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# Variations on Normal

Dominic  
Wilcox



9 CONDUIT STREET  
LONDON W1  
0207 659 4500  
WWW.SKETCH.LONDON

Dominic Wilcox, born in Sunderland, UK and educated at Royal College of Art, Design Products (MA) and Edinburgh College of Art, Visual Communication (BA) works between the worlds of art, design, craft and technology to create innovative and thought provoking objects.

Recent projects include the design of a pair of shoes with inbuilt GPS to guide the wearer home, a Binaudios device to listen to the sounds of a city, a race against a 3D Printer at the V&A and a stained glass driverless car of the future.

In 2009 he started a Webby award nominated blog called Variations on Normal where he shows his sketchbook inventions and observations. He has received commissions from a diverse range of organisations such as Paul Smith, Selfridges, The V&A museum, BMW Mini and Jaffa Cakes.

"I've convinced myself that within everything that surrounds us, there are hundreds of ideas and connections waiting to be found. We just need to look hard enough. Some of my ideas develop from observations on human behaviour and I express them through the objects I create. I also experiment with materials to try to find surprises that can't be found simply by thinking with a pen or a computer." Dominic Wilcox

[www.dominicwilcox.com](http://www.dominicwilcox.com)  
[hello@dominicwilcox.com](mailto:hello@dominicwilcox.com)  
twitter: @dominicwilcox  
instagram: @dominic\_wilcox

[www.sketch.london](http://www.sketch.london)  
[info@sketch.london](mailto:info@sketch.london)  
twitter @sketchlondon  
instagram @sketchlondon