Hi!

I’m a designer-founder.
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Organic growth

• Self-funded
• Balance production and marketing
• Learn about our customers
• Smaller mistakes
Why copper cookware?
The Return of Cast Iron Skillets and Copper Pots

By Nina Sobel

On a recent Sunday night, Seth Angott was up until 2 a.m. cracking bones. He and his son had been fishing on the Chesapeake Bay and caught a 25-pound striped bass. While the captain wanted to throw away the carcass, Mr. Angott, a communications consultant who lives in Washington DC, had a better idea.

“I brought home the carcass in a trash bag.” Mr. Angott says. That night, his 6-year-old son safely in bed, he sat up making fish stock. His instrument of choice was a stainless steel-lined copper stockpot he bought from cookware store EdelHillerin in Paris.

“It’s satisfying to have the tools for the job,” Mr. Angott says.

Forty percent of men say they do all the cooking in their household, according to a market analysis report by NPD Group; another 17% say they do it the majority. They are drawn to heavy, time-tested pots and pans made with pure metals. Think cast iron skillets forged in sand, hand-hammered copper saucepans and enameled Dutch ovens.

Men are both enthusiastic in researching the best cookware and opening their wallets to pay for it. Traditional cookware companies, which teetered on the brink of failure in the 1970s due to the popularity of Teflon, are experiencing a comeback thanks to new competitors and a new interest in copper.

The 120-year-old cookware maker Lodge plans to break ground on a new foundry later this year. Lodge makes the kind of cookware one could imagine a cowboy settling on an open fire in Montana.

“Copper skillets with a silver lining from Soyu Iron that has what he terms “perfect heat distribution” and a vintage cast-iron Griswold,” says Mr. Lodge of the cast iron line. “We love to fry on them.”

According to the Cookware Manufacturers Association, cast iron and porcelain on steel ship.

Women.

Copper. He says consumers never have to replace the actual pot and that it is designed to be passed on to children.

“I fly to copper,” says Mark Lapico, executive chef at Jean-Georges restaurant in New York. “It’s shiny and gorgeous. A new copper pot is magnificent to me like a newborn baby.”

“You pour something liquid into sand then let it harden,” says Mike Whitehead, who founded Portland, Ore.-based cast iron skillet maker Finex four years ago. “Then you break the cast and get this rough, tough iron thing that you sand down into a usable pan. It’s magic.”

Finex, which started on Kickstarter, but is now sold at Williams-Sonoma, taps into a particular market for smooth skillets. Before the 1950s, the U.S. based Griswold and Wagner companies’ cast iron pans were polished by hand. Eventually labor costs got too high and this type of manufacturing ceased. These skillets have become collectibles and many companies are trying to reproduce their look.

“Get guys showing up at those kitchen stores having turned the pans,” Mr. Whitehead says. “There is this huge desire to be a part of it.”

He adds that some buyers love the skillet but don’t know what to do with it. “People are watching the Top Chef and professional cooking shows to see it work.”

Some are anxious about how to care for the cookware and its health attributes. How often to season it? How often to clean it? How to keep the heat distribution even? How to prevent it from oxidizing? How to get that perfect patina?
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Open night presentations

Tuesday 5th of December 6pm (1hr)
Wednesday 6th of December 6pm (1hr)

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Startup coach
My influence as a designer-founder.
*Before Designer Founder (BDF)

BCC 1.0*
2009 - 2012

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BCC 2.0*
2015-present

*After Designer Founder

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What I expected vs. How it is

Planning - Reacting

Control - Surrender

Designing solution - Building company
How we think and work.
What’s the desired outcome?

WHO is this for
WHAT do we want to happen
HOW will we know it works?
Just enough structure and technology
Microsegments instead of demographics
Market for Square Hat

People
20 to 30

People
30 to 50

People
50 to 70

People with Square Heads
EARLY

- Suspicious tools
- Why tin lining?
- Why is it better than iron?
- How long does the tin lining last?
- Why is it so expensive?
- Will tin melt on my electric range?
- Will copper keep my sauce from burning?
- Can you line aluminum/SS/steel in tin?

SOLID COPPER EXISTS, IT IS DIFFERENT

- Is it hard to clean?
- How do I clean it?
- How long does it keep it shiny?
- Can I cook eggs?
- Can I cook tomatoes in it?
- Do you have/recommend an induction interface?

LATE

- How do I prevent the burn ring?
- What's different from "stainless" Forge Boys in the glasses?
- Why is the stockpot + skinny?
- Why is your finite worth 1$2 more than all clads?
Small bets instead of big bang releases
Evidence instead of Opinion
Iteration instead of Planning
SUBSTANTIAL ...but not *weighty*

INTENTIONAL ...but not *calculated*

HANDMADE ...but not *artisanal*

WHOLESOME ...but not *hygienic*

ESSENTIAL ...but not *primitive*
Just enough structure and technology
Microsegments instead of demographics
Small bets instead of big bang releases
Evidence instead of Opinion
Iteration instead of Planning
“To plant a garden is to believe in tomorrow.”

— Audrey Hepburn