

Sarah Giblin

Sarah is a former student at Kendrick School and the designer of the innovative Riutbag



Riut is a UK urban product design company founded by Sarah Giblin in 2014. Riut, pronounced "riot", stands for Revolution in user thinking. This is Sarah's personal mantra, her disruptive yet positive design philosophy and the impact she wants her products to have on their users. Sarah designs products to meet the demands of our urbanisation challenges: high density population, associated crime, stress, time pressure and fear of crime. Riut's products empower the user to feel calmer and safer in an urban context.

Riut was built on social media surveys and successful crowdfunding via Kickstarter.



RiutBag designer Sarah Giblin is born in Scotland, 1984



She starts school in England with her first rucksack



Aged 14, peers mug Sarah at knife point, removing the contents of her rucksack whilst on her back



She petitions for an after school design club to use wood saws and metal work machines. This is granted



At uni in Manchester, Sarah accidentally walks around with her rucksack unzipped. More than once, her papers are destroyed by rain



Getting a taste for European city life and travel, she leaves Paris and moves to Berlin



After graduating, Sarah leaves England to live in Paris



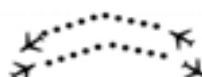
Though studying politics, as a student Sarah works as classical singer, singing in concerts across Europe



In Berlin she meets her partner and starts work as a journalist



Sarah returns to England to study law



She starts work in England. To keep her long distance relationship alive, she commutes by budget airlines between London and Berlin



In London, Sarah tells close friends all rucksacks should be the other way round. She wants to start a company to make them. They say, 'do it'



Sarah spends the next year sketching a rucksack which is the other way round



She tries online to buy a bag like this and finds nothing



In the crush to get off a plane one day, Sarah wishes her rucksack were the other way round



Sarah saves up enough to prototype and survive for a year. Time to resign



She loses her hearing in her right ear. This knocks her confidence. She tears up her resignation letter



After treatment her hearing is restored. She resigns to set up Riut



First day after leaving her job, prototyping begins



Over 1000 amazing backers fund the first production run on Kickstarter



RiutBag prototype finished. Sarah launches Kickstarter campaign from Istanbul



Using social media, Sarah surveys 1000 commuters to let users help create the bag



Sarah goes to China to finalise manufacture details



First production run begins in Hulan, China



After successful completion, freight and postage, the first ever RiutBag users roam urban spaces!



I predict a Riut

Sarah Giblin, designer of the RiutBag, introduces her disruptive design philosophy that attempts to think differently about everyday objects

Every company needs a name. I wanted mine to reflect the design philosophy behind every decision I make. Riut is the acronym of my personal mantra – Revolution in User Thinking – that I turn to for help whenever I have a decision to take. It means I'm always thinking anew about the user, how his or her travel patterns are changing, how technology is carried and how it changes over time. If that means doing something in a new way, then so be it. If it benefits the user, it's worth it.

In practice, Riut is my approach to every seam, material, and zip on the RiutBag. It's my motivator to use stronger, longer lasting materials rather than build a rucksack that falls apart. It's the reason I surveyed over 1,000 people online about rucksacks and commuting. It's also the drive behind launching the RiutBag online via Kickstarter, crowdfunding platform, asking rucksack users to decide whether RiutBag is a good idea.

Whilst Riut keeps me focussed on you, it's most

importantly the impact I want the RiutBag's design to have on the person wearing it. When you wear the RiutBag it lets you feel safe, calm, and confident as you move around towns and cities. In cities people travel densely side-by-side with increasingly valuable technology and access to data on them: the RiutBag aims to increase quality of life through a simple design.

I designed the RiutBag so that you, the user, can have a revolution in your own thinking. Rather than feeling worry, suspicion or concern for the safety of your belongings, when someone brushes past your bag, you can leave those fears to one side. Instead, you can reclaim the estimated 10,000 hours of commuting travel and more on holiday for relaxation, imagination and, frankly, whatever you want.

'Riut' is pronounced exactly like 'riot'. I'm a believer that disruption and a shake up of the norm can lead to brilliant outcomes. We see this in design, in business and in our lives on a small scale all the time.

I want to disrupt a few things: I want to wake up the rucksack industry to get it designing urban rucksacks this way. I want to see the RiutBag design spread far and wide. I want to disrupt the norm that commuting is a drain on life and boring – it can be as exciting as a holiday: time for you to think, read and listen to music without any worry about your belongings. I hope that by allowing individuals to feel safer, calmer and more positive, that it has a larger positive effect in cities. Collectively, the mass of commuters, travellers and urban dwellers will disrupt the norm, having a positive effect on the city making it a better place to be.

Lastly, I'm not a professional designer: I was just a rucksack-user with an idea. I hope others realise they can solve every day problems around us. I think the user is perfectly placed to identify, understand and solve problems through new design. |

Reach Sarah on Twitter @_riut



The Riut bag encapsulates Sarah's design philosophy

Join the rucksack revolution

#ipredictariut



RiutBag

- No outer zips for calm city travel
- 15" laptop bag
- First edition
- 20 litre capacity



RiutBag R15 inside





Kendrick School
Lead, inspire, make a difference

Inspiring day: RiutBag at Kendrick

We were recently thrilled to welcome former student Sarah Giblin back to Kendrick School and delighted to hear about her venture RiutBag, her revolutionary new backwards backpack. She spoke with and inspired our students with her experience.



You can find out more about Sarah and her exciting new enterprise at:

www.riut.co.uk

www.twitter.com/_riut