

## 60 SECOND INTERVIEW NICK MIVAL



### Why did you become a designer?

In the summer of 1976 I wanted a Raleigh Chopper. I didn't get one, so I made one. I come from a very creative family and have always been obsessed with drawing, artefacts and plotting how I can make things better.

### Which designer or company do you most admire and why?

Most admire, well I'm sorry to be boring but that would have to be Sir Jonny Ive and Apple. Beyond that Thomas Heatherwick's Olympic cauldron was exquisite brilliance in concept and execution, I was captivated. From a different time, Leonardo Fioravanti, who designed the Ferrari Dino and Daytona, and even further back the anonymous designer/architect of the roof of the Pantheon in Rome, it makes me feel very humble.

### What product couldn't you live without?

My wonderful disposable contact lenses and my battered Hayter 48 lawnmower.

### What design would you have loved to have designed and why?

I've mentioned Heatherwick's cauldron so it would have to be Antonio Citterio's Collective Tools range for iittala. My favourite is the serving spoon. A master class in simplicity, proportion, weight, balance, efficiency, effectiveness, elegance, material, process, craft, ergonomics, beauty.... shall I stop?

### Play-Doh, Meccano or Lego?

As an industrial designer I'd like to say Play-Doh, but if you asked my Mum then I'm sure she would say all I did for the first ten years of my life was make Lego models.

### What are your weapons of choice?

Diplomacy, tenacity, resilience, paper, pencils and the DCA team.

### What is missing from your toolset?

The ability to do complex mathematical equations. I love our engineers.

### Is there anything that would make your design and development

### process run smoother?

Fewer cooks.

### What would you say is the biggest challenge facing designers at the moment?

To allow your imagination to run free, enthusiastically embracing the opportunities of the rapidly emerging new markets and technologies while keeping calm and delivering fewer, genuinely better products and experiences.

### Can you predict any future trends?

The trend we spend a lot of time tracking we call 'Living with the layer'. The way we all make everyday decisions will change as we learn to manipulate and cherish the layer of data captured by ubiquitous computing and sensor technologies. 'Big data' is there; just think how it will be interpreted and how it will change everything from healthcare to choosing soap powder. Obviously the flip side will be data privacy becoming even more of an issue, with a rapidly growing number of users changing their privacy settings

on the key social networking sites.

### If you were hosting a dinner party who would you invite and why?

Roald Dahl, Mozart, Di Vinci and the Eameses for an evening of stories and ideas or just my mates so I can relax.

*Nick Mival is a director of Warwick-based product design and development consultancy DCA. Having graduated as in industrial design from Birmingham Polytechnic (BIAD) in 1992, his early career was as an industrial designer in various design consultancies before joining PDD, a design consultancy in London, in 1999 and then DCA in 2005.*

*Over the last 20 years he has consulted for companies from start-ups to mid size and large organisations including Autoglass, Baxi, Braun, Dualit, Gillette, GSK Consumer, Mamas and Papas, Nike, Reckitt Benckiser, Unilever, Vtech and 3M.*

*Mival has also won numerous awards for his work and is a fellow of the Royal Society of Artists.*

**If you want to take part in our 60 second interview please contact [tanya@x3dmedia.com](mailto:tanya@x3dmedia.com)**