



The Hollington consultancy has worked with many influential client organisations and brands, helping to create innovative new products that make a significant impact on existing markets, or build new ones. Geoff's clients include Herman Miller, Parker Pen, Kodak, NCR, Sony Ericsson and Philips.

Product Innovation

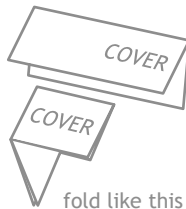
Materials Innovation

In a parallel project, Geoff has teamed with Linda Barron and John Gould to form Barron Gould Hollington – to specialise in product-focused materials and process innovation.

The combined skills and experience of the partners make BGH a unique consultancy, with the capability to advise on innovative materials and process selection and design. Projects include materials design for a consumer-focused rapid manufacturing service and a radical new material and process solution for building construction components – a low-CO2 alternative to concrete. To find out more visit www.barrongouldhollington.com



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Geoff trained at London's Central School (now Central St Martin's, part of UAL) and at the Royal College of Art – an institution with which he still has strong links. In early career he taught at several top UK design schools, but now contributes mainly as an examiner and moderator. His interest in materials has led to Geoff becoming a retained consultant to the UK government-funded Materials Knowledge Transfer Network. Most recently he has accepted an invitation to join the Space Innovation Growth Team, a group appointed to propose the UK's space policy for the next 20 years.

Hollington Micro-brochure

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Geoff Hollington is a designer; he is also an innovator, advisor, researcher and commentator.

He has worked with major international companies and brands to create many important new products – that advance the state of the art, and stand the test of time. In a parallel project, the BGH partnership, Geoff is active in materials and process innovation and consulting. Increasingly the emphasis of his work is on CO2-reduction, lightweighting, product end-of-life, landfill management and infection control – some of the most pressing issues of our time. However, in the realm of research and ideas, Geoff is observing the emergence of the new digital, tool-less manufacturing techniques, and determining their consequences for design and engineering, two disciplines that he believes will require a total re-think. These ideas are explored in his blog (www.designtwozero.com) and in talks, writing and interviews.

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