



Design Anthology is a Newcastle based product development agency established in 2008 to provide holistic product development and design services.

Design Anthology has helped develop and commercialise a vast range of products and has completed over 100 projects in its short history. These have spanned a huge range of industries and products; from ultra-light aircraft, surf skis, medical devices and battle truck simulators, just to name a few. In recent years, the success of its seven-person team have been recognised at the Lake Macquarie Business Awards and the Hunter Manufacturing Awards.

Design Anthology's Managing Director and Principal Designer Josh Jeffress says they got started to address the gap between good design process and outdated manufacturing techniques and ideas.

**“There is a lot of local smarts, expertise and knowledge in this region to collaborate with, which enables a great environment for innovative and creative product design and manufacturing,”** says Jeffress.

“There are a lot of opportunities here. Newcastle has a solid manufacturing base, and a lot of successful enterprise. But we found that often products are designed without being optimised for mass production, or a holistic understanding of the manufacturing or packaging required.”

Jeffress started his career as a fitter and machinist before retraining as an industrial designer at University of Newcastle. He credits his tradesman's background with informing Design Anthology's practical approach. Design Anthology are enthusiastic adopters of technology and

new approaches to manufacturing and believe that following a clear development process and using the right tools and techniques saves their clients time, money and energy.

“One of the things we pride ourselves on is that we know when to use the technology and when not to. We know when to get out a piece of medium-density fireboard and a jigsaw versus when to 3D print, which is actually a really important part of successful development,” shares Jeffress.

**“People get too focused on the technology instead of getting things done practically. People often want things 3D printed, especially for prototyping. What they don't understand is that it's going to take 20 hours to create a 3D model, and then 40 hours to print it, when we could just go into the factory and make it, test it, within a couple of hours. It's about knowing when the technology is going to work for you and when it's not.”**

A key advantage of Design Anthology is their clear, consistent, and most important effective methodology to product design which is customisable across a vast range of customers and products. From individuals with an idea but don't have an established business (yet!), to small business, and large corporates such as Orica and CSIRO.

This methodology allows for varying entry and exit points according to budget and status of the idea/innovation.

“Most importantly, for our clients, this methodology paves the way to success in a clear and simple way. We might be optimising an existing product for manufacture. Or teasing out an idea that's been floating around in a client's mind for 20 years to create something from scratch. Or perhaps creating a product family to diversify our client's product range. Whatever the client, whatever the project, we get a real buzz by bringing something extra to the table- as one client put it, we under promise and over deliver!”

Design Anthology's highly collaborative philosophy has a lot in common with the Advanced Manufacturing Growth Centre's approach. Jeffress says his organisation and AMGC share a passion for the industry and its success.

**“The reason we are part of the AMGC membership base is because we need manufacturing. It has got to be a core part of the economy,”** says Jeffress.

**“I love that they are lifting the profile of manufacturing. I think manufacturing has been unfairly perceived as being a bit antiquated, and that is the wrong way to look at it.”**

**“Everything we touch is manufactured, and so we need to actively engage those skill sets.”**





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**Josh Jeffress**, Managing Director and Principal Designer