

G O L E U O

by Sam Budd



Sam Budd

Profile



I am a Welsh designer inspired by nature, driven by experimentation, and unafraid to explore unconventional ideas. My work focuses on creating visually pleasing products with a consistent emphasis on function. User interaction is central to my approach, as I aim to design tactile, playful objects that engage the user.

During my studies, I had the privilege of spending six - months at Politecnico di Milano where I immersed myself in the Italian design culture, which continues to influence my work.

I am a recent graduate from Nottingham Trent University, where I studied Furniture and Product Design. Throughout my time at NTU, I developed a strong foundation in both traditional making techniques and modern design processes, with a particular interest in materials and how they influence form, function, and narrative. My studies allowed me to explore a wide range of creative approaches, from hands-on craftsmanship to digital design tools, all of which continue to inform my work.





Welsh Mountain Wool

Welsh Mountain wool is often seen as lower grade due to its coarse texture and high micron count, making it less suitable for soft garments. Sourced from hardy mountain sheep bred for resilience, it is typically used for durable products like rugs, insulation, and outerwear. Despite its strength, its rough handle limits its use in luxury textiles.

I aim to celebrate this overlooked material by designing a product that highlights its unique qualities while honouring its roots in South Wales. Through thoughtful, tradition informed design, I hope to reframe Welsh Mountain wool as a sustainable, culturally significant material, bridging the gap between heritage and contemporary design.

Copper Past Industry

Swansea was once the heart of the global copper industry, known as “Copperopolis” in the 19th century due to its major smelting works and international trade links. It’s location and access to coal made it a key hub, drawing in raw materials from around the world. However, with the decline of UK heavy industry and production shifting to countries like Chile, now the world’s largest copper producer, Swansea’s role faded.

As a designer from Swansea, I aim to celebrate the city’s rich industrial heritage, using design to reconnect with its proud history and highlight its global significance.



Dying Wool

Throughout this project, there has been a balance between working with AI tools and traditional design methods. This back and forth has created a valuable dialogue, particularly visible through the visual outputs, which have been shaped by both digital and hands on exploration. This balance was key to the decision to **utilise copper to dye the wool**, utilising the natural oxidation process where copper reacts with air and moisture to produce copper salts. These salts bond with the wool fibres, creating a striking teal-blue hue that reflects the project's fusion of technology and materiality.



STAGE . 01
WELSH MOUNTAIN
WOOL

STAGE . 02
WELSH MOUNTAIN
WOOL

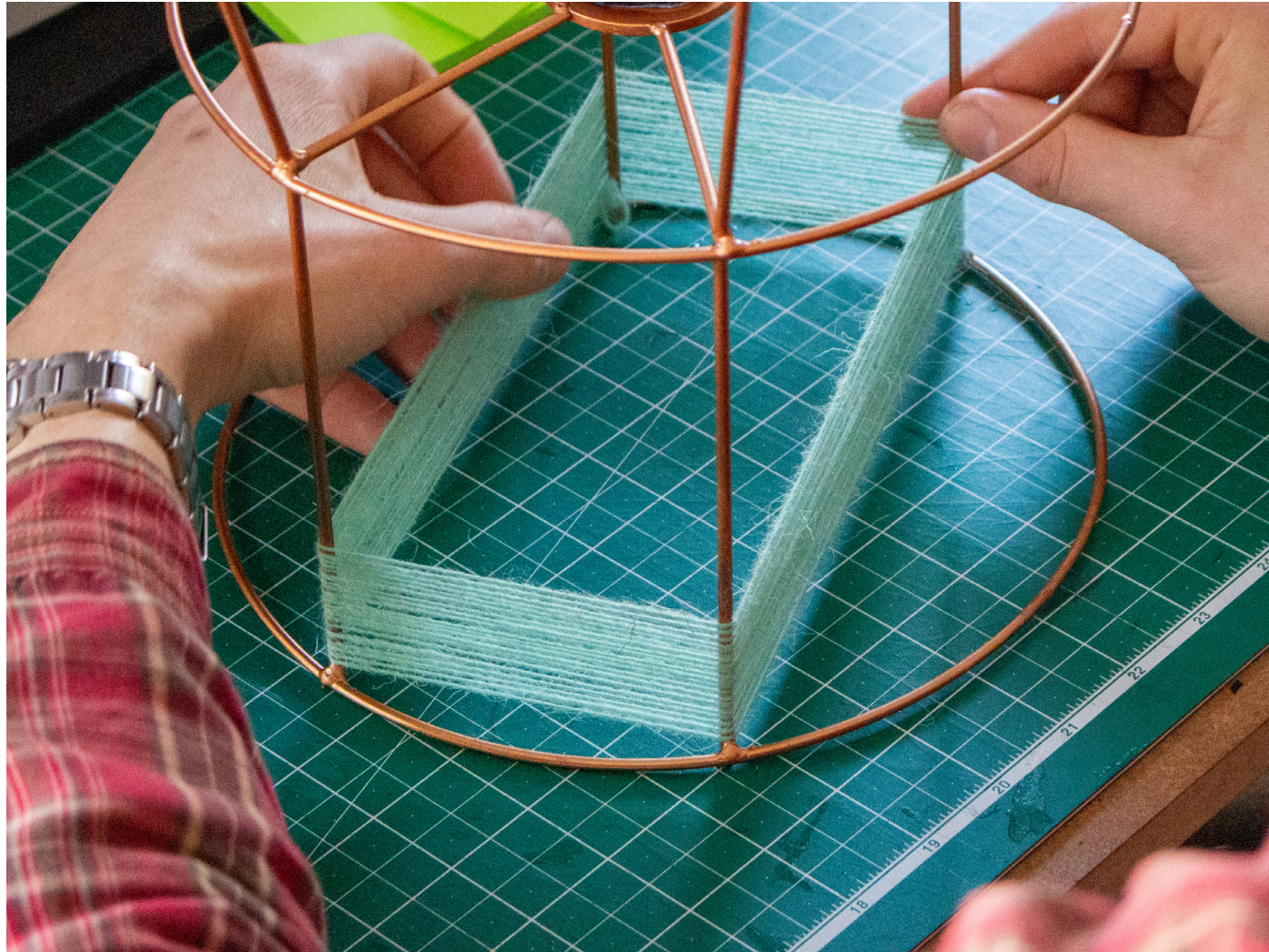
STAGE . 03
WELSH MOUNTAIN
WOOL

STAGE . 04
WELSH MOUNTAIN
WOOL YARN

STAGE . 05
WELSH MOUNTAIN
WOOL YARN
WRAPPED IN
COPPER MESH POST
DYING PROCESS

STAGE . 06
WELSH MOUNTAIN
WOOL

M a k i n g



The naturally dyed wool is carefully wrapped around a copper frame, with each frame forming a clean, geometric shape. This simple method of construction highlights the relationship between the two materials. The rich teal of the oxidised wool contrasts with the warm shine of the copper, allowing their natural qualities to stand out.



& D e s i n g

“Goleuo: Welsh for
'Illuminate'. Illuminating
past welsh industries
through lighting.”

- Sam Budd







sambudd712@outlook.com
sambudd_design
linkedin.com/sam-budd
sambudd.myportfolio.com



Nottingham Trent
University