



# WHO ATE MY PENCILS

## A CUTE PLAYFUL PENCIL SHARPNER

**WHO ATE MY PENCILS**

"who ate my pencils" - is a premium stationary product which is primarily a pencil sharpener & also a playful object. When not in use it merely acts as a delightful playmate for a pair of fidgety hands

#RecycleNespresso

Consumer  
↑  
Make meaning to customers  
↓  
Meaning

**Main characteristic:** Please choose the 2 main characteristics of your submission

Functional
  Innovative
  Unique
  Design
  Sustainable

**Observation:**  
Usually the stationary solutions are often cheap looking mundane products made out of cheap /poor materials & plastics. There is dearth of premium stationary products that is both beautiful, iconic & functional.

**Conclusion:**  
We have "who ate my pencils", a pencil sharpener + play object+ table top sculpture. It is part of the many products under the premium stationary solutions

**Solution:**  
The solution is built around the strengths of secondary aluminium properties & manufacturing process.  
It is 100 mm Height x 60 mm Maximum Dia. at the base. Made out of single secondary aluminium part, using CNC turning & milling operations. The top part is matt & bottom is glossy anodized finish. The blade can be either made of stainless steel or hardened secondary aluminium.

**Design concept:**  
"who ate my pencils" is part of a premium stationary series. Idea is to come up with a series of premium stationary solutions that can be used for gifting. This particular product is an innovative take on sharpener. The double edge blade make it ambidextrous, both right & left handed user can use it

Insights

→ Turning customer insights into solutions →

Solutions

**Solution**

I TRIED TO MAKE A BORING PENCIL SHARPENER MORE FUN TO USE & DESIRABLE AS AN OBJECT OF INTEREST. IT ALSO DICTATES A NEW WAY OF INTERACTION FOR THE USER.



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## WHO ATE MY PENCILS

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What makes your product bold and innovative?

THE UNIQUE SHAPE MAKES IT A VERY FUN & INTERESTING WAY TO SHARPEN YOUR PENCILS & IT CAN BE USED BY BOTH LEFT & RIGHT HANDED PEOPLE



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Which target group is this product aimed at?

YOUNG KIDS TO "YOUNG AT HEART" ADULTS & CREATIVES WHO LIKE FUN AND LOVE BEAUTIFUL OBJECTS.



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Why is secondary aluminum the perfect material for your idea?

THE CONCEPT IS BASED ON THE STRENGTHS OF SECONDARY ALUMINUM PROPERTIES. IT GIVES A NEW LIFE TO ALUMINUM BY MAKING THE USER LOVE & FEEL PROUD OF THE PRODUCT

A Second Life



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NO

A Second Life



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Creative's profile



**N S Sunil kumar** **PRO**

Product / Industrial designer

bellandur bengaluru Karnataka, India

Creative's top 5 skills

Graphic Design, Illustration, Product Design