

Scott Wilson



Scott Wilson is an accomplished designer and former Global Creative Director at Nike. Over his 20 year career he has led design organizations such as IDEO, Thomson Consumer Electronics, Fortune Brands, and Motorola and created some of the world's most recognized consumer design icons.

Founded in 2007, his vision for MINIMAL has been to create a new hybrid design studio that combines his interests in consulting for design-centric Fortune 500 brands and his intense passion for self-manufacturing and entrepreneurial ventures.

One phenomenal example of this vision is Wilson's TikTok+LunaTik Multi-Touch Kits for the iPod Nano, which have seen unprecedented success and support through online crowd funding platform Kickstarter.com.

This studio experiment raised nearly \$1M in its 30 day pledge period, making it one of the highest funded projects in Kickstarter history and inspiring designers and entrepreneurs all over the world.

Scott Wilson's work has been recognized with over 50 international design awards in the last decade and has been exhibited internationally at venues including the Cooper-Hewitt National Design Triennial, MoMA, MCA and Chicago Art Institute. Wilson has also been profiled in dozens of magazines including *ID Magazine's* Top 40, *Fast Company's* Masters of Design, *Details Magazine* and *TIME Magazine's* Style+Design 100.

source: mnmml.com/21279/studio

Year of Graduation

1991

Current Position

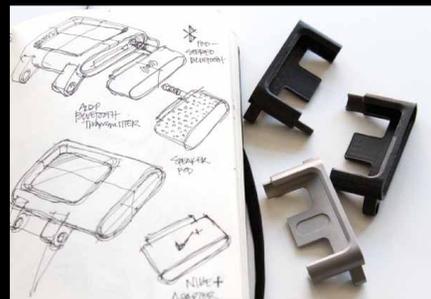
Founder, MINIMAL

TikTok+LunaTik

“Having our 100 limited-edition Kickstarter ‘\$500 Spread the Love Party Packs’ pledge level sell out in 2 days and Apple Co-founder Steve Wozniak buying the 98th one.”

“Running into Apple head designer Jonathan Ive at the Clift Hotel bar in San Francisco and giving him the LunaTik off my friend's wrist.”

“Being on Fox News during the TikTok+LunaTik Kickstarter campaign and getting asked why I didn't run off to Mexico with the money.”



Background

After designing and engineering the pair of watch conversion kits himself, Wilson approached industry giants and retailers including Apple, all of which told him the product was too expensive, too hard to make and too niche. With that Wilson turned to Kickstarter.com to experiment with crowd-funding a commercial product on a platform that had to date been largely used for art projects, music, and film.

Leveraging his background creating end-to-end product experiences, over a weekend Wilson created a raw video pitch, photography of rough prototypes, enticing product imagery, a tiered reward strategy for his potential backers, and an initial social media plan to spread the word. Then he posted it online.

With an initial goal of \$15,000 to cover manufacturing costs, the TikTok+LunaTik project shattered expectations and raised nearly \$1 million in 30 days, launching a viral global brand overnight. Scott Wilson's project is at the forefront and represents a game changing movement, one that empowers designers, entrepreneurs, DIY'ers and inventors around the world to tap into the open, crowd-funded world of social commerce.

Throughout the Kickstarter project, supporters and fans were informed and engaged on every phase of development and production, creating a totally transparent platform between the designer and the consumer.

In a project survey, a shocking 76% of TikTok+LunaTik owners bought an Apple Nano because of the watch designs, which is a rare if not unprecedented milestone of an accessory driving the sale of the core product. As a result, the designs have found their place in Apple retail stores across North America and Europe and the LUNATIK brand has garnered an incredibly loyal following of supporters around the world.

Wilson's disruptive success with TikTok+LunaTik continues to inspire countless designers to see their ideas from conception to market and take full control of their future.

source: mnmml.com/21277/223103/gur-work/tiktok-lunatik

Year of Release

2010 by LUNATIK

Awards/Achievements

Cooper-Hewitt National Design Award, 2012

Edison Award, Silver Award in Product Design, 2012

iLounge Reader's Choice Award: Accessory Maker of the Year, 2011

iLounge iPod Nano Case of the Year, 2011

IDSA IDEA Bronze Award, Personal Accessories, 2011

Core77 Design Awards, Runner Up in Products/Equipment, 2011