

**Hi, I'm Gustav — a designer.  
My goal is to delight people  
through meaningful digital  
and physical products that  
are a joy to experience and  
bring pride to their makers.**

I like talking about my work,  
let's dive into five projects.



Naturalness in Car-Driver Interaction

# 1. Horizon

This project was the motivation for my Master's degree in Interaction Design. I knew I wanted to work on a “*car project*” with the human at the center instead of the car itself.

Over the course of a semester, in a team of eight talented international designers, we developed Horizon from a brief about naturalness in car-driver interaction to a full-scale prototype about redefining the meaning of the car.







Horizon is designed to keep your eyes on the road while you interact with music, maps or climate control. Interactions are consistent and haptic, and the system fades out of the way.



cluttering controls and increased cognitive burden on the driver to operate these controls leads to a distracted and unpleasant driving experience.

**ViBilägare**

Bli medlem


Logga in

ANNONS:

ENGLISH

# Physical buttons outperform touchscreens in new cars, test finds

Publicerad 17 augusti 2022 (uppdaterad 18 oktober 2022)



Physical buttons are increasingly rare in modern cars. Most manufacturers are switching to touchscreens – which perform far worse in a test carried out by Vi Bilägare. The driver in the worst-performing car needs four times longer to perform simple tasks than in the best-

**New EVs from Mercedes feature three separate touch-screen displays. Source: Mercedes-Benz AG**

Green | Greener Living

# Are Car Touch Screens Getting Out of Control?

As electric cars commodify the driving experience, the center display offers a space to stand out. But the big-screen arms race may be accelerating too quickly.

Share


By Kyle Stock +Follow

**THE DRIVE**

# Hyundai Promises To Keep Buttons in Cars Because Touchscreen Controls Are Dangerous

Hyundai knows you like to keep your eyes on the road, and it's giving you the controls to do just that.

PUBLISHED MAR 20, 2023 7:00 PM



**TE**

Transportation

# I'm obsessed with the Ford Mustang Mach-E physical touchscreen volume knob

Matt Burns  
@mjburns / 6:15 PM GMT+1 • December 2, 2020




Image Credits: Matt Burns

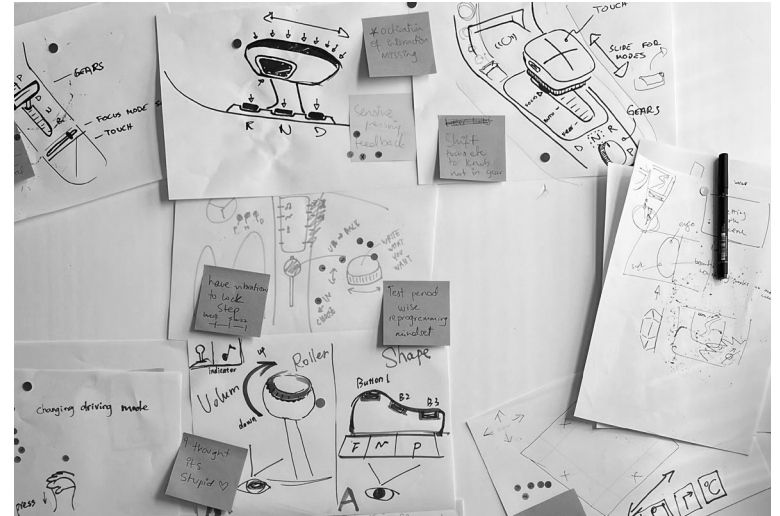
The 2021 Ford Mustang Mach-E features a giant touchscreen.



<https://horiz.one/video>



950km road trip to understand modern cars first hand



exploring gear shift evolutions

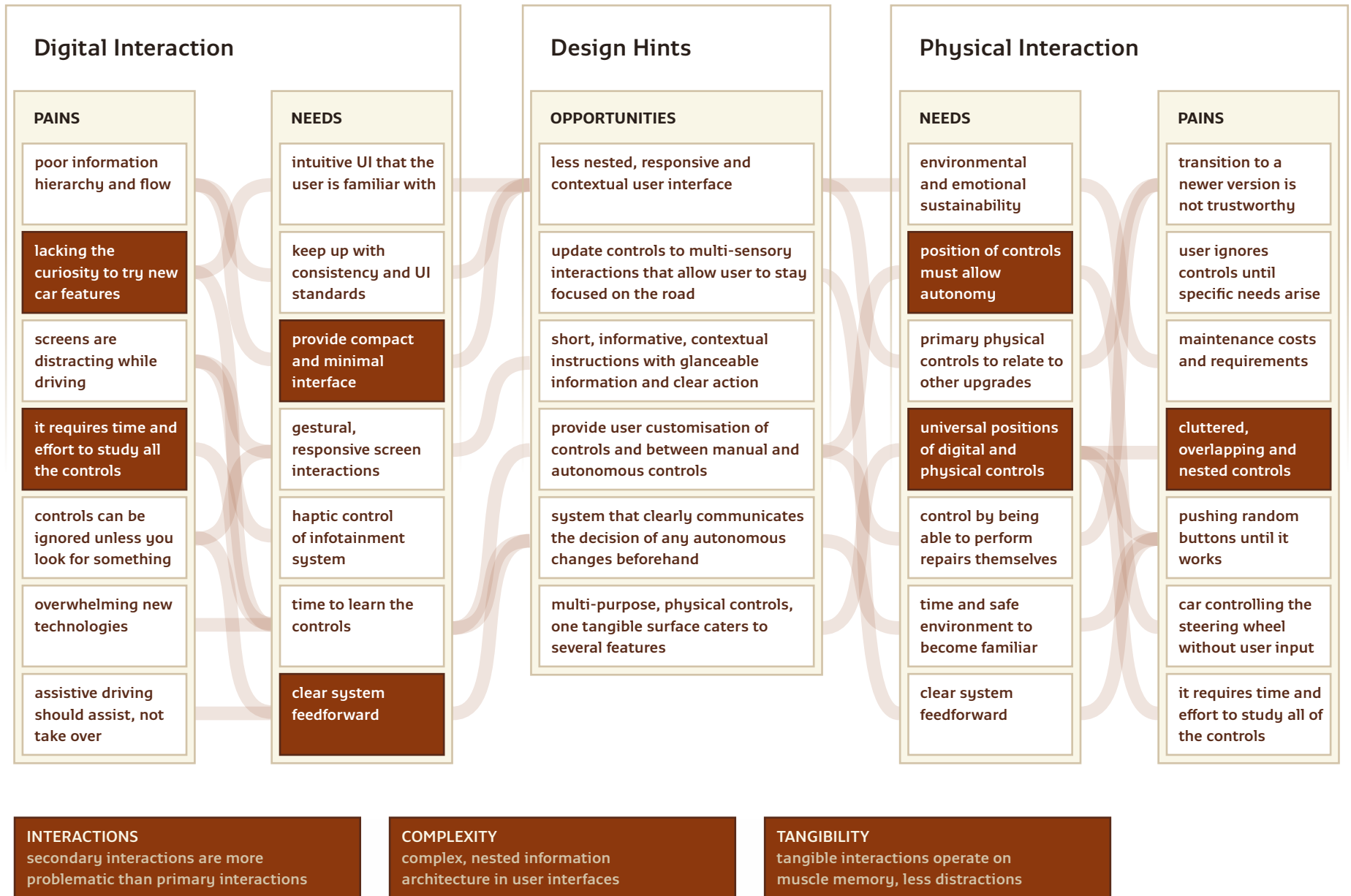


prototyping center cluster controls



discussing redesigns of the steering wheel for system controls







making a prototype with arduino



verifying physical placement in situ



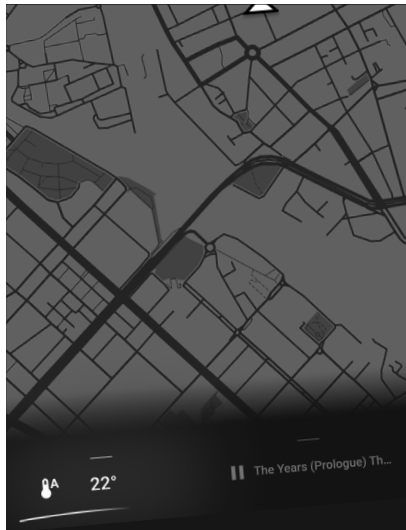
assembling the rotary dial with button



making the interface interactive in framer



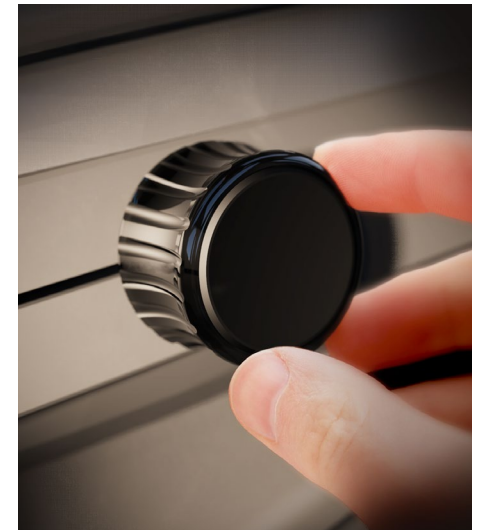
user interface mockup in cluster screen



interaction of dock and map



preliminary center console screen interface



47th version of the dial





full-scale prototype during a showcase: HUD, cluster screen, center sonsole, and physical slider





project credits — umnah aslam, mojca fortunat, madeleine kiær, xiyu li, ruiyi liu, gustav moorhouse, jan ostrówka, weijian xu

### 3. UI for Carbon Neutrality







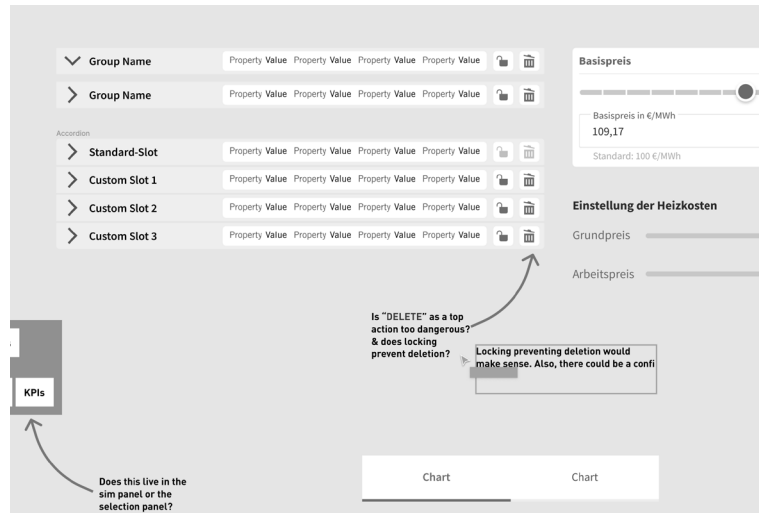
interviewing stakeholders in switzerland



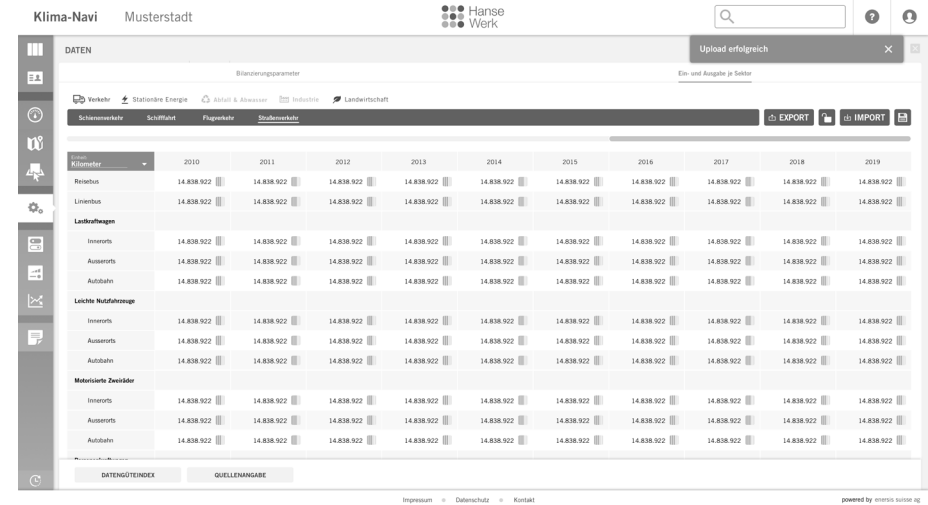
coordinating a co-creation workshop



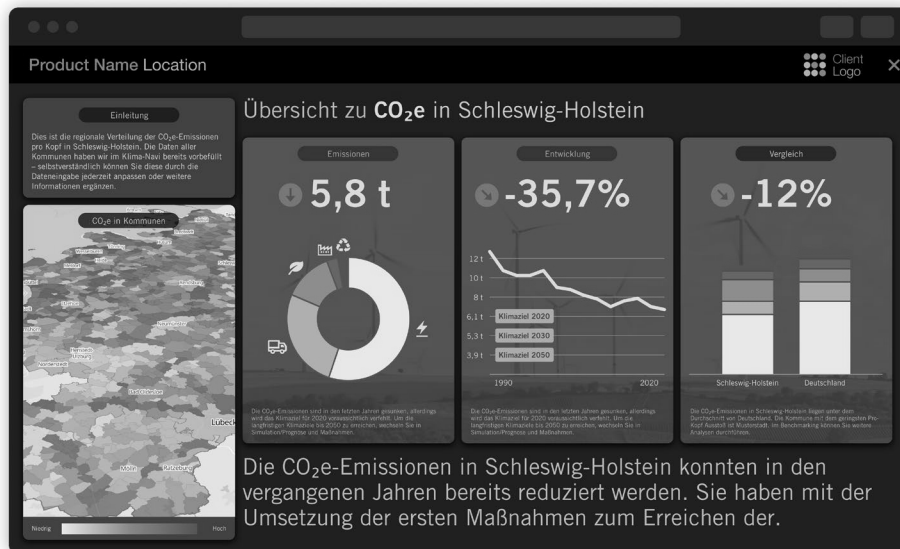
presenting our findings to the client



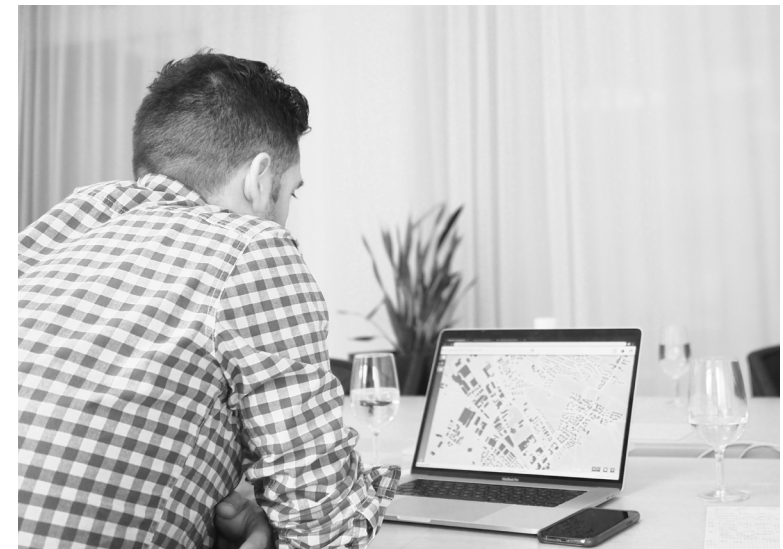
live feedback with the design team during lockdown



implementing a table editor for municipal energy data



dashboard interface for an example city



user testing at the client's office



still life from working at the office

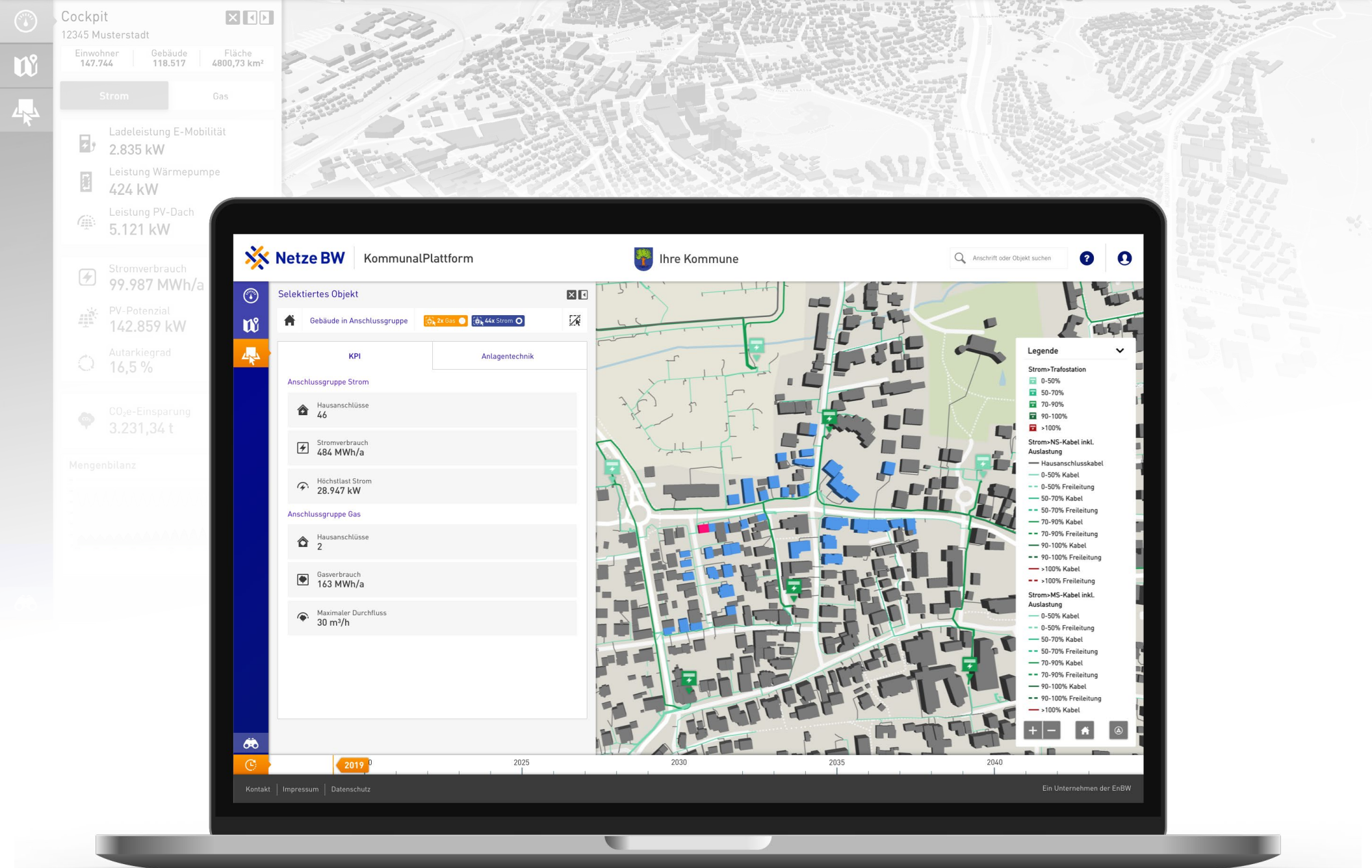


still life from working remotely with a crappy laptop



shooting an interview for a product video





interactive map for municipal administrators with details about a city's energy grid

Sculptural Bed Accessory for Thuma

## 4. Underbed Storage



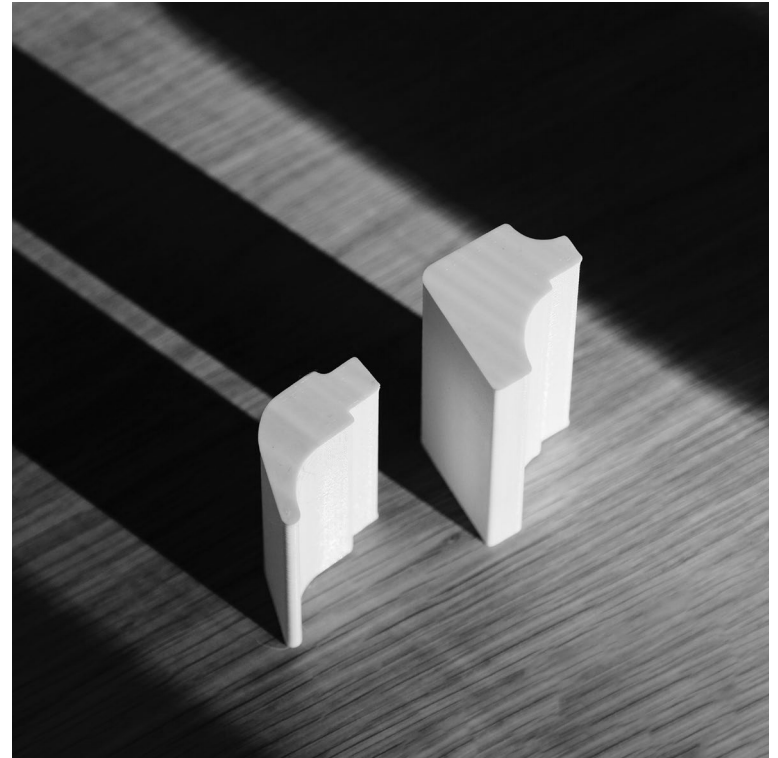




this recycled felt bin lives under your bed, always ready for quick access



early prototypes were made from wood

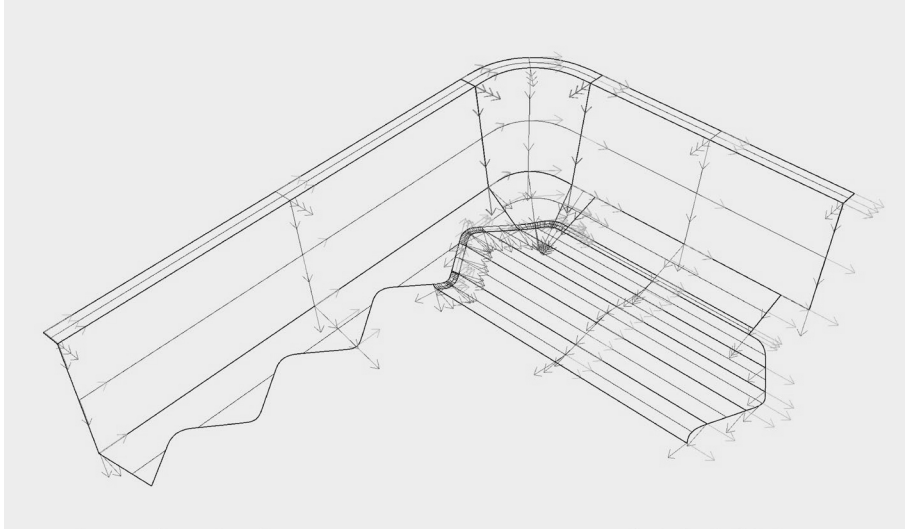


testing different profiles for the surrounding handle



first version was too heavy and damaged the floor





the angles make it easier to slide on carpet



validating material strength



we cnc machined a test pattern



the cast steel mold to produce the bins



designed to keep an extra layer nearby



optimised to slide well, even on chunky rugs





blends into any space



lid protects contents from dust





project credits: gustav moorhouse and slate werner for thuma



Modular Wardrobe for Thuma

# 5. Dresser





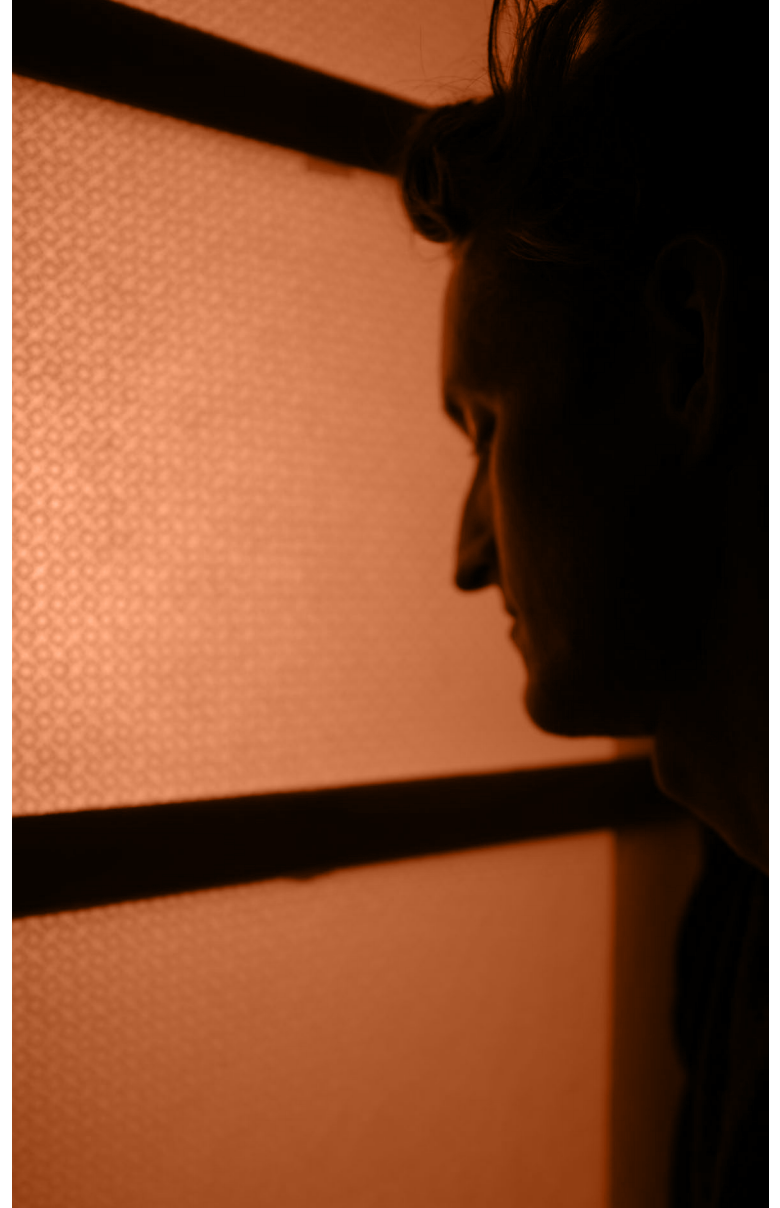


project credits: quentin de coster, gustav moorhouse and slate werner for thuma





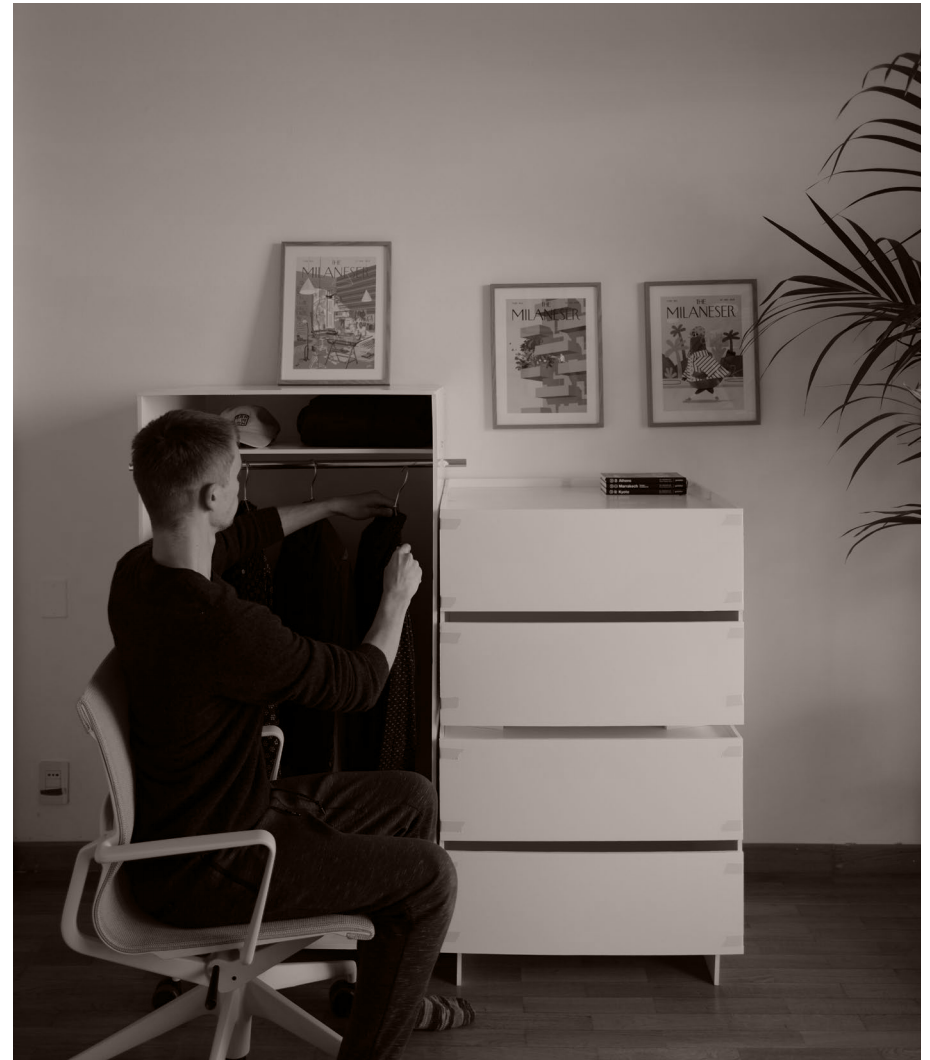
model-making of wall panels



using paper to simulate japanese shōji doors



prototyping a (now-rejected) hanging unit



testing accessibility for wheelchair users



testing the stacking height



using foamcore to build prototypes



validating the single-drawer unit sizes





the top finishes off the assembly



drawer modules are stacked to the desired arrangement



lots of space for your favourite pieces



previous page and this page: marketing photos by thuma



An Alternative to Pharmaceuticals

# 5. The Sound of Silence







This university project for a US-based direct-to-consumer pharmaceutical company focused on an ethos to “take less”.

We proposed a new meaning for the company. Instead of over-the-counter drugs to treat symptoms, we designed a family of products that targeted the root of the problem: stress.



**Mute works like noise-cancelling headphones, except it's mounted on your window. It ensures your room stays quiet at night.**



turning high-density foam on a lathe



components drying after spray-painting



the acrylic top was first cnc-machined, then hand-polished





Thanks for reading!

*fin.*

I'm currently finishing my MSc in Interaction Design at Politecnico di Milano, writing my thesis on naturalness in car-driver interactions.

It's very nice here in Italy, but I'm looking for the next chapter.

📄 [moor.house/cv](https://moor.house/cv)

✉ [gustav@moor.house](mailto:gustav@moor.house)

