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The Toaster Project: Or a Heroic Attempt to Build a Simple ...

The Toaster Project was an attempt by Thwaites to build a modern appliance, in this case a toaster, from scratch. Starting with digging up the required ores and fabricating plastic and electrical cables etc from the raw materials.

The Toaster Project

The essential premise behind Thomas Thwaites' The Toaster Project is that in this modern world of ours, we take a lot for granted. Like toasters, for instance. The 20-something Thwaites decided to create a toaster from scratch for a college project. And by "from scratch", I mean going all the way back to the raw materials from the earth.

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The Toaster Project: Or a Heroic Attempt to Build a Simple ...

The outcome of the project will be a toaster that will bear a very imperfect likeness to the ones that we buy - a kind of half-baked, hand made pastiche of a consumer appliance. The process of its creation will be documented through video and through a book (...Which has now been published!).

Don't Start From Scratch: How Innovative Ideas Arise

Thomas Thwaites (designer) A toaster has about 400 components: he simplified the materials list to copper, steel, plastic, mica and nickel and attempted to mine, refine, and otherwise process all the raw materials needed. He published The Toaster Project: Or a Heroic Attempt to Build a Simple Electric Appliance from Scratch...

< THOMAS THWAITES > → The Toaster Project

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The Toaster Project is an example of how we often fail to notice the complexity of our modern world. When you buy a toaster, you don't think about everything that has to happen before it appears in the store. You aren't aware of the iron being carved out of the mountain or the oil being drawn up from the earth.

The Toaster Project : NPR

The Toaster Project: Or A Heroic Attempt to Build a Simple Electric Appliance from Scratch. The Toaster Project may seem foolish, even insane. Yet, Thwaites's quixotic tale, told with self-deprecating wit, helps us reflect on the costs and perils of our cheap consumer culture, and in so doing reveals much about the organization of the modern world.

The Toaster Project : Or a Heroic Attempt to Build a ...

"At once a charming manifesto for the maker movement and a poetic reflection on consumerism's downfall, The Toaster Project is a story of reacquainting ourselves with the origins of our stuff, part Moby-Duck, part The Story of Stuff, part something else made entirely from scratch."

The Toaster Project Or A

The book of The Toaster Project has been published! It is available of course from Amazon, or from the publisher, Princeton Architectural Press, or (hopefully) 'from all good bookshops'. A bit more about the Toaster Project is online here (this is getting slightly out of date however), or at thomasthwaites.com... the project continues to develop!is

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Find many great new & used options and get the best deals for The Toaster Project : Or a Heroic Attempt to Build a Simple Electric Appliance from Scratch by Thomas Thwaites (2011, Paperback) at

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The Toaster Project: Or A Heroic Attempt to Build a Simple ...

The Toaster Project is fabulous! Your appreciation of the technology behind this mundane household icon reminds me of my dad. He's been on a quest to amass a collection of toasters spanning the full development and evolution of this basic appliance. It has been certified as the largest in the world by Guinness World Records.

The Toaster Project

"At once a charming manifesto for the maker movement and a poetic reflection on consumerism's downfall, The Toaster Project is a story of reacquainting ourselves with the origins of our stuff, part Moby-Duck, part The Story of Stuff, part something else made entirely from scratch."

Thomas Thwaites (designer) - Wikipedia

By Robert Blinn - Nov 01, 2011. That said, the final photograph of his admittedly subpar toaster in context on the wall of a department store with a price of 1,187 pounds is punchline enough to forgive the concessions he made along the way. The Toaster Project is a bit of a [near] infinite regress.

Book Review: The Toaster Project, by Thomas Thwaites - Core77

The Toaster Project | Where do our things really come from? China is the most common answer, but Thomas Thwaites decided he wanted to know more. In The Toaster Project, Thwaites asks what lies behind the smooth buttons on a mobile phone or the cushioned soles of running sneakers.

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Thomas Thwaites

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The Toaster Project, Or A Heroic Attempt To Build A Simple Electric Appliance From Scratch (Book Review)

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