

## **Robert Brunner has designs on Queen's**

One of the world's leading product designers, who has worked with Lady Gaga and Dr Dre to develop some of this century's most iconic products, will talk about his work and ideas later this week at Queen's University Belfast.

Robert Brunner, founder of San Francisco-based design company Ammunition, will share his unique approach to product design during a presentation at Queen's on Thursday 12 May.

Some of Brunner's most exciting projects include collaborating with pop star Lady Gaga to develop a wearable camera in the form of a pair of sunglasses with embedded LCD displays, which was launched earlier this year. He also worked with record producer and rap icon Dr Dre to develop the popular Beats by Dr Dre headphones - now the most sought after brand in personal audio.

In his first address to a UK university, Mr Brunner will talk about the emotion behind design and how 'ideas not objects' are driving change in the market. He said: "A successful product must be more than just a thing. It must be desirable as well as functional, embodying an idea that people can understand and emotionally connect with. A well designed product will create an experience that will delight customers and, ultimately, achieve business success."

The talk is organised by the Chief Executives' Club at Queen's in association with the Northern Ireland Technology Centre.

Professor Shane O'Neill, Dean of Queen's Faculty of Arts, Humanities and Social Sciences said: "We are delighted to welcome Robert Brunner to Belfast. As a designer, Robert has pursued a lifelong fascination for high-tech products. His work has spawned brand-defining designs for companies such as Barnes and Noble, Kohler, Williams Sonoma, Adobe and Apple, where he spent seven years as director of industrial design. His work can be found, not only in homes and offices around the world, but also in the permanent collections of the Museum of Modern Art in New York and San Francisco.

"Robert Brunner is undoubtedly one of the world's leading creative professionals and we are delighted that he has chosen Queen's as the venue for his first ever talk at a UK university."

During his visit, he will address University staff involved in product and graphic design, local business representatives and those who work in Northern Ireland's creative industries.

Robert Brunner's talk, Ideas not objects, will take place at 6pm on Thursday 12 May at Queen's Sonic Arts Research Centre, Cloreen Park, Belfast. Admission is free but spaces are limited and anyone who wants to attend is asked to register by emailing

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His visit is facilitated by Queen's in collaboration with the University of Ulster, Colleges Northern Ireland, the Department for Employment and Learning, the Department of Culture, Arts and Leisure, and the Northern Ireland Design Alliance.

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