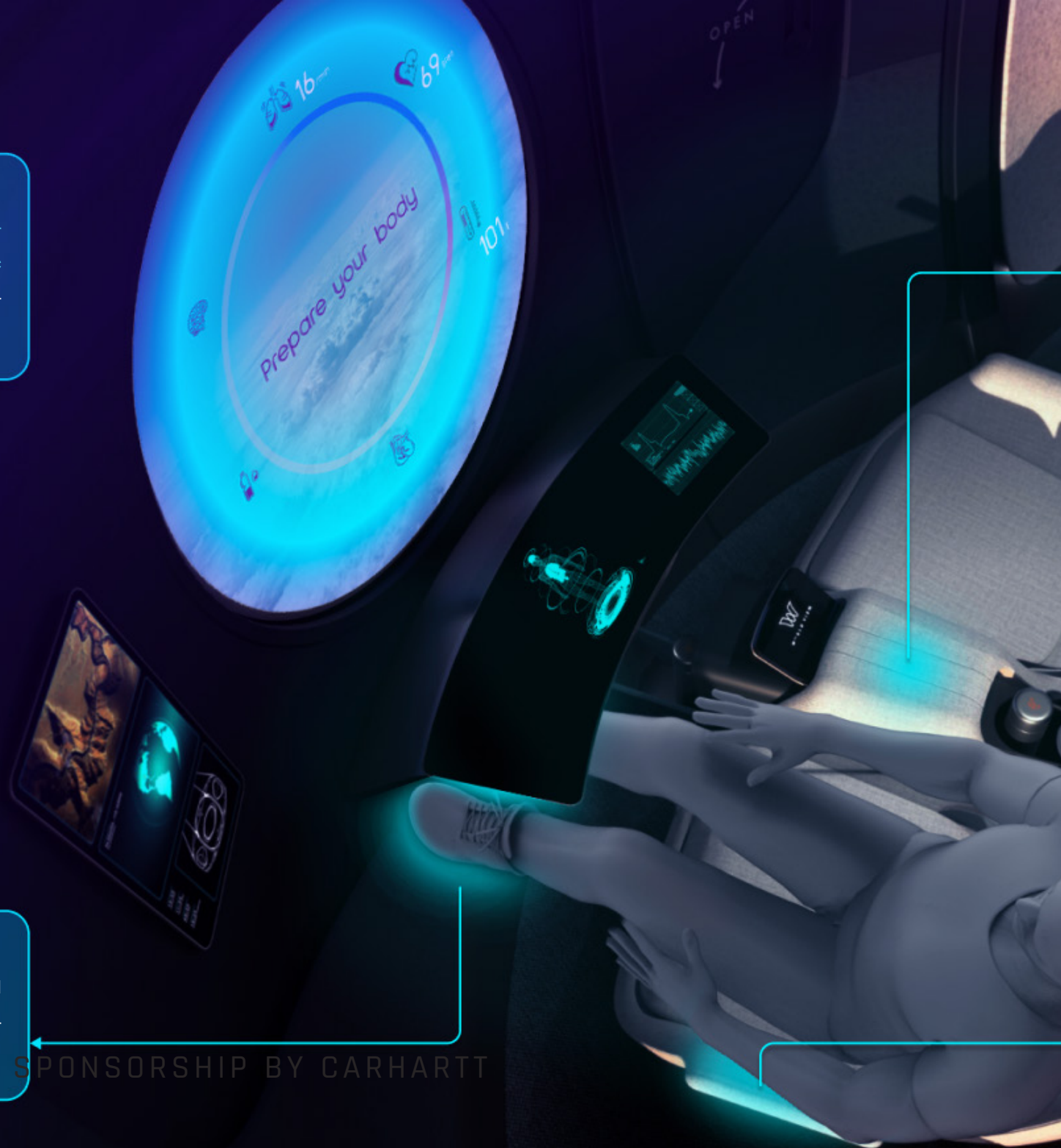
Inside Journey

After passengers become physically relaxed, an artificial person accompanies them to go to a more profound layer of themselves through a psychological conversation. The passengers' fears, hopes, and desires will be made by using MR. In this way, they can experience a new adventure inside themselves.



Luminous Textiles :

A unique lighting system integrates multi-colored LEDs seamlessly within fabric acoustic panels. It would be an excellent alternative instead of using focal lamps in vehicles.



Screen Floor:

Depending on the selected mood, the floor will be changed by a screen. And helps the passenger to feel immersive in the environment.

SPONSORSHIP BY CARHARTT

A futuristic space balloon interior with a hand touching a screen. The scene is dimly lit with blue and purple tones. A hand is shown touching a screen that displays a stylized airplane. The background shows the curved interior of the balloon with various panels and lights.

Smart Fabric :

Capturing data from the passenger's body and transferring it to the screen by touching the passenger's palm.

Climate Active Materials :

Changing the tactility of the handles by selecting different mood.

SPECIFICATION

Showing some of the design concepts on a space balloon interior.

NOTHING NEW, EVERYTHING NEW

In this project, Fashion and CMF students came together to find a solution to **revive Carhartt's old materials** for garment crafters, also known as **seamstresses or seamers**. They are masters in the manual arts, providing the world with garments that empower identities. However, the pressure of the clothing industry in the work environment, from brand standards to tight deadlines, can push the Garment Crafters to fray at the edges.

Straight seams and functioning zippers can only be produced in a clean, organized workspace. A garment crafter needs all their tools close at hand to fasten every button on their to-do list. So this project aims to design a uniform that empowers garment crafters' **identity** as an artist and give them more **function** during their work.

REWORK | UPCYCLE | REUSE

2 2 0 2



2
0
2
2
MAHSA KHOSHKBAR FOROUSHAN |

INSIGHTS

REPORTS AND SIGNALS | 2022-2023

- **Empower Identity** encourages one to connect with the past and cultural identity with it through craft heritage.



- The report guides autumn and winter essentials, with highlights of **organic textures, vintage-inspired** patterns and plush softness incorporating more sustainable alternatives.



- Designed for disassembly, **Continuous** aims for closed loops, **zero waste** and complete circularity.



CONCEPTS

NO MORE WASTE | HERITAGE PATTERN

In this concept, **heritage-inspired patterns** and bases are used and bring an update through color and texture to give a contemporary feel to the designs. **Checkerboards**, and **plaid patterns** are part of the **working culture**. On the other side, the Plaid pattern has always been an inseparable part of a woman's fashion, so we can consider it a **unisex** design.

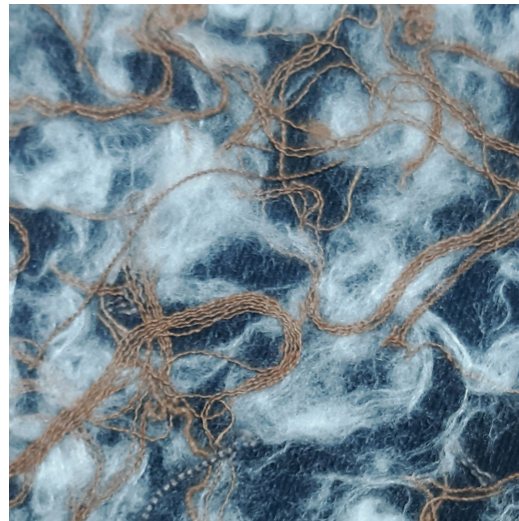
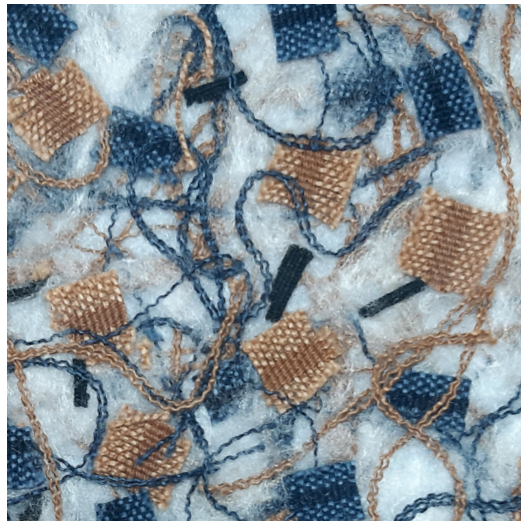


This concept aims to shift from creating new textiles and materials to **curating existing materials to new visual expressions**. Saving water, avoiding chemical waste, and paying attention to the Circular Economy are the priorities of this project.

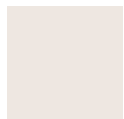


CMF PROPOSAL

NON-WOVEN FABRICS | STRATEGY 3



Making Nonwoven Fabrics from waste textile cuts is a **zero-waste** approach that leads to production circularity. here the **extra cuts** of canvas and the used cotton are used to create non woven materials.



Gardenia

Pantone 11-0604 TCX
Rgb : rgb(241,232,223)
Hex : #f1e8df



Sterling Blue

Pantone 15-4309 TCX
Rgb : rgb(162,185,194)
Hex : a2b9c2



Navy Blue

Pantone 5395 C
Rgb : rgb(8,31,44)
Hex : #081f2c

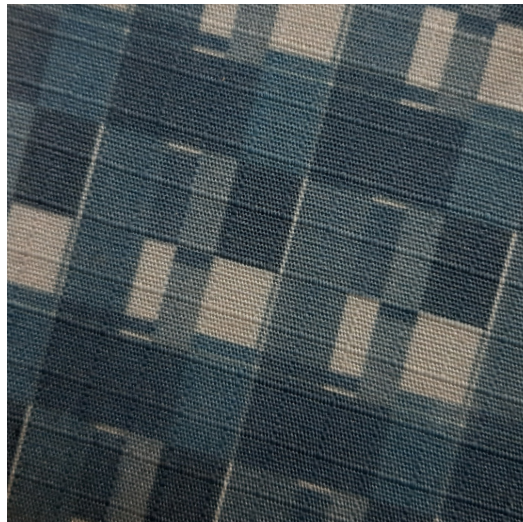


Carhartt Brown

Pantone 17-1128 TCX
Rgb : rgb(157,116,70)
Hex : #9d7446

CMF PROPOSAL

PRINTING PLAID | STRATEGY 2



Using **Digital Printing** to create a **plaid pattern** on the outdated Ripstop textile is a sustainable approach in terms of water saving. Here **sublimation print** is used to test the blue effect in a **layer-by-layer pressing technique**.



Midnight

Pantone 19-4127 TCX
Rgb : rgb(50,91,116)
Hex : #325b74



Goblin Blue

Pantone 18-4011 TCX
Rgb : rgb(95,114,120)
Hex : #5f7278



Slate

Pantone 16-4408 TCX
Rgb : rgb(140,159,161)
Hex : #8c9fa1



Quarry

Pantone 15-4305 TCX
Rgb : rgb(152,160,165)
Hex : #98a0a5

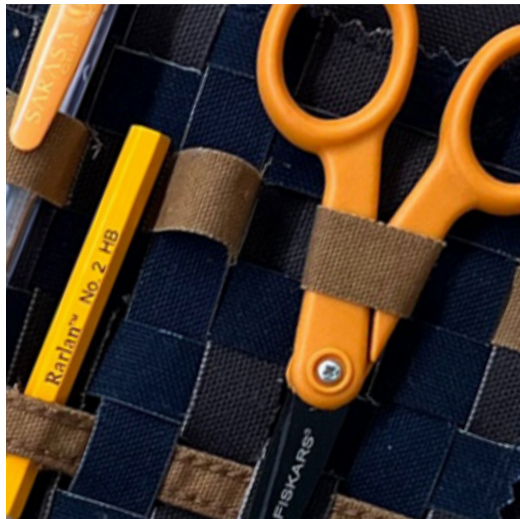


Feather Gray

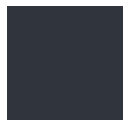
Pantone 15-1305 TCX
Rgb : rgb(184,173,158)
Hex : #b8ad9e

CMF PROPOSAL

WEAVING BANDS | STRATEGY 1



The textile cuts are woven to provide some **functions** to hold the tools. The canvas textiles are combined with ripstop to create checkerboard patterns that have both **durability** and **lightness**.



Navy Blue
Pantone 5395 C
Rgb : rgb(8,31,44)
Hex : #081f2c



Delicioso
Pantone 19-0840 TCX
Rgb : rgb(63,53,47)
Hex : #3f352f



Carhartt Brown
Pantone 17-1128 TCX
Rgb : rgb(157,116,70)
Hex : #9d7446



Feather Gray
Pantone 15-1305 TCX
Rgb : rgb(184,173,158)
Hex : #b8ad9e



CARHARTT EXHIBITION, DETROIT

FOR OCEANS

“THERE WILL BE MORE PLASTIC THAN FIS IN THE OCEAN BY 2050.” SAYS ELLEN MACARTHUR

According to the Worldwide Fund for Nature (WWF), almost two-thirds of all **plastic** produced had already become waste by 2015. It estimates that **150 million metric tonnes** of plastic have now accumulated in the oceans. This is a “**planetary crisis**” which threatens marine life.

During the Covid-19 pandemic, millions of tons of **plastic masks** were used. These masks entered the oceans, accelerating ocean plastic pollution. So this project aims to **return the used masks** to the consumption cycle by applying different finishes inspired by the under-ocean world.

RECYCLE | UPCYCLE | REUSE

1 2 0 2



INSIGHTS

REPORTS AND SIGNALS | 2020-2021

• According to the World Health Organization (WHO) study in 2020, in the USA, about **89 million medical masks** are anticipated to be required to respond to the COVID-19 as this crisis is likely to persist for some time.

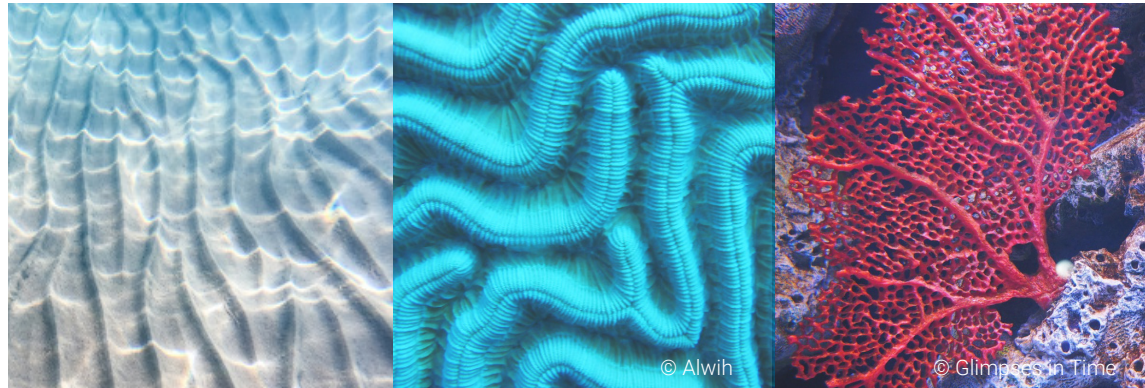
• More than 1.56 billion discarded face masks used as a preventive measure to contain the novel coronavirus transmission will enter oceans in 2020, aggravating plastic pollution and **threatening marine life**, calculated a report. (Source: news.cgtn.com)

• So many scientists and researchers are working on potential solutions for **recycling** the covid-19 prevention face masks. (source: sciencedirect.com)



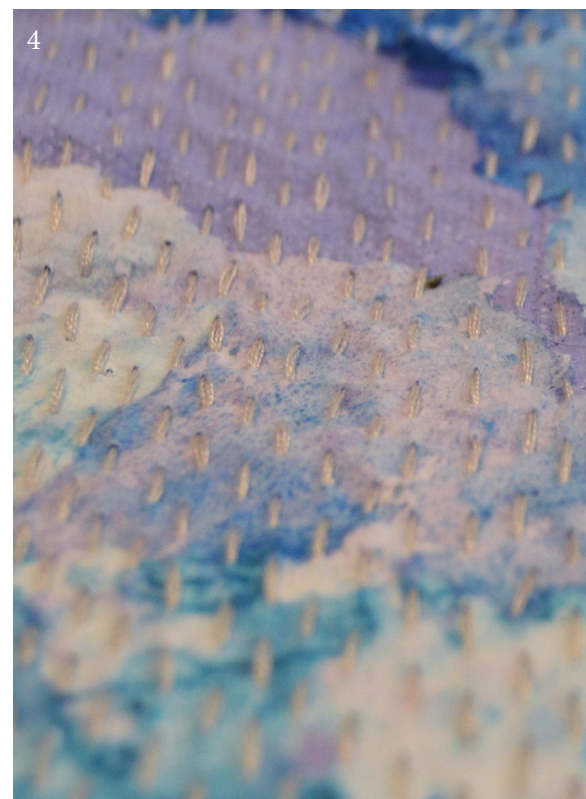
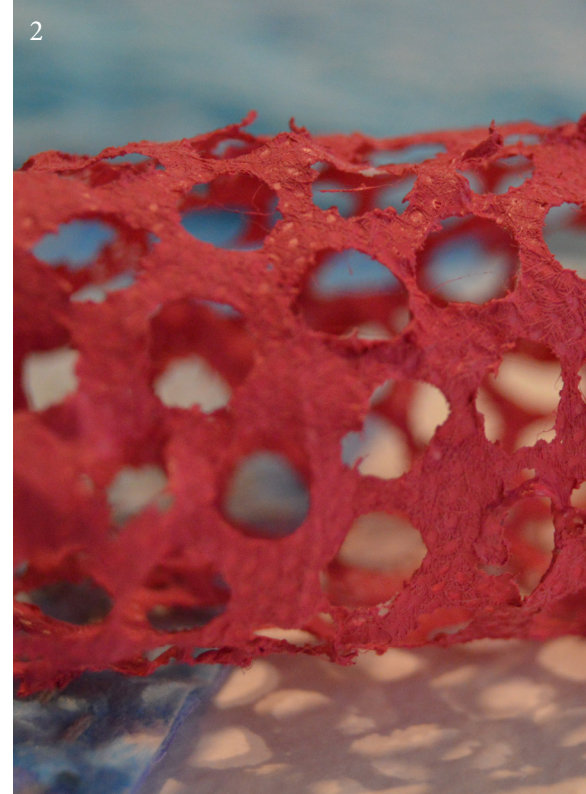
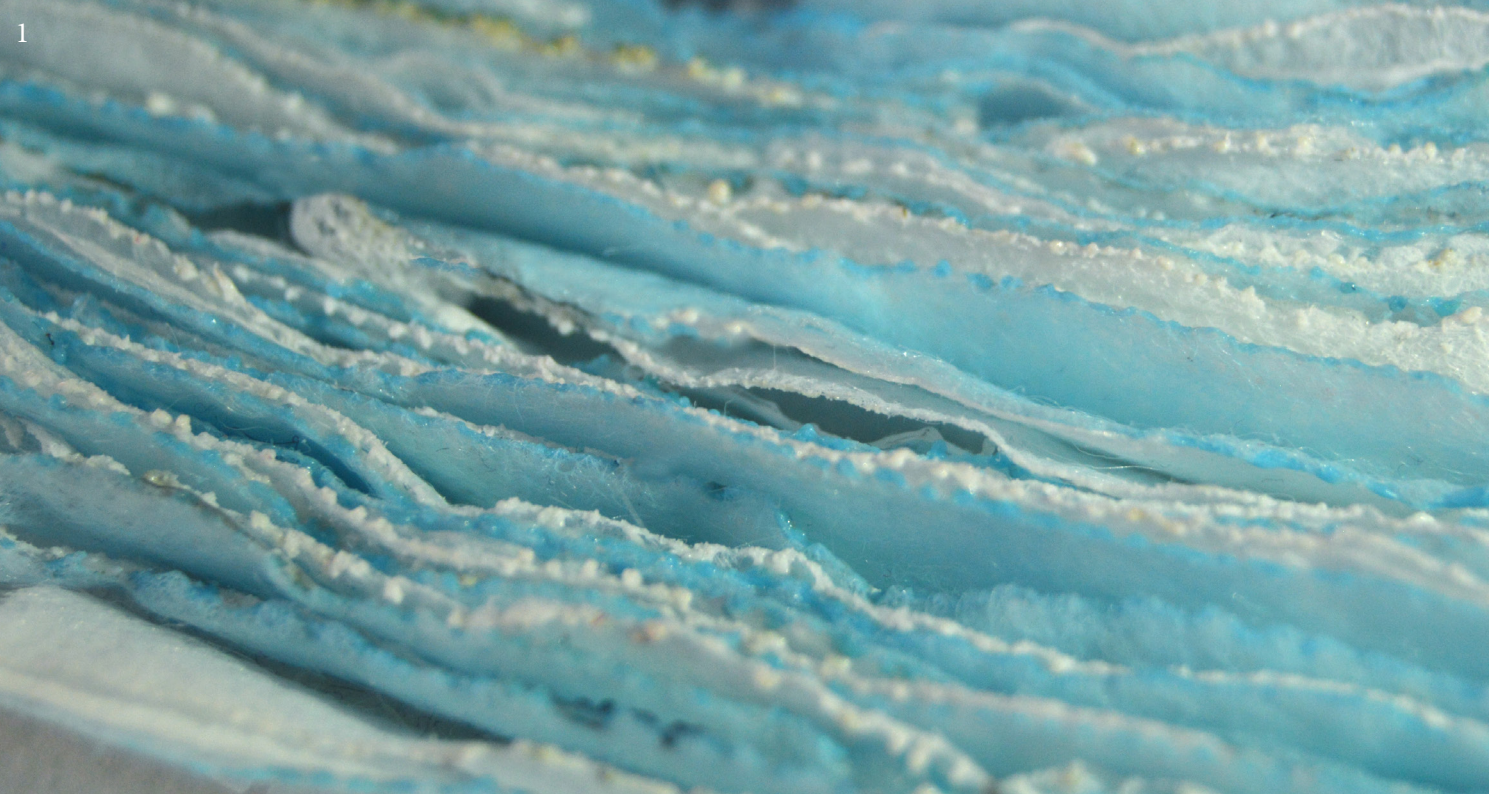
MOOD BOARD

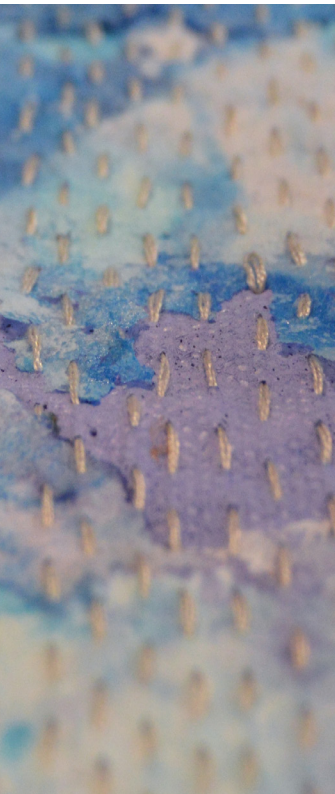
BOOST OCEAN | UPCYCLING



Coral is a crucial icon highlighted across textures, with its irregular shape adding **dimension** to flat designs and surfaces that can translate easily into interior textiles and haute couture. A soft color palette including **blue ranges** beside **neutral colors** like Lilac Ash conveys the silence of the under-ocean world. However, **Rubine Red** has added a playful vibe to the palette.

	White Swan Pantone 12-0000 TCX Rgb : rgb(228,215,197) Hex : #e4d7c5
	Lilac Ash Pantone 13-3803 TCX Rgb : rgb(215,205,205) Hex : #d7cdcd
	Heron Blue Pantone 16-3921 TPX Rgb : rgb(159,171,210) Hex : #9fabd2
	Estate Blue Pantone 19-4027 TCX Rgb : rgb(35,54,88) Hex : #233658
	Angle Blue Pantone 14-4814 TCX Rgb : rgb(131, 201, 210) Hex : #83c9d2
	Rubine Red Pantone 7636 C Rgb : rgb(188,32,75) Hex : #bc204b

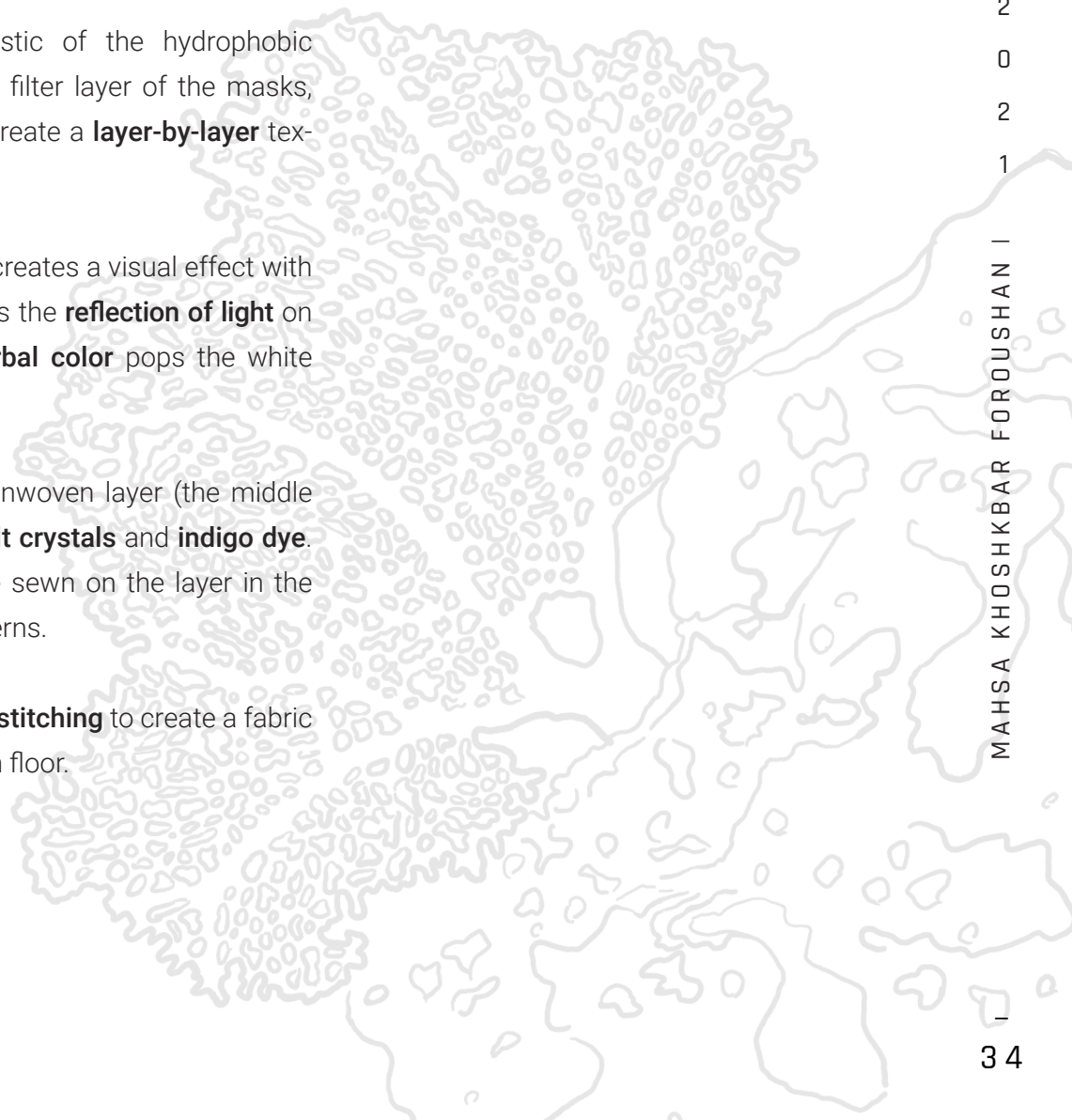




CMF PROPOSAL

MATERIALS | FINISHES | PATTERNS

1. According to the characteristic of the hydrophobic non-woven layer and melt-blown filter layer of the masks, The **melting method** is used to create a **layer-by-layer** texture with jagged edges.
2. Making a **mesh circle pattern** creates a visual effect with different light angles that conveys the **reflection of light** on corals. The **semi-permanent herbal color** pops the white layer color to the Rubine Red.
3. **Dyeing** the soft, absorbent nonwoven layer (the middle layer of the masks) using **sea salt crystals** and **indigo dye**. And the bands of the masks are sewn on the layer in the form of uneven and winding patterns.
4. Combining **natural dyeing** and **stitching** to create a fabric with the atmosphere of the ocean floor.

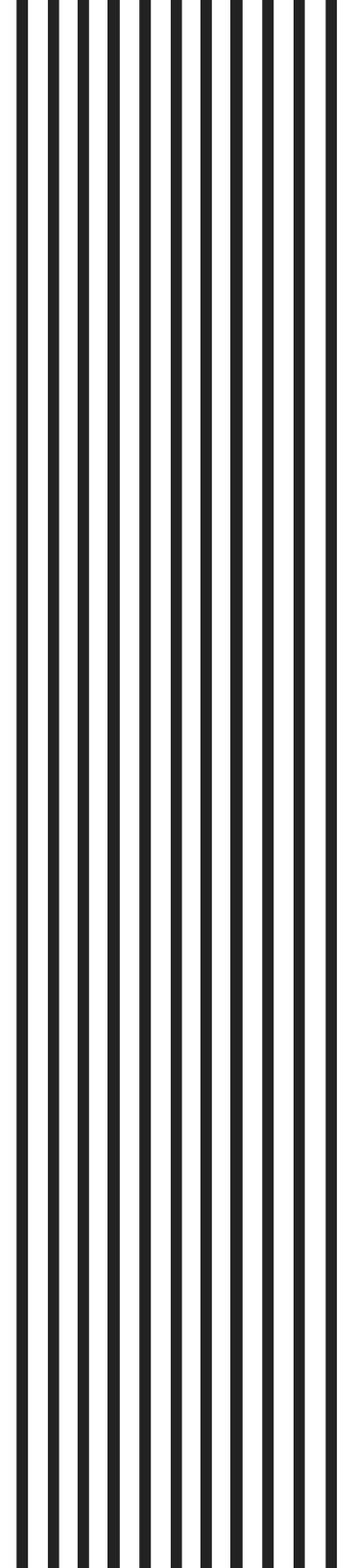


TIMELESS DESIGN

INTERIOR TEXTILES | INSPIRED BY SAMANID ARTS

Adherence to **fast fashion** in the textile industry has increased consumerism and resulted in **environmental pollution**. To tackle this issue, several approaches in the field of **sustainable design** have been applied, including the use of nature-friendly materials, a variety of repair, redesign, and recycling methods, as well as permanent or **timeless design**. Regarding their applications, **Home textiles** are expected to have a longer lifetime than clothing textiles.

Artisans and researchers are always looking for the proper raw materials and optimal production methods to extend the lifespan of these textiles. However, there needs to be more research in **visual design**. Therefore, in this research, emphasizing permanent design strategy, we have tried to create designs that will survive the fast trends.





FIELD RESEARCH

SURVEY

For this project, a **visual survey** was designed to understand the concept of “**Simplicity**” from the view of the people who live in **Tehran, Iran**. The survey was distributed among **384 participants** (244 women and 140 men). It consisted of 10 questions. In each question, four different patterns were designed, and asked the participant to sort from simple to complex by giving number 1 to 4 to them and, after that, select the most timeless one in their views.

RESULTS

Visual Variable of Research	Results
Negative space	Little negative space between elements causes undesirable complexity.
Form of Elements	Curved shapes are preferred over angular and sharp contours.
Color contrast	Low color contrast is more desirable.
Color palette	Neutral, light, and calm colors are desirable.

Simplicity Level	1	2	3	4
Desirable Simplicity Frequency/10	2	5	2	1

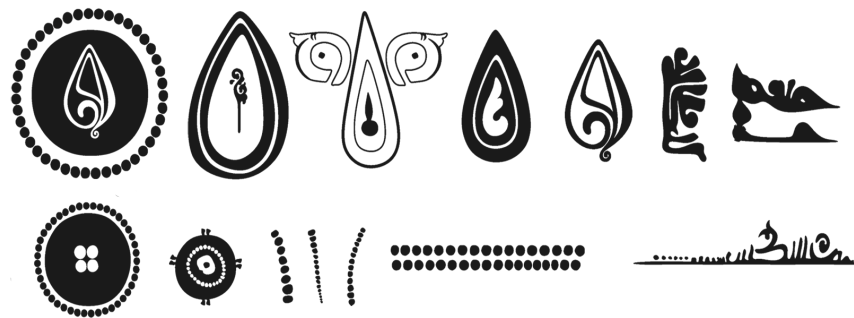
INSPIRATION SOURCE

SAMANIDS' POTRIES

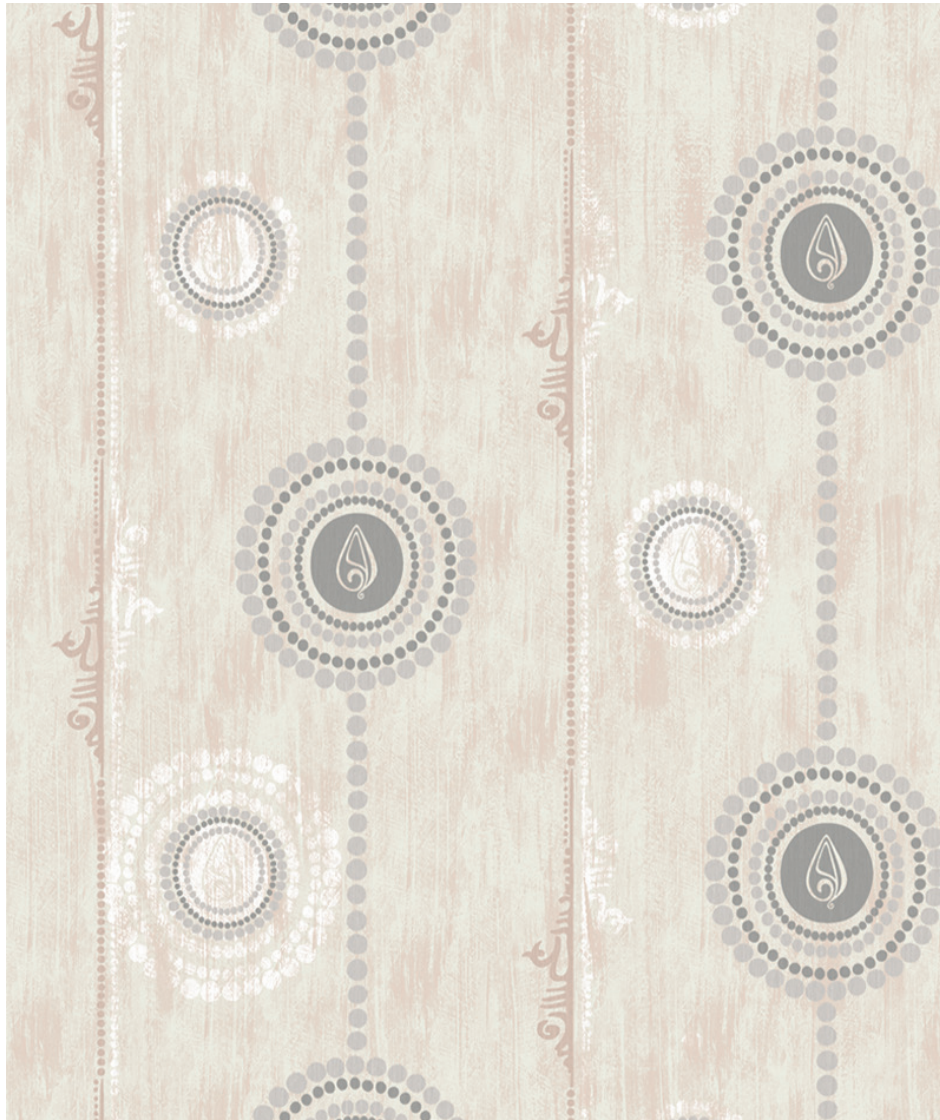


According to the results **curved simple forms** in **neutral color palettes** had the most timelessness. Here Samanid era is selected as inspiration source because their **simplistic** and **minimalist approach**.

The **cedar tree** is a symbol of life in ancient Iran. This symbol appeared in its simplest form in the Samanid era. In addition, crude circle-like forms and typography are other characteristics of the art of this period, which is modeled below, and it is given a new spirit in a calm and neutral palette.







- **Pastel Parchment**
Pantone 11-0603 TC
Rgb : rgb(229,217,211)
Hex : #e5d9d3
- **Oyster White**
Pantone 13-1007 TC
Rgb : rgb(210,202,175)
Hex : #d2caaf
- **Smoke Gray**
Pantone 14-1209 TC
Rgb : rgb(206,186,168)
Hex : #cebaa8
- **Toasted Almond**
Pantone 14-1213 TC
Rgb : rgb(210,180,156)
Hex : #d2b49c
- **Pewter**
Pantone 18-5203 TC
Rgb : rgb(96,98,99)
Hex : #606263



ingly under threat after 1924, and a reduction in its funding forced it to produce more commercial works. In 1925, in an atmosphere of extreme tension, the Bauhaus was forced to relocate from Weimar to Dessau and then from Dessau to Berlin. Gropius resigned in 1928 and was replaced by Ludwig Mies van der Rohe (1886-1940), but when Hitler came to power in 1933 he in turn was forced to resign. The Bauhaus was closed down and turned into a school for Nazi officers. The works of Kandinsky (57 of which were seized), Klee and Feininger were condemned as 'degenerate art'. Klee moved to Dürerstadt and then Switzerland, and the aging Kandinsky to Paris, where he continued to paint abstract works of timeless beauty right up to his death. Lyonel Feininger, Josef Albers, Walter Gropius and Mies van der Rohe all

“Split-Complementary color combination.”

| COLOR INSPIRATION SOURCE |

WOMEN ON STAIRWAY BY OSKAR SCHLEMMER



- Oyster White**
Pantone 13-1007 TC
Rgb : rgb(210,202,175)
Hex : #d2caaf
- Toasted Almond**
Pantone 14-1213 TC
Rgb : rgb(210,180,156)
Hex : #d2b49c
- Pussywillow Gray**
Pantone 15-6304 TC
Rgb : rgb(174,172,161)
Hex : #aeaca1
- Gray Mist**
Pantone 15-4706 TC
Rgb : rgb(153,174,174)
Hex : #99aeae
- Leather Brown**
Pantone 18-1142 TC
Rgb : rgb(151,87,43)
Hex : #97572b
- French Roast**
Pantone 19-1012 TC
Rgb : rgb(88,66,63)
Hex : #58423f
- Ebony**
Pantone 19-4104 TC
Rgb : rgb(65,66,74)
Hex : #41424a

2
0
2
0
1
MAHSA KHOSHKBAR FOROUSHAN

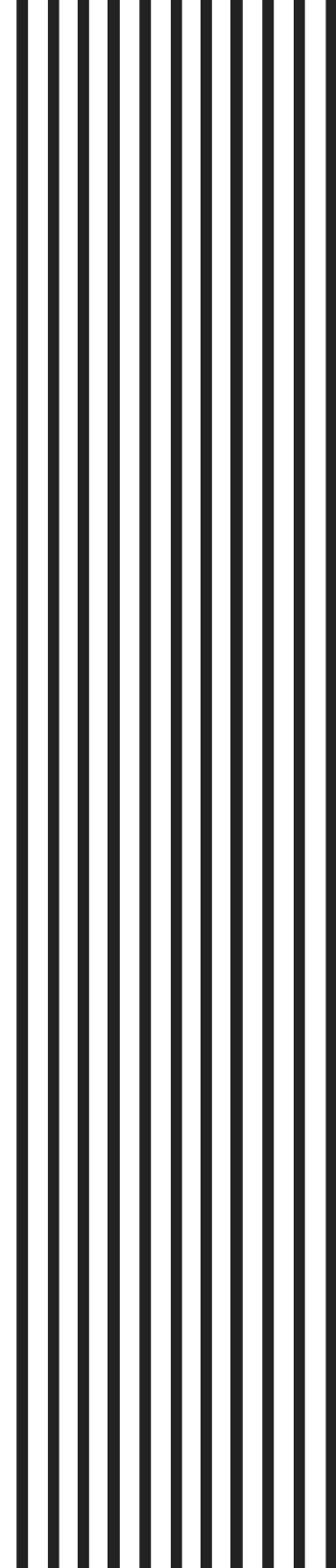
CUSTOM PROJECT

Here the interior space of a living room is simulated in a color and material palette. A client ordered the above painting to be the color inspiration color source of her living room.



COLOR STUDIES

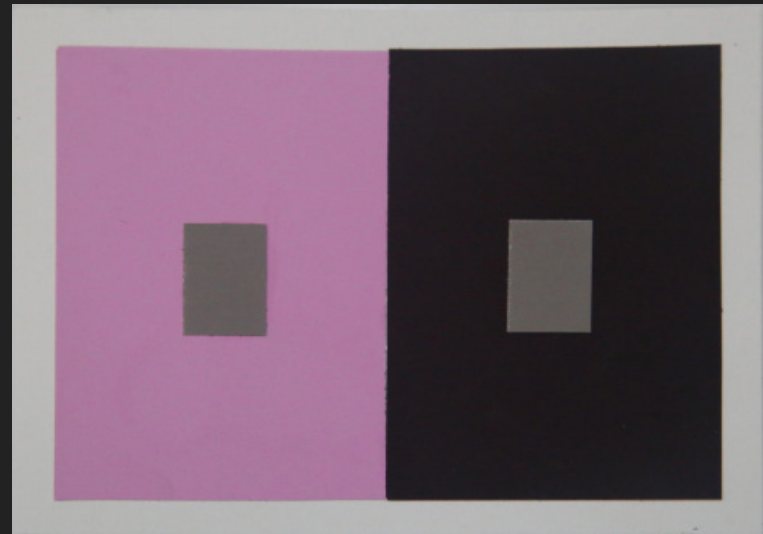
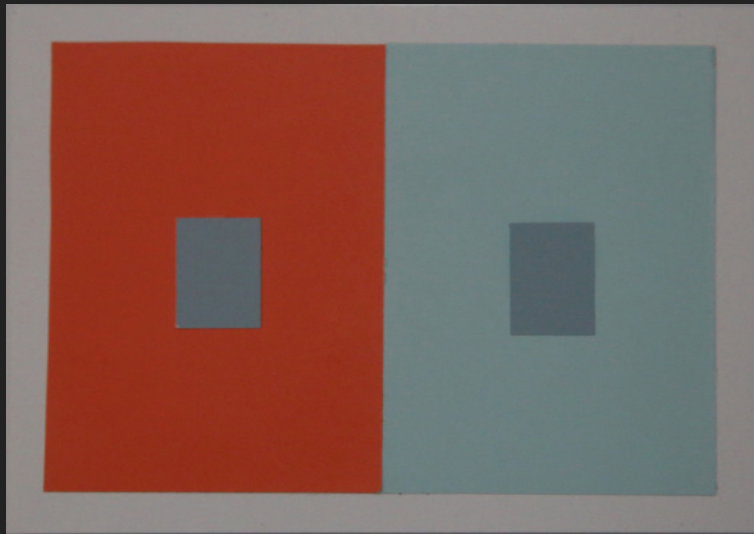
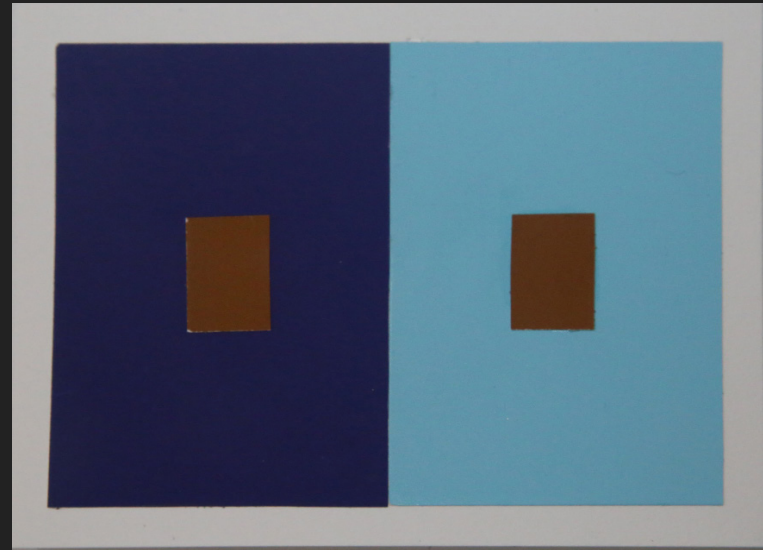
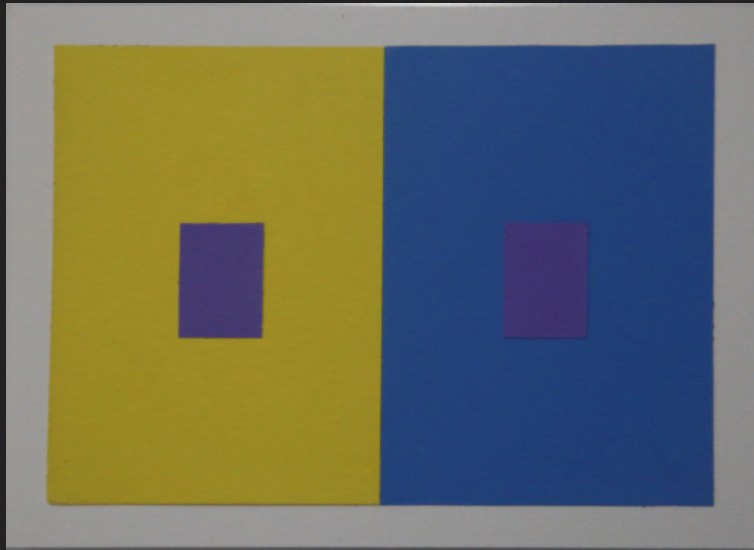
A COLLECTION OF MY EXPERIMENTS IN THE COLOR LAB



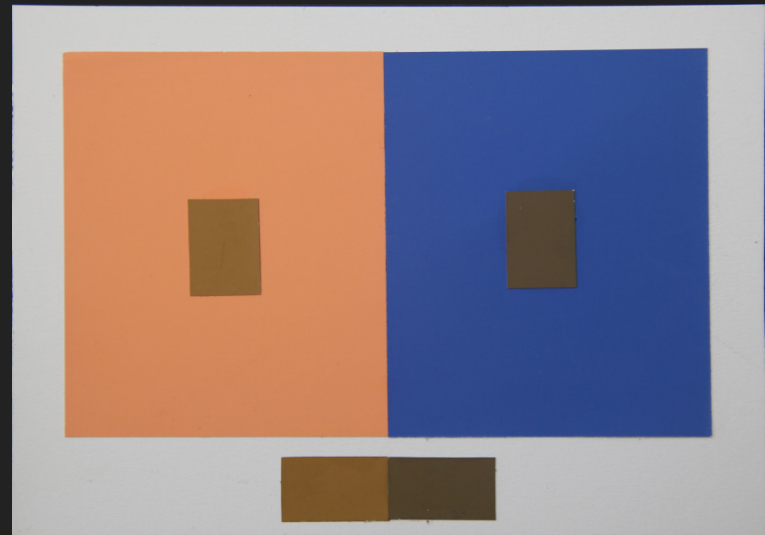
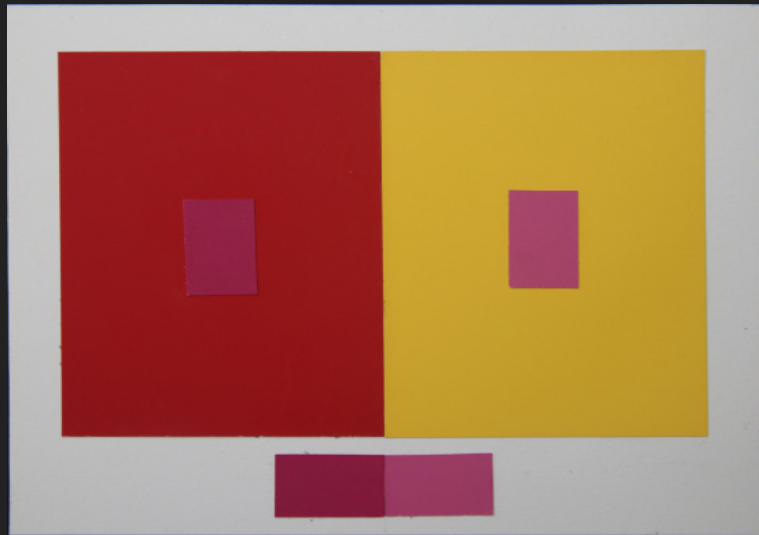
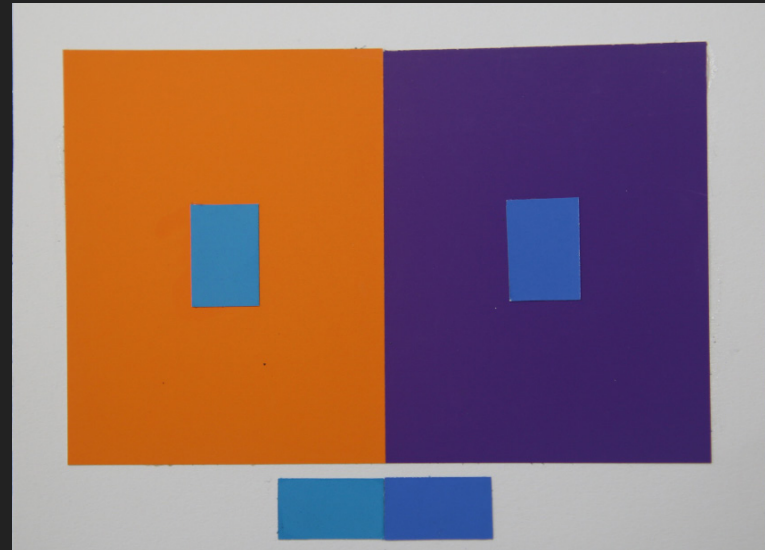
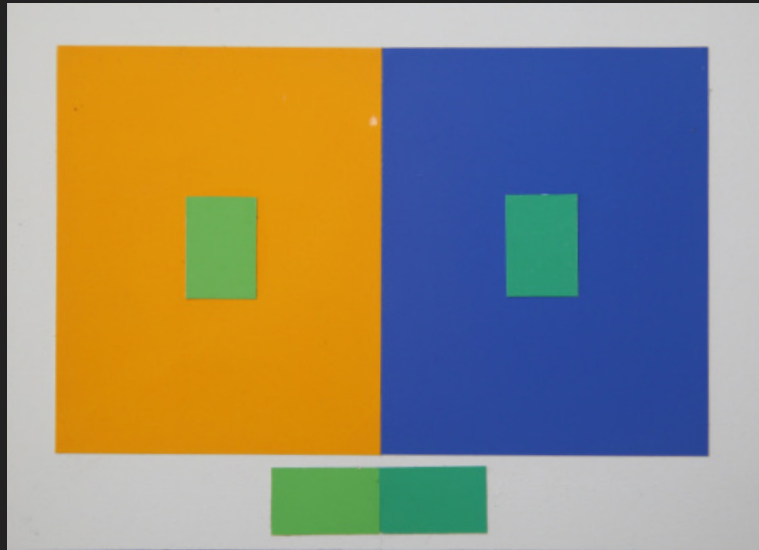
VALUE | HUE | INTENSITY

2 2 0 2

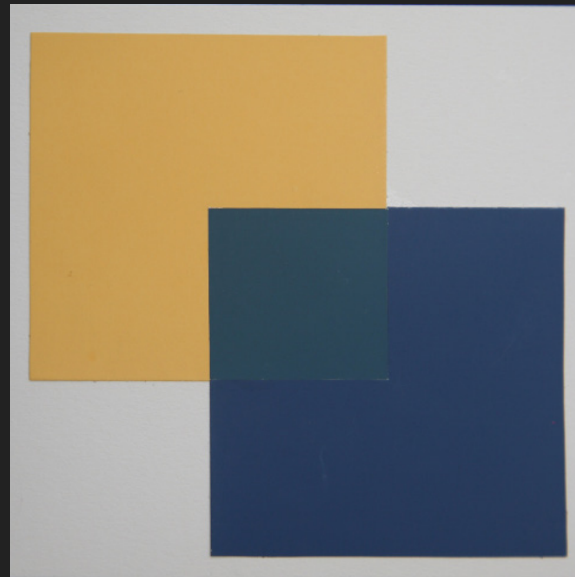
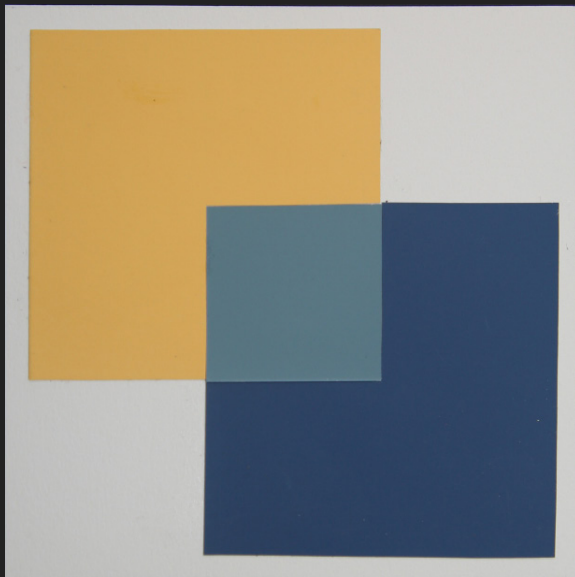
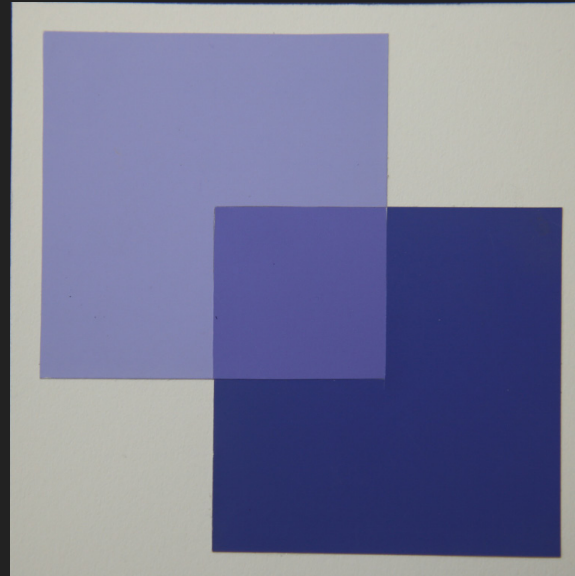
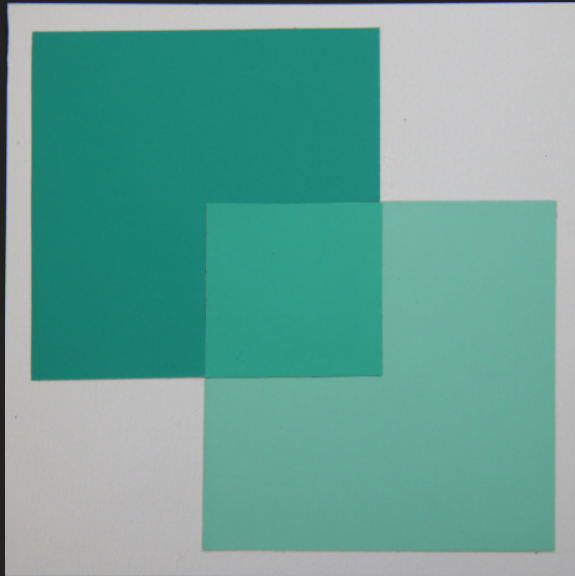




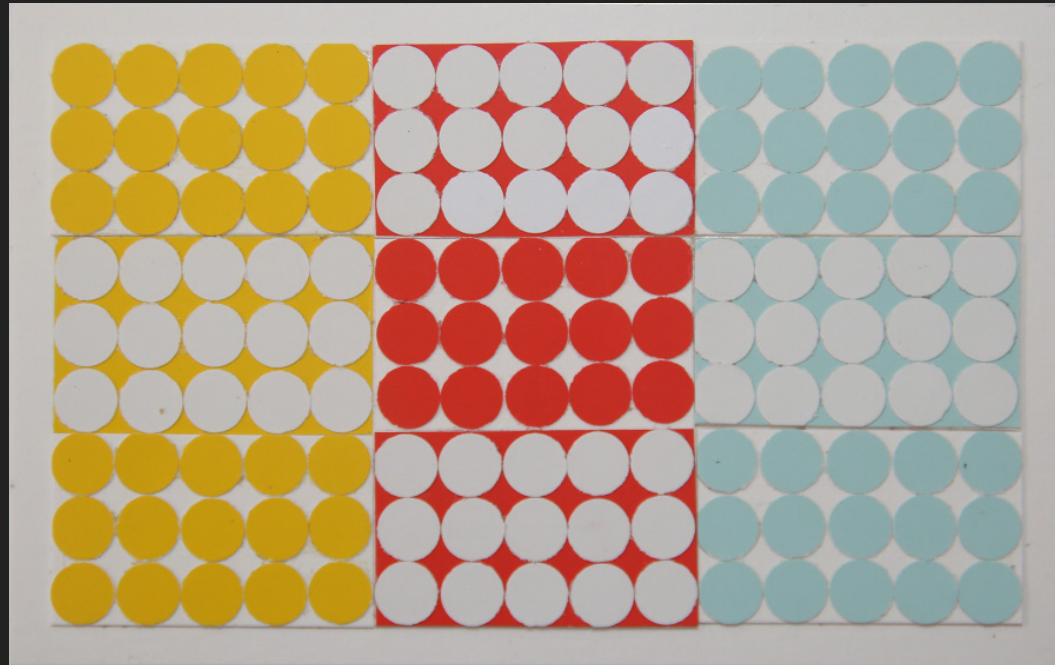
ONE COLOR LOOK LIKES TWO COLORS



TWO COLORS LOOK LIKE ONE COLOR



3 COLORS | CREATING MIDDLE MIXTURE TRANSPARENCY



4 COLORS | WHITE LOOKS WARMER, COOLER AND LIGHTER AND DARKER



6 COLORS | BEZOLD EFFECT

Although each color looks lighter on a black background than the white background, the right half of the triangle looks lighter than the left one.

5 COLORS | LIGHTING EFFECT

The ambient light is an essential factor that designers should consider while selecting colors. It not only can change the real color but also can change the patterns' looks.

