portfolio 2025

START DESIGN

SELINE GIGERL & THOMAS EDER

INDUSTRIAL DESIGNER

We’re Seline and Thomas, two industrial designers from Graz, Austria, united by a shared passion for creating meaningful and well-crafted design. After studying Industrial Design together, we decided to combine our skills and perspectives to found our own studio - START DESIGN.

Our work ranges from product and furniture design to digital experiences and branding. We believe in a hands-on, user-centered approach. Whether it's a physical product or a visual concept, we aim to design solutions that are clear, thoughtful, and built to last.

START

DESIGN

SELINE

EDUCATION

MASTERS´S DEGREE INDUSTRIAL DESIGN
2024 - 2026
University of Applied Sciences, Graz, AT

BACHELOR´S DEGREE INDUSTRIAL DESIGN
2021 - 2024
University of Applied Sciences, Graz, AT

SKILLS

3D MODELING AND RENDERING
Solid Works | Rhino 3D | Keyshot

ADOBE CREATIVE CLOUD
InDesign | Illustrator | Photoshop | Adobe XD

UX/UI
Figma | Adobe XD | Framer

WORK

INTERNSHIP PRODUCT DESIGN
March 2024 - August 2024
STUDIO F.A. PORSCHE, Zell am See, AT

THOMAS

EDUCATION

BACHELOR´S DEGREE INDUSTRIAL DESIGN
2021 - 2025
University of Applied Sciences, Graz, AT

APPRENTICESHIP WITH A-LEVEL EXAMS
2017 - 2021
BFI Salzburg BildungsGmbH, Salzburg, AT

SKILLS

3D MODELING AND RENDERING
Creo Parametric | Solid Works (CSWA Certificate)
Rhino 3D | Keyshot | Autodesk Inventor

ADOBE CREATIVE CLOUD

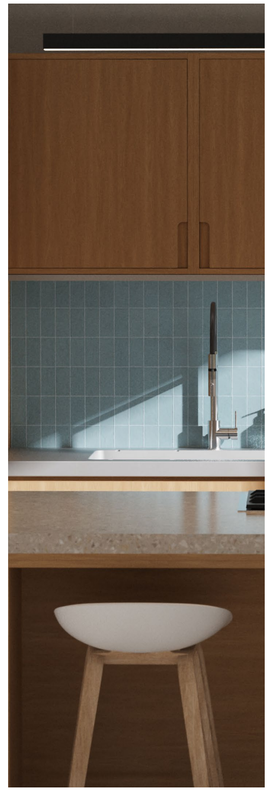
WORK

WORKING STUDENT PRODUCT DESIGN
September 2024 - February 2025
Phoenix Design GmbH + Co. KG, Stuttgart, DE

INTERNSHIP PRODUCT DESIGN
March 2024 - August 2024
Phoenix Design GmbH + Co. KG, Stuttgart, DE

START

DESIGN

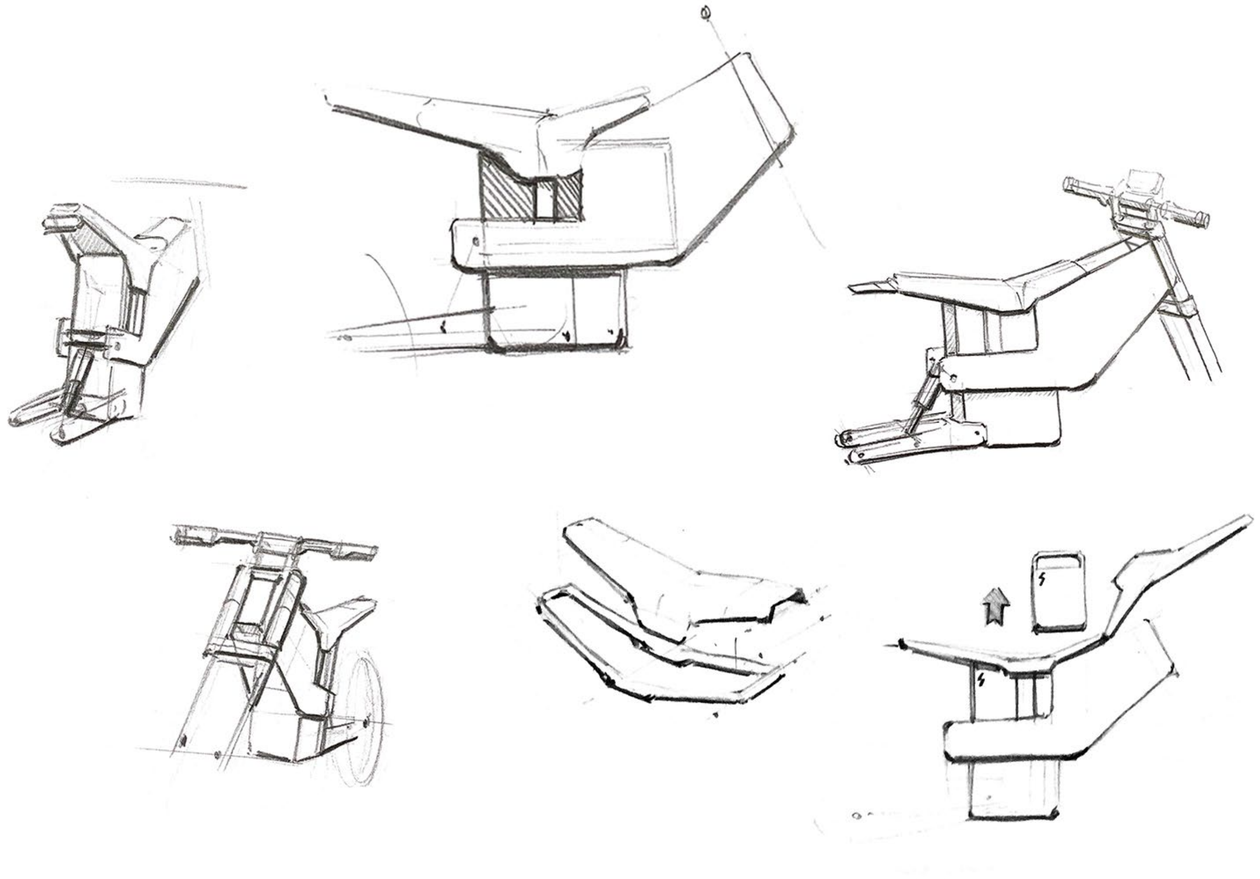


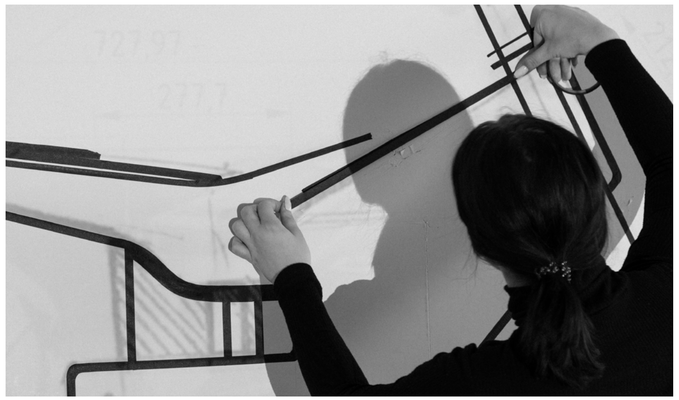
01
MOTORCYCLE IN A BOX

2022
Thomas Eder, Seline Gigerl
Project Work in Cooperation with KISKA

CONCEPT

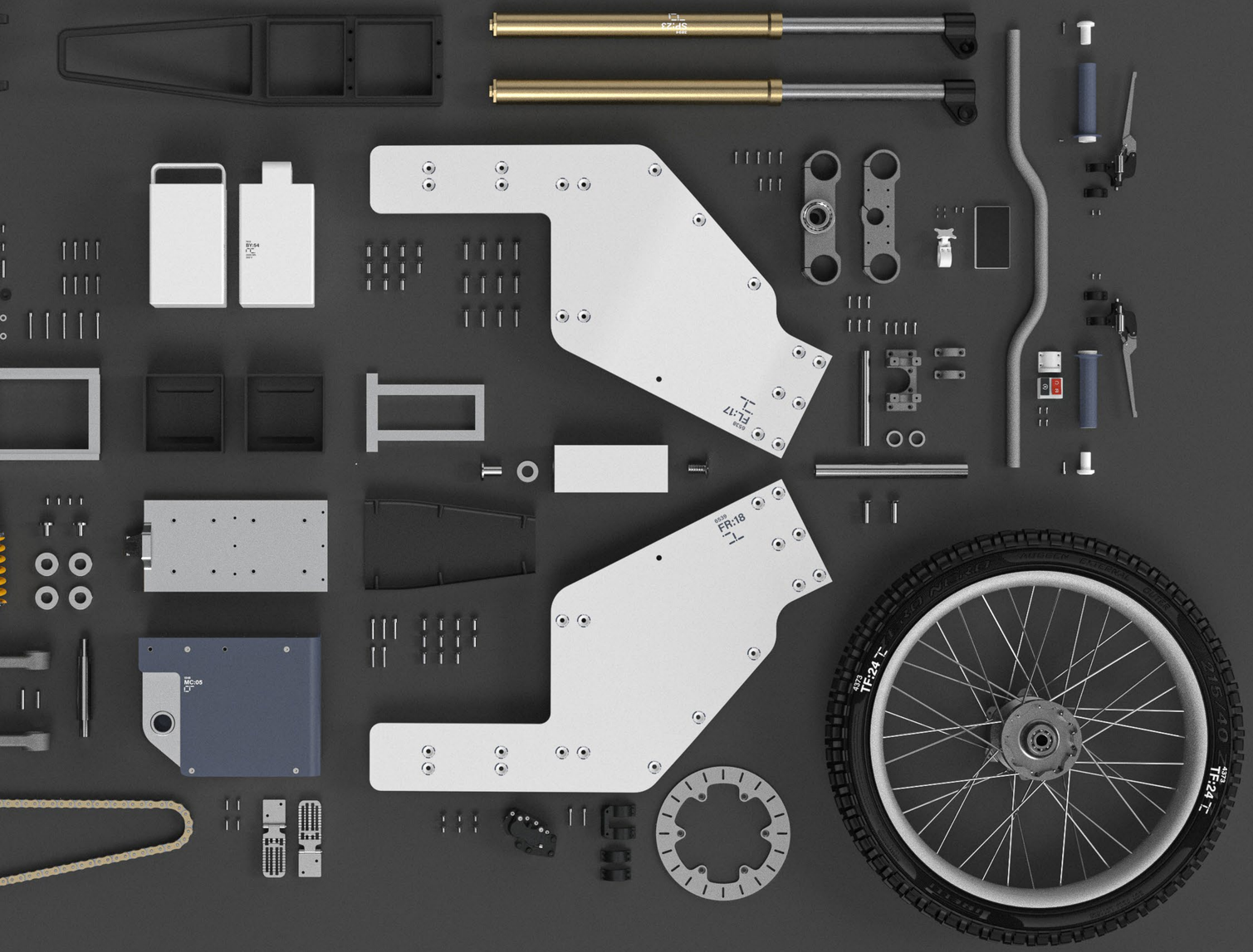
The **Motorcycle in a Box** offers a unique way to connect with your bike. It's based on the concept of "***you put it together, you take care of it.***" This approach helps you develop a stronger bond with your possession. It's delivered in parts, and customers can assemble it themselves.





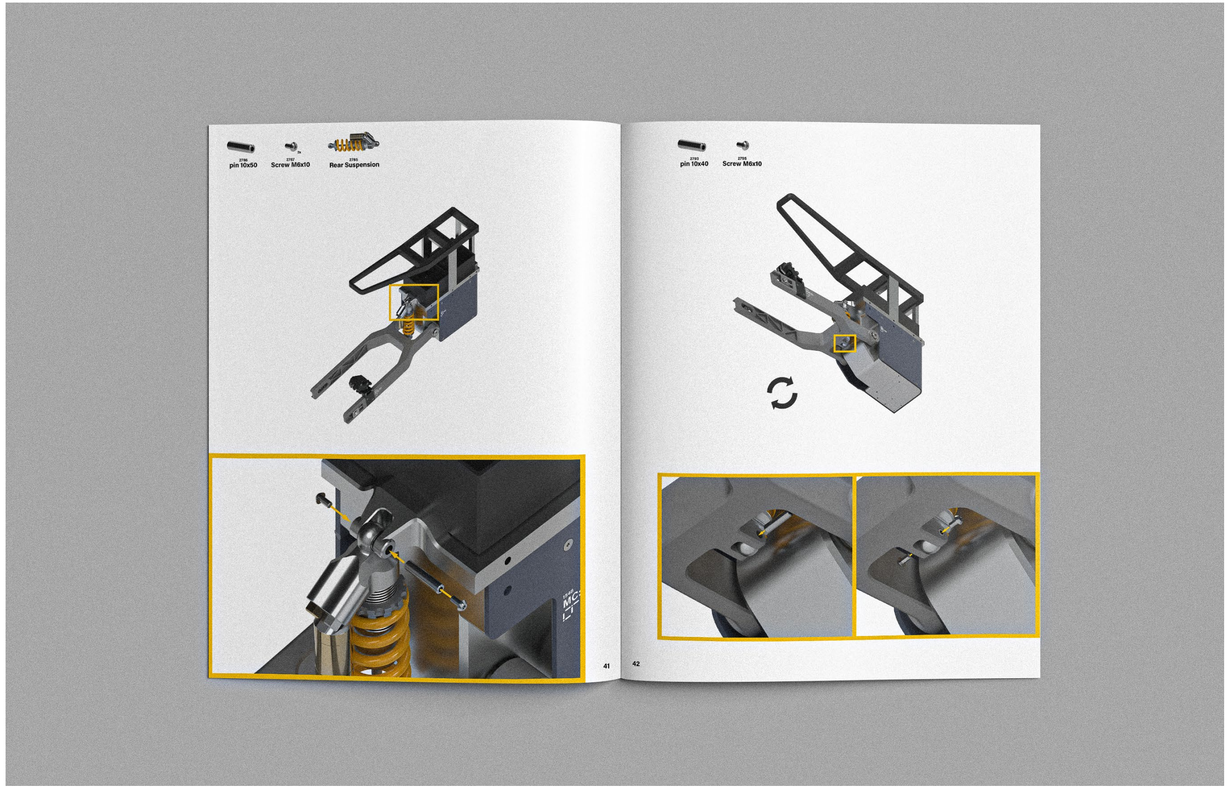
DEVELOPMENT

In the development phase, we made a **1:1 tape rendering** to understand the proportions better. This helped us during development and gave us something to show to our project partner, **KISKA**, before we started working on the CAD model.



DESIGN

The "**Motorcycle in a Box**" is made with simplicity in mind, aiming to have as few parts as possible for an easy assembly process. Each part was thoughtfully designed, and the bolts are standardized to reduce the number of tools required for assembly.

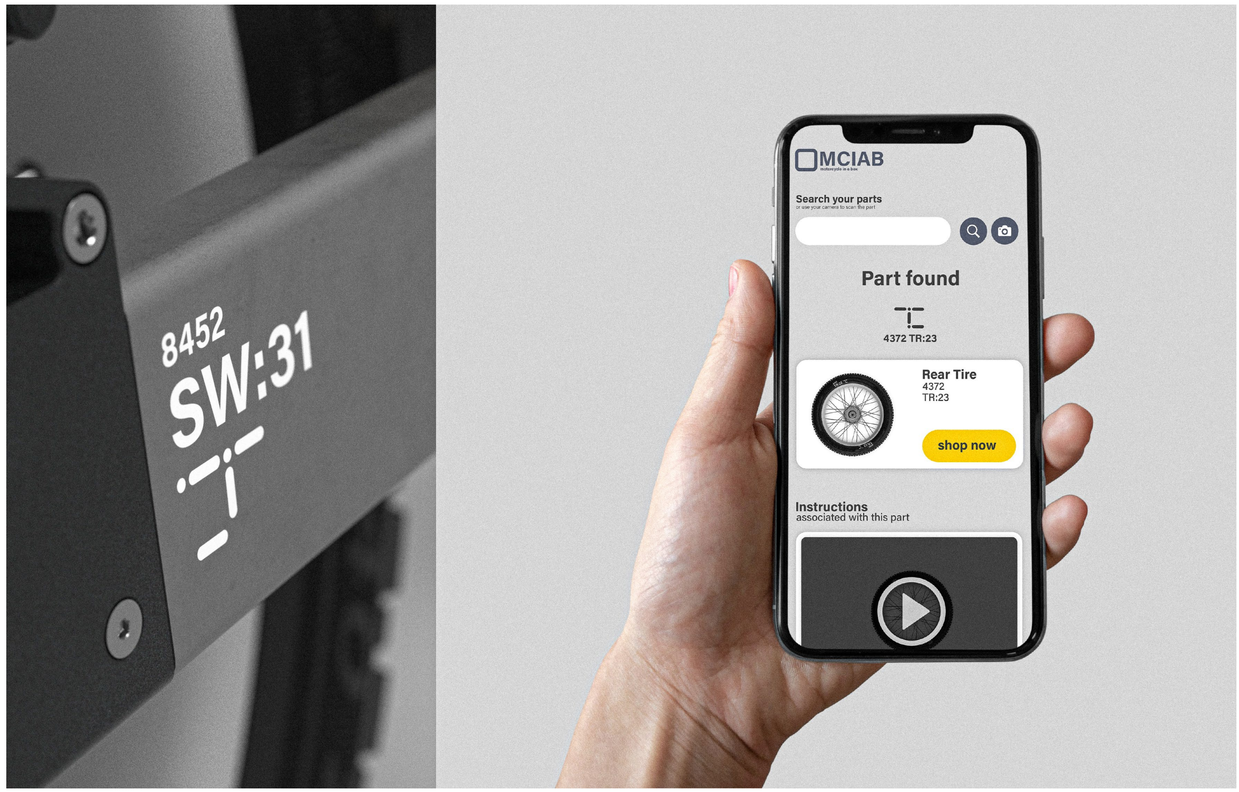


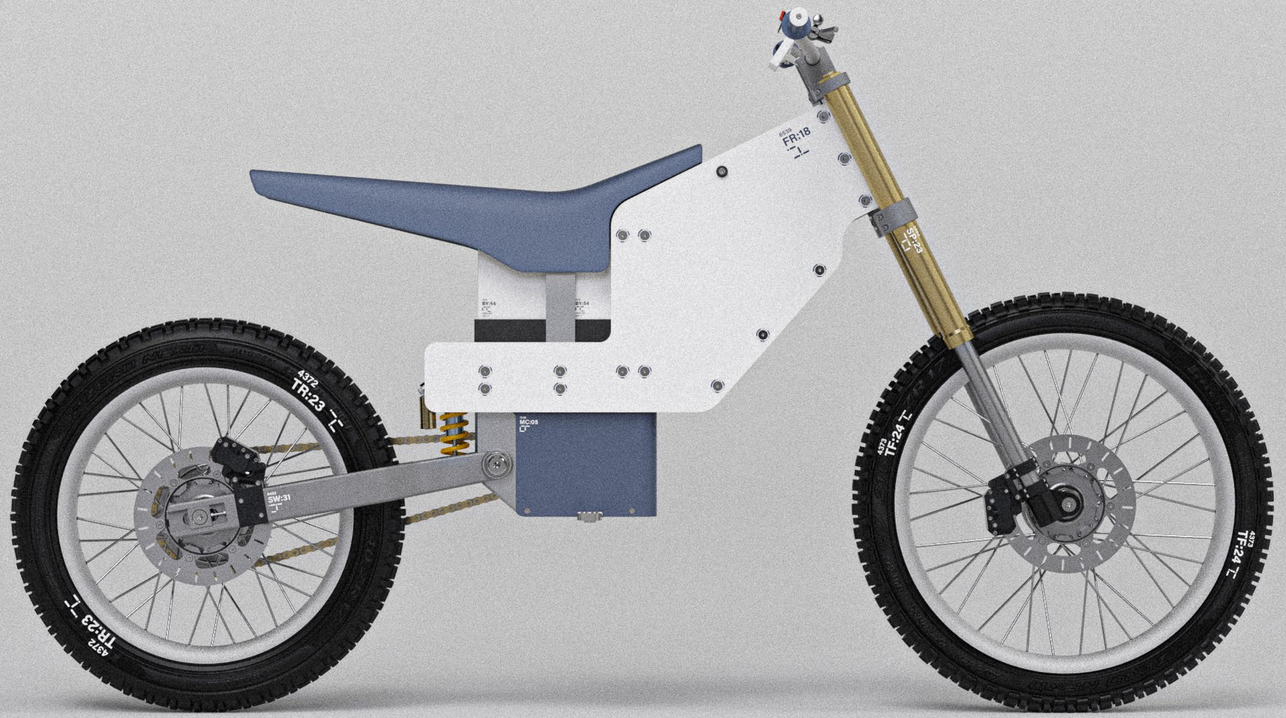
BUILDING THE MOTORCYCLE

Assembling the motorcycle is a breeze thanks to the detailed step-by-step instructions provided in the manual. The manual covers all thecomponents and the necessary steps. In addition, the essential tools are included to simplify the assembly and support future repairs.

SUSTAINABILITY

Because the "**Motorcycle in a Box**" is built by the customer, it's straightforward to swap out any damaged components. To enhance the bike's sustainability, there's a system in place for returning these worn-out parts to the manufacturer for proper recycling. Each part is labeled with a unique code, which can be scanned for easy identification.
The app also offers short videos to help you replace parts easily.

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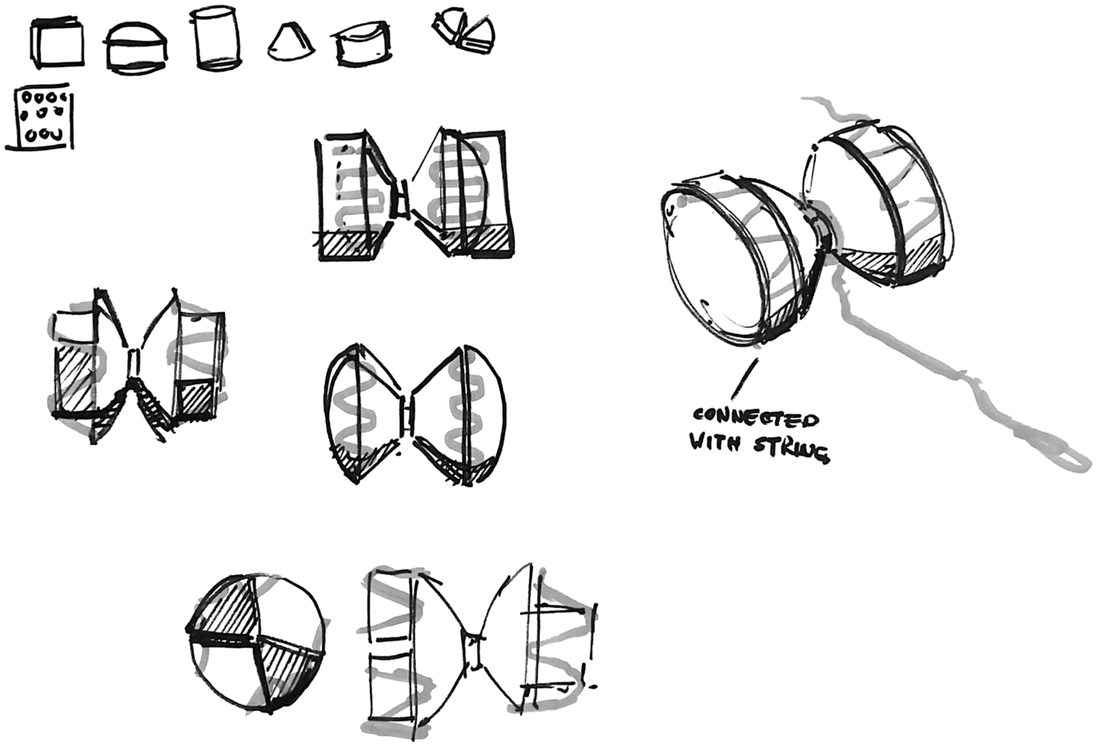
02
BEYOND PLAY

2024
Thomas Eder
Internship Project at Phoenix



CONCEPT

As part of my internship at Phoenix Design, we— a team of three interns—were given a final challenge: to design a yo-yo based on a chosen theme. Our task was to create a yo-yo toolkit for a workshop aimed at introducing children aged 12 to 16 to design and the creative process.

Through our research, we focused on hands-on learning and experimentation. We developed a concept that allows participants to build and modify a yo-yo by attaching different shapes, materials, and weights using strings. This interactive approach encourages exploration through trial and error, providing a fun and engaging way to experience the iterative nature of design.

PROTOTYPING

Since the goal of the toolkit was to teach a hands-on design process, we applied the same approach to our own development. We spent time in the workshop, experimenting with different shapes and materials to understand their impact firsthand. In the end, we selected shapes that strike a balance between creative freedom and structured guidance, ensuring that children in this age range can successfully build and experiment with their yo-yos.

DESIGN

In the final design, the yo-yo consists of two halves connected by an axle with a threaded mechanism, allowing them to be screwed together. Each half features slits where a separate string can be tied to attach additional components. The toolkit includes three basic cylindrical shapes made from different materials, designed for easy assembly, along with three special shapes that offer variations in how they are attached, encouraging further experimentation.

TOOLKITS

In the end there were three toolkits packaged in a high quality packaging to make it a rewarding and special experience to open the toolkit. Every box has different parts in them. They can also be used to trade parts between the boxes and create even more different yo-yos.

PRODUCTION

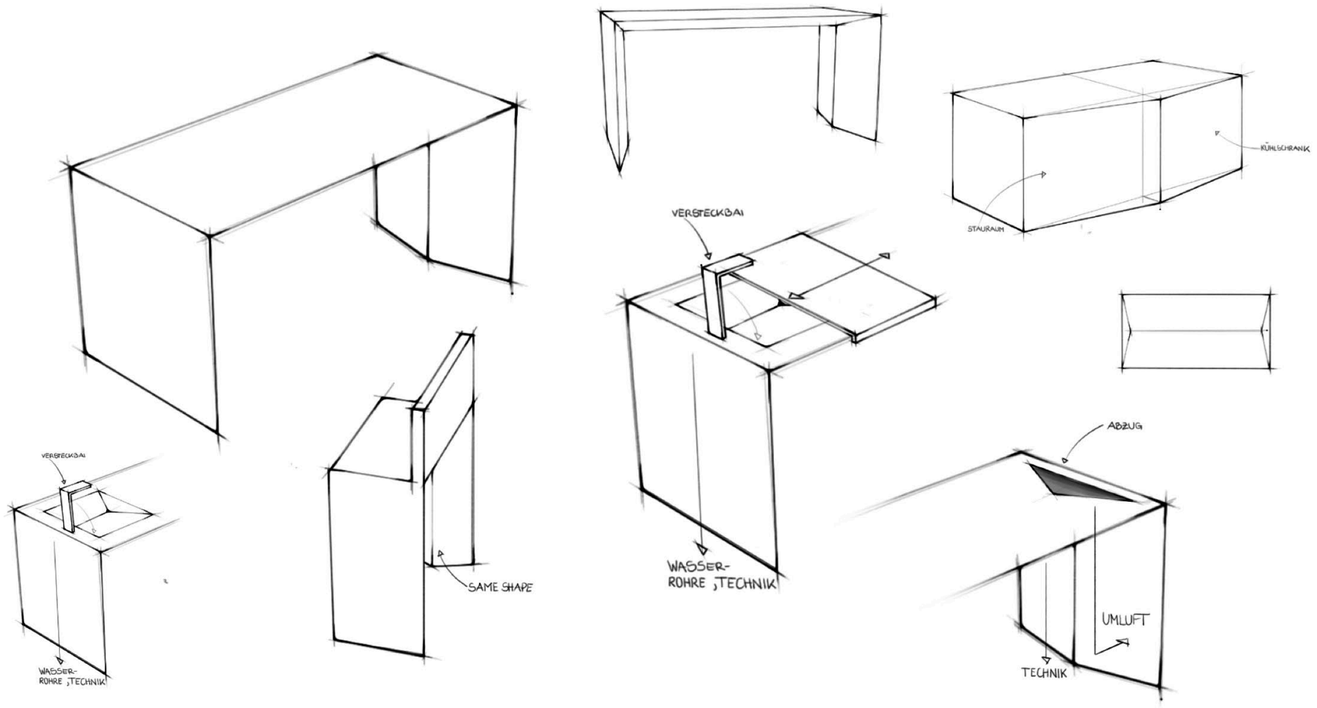
At the end of the design process and internship, a small batch of yo-yo toolkits was produced. Fifteen boxes were created specifically for the workshop, allowing participants to engage in the hands-on design experience. The design was developed with small-scale production in mind, making it feasible to manufacture and implement.

WORKSHOP

A designer from Phoenix Design traveled to the Rajkumari Ratnavati Girl’s School in India to introduce students to the world of design using the yo-yo toolkit. The workshop provided a hands-on experience, allowing the pupils to explore creativity and the design process in an engaging and interactive way.

03
INVISIBLE KITCHEN

2025
Seline Gigerl
Project Work in Cooperation with BORA

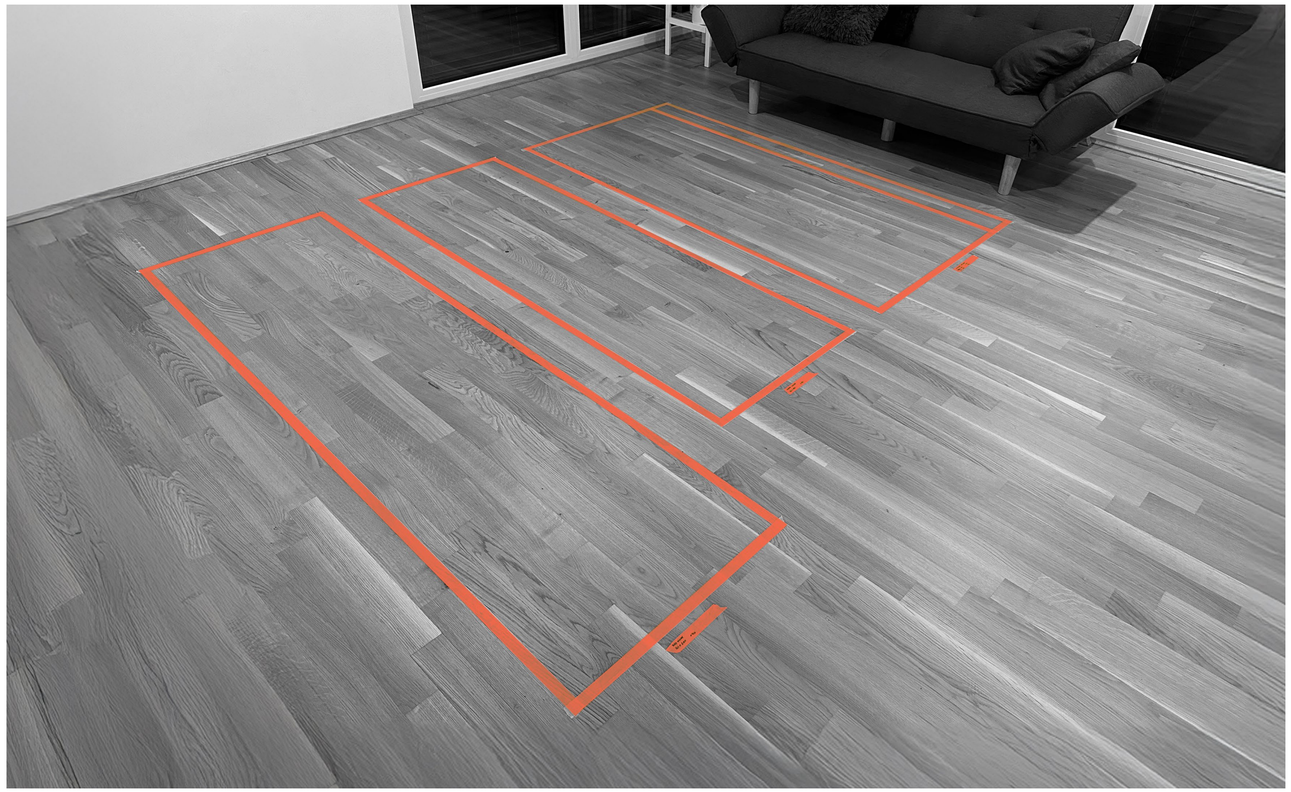


DESIGN

The design of the kitchen focuses on invisibility and seamless integration into modern living spaces. By using geometric forms—particularly triangular shapes — the kitchen appears invisible. As a result, the kitchen remains visually subtle, almost disappearing into its surroundings while still offering full functionality.

PROTOTYPING

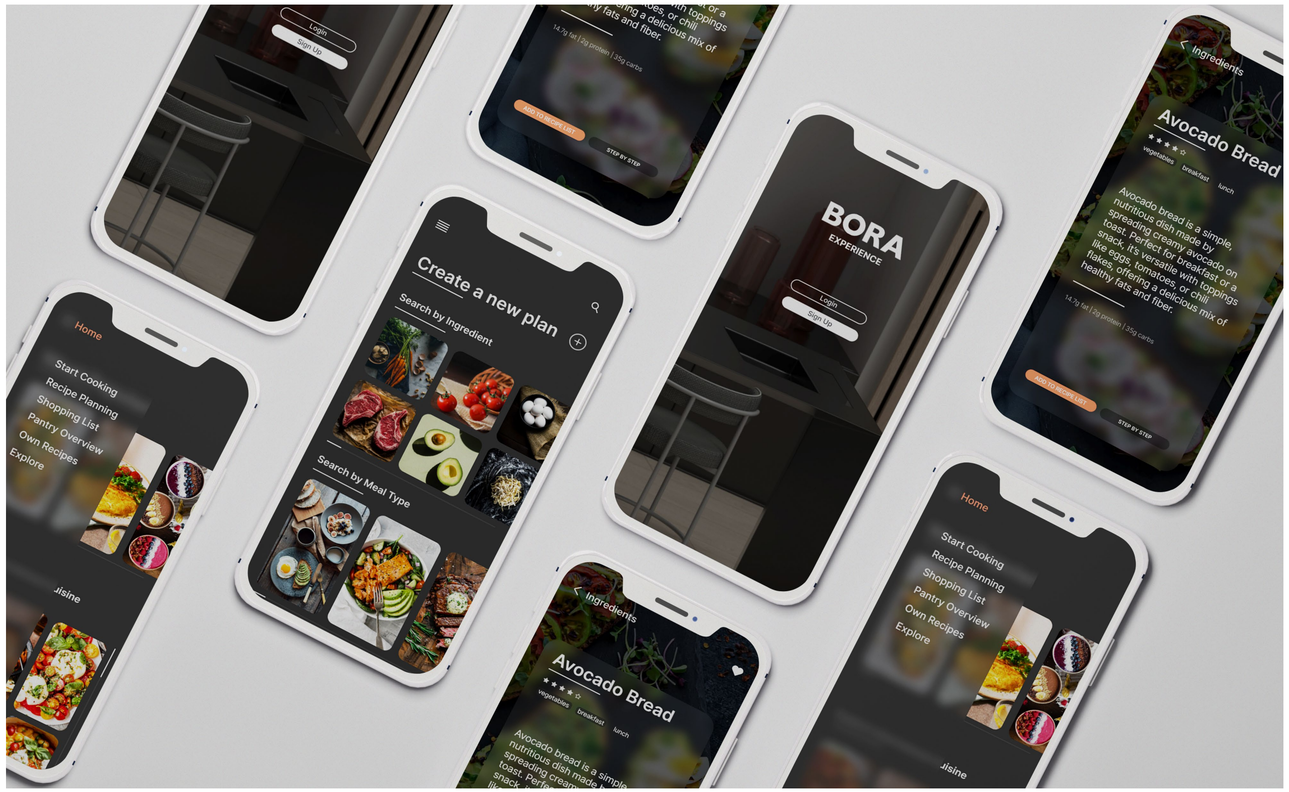
As part of the prototyping process, I used tape to mark various sizes and configurations directly on my living room floor. This hands-on method allowed me to visualize the kitchen in a real living environment and observe how it integrates into limited space. By moving around the taped outlines and testing different setups, I could better understand the spatial requirements and user flow. This approach was key to finding a compact yet functional size that supports both cooking and working comfortably.



APP

The BORA EXPERIENCE app creates personalized recipes based on individual dietary habits and preferences. After a one-time input of personal preferences, users receive only recipe suggestions that match their tastes.

Additionally, the app generates an optimized shopping list that compiles all the necessary ingredients for planned meals. An integrated pantry overview helps manage food inventory and avoid unnecessary purchases. This makes meal planning more efficient and reduces food waste.



INTERFACE

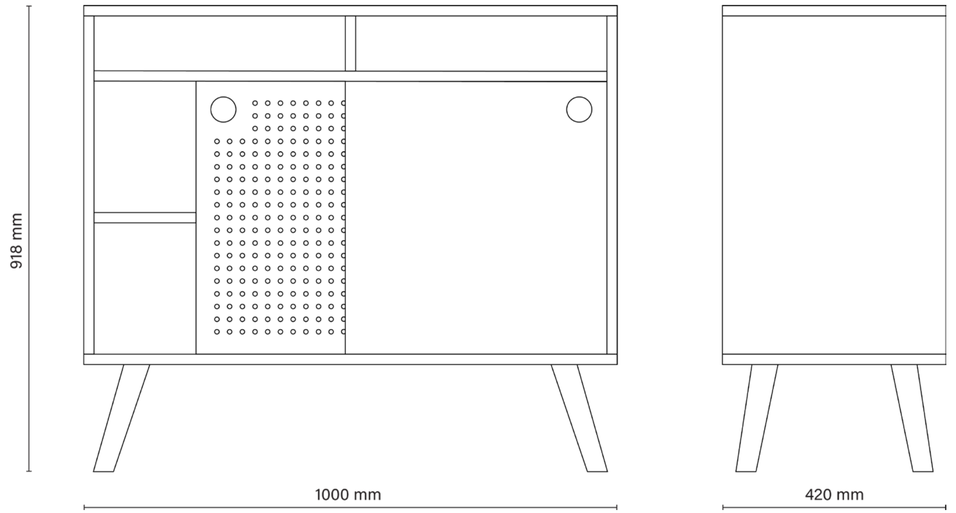
The smart kitchen features an interactive surface that displays step-by-step instructions, making even complex dishes easy to prepare. An integrated scale lets users weigh ingredients directly on the table, while rotating controls adjust cooking stages—ensuring a smooth, stress-free experience.

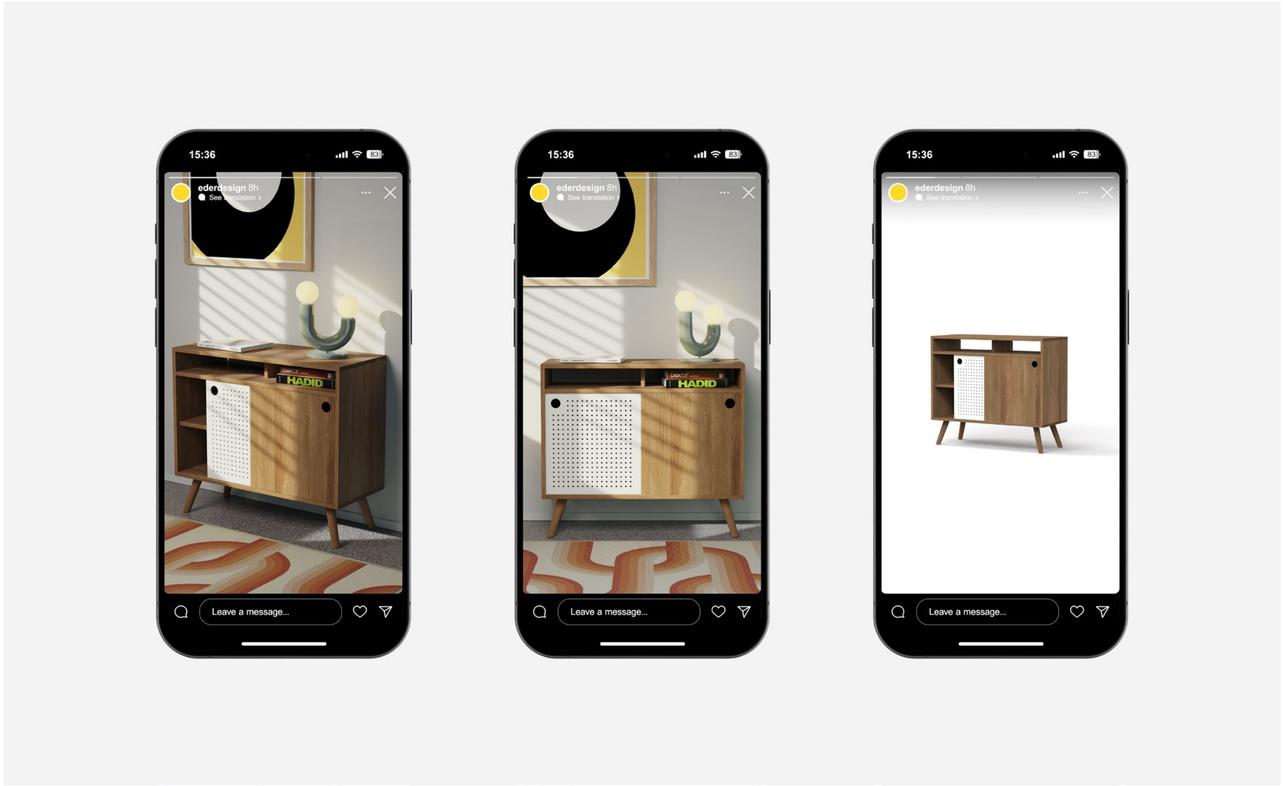
04
SIDEBOARD

2024
Thomas Eder
Private Project - Rendering Project

CONCEPT

The sideboard project was a furniture design exploration aimed at creating a piece for my own room while also serving as a way to improve my rendering skills. The design follows a mid-century modern style, combining clean lines, functional storage, and a timeless aesthetic.





INSTAGRAM STORY

The renderings for the project were purposely created for an Instagram story. The composition was designed to work in a vertical format, making it visually appealing and well-suited for this medium.


CASACOR
SÃO PAULO
HADID


bauhaus
magdalena droste
taschen libros
CASACOR
SÃO PAULO
HADID
Philip Jodidio
TASCHEN

05
MODULAR FURNITURE FOR KIDS

2024

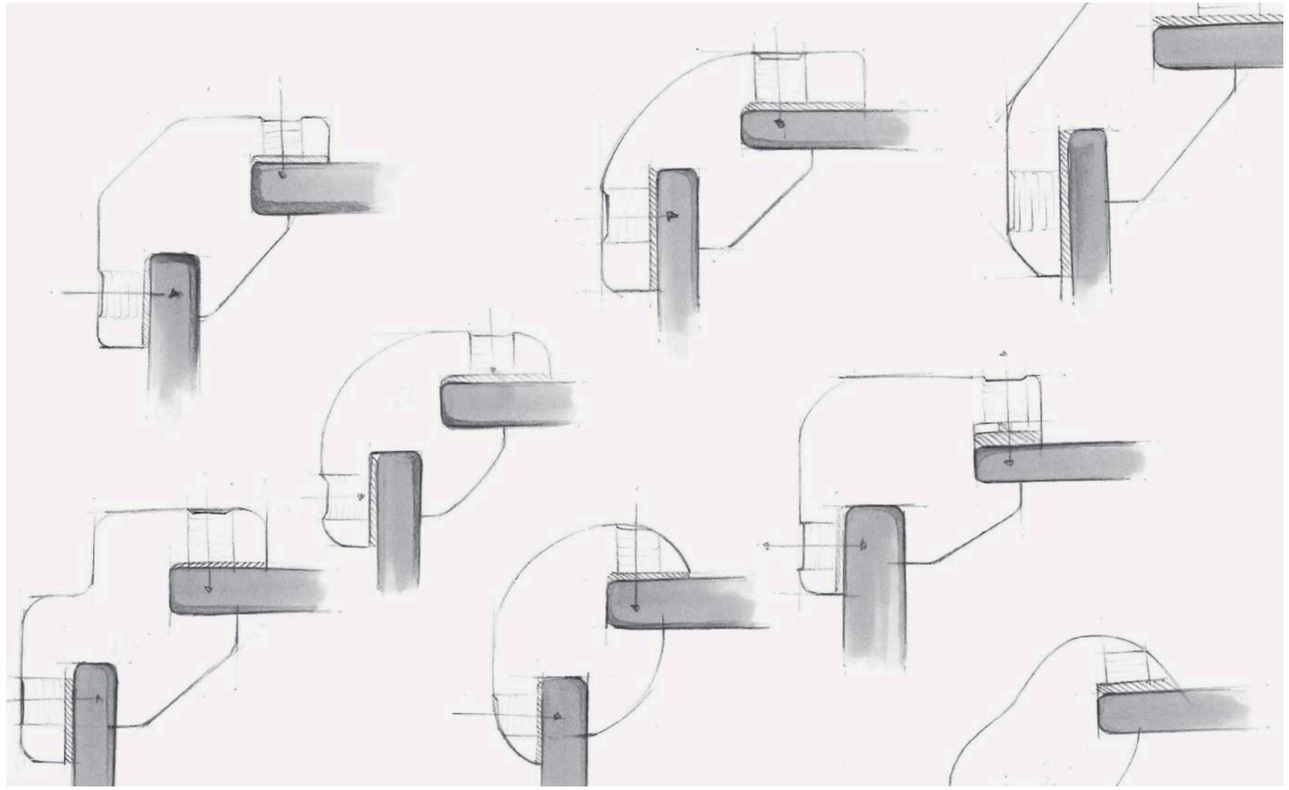
Seline Gigerl

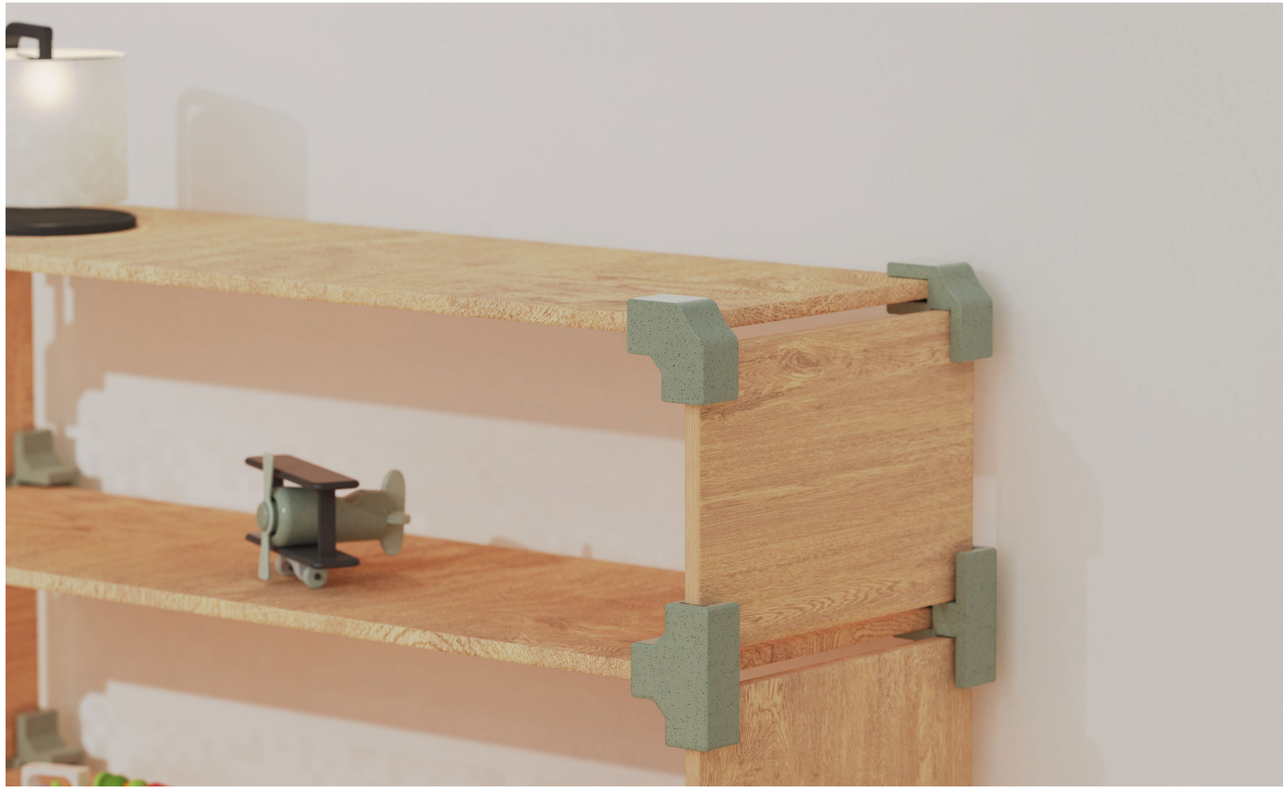
Bachelor Thesis

IDEA

Moki is a plug-in connector system designed to grow with the child, allowing furniture to be easily assembled, dismantled, and adapted—without screws. This makes it simple and safe for children to assist with building. Using four versatile connectors, which can be bought or borrowed.

Moki supports a wide range of furniture designs. Additional features can be 3D printed for personalization. A simple grid system ensures wooden boards fit together in various ways, enabling endless reconfigurations. The app and included instructions provide inspiration and a space for parents to exchange ideas.



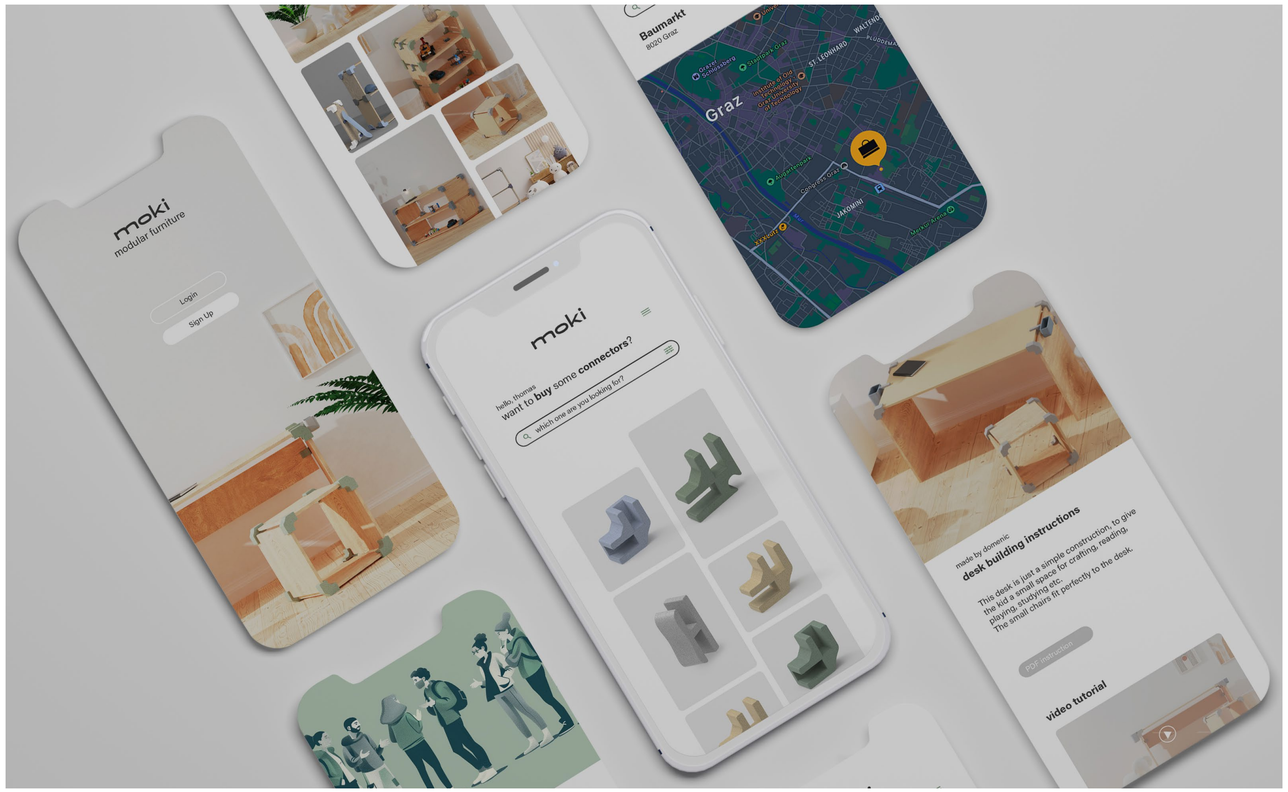


CONNECTORS

The connectors are key to the project, joining wooden boards to build furniture without drilling. Made from recycled materials, they allow flexible, safe, and reusable setups. Two types fit panel ends and offer edge protection, while two provide added stability between boards. Their form-fit design securely connects boards of varying thickness—ideal for child-safe use.

PACKAGING

The packaging is designed for both shipping and storage, keeping connectors organized when not in use. Available in three sizes based on the quantity purchased, it can also include printed instructions if selected. Made from eco-friendly grass paper, the packaging features a QR code linking directly to the app.



APP

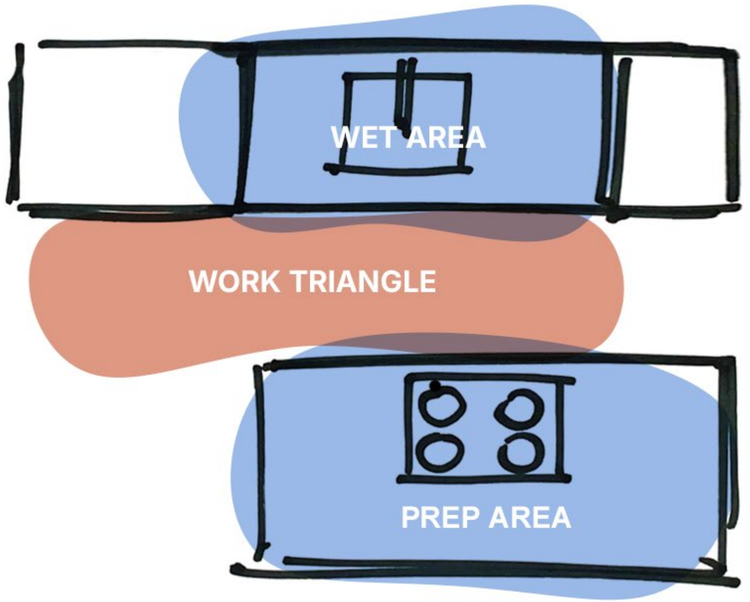
The app encourages user interaction with features like group chats, tip sharing, and community support. Users can upload and explore furniture-building instructions by category or keyword, using photos, videos, or text. Connectors can be purchased in various colors or rented from partner stores by selecting a nearby location for pickup.

06
KITCHEN

2025
Thomas Eder
Private Project - Rendering Project

CONCEPT

The concept defines two distinct zones: one dedicated to cleaning, the other to preparation and cooking. This spatial split forms a functional triangle that minimizes movement while allowing enough room for multiple people to cook together.



DESIGN

The kitchen features a wall of cabinets, a refrigerator, an oven and a sink. In the middle of the kitchen, there is a large island with cooking hobs and an integrated ventilation system. The wet area is one continuous stainless steel work surface with no joints. This helps to ensure the cleanliness of the wet area is maintained. The kitchen is made of oak and has a terrazzo countertop.

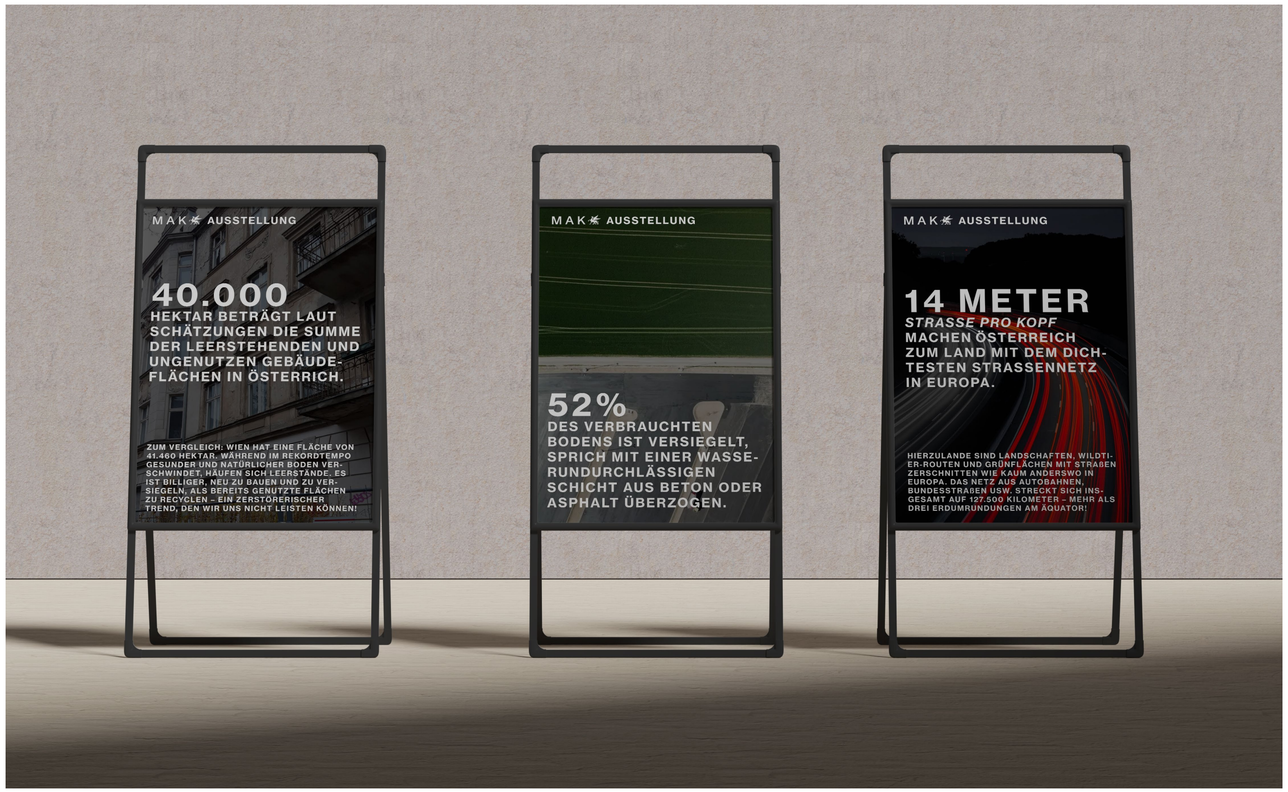
LIGHTING

Lighting plays a key role in the kitchen. During the day, natural light enters through a generously sized window on the right wall. At night, the space is lit by direct light from above, bright enough for working, while ambient lighting adds a warm mood to the room.


SIEMENS
WRIGHT
SHIGERU BAN
SCHINKEL
ZAHA HADID

07
VISUAL COMMUNICATION

2024 - 2025
Seline Gigerl
Private & University Projects

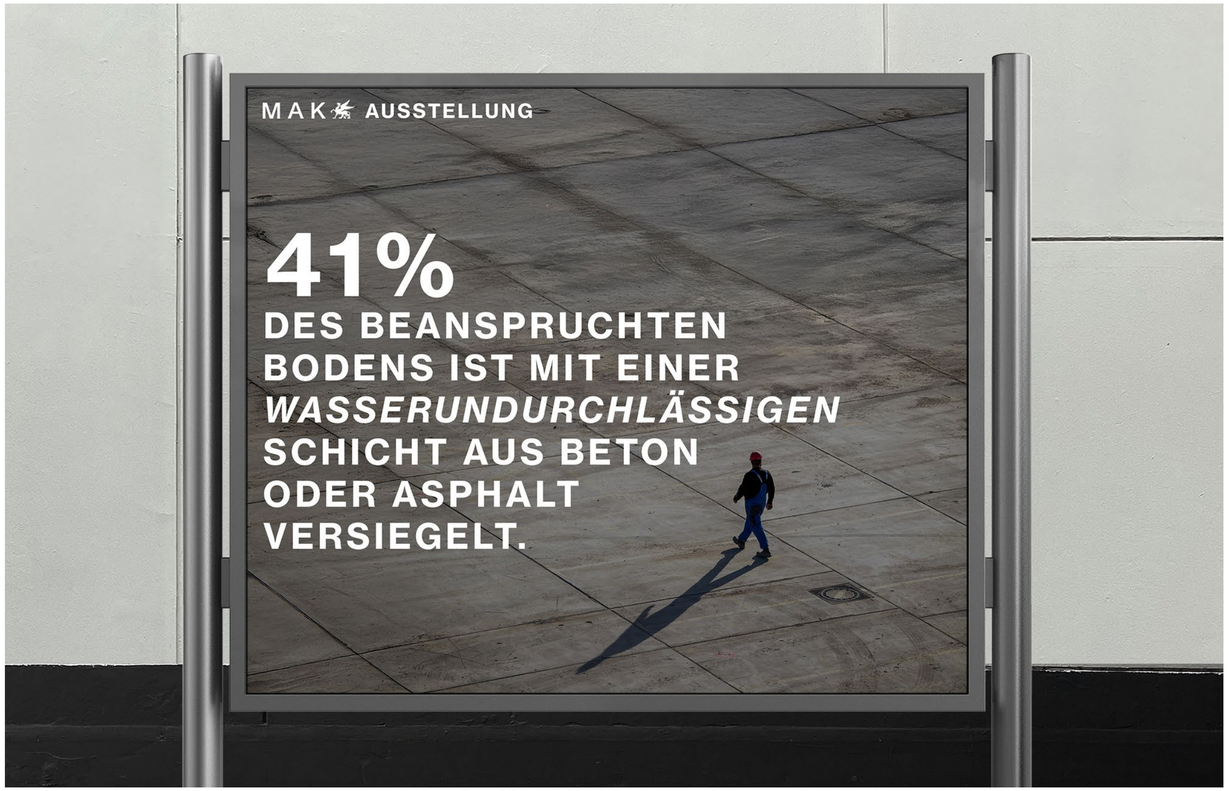


AWARENESS CAMPAIGN

These posters highlighted the environmental consequences of sealed surfaces, from biodiversity loss to rising urban temperatures. By integrating this issue into everyday spaces, I aimed to encourage people to reconsider urban development and advocate for greener, more permeable cities.

AWARENESS CAMPAIGN

Placing these messages in busy streets, bus stops, and other public spaces was intended to make people pause and reflect on how urban expansion impacts nature.



RED BULL RING

As part of a group project, we developed a concept for the Red Bull Ring in Spielberg, focusing on enhancing visitor experience.

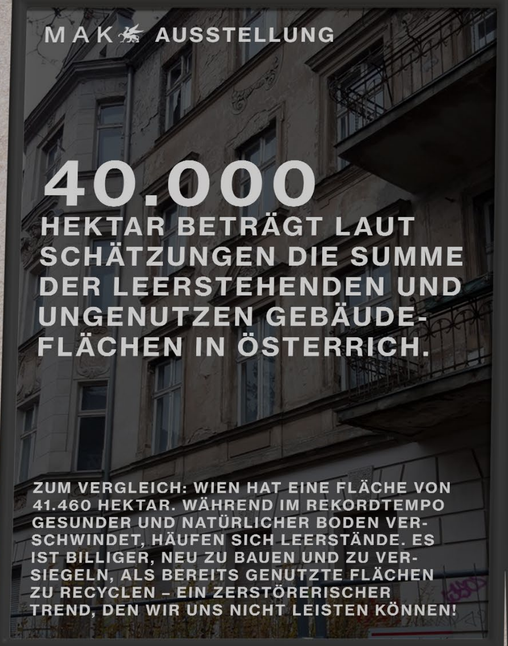
RED BULL RING

My main responsibilities included creating posters, graphics, and the visual identity, as well as designing the app and shaping the overall marketing and communication strategy. I focused on delivering a bold, dynamic visual language that reflects the energy of the location and connects with a broad audience.

BRANDING

As part of a university project group, we developed the concept for Creative Werkstatt Graz—an open space for students, retirees, and creative minds to work with wood, clay, metal, or high-tech tools like 3D printers and laser cutters. Alongside the concept, I created the full branding, including logo, visual identity, and communication strategy.Alongside the concept, I created the full branding, including logo, visual identity, and communication strategy.

MAK AUSSTELLUNG

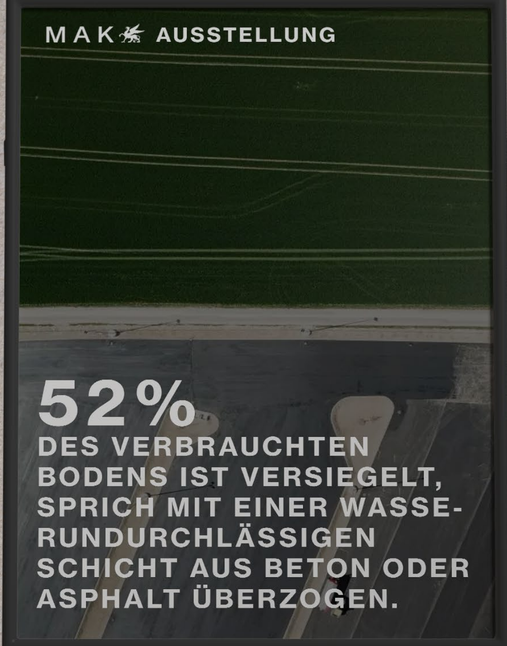


40.000

HEKTAR BETRÄGT LAUT SCHÄTZUNGEN DIE SUMME DER LEERSTEHENDEN UND UNGENUTZEN GEBÄUDE-FLÄCHEN IN ÖSTERRICH.

ZUM VERGLEICH: WIEN HAT EINE FLÄCHE VON 41.460 HEKTAR. WÄHREND IM REKORDTEMPO GESUNDER UND NATÜRLICHER BODEN VERSCHWINDET, HÄUFEN SICH LEERSTÄNDE. ES IST BILLIGER, NEU ZU BAUEN UND ZU VERSIEGELN, ALS BEREITS GENUTZTE FLÄCHEN ZU RECYCLEN – EIN ZERSTÖRERISCHER TREND, DEN WIR UNS NICHT LEISTEN KÖNNEN!

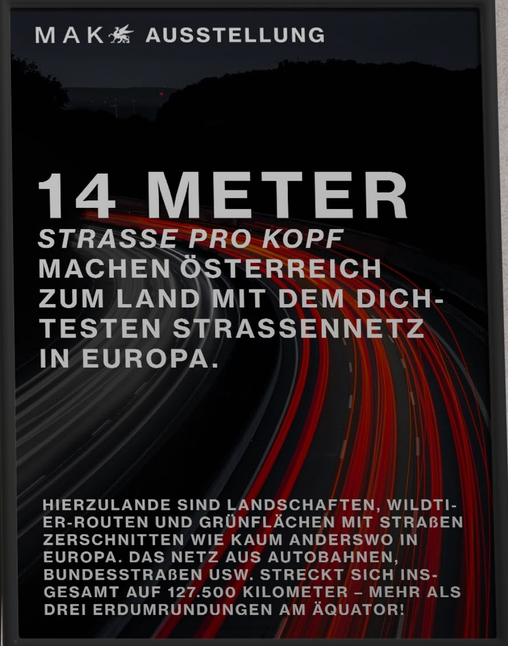
MAK AUSSTELLUNG



52%

DES VERBRAUCHTEN BODENS IST VERSIEGELT, SPRICH MIT EINER WASSERUNDURCHLÄSSIGEN SCHICHT AUS BETON ODER ASPHALT ÜBERZOGEN.

MAK AUSSTELLUNG



14 METER

STRASSE PRO KOPF

MACHEN ÖSTERREICH ZUM LAND MIT DEM DICHTESTEN STRASSENNETZ IN EUROPA.

HIERZULANDE SIND LANDSCHAFTEN, WILDTIER-ROUTEN UND GRÜNFLÄCHEN MIT STRAßEN ZERSCHNITTEN WIE KAUM ANDERSWO IN EUROPA. DAS NETZ AUS AUTOBAHNEN, BUNDESSTRAßEN USW. STRECKT SICH INSGESAMT AUF 127.500 KILOMETER – MEHR ALS DREI ERDUMRUNDUNGEN AM ÄQUATOR!

THANKS!

Get in touch and start with us.
hello@startdesign.at