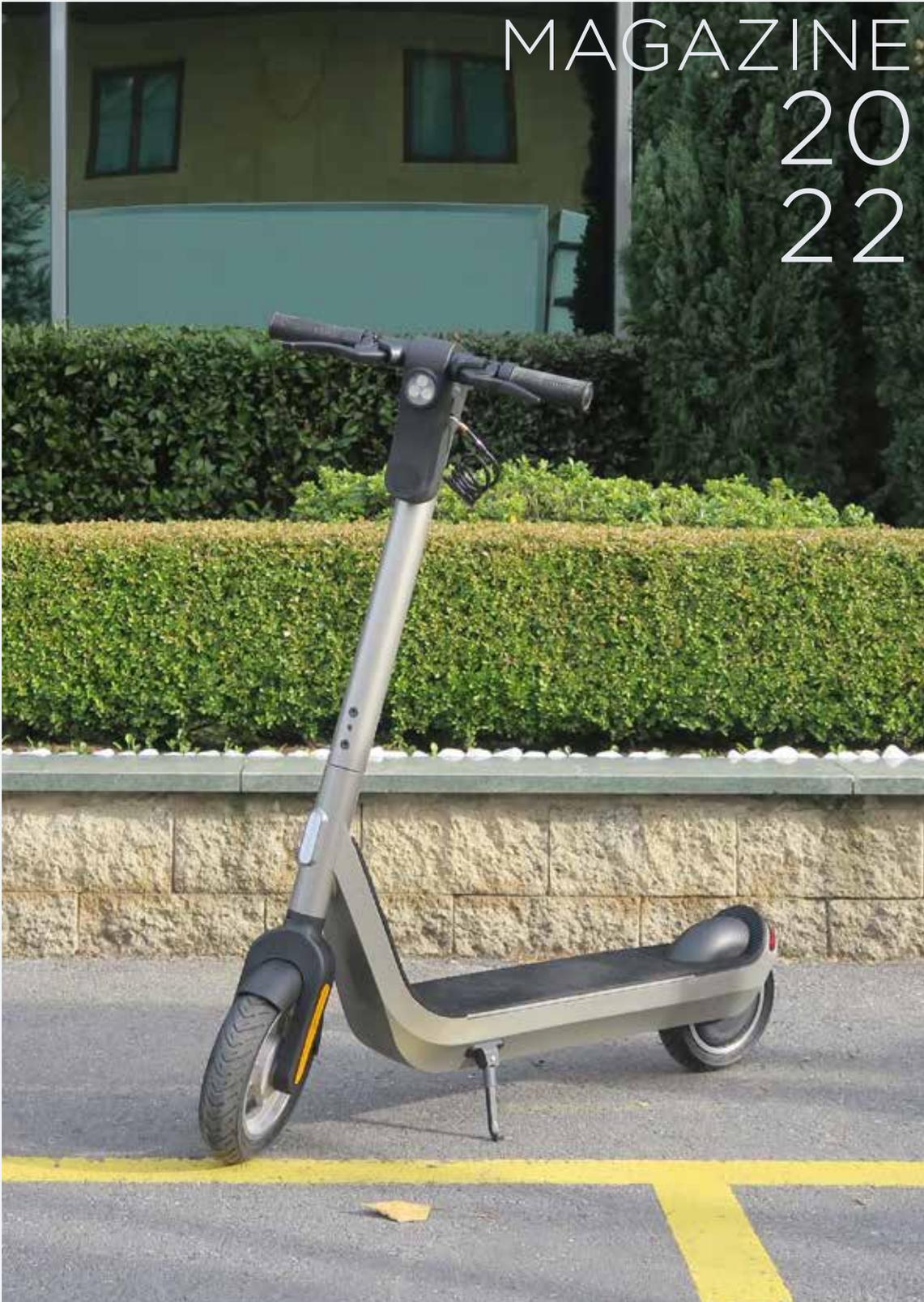


DESIGN

MAGAZINE
20
22

ANNUAL DESIGN MAGAZINE BY FORMETA DESIGN • ISSUE: 2



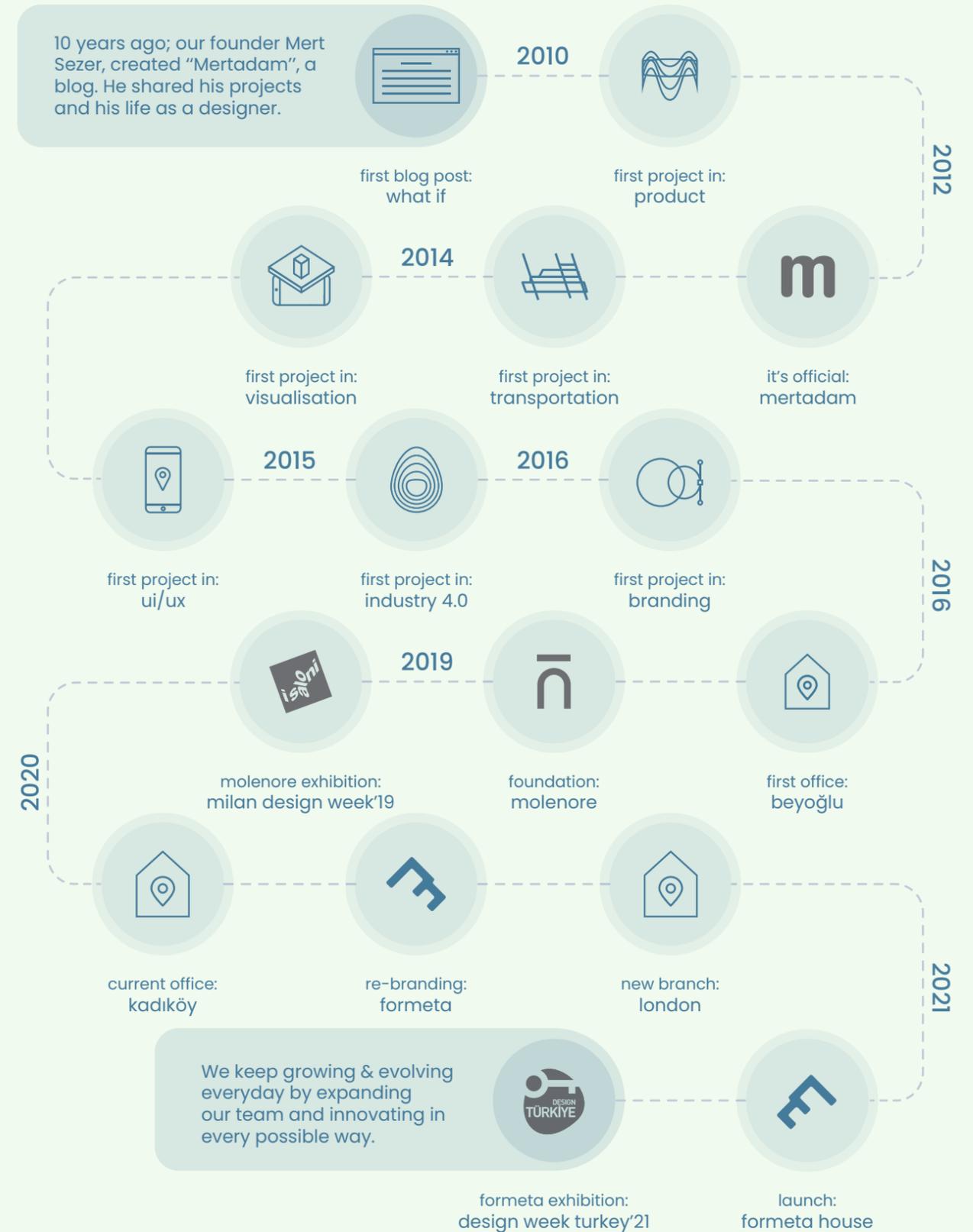
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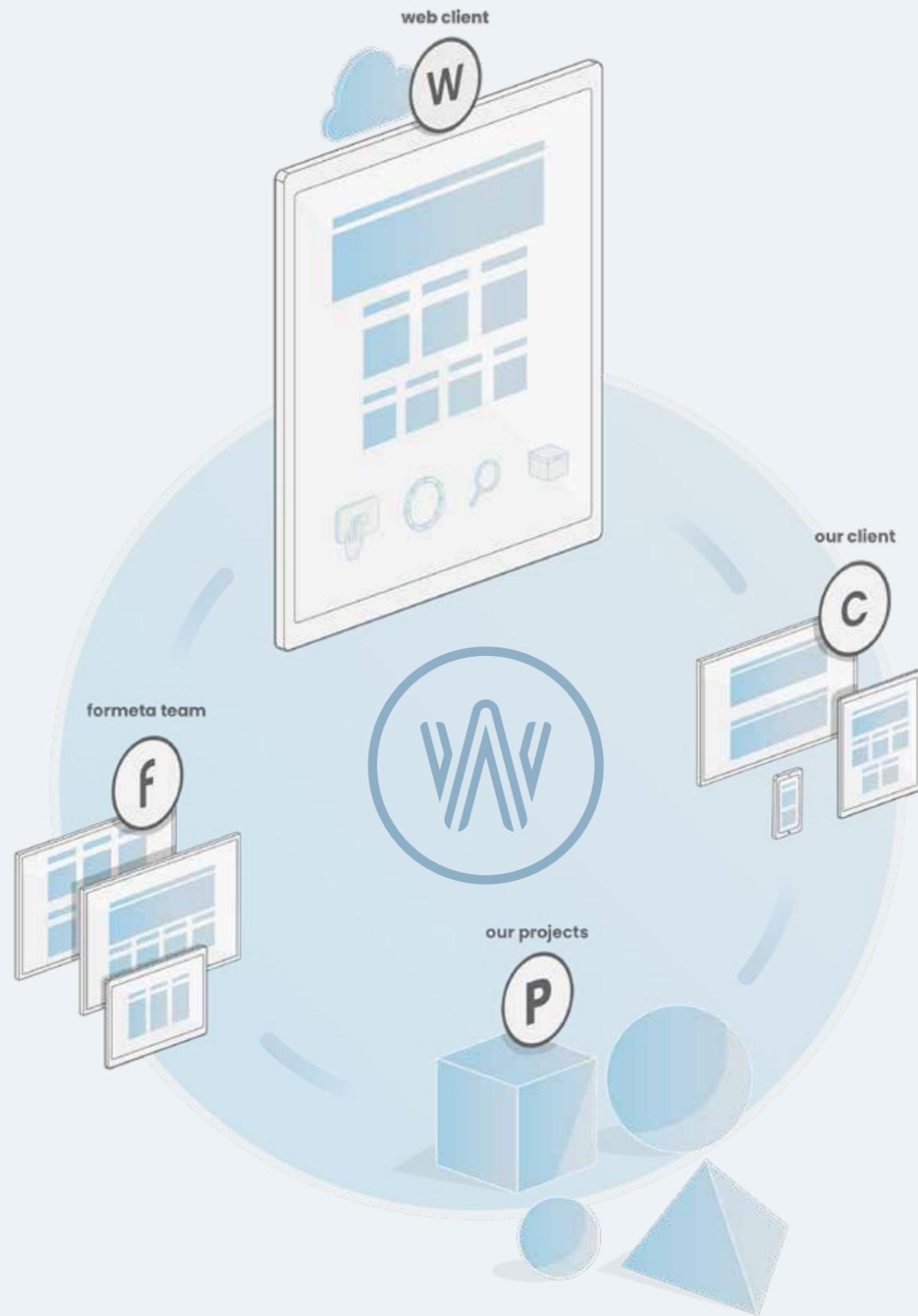
We are a design based company of a multidisciplinary team of creative and open-minded individuals aiming to create value through innovative design.

who we are

Since 2012, we have been involved in a wide variety of projects. Our multidisciplinary has enabled us to meet the diverse needs of our projects, and also keep ourselves up-to-date in a broad range of areas to foster our creativity and innovative approach as a team. With the dynamic structure we have adopted, we are able to collaborate with our clients to offer value-oriented products for competitive advantage within their sector. We use the latest techniques throughout our design process to integrate our client insights and innovative ideas thoughtfully into our design outcomes. We also seek to develop and spread a design culture on both national and international levels to correspond to the global trends. We believe knowledge is the key to integrate design successfully within the dynamic context of global economic and socio-political structures. For that reason, we also offer extensive training to our clients to help developing a design culture in their companies and facilitate workshops on design thinking and so on.

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We aim to integrate our business partners' and clients' insights into our design outcomes with our modern approach.

how we work

While our various offerings make the process easy to access at all levels for you, it also enables benefit to overall design insights that are adding value to your products, services and company. Our system ensures that both for us and our clients on the same point at every stage of the process. We offer our services in two different paths for our clients and business partners. With our creative team's agility, we take actions quickly in all steps of the process for human centered design solutions for life.

Good design enables companies to exist with products that make a difference in the market, thanks to its approach that offers solutions for a problem beyond creating a good looking product.

working together

With the increasing value of design, we provide hardware and software design services to fulfill our business partners' and clients' needs. We want to put the best foot forward by creating effective systems of innovative products and services for a sustainable future. With lots of collaborations, we want to increase our business partners brand value with the impact of our design. Also, we want to spread design culture at local and global levels and reaching wider audiences with human-centered design.

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We were on Design Week Türkiye 2021 Professional Zone.



One of our products that we participated in this event was entitled to receive the Good Design Award.



Although we are working from our homes during the pandemic, we also gathered in our office to work together on some days.



One of these days, we renewed the signboards of our office.



During the year, we also launched our new sub-brand Formeta House and its first product, Carryfix.



We also completed the works such as packaging, shipping, sales and etc. of Carryfix, the first product of Formeta House in our office .

While the effects of the pandemic continued this year, we had to continue our projects remotely like last year.

moments from 2021

As we continue our works in this process, there have been some moments too that we are excited about. Among these were participation in Design Week Türkiye with the launch of our new sub-brand Formeta House and our first product Carryfix.



We launched our new sub-brand Formeta House, which produces solutions for daily life.

formeta house launched

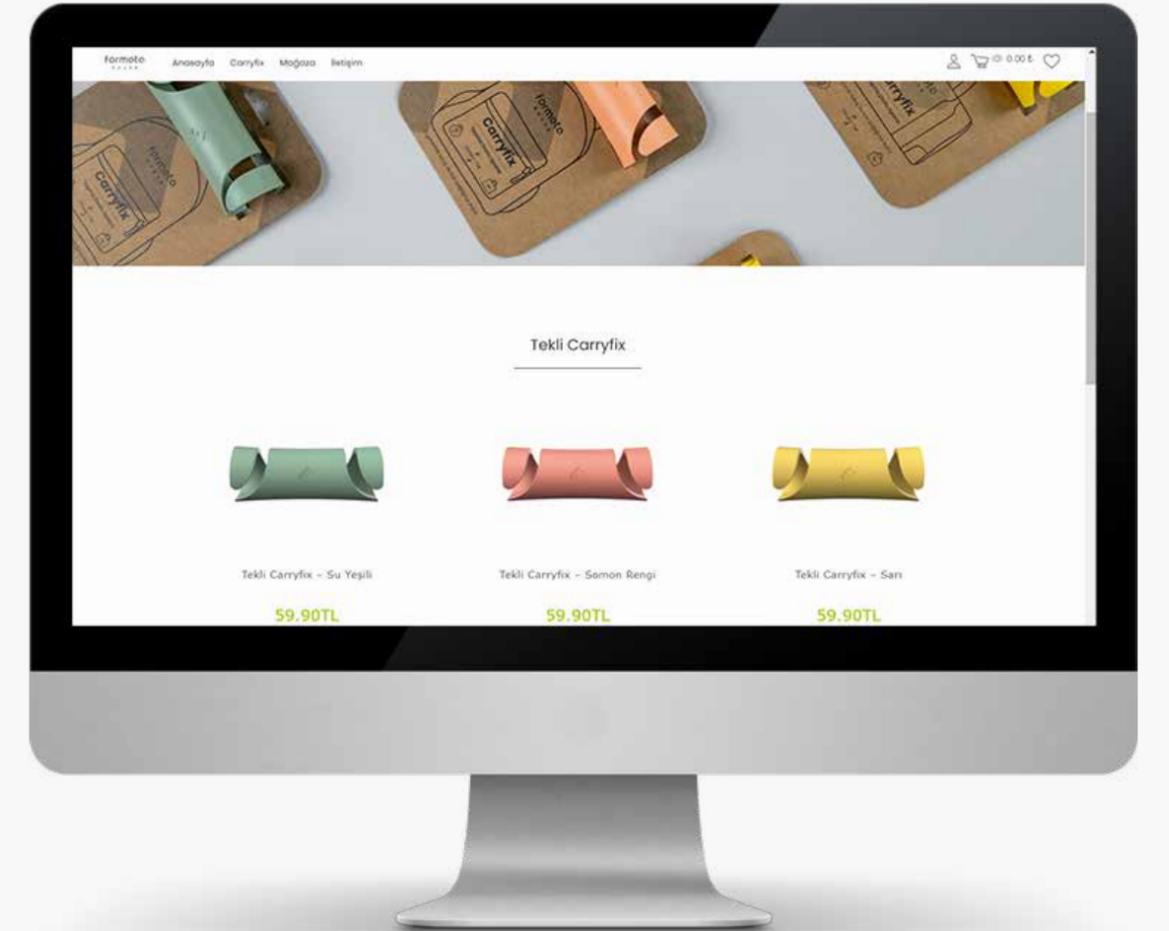
While our various offerings make the process easy to access at all levels for you, it also enables benefit to overall design insights that are adding value to your products, services and company. Our system ensures that both for us and our clients on the same point at every stage of the process. We offer our services in two different paths for our clients and business partners. With our creative team's agility, we take actions quickly in all steps of the process for human centered design solutions for life.

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MANIFEST

We care about living well and we believe that pleasant life begins within daily life. To make lives better, we gave life to Formeta House with design, which is the way we know best when we think about what we can do. The basis of the idea of Formeta House was to design products to solve the small obstacles we encounter in daily life and to make life more enjoyable.

We design products that will offer solutions to a health problem that one has been experiencing for a long time, or to small details that one did not even realize they needed. In pursuit of innovation, we hope that with the solutions offered by the products we design, we will reach 1,000,000 people who want to live life better and touch 1,000,000 lives. The foundations of its first product were laid in Howest, Formeta House design for daily little hurdles.



FORMETA HOUSE'S FIRST PRODUCT: CARRYFIX

Carryfix is an innovative tool to facilitate shopping bags handling. The main purpose of Carryfix, control the pressure of the weight and distribute equally on hand which causes hand discomfort and muscle problems. A unique system, designed and licensed by Formeta Design, allows the user to insert and take out shopping bags by turning it around. It's as simple as it seems. Also, it's possible to insert more than four bags at the same time. Thus, as a result of gathering shopping bags altogether, bags are taken under control with this new smart locking system. Carryfix, an individual project of Formeta Design, is complying with any kind of bag regardless the size or type of the bag to reduce people's suffering by preventing hand discomfort while carrying heavy bags.

Year: 2013



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The handle parts of tools such as bags that we use frequently in daily life are not ergonomically suitable for the structure of the hand, so they are causing posture disorders and pain in the wrist and fingers. During usage, especially the thumbs and little fingers are pinched and are more affected by pressure. Carryfix was designed by Formeta House, in order to facilitate the carrying of bags, considering the flexor muscles of the fingers and the structure of the wrist.

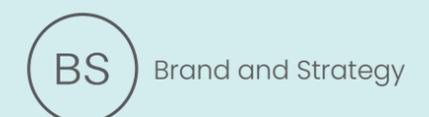
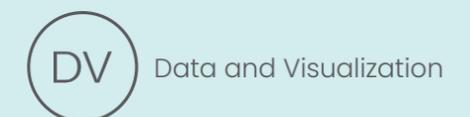
The usage area of Carryfix, which is designed for users to carry with them easily, is quite wide. It can be used in shopping, picnic, beach, sports, during travels and carrying baby items. Three different usage scenarios can be diversified with creative additions. Carryfix, which can be used carrying bags, is an innovative tool that also keeps the items together when they are left on the ground and prevents them from falling apart. As a different usage scenario, it is a very useful product for carrying sports and baby items, as it allows two backpacks to be carried on the back at the same time by interlacing them.

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category badges

Thanks to the flexibility of our team, we go through design processes that we customize with techniques suitable for each category's own requirements. In this catalogue, each badge relates to the industry which we supplied design service for.



● industrial	22
● IoT	56
● mobility	70
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categories

We use the latest techniques throughout our design process to integrate our client insights and innovative ideas into our design outcomes. Depending on their demand we support our business partners and clients with our creative design actions for hardware or software design. We shape our services for hardware design with the advantages offered by effective methodology of design thinking. Besides, our overall design approach, our hardware design services also consist of our systematic way of meeting specific requirements for a wide range of different fields. We also provide our business partners and clients to make a design for software that also supports meaningful user experience processes for all their software design needs.



industrial

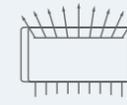
We see our clients as business partners and collaborate with our business partners throughout the design process from the early sketches to the final outcomes. A comprehensive understanding of our business partners' expectations, consumer needs and product requirements from a future-oriented perspective is key to take off. In the light of an extensive research process, we generate design outcomes of added value as innovative and sustainable industrial products.

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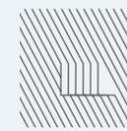
a curved gas hob

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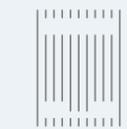
a convection heater

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an extractor hood

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a 3D printer

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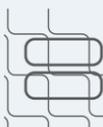
a meat probe

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a frequency control unit

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a modular gas hob

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a condensing unit

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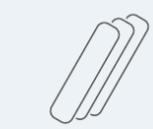
a pump control panel

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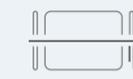
a retainer case

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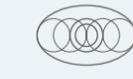
a foldable notepad

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a tablet case

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an intraoral device

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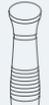
an island hood

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an extractor hood

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a spice grinder

BiP ID PD

A CURVED GAS HOB

One of new generation gas-hob models, designed by Formeta Design, is BF60a. It's the shorter version of '60cm wide asymmetric butterfly model'. In the process of BF60a by regarding end-users needs, a wok gas burner was moved to the front. It was especially located as far as possible from the other gas burners in order to make room. Thus the end-user is able to locate all the cooking equipment at the same time on hobs. Also, location of knobs is especially decided as far from the wok gas burner for safety requirements. Although the curvy lined pan support grid is a design decision for rustic appearance, it also helps to maximize the distances between pan supports and gas burners especially for the wok one. High quality inox material, maintains the unity of modern and unique design line of BF60a.

Client: Ferre Year: 2020



formeta





A CONVECTION HEATER

A convection heater, designed by Formeta Design for Arçelik, uses convection currents to heat and circulate air. It's quite common to find in every type of house because of its portability and adaptability. What the convector heater of Arçelik just needs is an electrical connection, to begin an easy-to-use warming journey. There are two usages of convection heater thanks to its wall-mounted feature which gives individuals the option of hanging it on the wall by simply removing feet. As another option, it is suitable for portable usage with its movable feet and ease of carrying. With its functionality which is supported by its modern and minimal appearance it can be usable for answering demands both commercial and industrial.

Client: Beko Year: 2016



formeta



BiP ID PD



AN EXTRACTOR HOOD

AEC is an innovative angled extractor hood, designed by Formeta Design. We conducted the whole design process for Ferre and the process resulted with the AEC's great design features as the new offer for modern kitchens. The general problem of these angled extractor hoods is the control panel which was located in the angled surface of the cooker hood and prevents end-user from maximizing the efficiency of the interaction. Thus, in order to provide direct interaction capability for users, the extruded part was added in order to get the control panel right in front of the user. This extruded part put the new character on AEC as an aesthetic structure besides its functionality. In addition for this unique control panel, glass edges' fillets were edited in a correspondence with its unique design line among other angled extractor hoods. In order to emphasize the importance of the control panel for design, silk screen printings and push-buttons of the control panel were designed in accordance with this soft and sporty line. Furthermore, two led lights of AEC had been designed for the increased cooking experience by positioning the end-user into the center.

Client: Ferre Year: 2018

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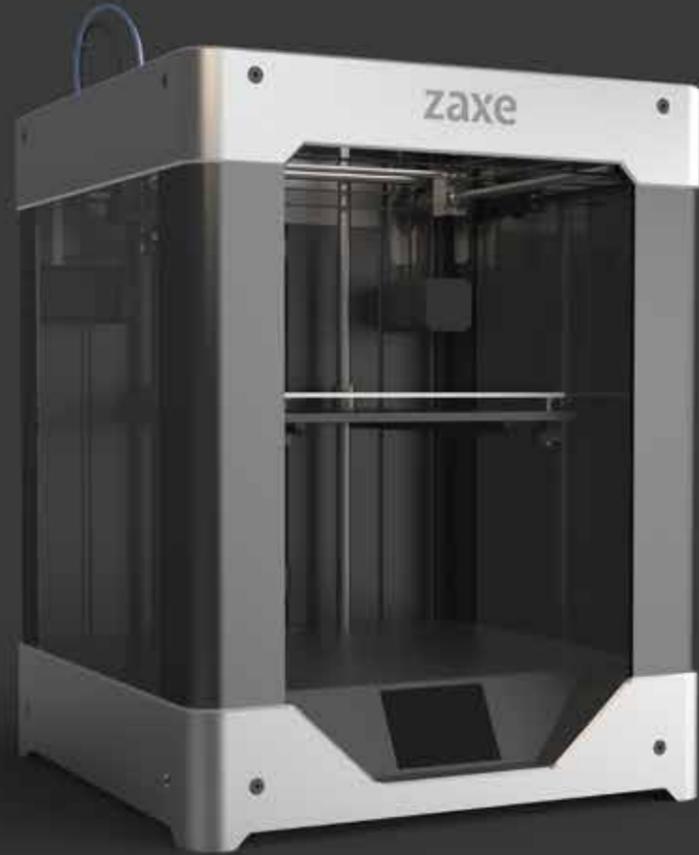




A 3D PRINTER

Zaxe, one of the first 3d-printer-manufacturers to catch the boost of additive manufacturing era, is still the pioneer brand for 3D Printers in Turkey, As Formeta Design, we made a design for the company while defining their design language and parameters. Our main purpose was to create the product that abandoned its industrial appearance and gained new perception as being consumer electronics. In addition, the most important point of our design approach was making a design of a 3D printer which looks rigid and high-end besides its domestic appearance. Additionally, The first generation 3D Printer of Zaxe which has 3 in 1 extruder head design which reduces the part number and solidifies the piece with the help of its innovative head design. Also, Zaxe v1 has a multifunctional, unibody and CNC milled aluminum block which provides cooling and heating systems, X – Y axis bearings and direct drive filament extruder. Because of technical reasons, the project maintains its concept design status.

Client: ZAXE Year: 2015



formeta





A MEAT PROBE

Meat Probe, designed by Formeta Design for Arçelik, provides users to cook meals in the oven at the right temperature. With three different sensors on it, it is possible to increase the cooking experience by controlling the cooking difference simultaneously between inside and outside of the meat. During the development of the Meat Probe of Arçelik, we considered not only the ergonomic and aesthetic of the form but also the end-user's need for cooking meats at the ideal temperature and serving them at the proper time. Thus, we developed an innovative meat probe system which enables individuals to measure both inside and outside of the meat.

Client: Arçelik Year: 2016



formeta





A FREQUENCY CONTROL UNIT

We as Formeta Design have made a design of a pump and booster frequency control unit for Etna which is one of the significant brands for HVAC systems in the Middle East. We made a collaboration with Etna in order to develop their hardware product. Making a design of a technical device like 'Hydrokon' was a challenge considering the location and purpose of the product. The control panel has a high risk of water intake which can cause a great disaster. We solved the problem with the new control panel system with double top covers to separate units as electrical and plumbing system. With its visual consistency between all components likewise, the new product reduces the risk of water intake to zero. Also, it enables easier checking and interaction processes in a more controlled way. Additionally, we transform the industrial appearance into the more compact one as a continuation of the former design that we have made for Etna's hardware products.

Client: ETNA Year: 2019



BiP ID PD

A MODULAR GAS HOB

As Formeta Design we made a collaboration with Ferre to remain their latest design line for built-in gas hob. The SL60m's modular and easy-to-use pan support grids prevent user-based position errors. Additionally, the SL60m has horizontal grids in contrast with the widely used vertical gratings. Through SL60m's stylish knobs, we transformed the hard-line image by creating a much more modern and sporty image considering the end user's perception. SL60m is a hybrid product. Unlike the one-chamber modular grating ones, it is modular but the long horizontal structure was preferred to increase the pot holding surface on the grids. Thus, the maximum holding surface minimizes the accidents that may occur in the kitchen. The aesthetic product has been designed by ensuring the harmony of high-quality inox metal and enamel.

Client: Ferre Year: 2020



formeta





A CONDENSING UNIT

Most of the time, condensing units are wanted to be hidden as an assets of industrial fields. Also, they are generally placed outside the buildings as a requirement and their places are picked in the hidden corner and covered with wire mesh or etc. With a well-organized design process, we transformed the condensing unit into the well designed product by changing its perception of being an industrial asset. Our parameters were defined carefully to design the condensing unit of Emerson within the high technological requirements. Also, we changed the perceptions of users through the design of condensing units from industrial compulsory products to designed objects with its form and functionality. After our discreet design process, the new generation condensing unit of Emerson became the product which can be used for maximum productivity without hesitation.

Client: CFM Year: 2019



formeta



ID PD

A PUMP CONTROL PANEL

Hydropan, designed by Formeta Design from the beginning to manufacturing, is a control panel which enables control and display modes and faults of a single pump booster. Also, it includes one extra version which is the double pump booster of control panel with the alarm kit and it consists of control and display modes. The compact and minimal structure was chosen to define the new line of Hydropan Pump Systems. While the control panel has an industrial appearance, dynamic lines and surfaces were added to emphasize the control panel eye-catching look. Unlike the old white version of the product, blue and red shiny plastic materials, the same color with pump system, were chosen to complete the pump system in the sense of harmony of appearance. As a result of this colour difference, we classified the boxes as well, while the blue one is used for control and display, the other red one is used for the alarm and fire control.

Client: ETNA Year: 2018





A RETAINER CASE

Orthero, a new orthodontic treatment as an alternative to metal braces, offers dental patients a simple treatment by personalized made step by step aligners. Since the company was started in 2015, Orthero has been our business partner. Our company, Formeta Design, has supplied design consultancy services from brand strategy to corporate identity from the beginning of Orthero. Clean Aligners which are custom made according to clients teeth type, need a case box to cover and protect them while carrying. Thus, we made a design of a case box for Orthero which does not look like a medical box but accessories. It was precisely designed by us that people would like to carry in their bag and not to be ashamed to show as a medical box. The form we chose for this new clean aligner box is pearl shell because of the brand strategy we defined for the company. Our design emphasized the marketing strategy of Orthero as our product makes your teeth like pearls. With the new box design of Orthero, clients of the company feel like they don't have a medical device but a good-looking accessory in their bags.

Client: Orthero Year: 2019



formeta





A FOLDABLE NOTEPAD

Wristwatch, as a result of our collaboration with the entrepreneur Seni Sulyman, is an individual project which is the new concept of a foldable leather notepad: a new way of taking urgent notes in daily life. Our design problem comes from digitization which affects today's world drastically so we are experiencing new worries which didn't exist before. All devices that we use in our everyday lives need a charge to use them, so we have gained new priorities which come from the new era habits such as frequently checking batteries and carrying battery backups. Thus, these behaviors convert into necessities for our lives. So, that brings a new question about our ways of living.

Why do we need a chargeable device to take a quick note?

Our reply to this question is Wristwatch which was designed in order to make daily lives easier regarding individuals' habit of taking digital notes. With the help of a new way brought by Wristwatch, one can take a note instantly without the need of digital devices and their battery struggles. With its metal structure It can be foldable and also durable at the same time.

Year: 2013



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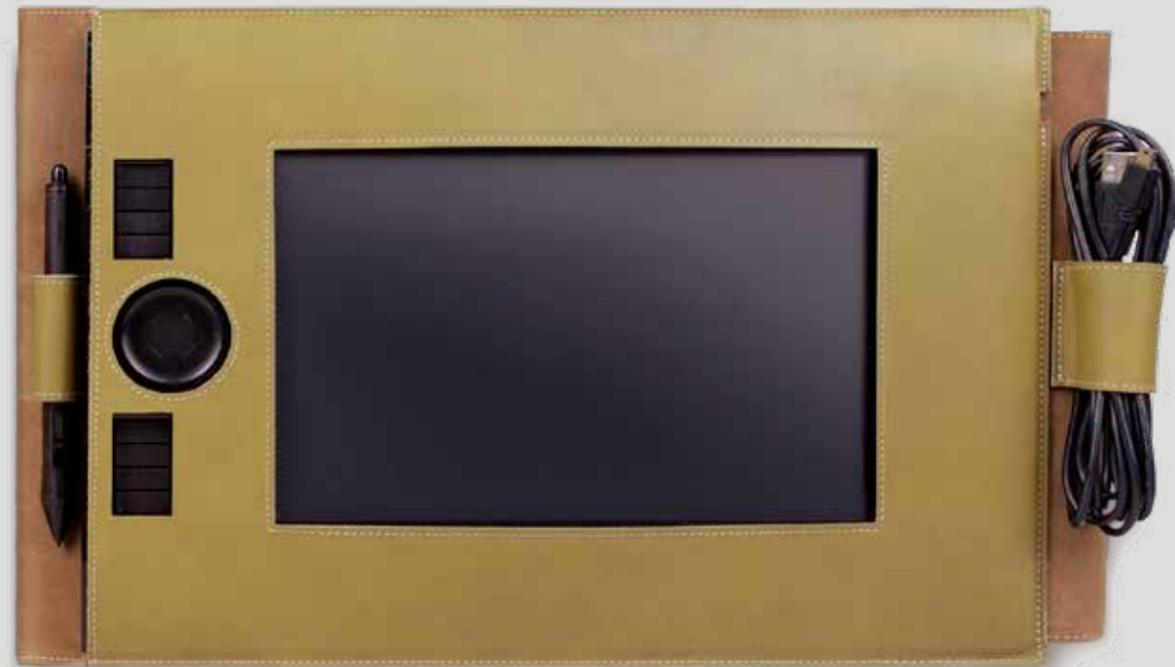


PD SG

A TABLET CASE

Tabletcase, designed by Formeta Design as an individual DIY soft goods project, is the easiest way to carry the graphic tablet with its components altogether. Although it started as an individual need, our design team recognized a great opportunity for this market and have made a design of Tabletcase for Wacom Intuos 4. This bespoke suede case makes it easy for designers to carry their graphic tablets (specifically the Wacom Intuos 4) and all its components safely between work and home without the need for an extra bag. Better yet, the tablet never has to come out of the case thanks to cut-out spaces in the material that leave controls and even the power port visible. Also, there's a special place to keep the ultra-sensitive pen secure and handy. Additionally, the tablet case's design comes in two types of leather such as vegetal and suede while producing them. Moreover, it is obvious that Wacom Intuos4 is more remarkable in customers' eyes with this tablet case. Just take it to-go, then unfold, plug in and get to work!

Year: 2013



formeta





AN INTRAORAL DEVICE

Dormio of Respo Gadgets is an innovative and comfortable intraoral device which is used in the treatment of snoring caused by the obstructive apnea. We as Formeta Design, supported Respo Gadgets to consultate their product scenario and exterior design by creating a new way of analogy for Dormio as a pacifier for adults. With the help of this analogy, not only people's perceptions were changed when they were trying to classify the product in their mind, but also it was important for the R&D team to begin their benchmark because of matching existing products. Dormio converted into a seamless wellness product to increase individuals' sleeping quality. Besides its unibody appearance, Dormio is a functional and ergonomic product with its perfectly-fitted shape in any mouth. It supports keeping the jaw bone and tongue in line with what it should be, thus it prevents snoring and obstructive apnea while sleeping.

Client: Dormio Year: 2017



formeta





AN ISLAND HOOD

Andro model island type hood, named after Andromeda, is designed to meet the aesthetic and functional expectations of consumers for large-area island-type kitchens with its aesthetic appearance. Considering the consumer needs in the design process of the Andro, an angled form has been created so that the surfaces that are in eye contact are directed towards the user. In addition, with the square-based body form designed for Andro, expanding towards the middle and narrowing at the ends, so the mass appearance has been thinned and the product has been given a more elegant appearance. The functional led light that has been embedded as a thin strip form, ensures a delightful cooking atmosphere for end-users.

Client: Ferre Year: 2020



BiP ID PD



AN EXTRACTOR HOOD

Boldline hood is an angled hood designed for Ferre's high-end hoods range. Thanks to its double-glazed structure positioned on its inox body, it is distinguished from its counterparts. The silk-screen printing patterns used on the upper part were inspired by the "texture dynamism" movement and contributed to the product to have a modern appearance. Boldline's aesthetic design was achieved with a structure that curves downwards from the upper part, thus providing a more effective usage area for the user in narrow spaces than its equivalents in the market. On the lower part, the curved structure is flattened downwards to position the control panel to enhance accessibility for the user. The light is positioned to provide effective lighting in order to provide a rich cooking experience.

Client: Ferre Year: 2021





A SPICE GRINDER

is the spice grinder designed for Chef Seasons' new spice grinder series that are designed in line with the brand's innovative, creative and surprising perception. As a result of our research at the beginning of the design process, users are not keen on using spice grinders in only one way but they use spice grinders in different ways. But the problem is, common spice grinder designs are proper only for using the scenario which is holding the bottom part and spinning the cap. So, we focused on the alternative scenario regarding other users and made a design for easily fitting the hands and led users to spinning the bottom part. So, the top part of the bottle is designed with a texture, thus increasing the grip and providing convenience for the users. The textured structure is continued in the glass part of the product for ergonomic spinning. Besides, preserving the design line and achieving an elegant appearance. Additionally, the second innovation of the Ergo Spice Grinder is guiding the user in terms of grip thanks to the angled mouth part, while the problem of opening the cover during use is solved with the recess separating the glass part from the mouth part.

Client: Chef Seasons Year: 2020



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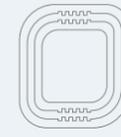




IoT

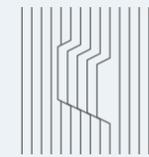
Engaging with the latest technologies Industry 4.0 brings, we resolve big data transfer and deployment processes with innovative IoT product designs to ensure a securely automated process. IoT products make processes smarter and smoother through automation and digitisation in a wide range of industries, especially healthcare, transportation and telecommunication. We provide smooth user experiences with remote systems management through an elaborate consideration of IoT design requirements.

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an infant tag

60



an asset tag

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a locator

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an AI assistant

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a smart box

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a pet tracker



AN INFANT TAG / A MOTHER TAG

Infant Tag Safety Systems is a RFID healthcare system which is licensed by Borda Technology. It has several components such as infant-tag, mother-tag, badge-tag, locator, reader, etc. to keep newborns safe in delivery rooms and hospitals. Formeta Design made a long-run collaboration with Borda Technology to design both hardware and software for the company. As a result of this collaboration, Infant Tag and Mother Tag are RFID tags which enable correct infant-mother match and Infant Tag as itself decreases kidnapping risk to zero with Real Time Location System which allows monitoring the location of baby from the birth to the day being discharged. Besides these features, there is a button on both infant-tag and mother-tag for nurse paging in case of emergency.

Client: Borda Year: 2018



formeta



ID PD IoT

AN ASSET TAG

Assettag, an edge device of Asset Management System, was produced and licensed by Borda Technology. As Formeta Design, we involved the design process of both hardware and software of the product. After recent developments in Industry 4.0, IoT devices converted into more reasonable systems which led to the emergence of a new design field called 'Design for IoT'. While making a design of Asset Tag, the most essential design criteria we met is customizing. So we used membran for the top part of the product due to changing customer requests over time. The company can just change the membrane of the product to customize it for their clients. To provide these flexible usage fields, the exterior form of the product was being chosen as simple form which allows the company to detect the removal of the product and assemble on every type of the product easily.

Client: Borda Year: 2018





A LOCATOR

Locator which connects edge devices to the reader to connect the system altogether, is a crucial component of IoT solutions. The whole industrial design process was designed and made by Formeta Design for one of our long-running business partners Borda Technology. Within the integration of crucial advances in IoT technologies we have made a compact design for the smart component of IoT solutions. The optional antenna of the product was hidden in an extra shell which was varying according to ceiling type. By working as a bridge, the locator assures the connection between the main systems and smart IoT edge devices. Formeta Design involved the process of industrial design, design management, concept generation (design sketching, 3D modelling), rapid prototyping (mock-up) and molding design processes.

Client: Borda Year: 2016



formeta



ID PD IoT UI UX



AN AI ASSISTANT

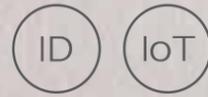
Technology is changing really fast, so is design. We are living in the era, every piece of products and devices evolve to catch the next generation. So understanding of the product and its perception of appearance is much weaker in people's mind than itself compared to several decades ago. In today's world, you can not picture their form when someone talks about wearable devices, but if someone talks about a fridge or a chair, you can immediately understand the form and usage of the product. So, what is the right form of the devices which occurs in industry 4.0? To question this problem we chose to design a future-oriented product, an AI assistant, to extract the meaning of its existence. Iris is the result of this examination.

Iris is an AI assistant device which is designed by Formeta Design. In accordance with our lives, the devices we use are getting smarter. And we expect more function and benefit with fewer devices. It was the result of an emerging AI assistant at home. But the point is there are a few strong evidences to exhibit evolving of this device in the future.

Year: 2021

formeta





A SMART BOX

EnerjiSA with more than 9 million customers in 14 provinces, manages two main business lines of electricity distribution and sales with operational excellence in Turkey. For the design of their latest product' Smart Box, they chose Formeta Design's expertise. We made a design of Smart Box which enables individuals to track and make an analysis of their energy consumption, to detect instantaneous increases with its compatible mobile application. Also, the customer can set the billing target and make a comparison between the consumption of individual or the other users. Thus, the end user prevents wasting energy and saving nature with the sustainable tips of the Smart Box. We implied the futuristic, modern and stylish design line for the smart box and created the homogeneous moire by located lights in the middle of the product. Thus, we attained a more innovative appearance for the Smart Box which is suitable for every house.

Client: EnerjiSA Year: 2018

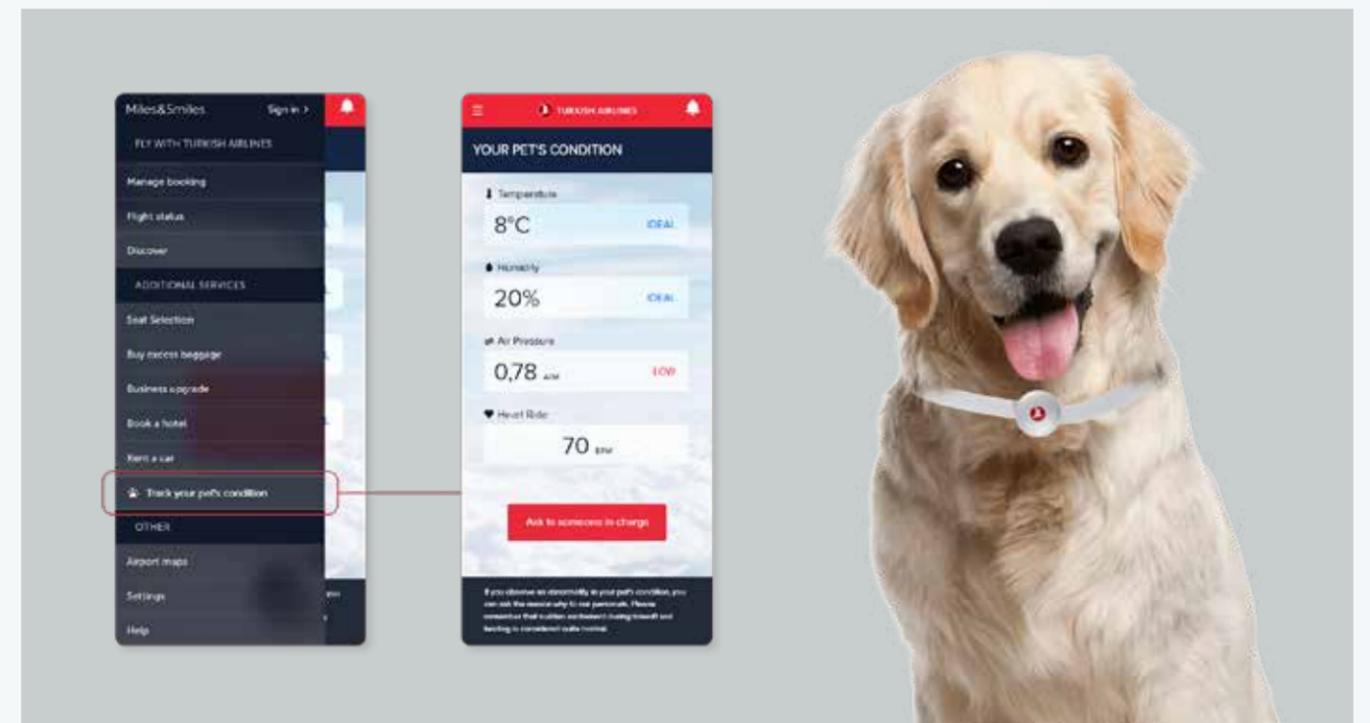
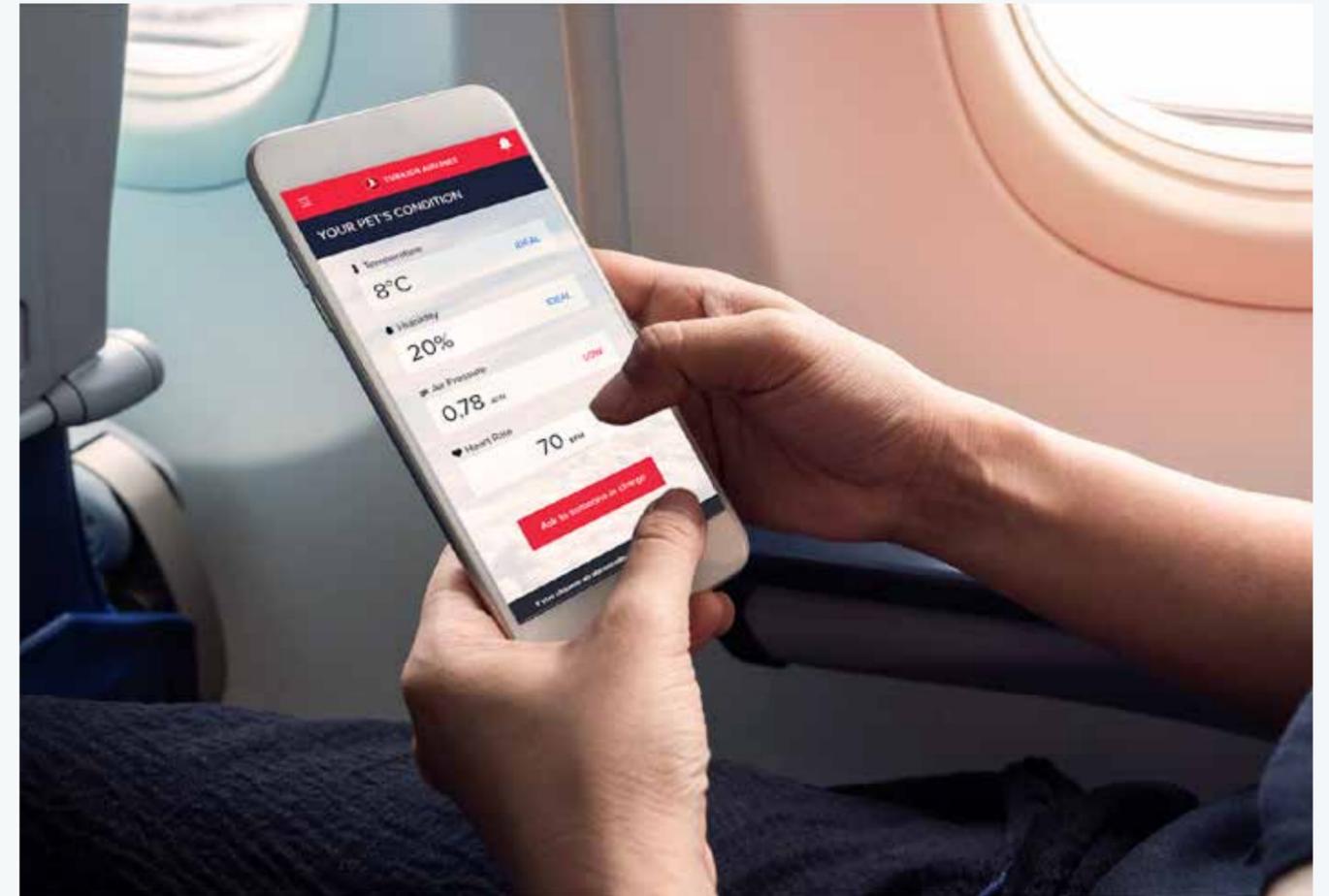


UI UX ID IoT

A PET TRACKER

Pet tracker is a conceptual mobile application supported tracker design that allows you to monitor the instant conditions of your pets that are entrusted to the luggage during the flight.

Client: THY Year: 2021





mobility

Our work for transportation design involves translating our business partners' expectations into engineering requirements. The key to our transportation design process is corresponding ergonomic functionality to aesthetic value besides minimizing accidents and maximizing road safety. Our holistic design approach fits properly into the overall complexity of the transportation design process. Clients' insights into the interior and exterior designs of the vehicles are translated into the production paradigm to provide safety with an added value.

72



a water taxi

74



a double-ended boat

76



a scooter

78



no touchlar eklenecek

80



no touchlar eklenecek



A WATER TAXI

'Seacat' is an award-winning hybrid-boat of TVY Marine designed by Formeta Design. Within the hybrid system application, we aimed to minimize the fuel use and reduce the costs of operator companies. Thus, we developed the system that maximizes the energy efficiency of the boat without compromising the speed or seakeeping performance. Furthermore, in order to boost cruise comfort for passengers and crew while considering environmental sustainability, Seacat was designed as a catamaran to maximise the deck size depending on the length of the boat. The whole design process of Seacat was made by Formeta Design from first sketches to detailed part design. It's a perfect combination of sportive streamlines and smart details to create a compact boat as a Sea-taxi for Bosphorus. Additionally, this project won a third prize in 2012 at ITU-Seed to prove to be a promising project.

Client: TVY Marine Year: 2013





A DOUBLE-ENDED BOAT

Kanuni is a new generation double-ended boat of Dentur Avrasya Group. The company helps millions of passengers to pass between two continents in 3.5 minutes. We as Formeta Design have made an industrial design of the double ended boat for Dentur Avrasya while the other business partners were developing this giant transportation. We made a design not only for the exterior appearance of this boat but also interior design of the new 37-meters vehicle. The main purpose of this giant boat is carrying passengers on one of the busiest shipping lanes, Bosphorus which is also the narrowest strait in the world. When these new double-ended boats take the place of old ones, the company will transport passengers %20 faster. Because of the company's aim to reduce sailing time and make fuel consumption more efficient, the final design was decided as a double-ended one. Moreover, it supplies a safer journey with the upper mechanical system which allows passengers to be safe when boarding and landing including passengers with disabilities. In accordance with the silhouette of Istanbul, Kanuni has a modern appearance which is supported with curvy lines and color. This Double-ended boat was designed by the team: Mehmet Mert Sezer from Formeta Design Studio and İsmail Alkış from Utopia International Marine. Lastly, the Matesis Marine & Engineering as the main contractor of the project.

Client: Year: 2014



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PD MD



Good Design
Award 2021

A SCOOTER

Boqu Scooter's iconic appearance has been supported by many details along with enhancing ergonomics. Compact handlebar which consists of entire mechanical parts have differentiated Boqu scooters from its alternatives by giving it a more minimal and compact look without any interrupts in its unibody form. Also, the connection between the manets and handlebars has maden hidden for maximizing end-users' comfort besides their stylish textured appearance. While Boqu Scooter's unibody form and cable-free appearance enhances mobility, integrated lights have been designed for safer driving experience besides lasting harmony of the entire body. By considering safety concerns, additional signal lamps that are compatible with the dynamic structure have been added. The rubber mat design was supported by wavy textures, to maintain the smooth and stable lines same as the form of the scooter. In the same way, by using textures on handles we have gained stylish appearance for these parts along with ergonomomy. Additionally, textured design has brought dynamism by interrupting the monotony for sophisticated appearance which is suitable for users. While Boqu Scooter's unibody form and hidden electrical equipment enhance mobility, integrated reflectors have maintained harmony of the entire body. Moreover, multiple led lights of the scooter are adapted seamlessly to each other for minimal look.

Client: Boqu Year: 2021

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digital

We position ourselves as creative problem-solvers in a broad range of areas, including the digital products as well as the physical. We offer digital design services for UI and UX Design, graphic design, and web design. We care about meaningful user experiences and thoughtful interactions with our digital products so we focus on maximizing usability of products. We increase the usefulness of interaction by putting the user at the center while we have designed interfaces.

84

an application interface

94

an ai assistant interface

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an interactive catalog

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an admin panel

96

a mobile game

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an application interface

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a mobile app

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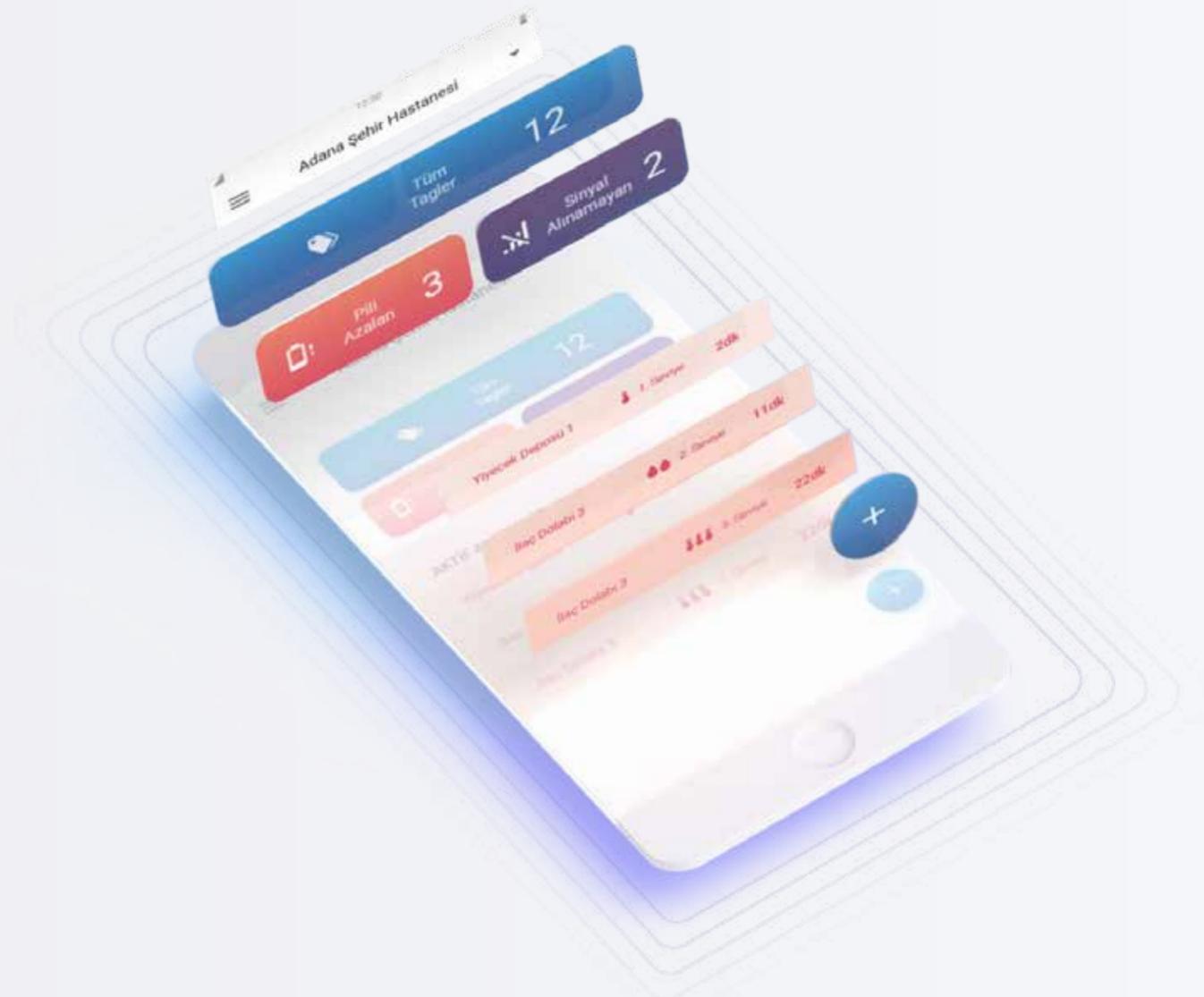
an admin dashboard



AN APPLICATION INTERFACE

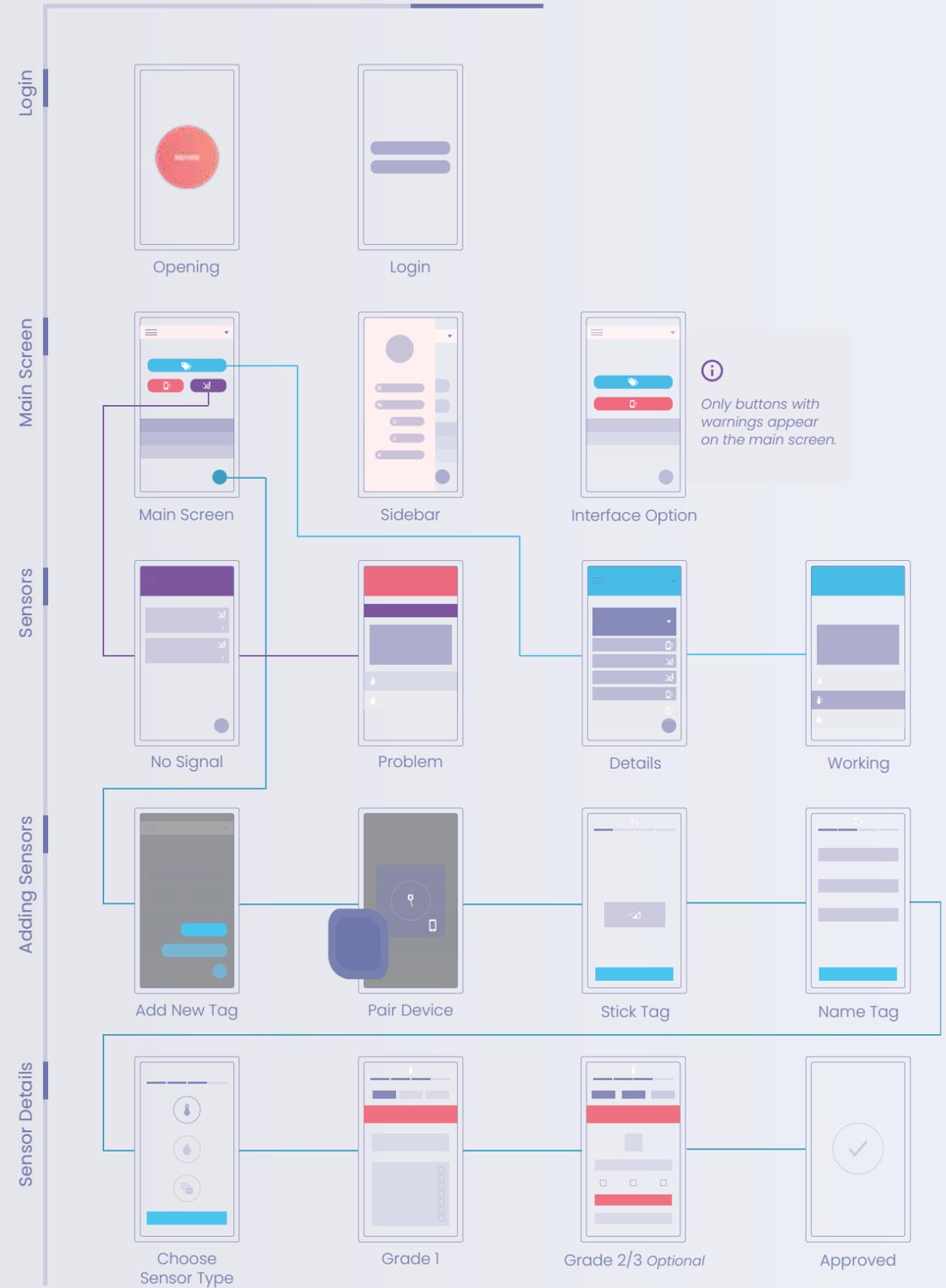
Borda Sense, a new IoT solution for Borda Technology, controls HVAC System simultaneously. There are several determining factors that a system detects temperature, air conditions, humidity, location and determining the orientation of the product to which it is adhered. Both designs of the software and the hardware were designed by Formeta Design to make them unify and compact. Thus we maximize the interaction and usability between them while detecting the key point of the user scenario. Also there are few unique features that Borda Sense informs the person concerned if the values, defined by the end user, are out of the implied critical ranges. By the warnings of the Borda Sense, the person in charge may take an action in the right time and situation can be controlled.

Client: Borda Year: 2019



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APP FLOW





AN ADMIN PANEL

Lighthouse 4, licensed by our business partner Borda, is the admin panel of the company to control, organize and develop their operations. Unlike their previous versions, Formeta Design involved all the process of Lighthouse evolution. Thus design parameters and criterias were defined by our studio precisely to create a human-centered interface by our interaction design, our user-flows and card sorting methods. Our design team used mainly orange, dominated all the process because its corporate color of the company, and green in order to emphasize different tools from the screen. To make timeless design, maybe one of the most important things in this modern and rush era, we tried to use minimum design tools to define sophisticated systems into Lighthouse 4.

Client: Borda Year: 2020



APP FLOW



AN APPLICATION INTERFACE

TagTag, an application for iOS devices, which helps people to learn regional popular posts in any social media tools projected by Formeta Design by collaborating with Onur Kararli. The main purpose of this platform is to follow popular trends and hashtags by location. Thus adaptation of new cities, no matter because of migration or tourism, is much easier. Because interests, lives and trends of people are reachable by checking hashtags they used in their lives. With TagTag, one can start a tour by selecting location, choosing and embedding social media tools and logging in. Moreover, TagTag allows users to be more visible in social media by showing and making individuals interact with popular entries.

Year: 2014



APP FLOW



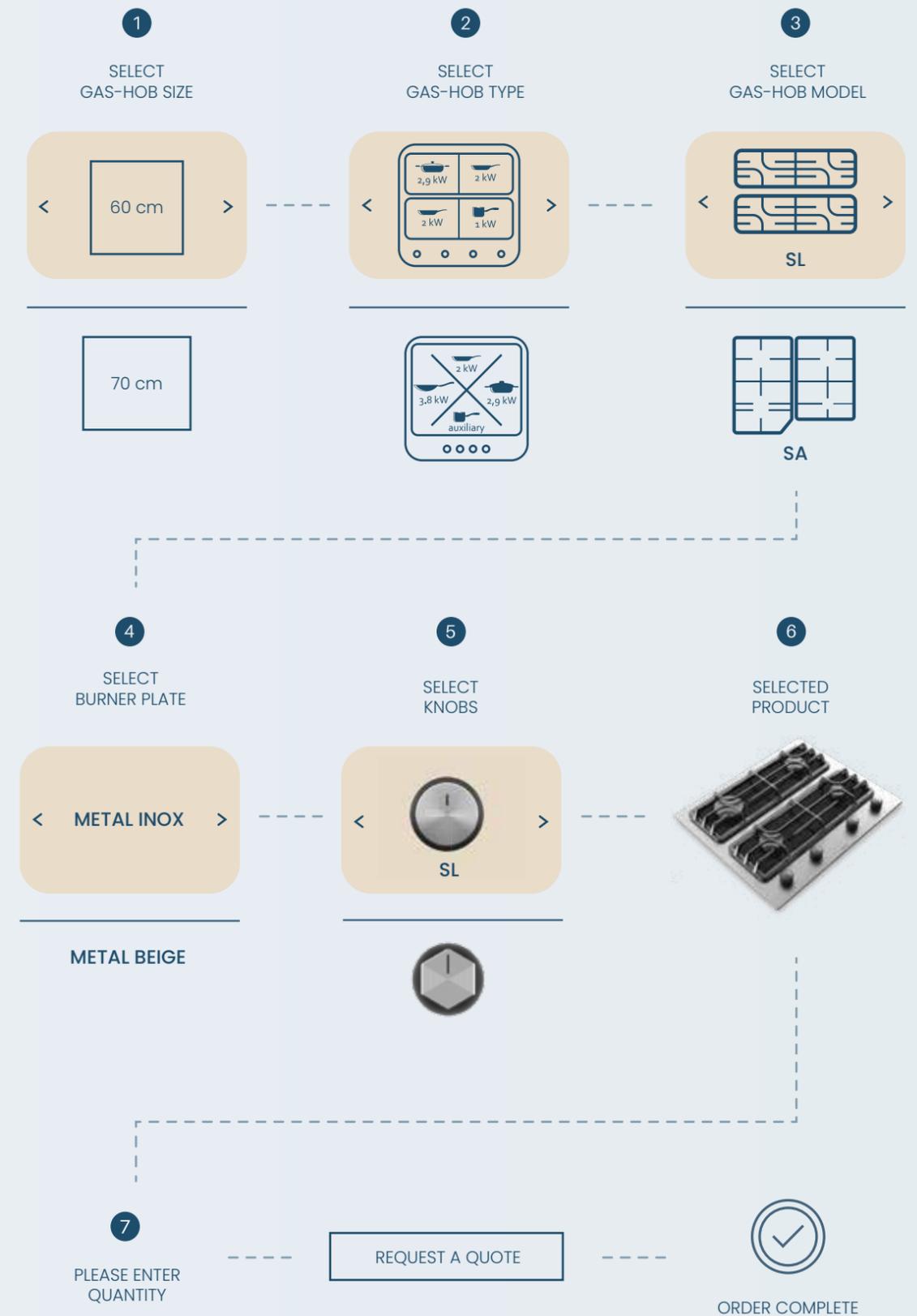
AN INTERACTIVE CATALOG



The new interactive catalog was created for the end user and commercial use in order to present the large amount of design alternatives that emerged as a result of our collaboration with Ferre. As the first phase of the project, just gas hob models and their variations were defined to test the usability and functionality of this catalogue. The user interaction is simple and easy-to-use, in fact there are just two parts, one of them was a simultaneous picking model and several specs to edit. These six technical specs which are hob sizes, hob types, models, burner tray types, knobs and pieces, affect the appearance of the product simultaneously while using an app. It enables the user to previews of whole products on the one page. While we as Formeta Design create new communication and disruptive way for our business partner, we remain Ferre's innovative and stylish brand perception in their digital catalog identity by using high-quality visuals.

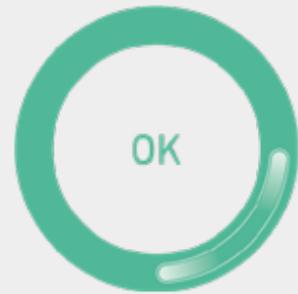
Client: Ferre Year: 2019

FLOW



UI UX CID

AN OVEN INTERFACE

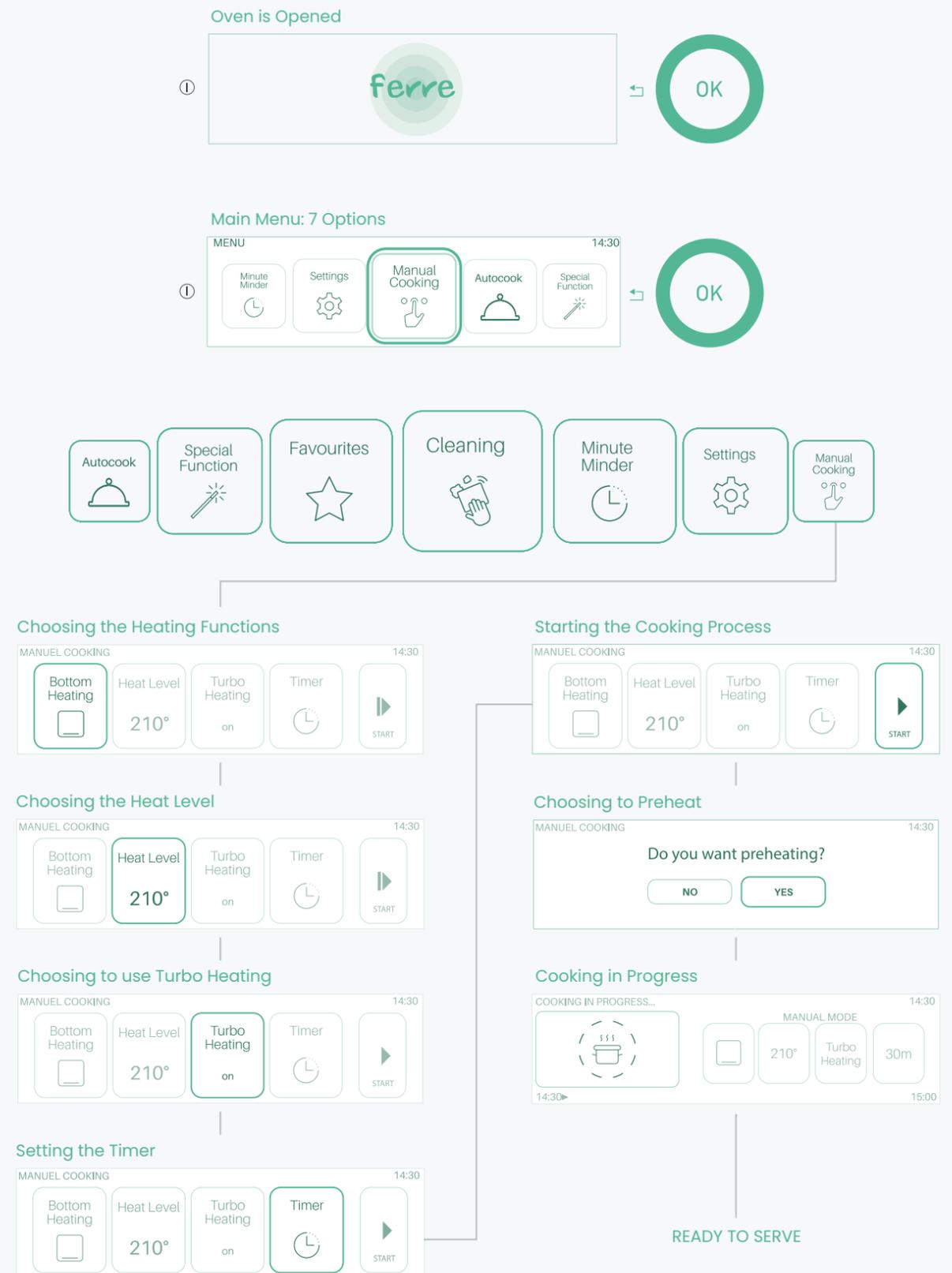


A new look of user interface panel design of Built-in Oven for Ferre. Neon green color was chosen to fit Ferre's own corporate color which is the complement color of Ferre's orange. Besides this, neon green is the colour of the future which was selected precisely to represent the vision of the company for the future. The whole user experience is shaped around the wheel touch. Because of circular rotation movement, all display screens are designed to imitate the tangible circular motion. Thus, the end user perceives the screen as completed by itself and the user experience goes beyond the screen.

Client: Ferre Year: 2019



WORK FLOW



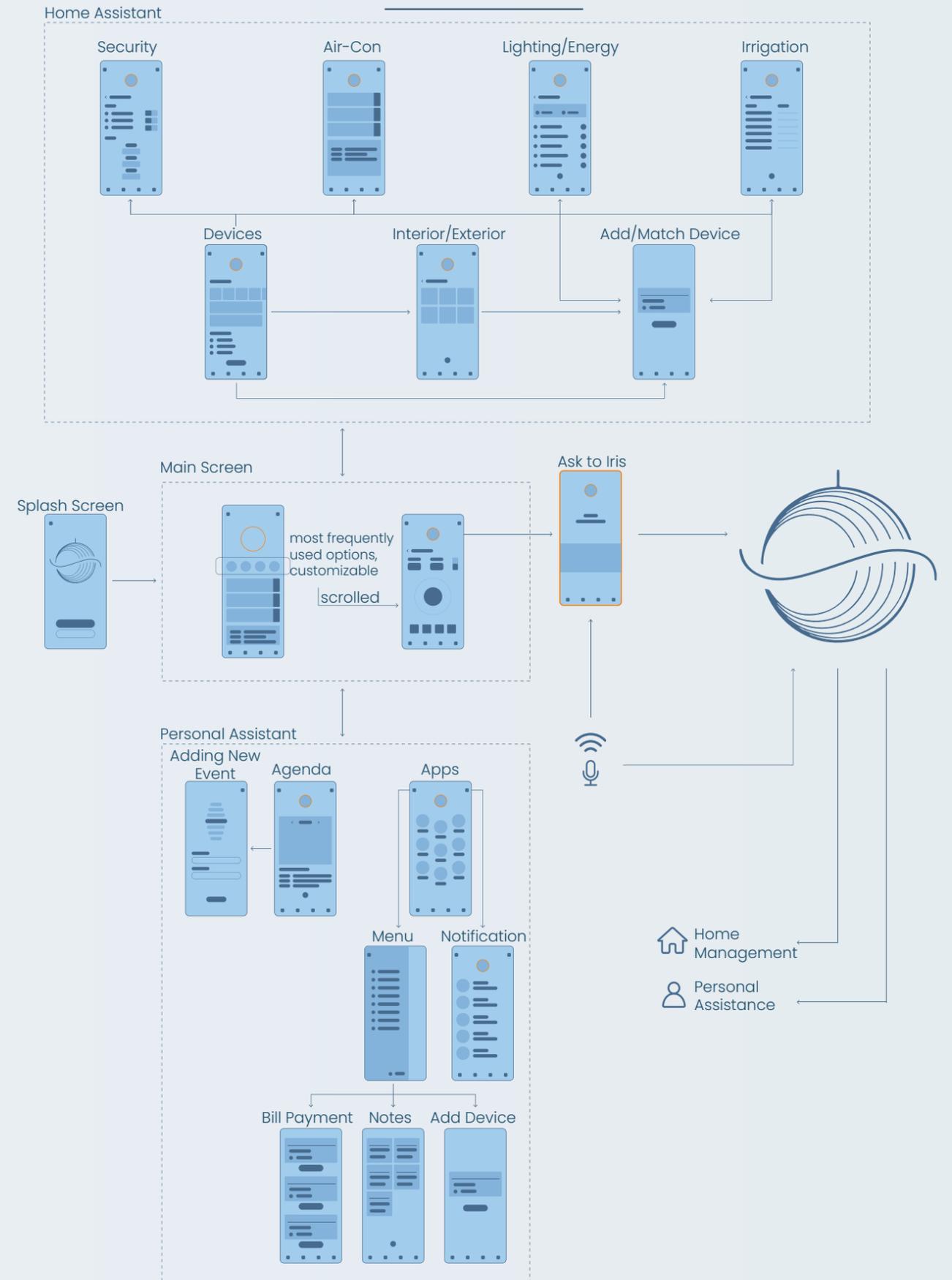
AN AI ASSISTANT INTERFACE

In the mobile interface of the Iris 3.0, attention was paid to the selection of colors consistent with the Iris 3.0. While the mobile application is used more efficiently thanks to the strong signal of the Iris, it also allows the users to continue the experiences offered by the Iris when the user is not at home. Through its clear use flow and navigation, the mobile app enables the user's home device management and personal usage practices to be checked with a single click.

Year: 2021



APP FLOW

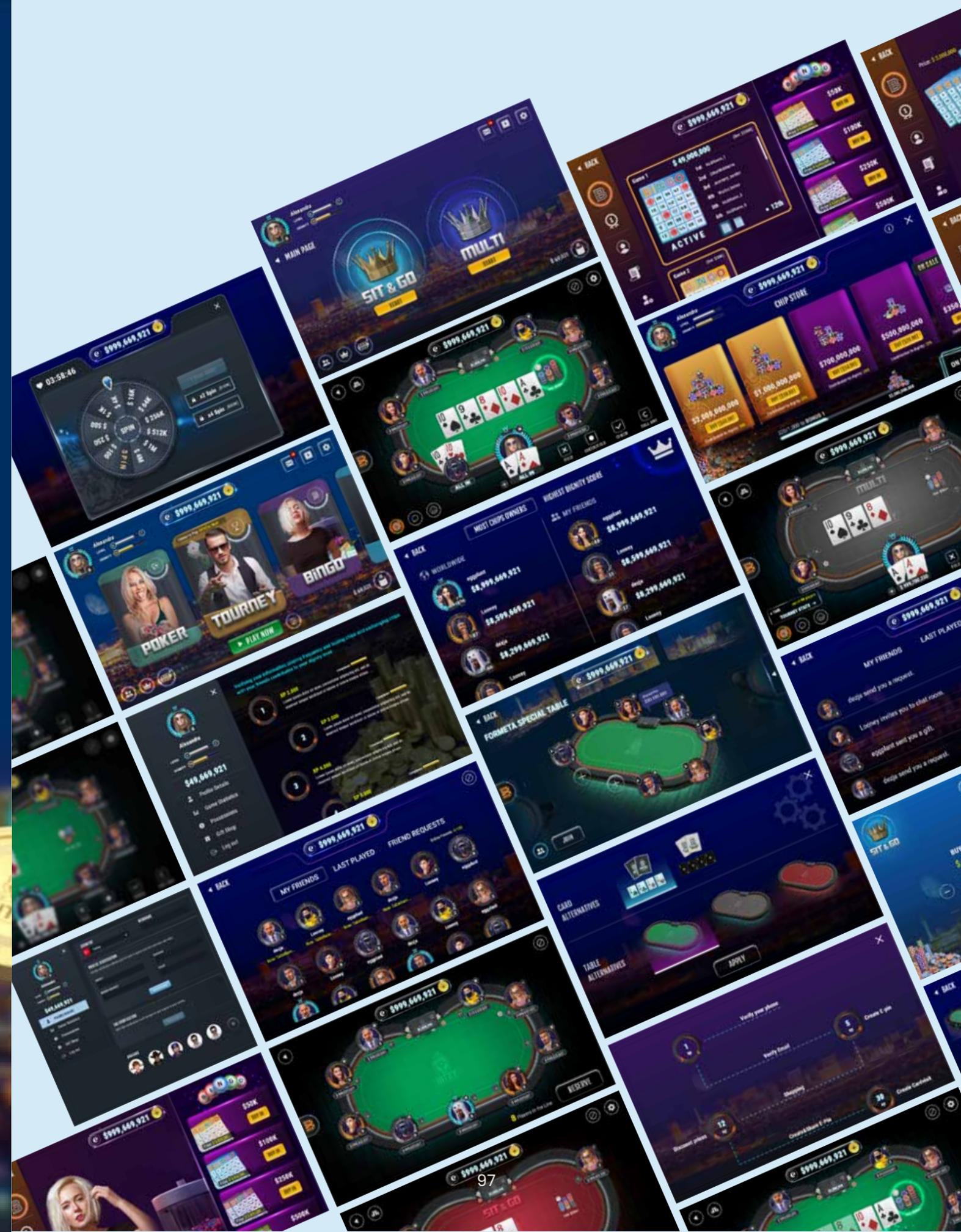


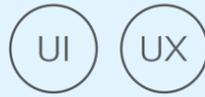
UI UX ID

A MOBILE GAME

Ritzzy Poker is a mobile game for IOS devices designed by Formeta Design. We made a design for whole game play and all user interactions. Game items such as playing cards, chips, money, playing tables and game play scenarios were designed in harmony with each other and the theme of the game "ritzy". Also, different status levels are added for the users and visualized with the honour circles.

Client: Ritzzy Poker Year: 2021





AN ADMIN DASHBOARD

Skysens is a technology company established in 2015 strongly focused on industry-oriented wireless IoT solutions. It aims to create an easily applicable, simplified and high-performance IoT solution for every kind of industry and the other verticals such as buildings, cities, airports, stadiums, hospitals etc. Enabling a comprehensive and scalable end-to-end IoT solution with its own unique software, hardware, and design, Skysens had become of the most growing IoT companies around the world among wireless IoT providers.

Client: Skysens Year: 2021



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IoT PLATFORM - ADMIN DASHBOARD





data & visualization

We support our business partners by offering visualization service. We are creating computer generated imagery, digital animations and three-dimensional models. Considering the importance of visualization in regard to the design process, we provide clear communication through visuals. Also, we include rendering processes for both photorealistic and non-photorealistic images and product photography as the visualization service for companies which need to be supported with the visualization service.

102

isometric city
illustrations

106

digital
illustrations

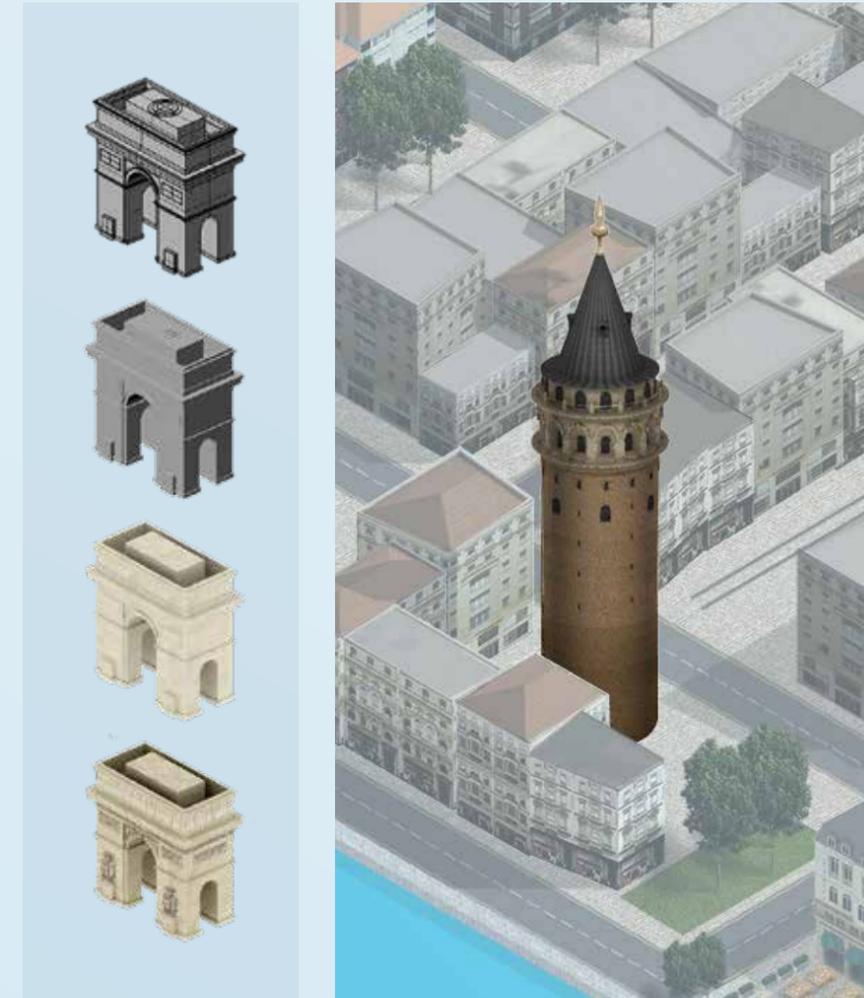
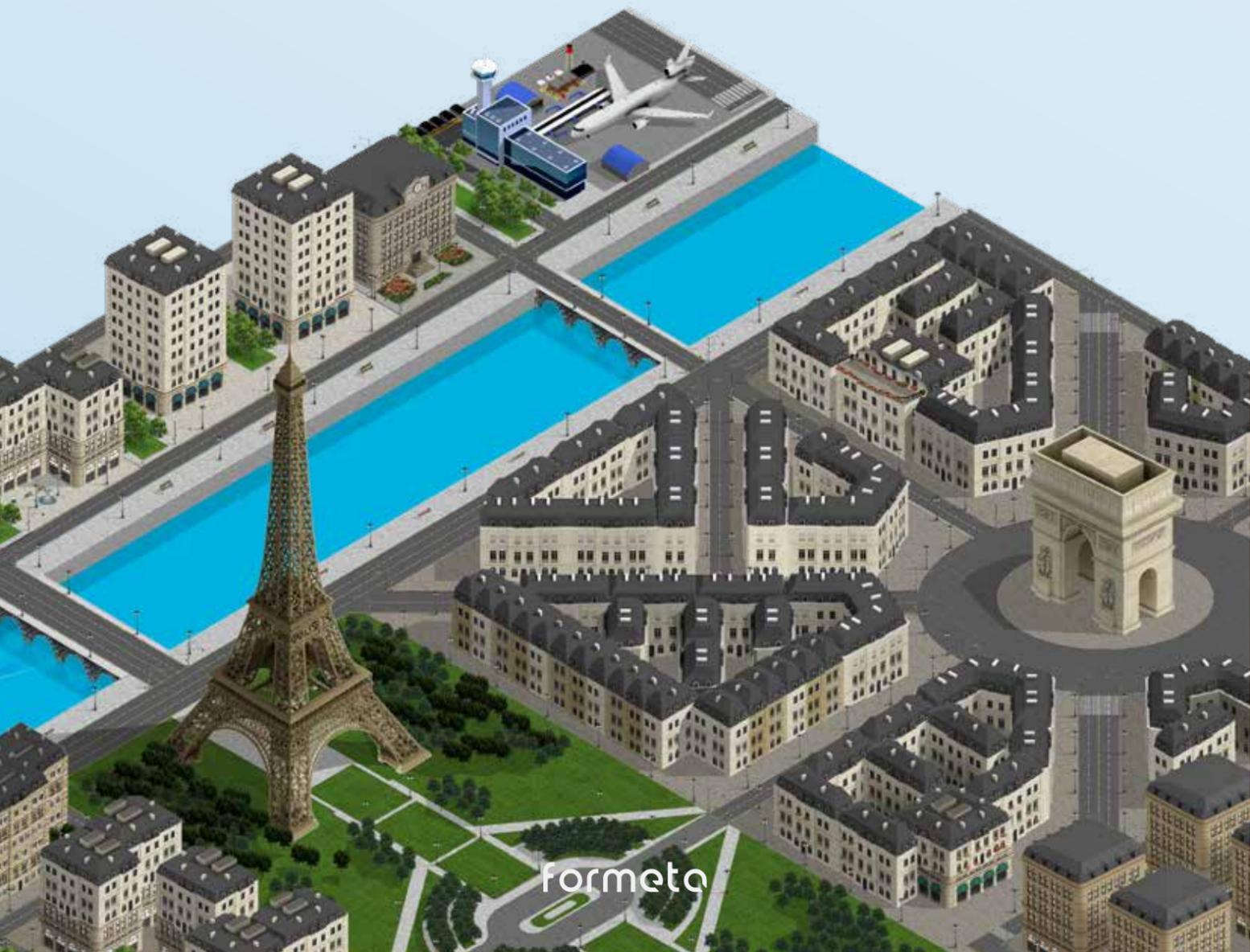
104

a 3D
illustration

ISOMETRIC CITY ILLUSTRATIONS

Devr-i Alem, an interactive mobile game, enables you to redeem and spend your points, miles etc. by collaborating with other popular applications via your mobile and web browser. These 3d-illustrated-isometric-maps of 20 different cities from all around the world were designed and modelled piece by piece by Formeta Design collaborating with our designer friend Türker Acartürk. Our mission includes art directing, modeling, rendering and recombination of compact maps with several landmarks of the cities from New York to Istanbul. Furthermore, Most of icons and several interaction components were made by us to support the interaction team of the project. Devr-i Alem's whole rights were conducted and licensed by Pharos Media.

Client: Pharos Media Year: 2014

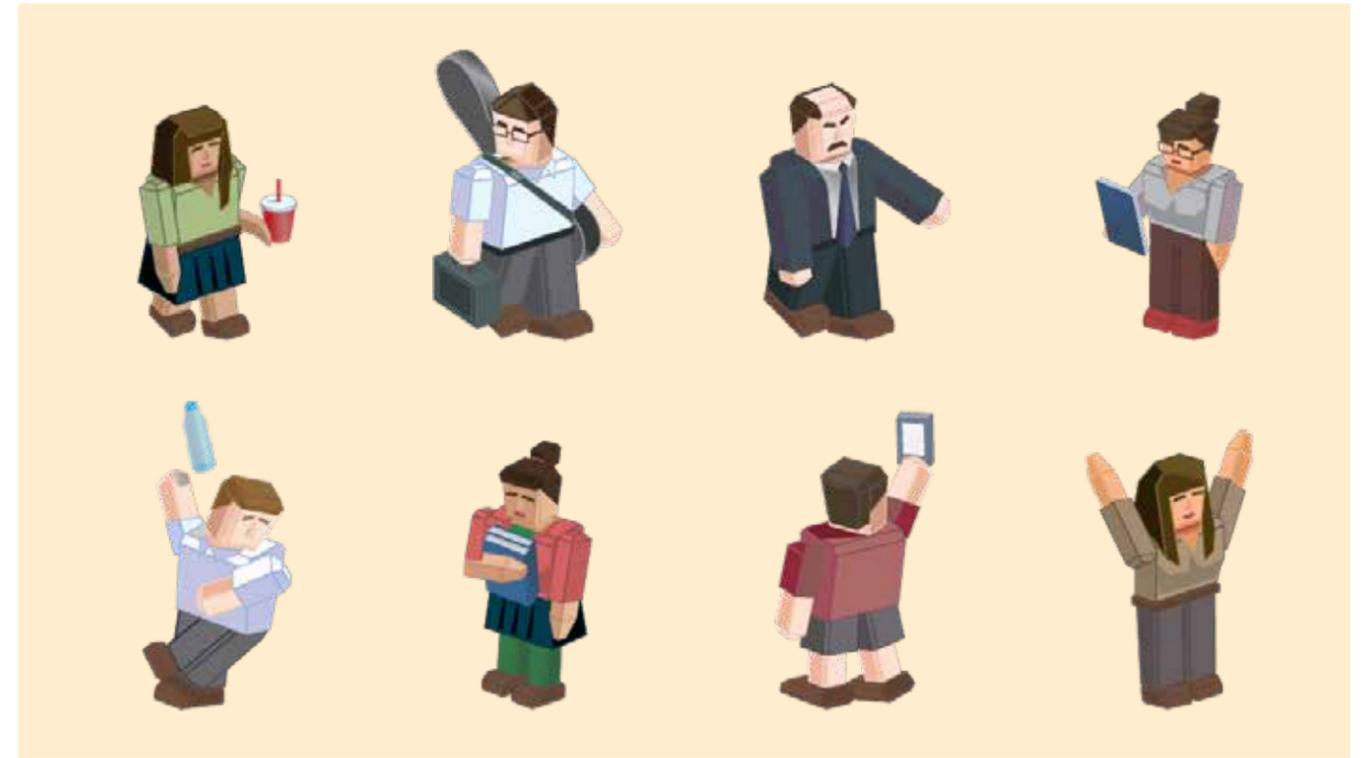




A 3D ILLUSTRATION

Ankara Atatürk Anatolian High School's 3D isometric illustration was made by our founder Mehmet Mert Sezer for the 10th anniversary of his graduation from AAAL. It took approximately 5 days except for the planning process at the beginning of the project. There are 3 different softwares which were used to facilitate the process. Also, the poster was created by using more than 200 different figures. Additionally, most of the scenes in this illustration are based on the real occasions and individual memories.

Year: 2016



DV IL

DIGITAL ILLUSTRATIONS

We have made illustrations for the book "Whispering Turkey" which was written by our Taiwanese writer friend Chen Sheng Yuan to describe daily life in Turkey for Taiwanese people. It was written as a travel guide but includes so much information about living in Turkey and thoughts about Turkish culture too. Whispering Turkey divided several sections to lecture all of them separately which describe daily life in Turkey and some of the important events in Turkish History. We contributed to the book Whispering Turkey with our digital illustrations for the five sections included: Daily life, Turkish breakfast, Gezi Park Protest, Migration of Turkish people and Tourist attractions of Turkey.

Client: Chen Sheng Yuan Year: 2016



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brand & strategy

We see the importance of branding in creating meaningful user experiences beyond appearances, so we support our business partners on defining their values and market positioning. We design coherent visual identities and brand strategies to bridge our clients with their stakeholders and visions. Also, we provide creative strategies to leverage our clients' unique qualities in order for them to create strong relations with their customers by communicating their visions and missions in a coherent way.

110

çinkosan

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vira vira

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the six
technology
solutions

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vorne

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reserved

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azim box

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wolarf

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endemic
fitofarma

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yanmaz yatırım
holding

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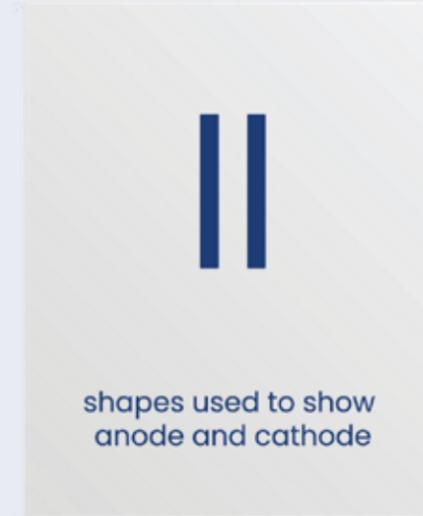
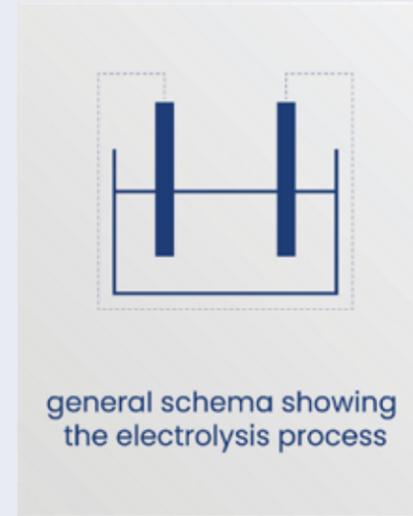
iris 3.0

BS

ÇINKOSAN

Çinkosan is an established company in the coating sector. We, as Formeta Design, have conducted the whole design process of logo and corporate identity of the Çinkosan. Even though they work in different fields now, their journey has started with the electroplated coating workshop. So, we created the area on the logo which indicates anode and cathode and created the letters 'i' and 'ç' regarding the beginning of their journey. In addition, we identified navy blue as their corporate color which relates with stability, authority and productivity.

Client: Çinkosan Year: 2015



VIRA VIRA

We have made a logo design for Vira Vira the boat rental start-up. Considering the blue of the sea and the motion of the waves, we have designed the symbol of a sailing boat by changing the places of the writing symbols that we designed. We identified the strategy as to sail anytime for the sincere brand perception.

Client: Vira Vira Year: 2020



BS

THE SIX TECHNOLOGY SOLUTIONS

The corporate identity and logo of The Six Technology Solutions, Toronto-based technology startup, were designed by Formeta Design. The brand strategy of the company began with defining keywords to determine the impression that the firm wants to leave in its customer's mind. Two keywords such as 'Trust' and 'Collaboration' were defined. To resemble both of them together in brand positioning, we have used two shaking hands in order to represent specific keywords. In addition, to position the brand as a corporate company, we use dark blue which is the color of signifying the trustworthy, reliable and stable.

Client: The Six Technology Solutions Year: 2015





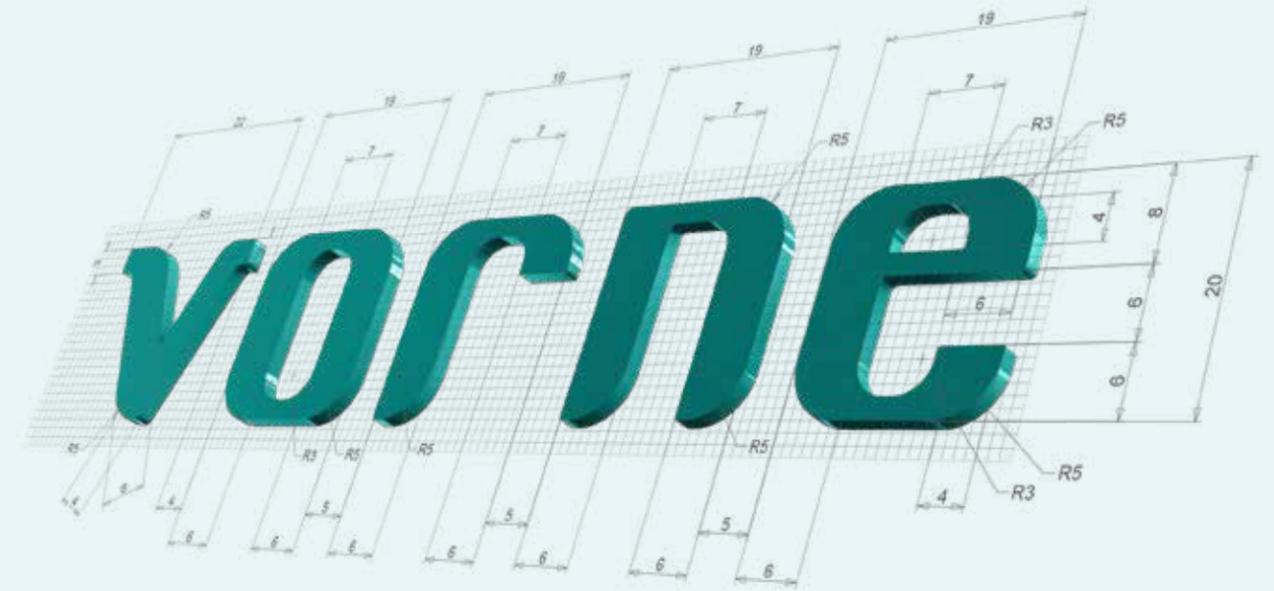
VORNE

Vorne, the new brand of Femaş Group, was created by Formeta Design for the domestic market. The main target product of Vorne is producing and selling built-in extractor hoods which differentiate from the company's other brands with its market. We, as Formeta Design, have made a design for the logo and the corporate identity of the Vorne after defining the brand strategy with our customer. The geometric sans serif font was created precisely to make the final design of Vorne's corporate identity which resembles technological and modern appearance although as seen at first glance in the letter 'V' has extended lines which imply their old-established brand identity.

Client: Vorne Year: 2015



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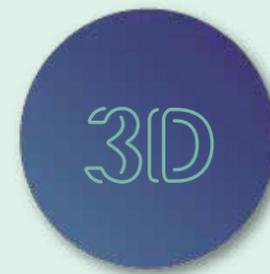
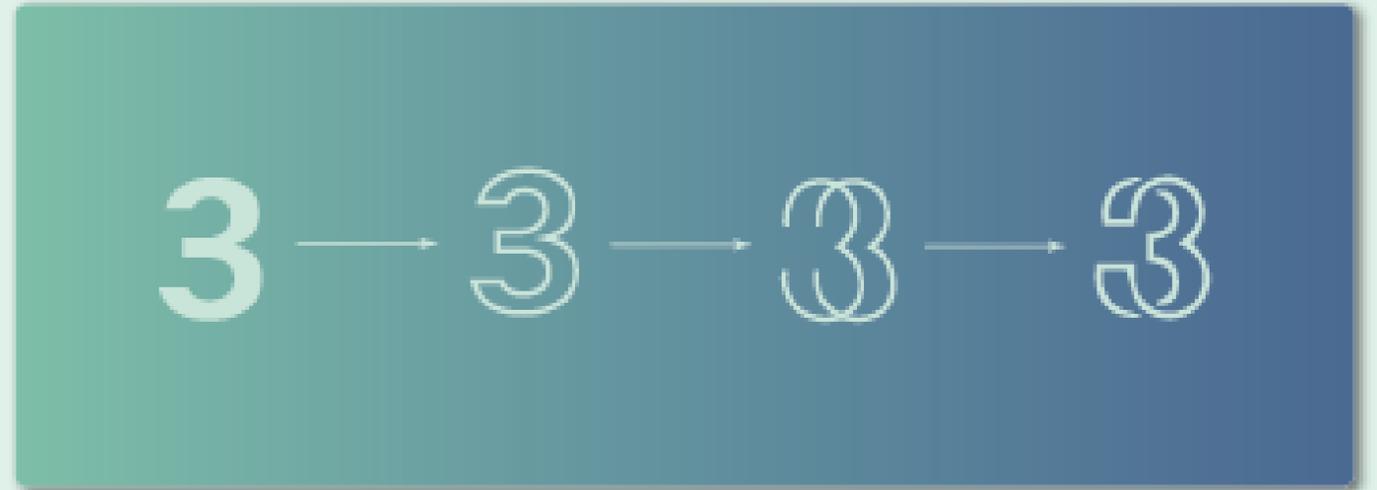
RESERVED

Reserv3d, a tourism startup for a reliable reservation system, has got its power from the potential and significance of the tourism culture in Turkey. The starting point of the project comes from the tourists which may encounter unexpected situations. The team of Reserv3d.com defined one of the common ones as misleading the guests by using the wrong visuals which do not reflect reality. Thus, Reserv3d ends this situation by offering individuals to the facility for booking by looking at the exact place with the 3D models of places which individuals will accomodate. Reserv3d.com is our own project with the aid of Artun Yanıkbaca.

Client: Reserved Year: 2015



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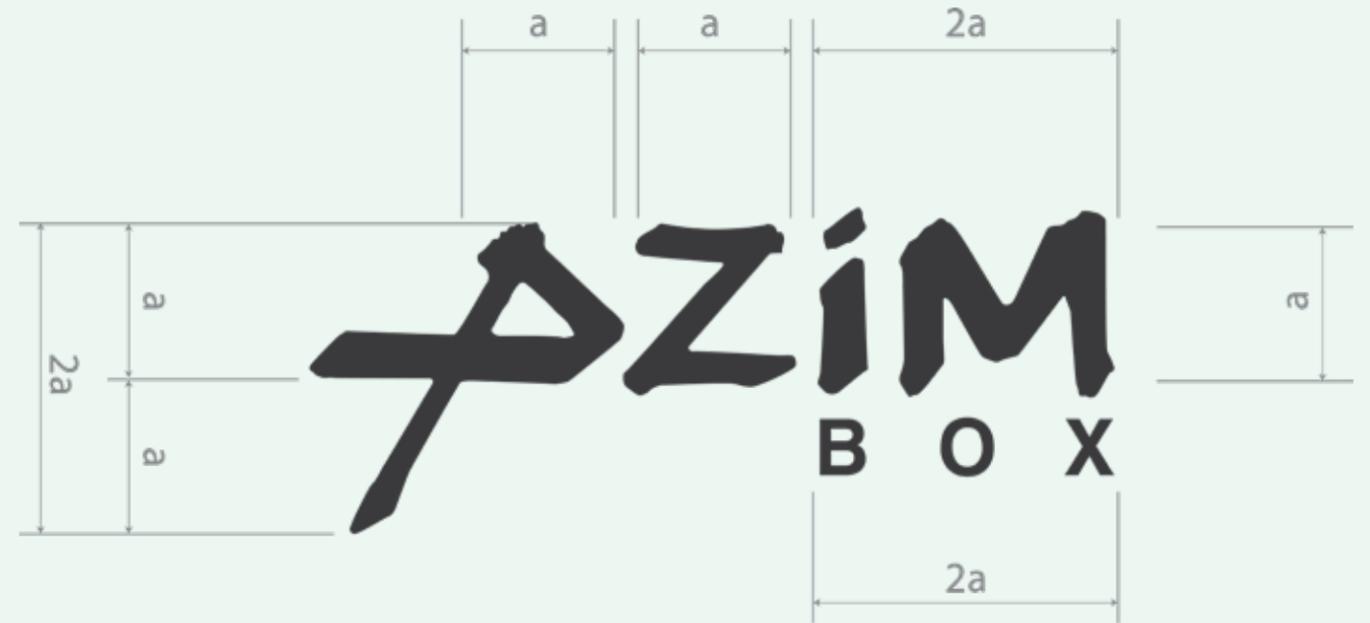
AZİM BOX

Azim Box is a new brand of Acar-group to produce boxes and packaging for the promotional product industry. The story of Azim Box comes from three successful brothers whose initial letters of their names are Z, I and M. And A comes from Acar-Group which remains their works in typography, promotion and leather products sectors for many years and one of the well-established companies in their sector. The initial letter, 'A', was chosen to characterize the brand. Then Formeta Design made a design of logo precisely, especially 'A' letter which resemble two different metaphors, one of them is ribbon which imply that it's about promotional product sector and packaging, the other one is signature of three brothers which gives a brand emotional loyalty.

Client: Azim Box Year: 2015



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WOLARF

Wolarf is the new supply chain management software of Menatek which aims to gather manufacturers from various industries. The logo of the company was designed by Formeta Design. The meaning of Wolarf which is the abbreviation of World Largest Factory was considered, during the decision making process of the corporate colors. Also, the line passing through the middle of the logo was added in order to give the logo a dynamic appearance. Besides creating a dynamic appearance, different spaces of letters were proportioned with this line. As a result, a harmony between the letters was achieved.

Client: Wolarf Year: 2015



WOLARF



WOLARF



WOLARF





ENDEMIC FITOFARMA

Endemic Fitofarma is a new phytopharma company that has a large scale of aromatherapy and phytotherapy products such as plant-based creams, hydrosols and essential oils. As Formeta Design, we have made the branding & strategy for Endemic Fitofarma. For the correct positioning of the brand in the market, logo and corporate identity elements were created in accordance with the "Wellness" theme. In the same way, the corporate color palette of the brand was created with various soft colors reflecting a consistent visual language with this theme.

Client: Endemic Fitofarma Year: 2015



BS

YANMAZ YATIRIM HOLDİNG

Yanmaz Yatırım Holding is the established holding in the coating sector which is incorporated with the Çinkosan İzmir and Arsaş. In accordance with its established structure, logomark that has a powerful appearance was designed with the initials of the company and combined with the durable logotype.

Client: Yanmaz Yatırım Holding Year: 2015



BS PD

IRIS 3.0

Iris 3.0 is a concept AI assistant device of Formeta Design with its brand-new features as a newer version of early releases. The logo of Iris was designed by Formeta Design by considering the futuristic characteristics of the Iris.

Year: 2015



iris



iris



iris

formeta



our team

We are currently 5 individuals working as a team. The magazine that you just looked through was created by this team; who also create all the content for Formeta Design, Formeta House, Molenore and Ateliermole.

Thanks for the Formeta & Molenore team for their contributions.

● founder / design director
mert sezer

● creative & brand director
melda yanmaz

● operations responsible
tuğçe özdemir

● industrial designer
emre yeşim

● industrial designer
alara altınören

● visual designer
nazlıcan cevahir

● industrial designer
ahmet hikmet atalay

● ux-ui designer
dilara erdoğan



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