

shakes

# Industrial & Engineering

Household & Home Design Showcase 2024

# An Award-Winning Strategic Design Firm

Empowering Asian businesses by designing exceptional experiences for a global audience.

A Design Award Iron | 2016

A Design Award Silver | 2014 | 2024

A Design Award Gold | 2014 | 2023

A Design Award Platinum | 2016

Design Excellence Award (DE-Mark) | 2023

German Design Award Nominee | 2017

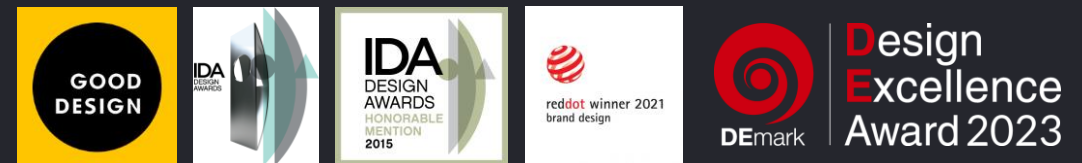
Good Design Chicago | 2014

IDA Design Awards | 2014

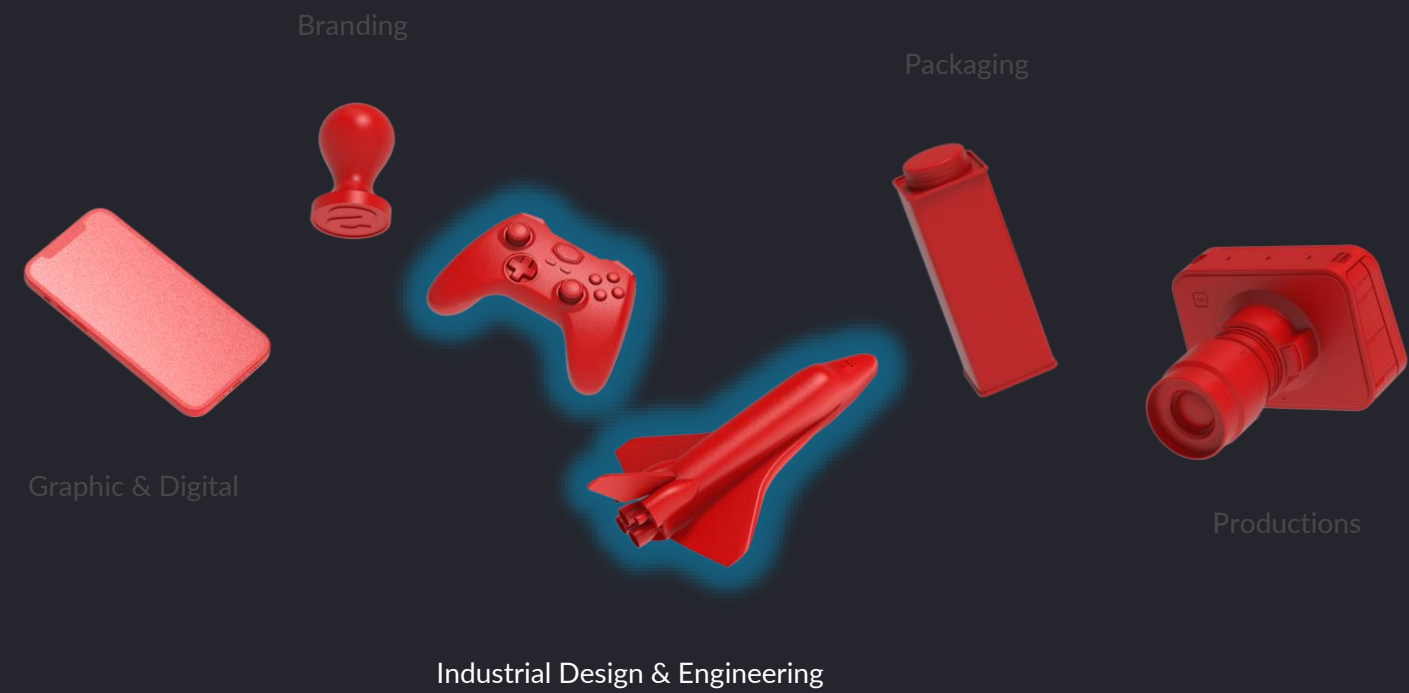
IDA Design Awards Honorable Mention | 2015

iF Design | 2022 | 2023

Red Dot Brand Design | 2021



# Services



  
bysenster

BYSENSTER PRO SPIRAL TOOTHBRUSH

## Brushing with professional efficiency.



In 2019, Shakes designed a series of adult and children's toothbrushes for Byenster, including the innovative ProSpiral toothbrush. ProSpiral redefines traditional toothbrush ergonomics with a minimal design inspired by professional dental tools. It focuses on maximizing reach and control while minimizing invasiveness. The toothbrush features a patented 2.6mm thin head for a frictionless experience, and its wide head with spiral bristle technology ensures more effective cleaning and longer durability compared to standard bristles.



BYSENSTER ULTRA DENSE TOOTHBRUSH



BYSENSTER KIDS TOOTHBRUSH





Twin Lotus





TWIN LOTUS PRO SWIRL TOOTHBRUSH

## The Power of the Lotus.

In 2015, Shakes designed the Pro Swirl Toothbrush, featuring the signature lotus curve concept, which acts as a natural anti-overpressure mechanism to reduce the risk of gum damage while following the teeth's curvature. Equipped with spiral bristles, the Pro Swirl ensures highly effective cleaning both horizontally and vertically during brushing motions.



TWIN LOTUS TOOTHBRUSH DESIGNS BY SHAKES







KEEN HING PORTABLE CTLRY

## Your Everyday Companion.

In 2020, Shakes developed a series of cutlery concepts, including a portable set featuring a spoon, knife, fork, or chopsticks, all neatly housed in a magnetic case. This sleek, compact design ensures convenience and ease of use for on-the-go dining.





[Watch on Youtube](#)



KEEN HING LESEDI CTRLRY

## Timeless Classic

In 2021, Shakes was commissioned by Keen Hing to design a classic, timeless cutlery set inspired by diamonds. While many diamond-shaped cutlery designs already existed, we took a deeper approach, drawing inspiration from the intricate techniques of traditional diamond cutting. The result was a single, thoughtful cut that shaped both the functionality and aesthetic of the cutlery, reflecting the precision and brilliance of diamond craftsmanship.





KEEN HING KIDS CTRLRY

## Fun to play, fun to eat.

For this cutlery set, Shakes designed charming animal characters and a vibrant color strategy, creating a unique and playful design narrative centered around zoo animals. This approach added personality and storytelling to the product, making it both functional and fun.



## Design Sketch

Animal Kingdom: Giraffe

### Baby Animal

subtle expression with baby proportion.



### Color Test version

Vector art with maximum 9 colors for each block



Pencil Sketch: Grassland animals  
2 female 2 male

Tada Kongjonrak  
Dec.20.2019

## Design Sketch

Animal Kingdom: Giraffe

### Baby Animal

subtle expression with baby proportion.



### Pictogram

cute simple shape.



### Big Eyes

exaggerated proportion  
focustion on the animal's eyes.



### Finishing Options

- Finish in full color
- No line

This design will place on the base line.

- Finish in full color
- Brown line and fill color
- White line

- Finish in full color
- No line

Tada Kongjonrak  
Dec.15.2019

## Design Sketch

Animal Kingdom: Polar



Tada Kongjonrak  
Dec.29.2019

## Design Sketch

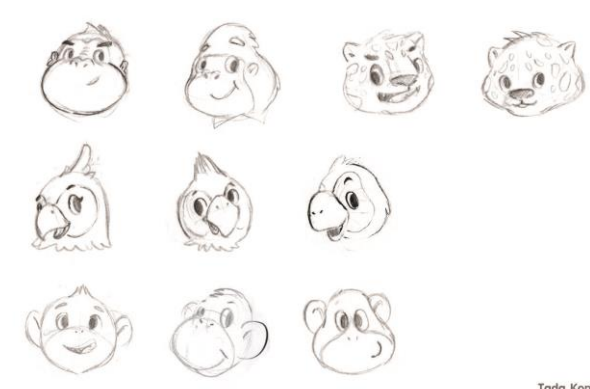
Animal Kingdom: Forest



Tada Kongjonrak  
Dec.29.2019

## Design Sketch

Animal Kingdom: Jungle



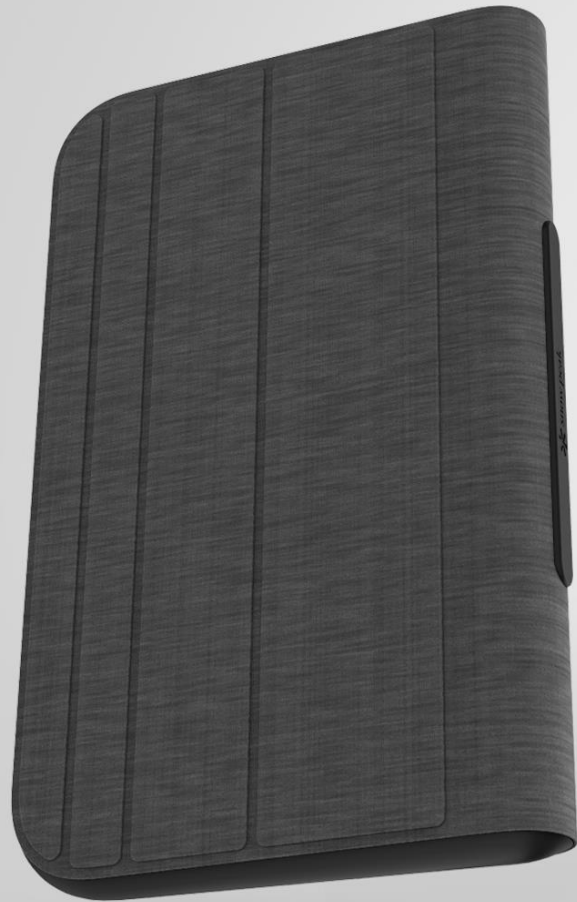
Tada Kongjonrak  
Dec.29.2019

## Design Sketch

Animal Kingdom: Ocean



Tada Kongjonrak  
Dec.29.2019



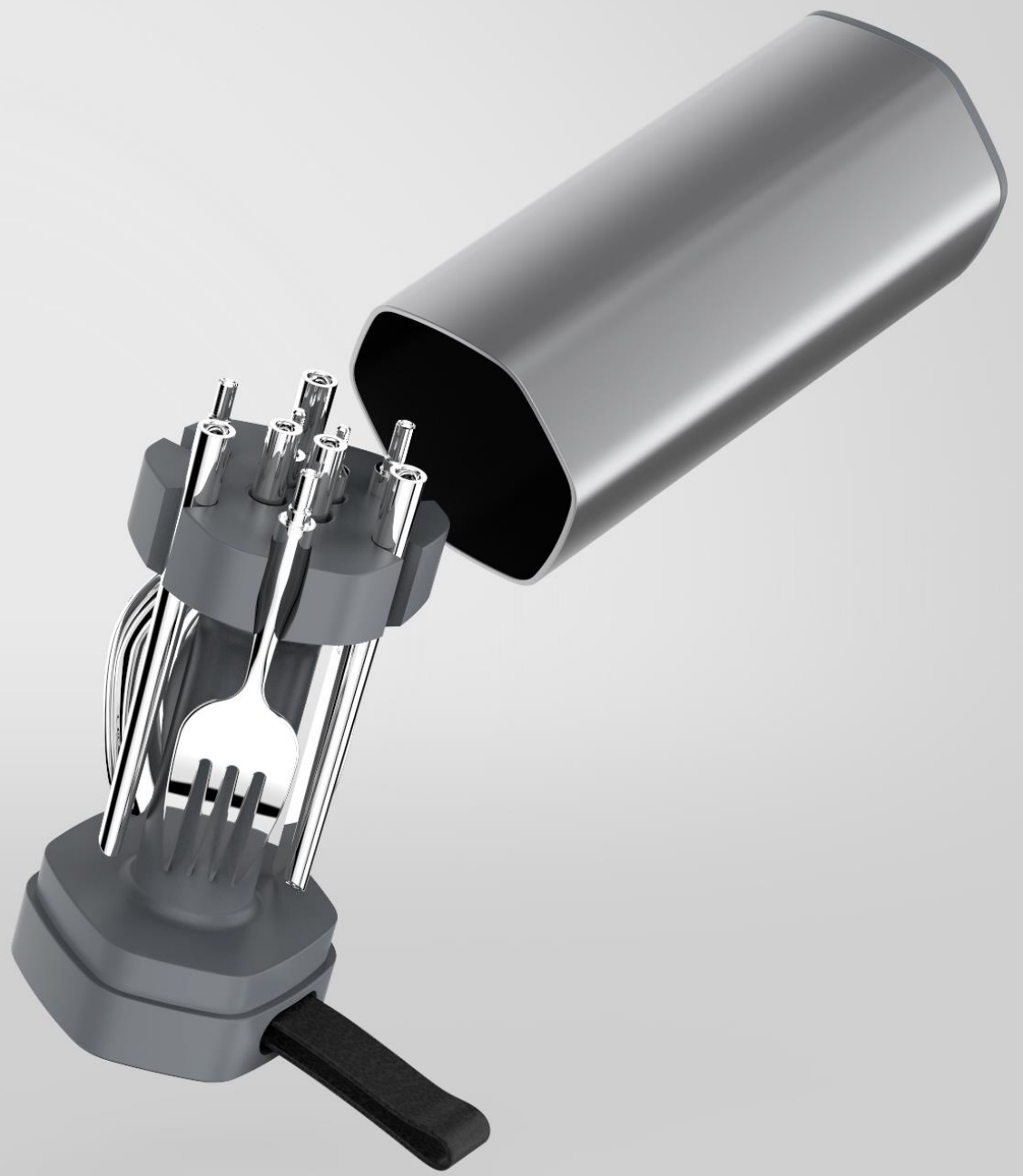
KEEN HING X SNOW PEAK

## Casualist Camping Cutlery

In 2021, Shakes designed a concept series of portable cutlery for Japanese camping brand Snow Peak, with the goal of transitioning the set for both camping and everyday use. The design seamlessly blends functionality and style, making it versatile for outdoor adventures and casual daily dining.



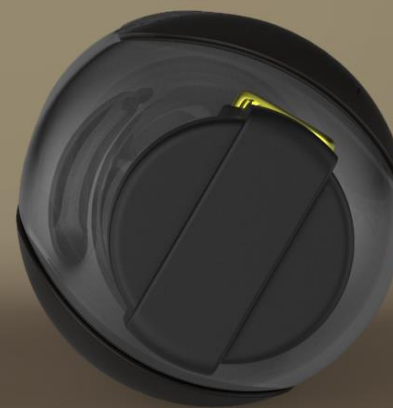




KEEN HING WATER TUMBLR

## Water for Gentlemen

For this water bottle, Shakes was tasked with designing for a male audience to encourage daily water intake. Our strategy drew inspiration from vintage flasks and classic gentlemen's carry-on items, creating a stylish and functional design that appeals to modern men while promoting healthy hydration habits.









KEEN HING ELEGANT CTLRY

## Elegance is an attitude

In 2020, we designed a series of elegant "skinny" cutlery sets aimed at younger users and young couples. These sets feature a light, clean, and ergonomic aesthetic, providing a modern and stylish foundation for everyday dining.



WIKO  
CUTLERY  
LIMITED



SCHNEIDTEUFEL A-MAZE KNIFE BLOCK

## Transforming the mundane into a playful experience.



Winning our first international design award, the A-Maze Knife Block, "Schneidteufel," transforms the mundane into a playful experience. The design stimulates both mental and visual senses, blending aesthetics and functionality seamlessly. Emotionally, it connects to childhood memories, sparking curiosity and delivering a joyful sense of achievement.



SCHNEIDTEUFEL CHOWA KNIFE

## The best of both worlds

Chowa was designed to merge the finest elements of both Western and Japanese knives. It features a robust full tang construction paired with a beautifully crafted Japanese D-profile wood handle and a decorative mosaic pin, delivering a perfect balance of durability, aesthetics, and traditional craftsmanship.



SCHNEIDTEUFEL SPYKER TRIVET

## A Platinum Design



In 2016, Spyker earned Shakes the prestigious Platinum Design Award at the A' Design Award. Inspired by a propeller, Spyker is a practical and elegant trivet featuring a fingertip duct for quick, easy opening, with a securing "bump" for tactile feedback. Its sleek, closed design allows for compact storage or display on a tabletop. Silicone sleeves raise hot cookware 10mm off the surface, protecting against burn marks and distortions, blending functionality with modern aesthetics.



# shakes

2/61 Bangna Complex Office Tower, 12<sup>th</sup> Fl.,  
Soi Bangna-Trad 25, Bangna-Trad Rd.,  
Bangna-Nue, Bangna,  
Bangkok 10260

THAILAND

See more projects at [shakes.design](https://shakes.design)

Explore all our [services](#)

## Talk to the Bartenders!

International Customers

[Hakk.p@shakesbkk.com](mailto:Hakk.p@shakesbkk.com)

+66 890 354 004

Thai Customers

[Hemwimon.s@shakesbkk.com](mailto:Hemwimon.s@shakesbkk.com)

+66 851 119 508