Innovative Designs for Sports Enthusiasts Unveiled at Philadelphia University Design Show May 4

*Senior show highlights the best student work in industrial, digital and graphic design.*

**PHILADELPHIA, May 2007**— Innovative designs for a sturdy but free-moving knee brace, an interconnecting kayak and a football helmet designed to reduce injuries are some of the inventive new ideas that will be showcased at Philadelphia University’s Senior Design Show, which opens Friday, May 4, at the Marketplace Design Center.

The annual Design Show features the best of student work in the fields of industrial, graphic and digital design. “This is a wonderful opportunity for people to see the quality of our programs and our student work,” said Dennis Kuronen, interim dean of the School of Design and Media. “The students have a high level of skills, but the charm of each piece is the conceptual component and creativity inherent in each design.”

Digital design students will be presenting web sites, multimedia productions and 3D animation projects, while graphic designers will be showing works such as logos, annual reports, illustrations, package designs and posters.

Innovative industrial design projects include a lighting system designed to reduce the dependency of people in third world nations on kerosene lanterns, which can be unhealthy, environmentally unsound and pose fire risks. Students Jeff Bare and Justin Johnsen designed a self-sustaining light that relies on a combination of solar panels, LED’s and rechargeable batteries and is cheaper to operate than kerosene lanterns.

Students Kyle Cittadino and Luke Ferrari designed a brace that not only stabilizes and protects the knee, but which hugs the leg and gives the athlete a freer, more natural range of motion. The students were inspired to come up with a better brace because they said torn knee ligaments are the most common injury in contact sports and, while standard braces stabilize the knee, they may hinder performance.

For their project, Jacqueline Henisee and Ruben Silverman designed a kayak with two front modules that is more stable and easier to get in and out of than a standard kayak. The added bonus: their kayaks easily connect to become tandem, allowing families with young children and friends to kayak together.
Industrial Design student Andrew Pick tackled the problem of football head injuries, concerned that while helmets are protective, they also become a hard weapon to other players on the field. He came up with a helmet designed to distribute the impact of a collision more widely and thus better protect the wearer’s head, as well as the heads of other players who may collide with him.

A highlight of Friday’s opening will be the announcement of this year’s winners of the Maurice Kanbar Excellence in Design Award for Industrial Design students. Gold, silver and bronze medal winners will receive cash prizes ranging from $2,000 to $1,000. The Kanbar awards were established by Philadelphia University alumnus Maurice Kanbar, an entrepreneur who invented SKYY Vodka, to promote excellence in design. Kanbar prizes for Graphic Design are awarded in the fall.

The Senior Design Show, which runs through May 11, will be open to the public from 9 a.m. to 5 p.m. daily. The opening reception for the Design Show is Friday, May 4, from 6 p.m. to 9 p.m. The Marketplace Design Center is located at 2400 Market Street in Philadelphia.

Philadelphia University, founded in 1884, is a private university with 3,200 full- and part-time students enrolled in more than 50 undergraduate and graduate programs. The University includes Schools of Architecture, Business Administration, Design and Media, Engineering and Textiles, Liberal Arts and Science and Health.