37SET **‘Nuheri MK1’**

over-ear headphones

Olufela Zumbi Rodriguez



University of Cincinnati | Chiba University Exchange
Product Design II A&B
Industrial Design 2027
Fall 2025 Semester

自己紹介

Yo, my name is Zumbi.

私わ ズーンビ でう。

My full name is Olufela Zumbi Rodriguez, but I use my middle name: Zumbi. I am from Dayton, Ohio in the USA. I am in my 4th year of study at the University of Cincinnati. I am majoring in industrial design.

Hobbies しゅみ

- vinyl records and music: jazz, hip-hop, funk
  ビニール 音楽: ジャズ、ヒップホッ、ファンク
- making art 美術
- travelling and exploring 旅行
- drinking beer ビール



What is ‘37 SET’?

どれは「37セット」ですか。

37 SET is a a concept for a product design firm developed between October and November of 2025.

Why the number 3?

The name comes from special numbers and my love for music. “The Magic Number” is a song from hip-hop trio De La Soul released in 1989, with the phrase “3 is the magic number” throughout the track.



Why the number 7?

The number 7 is my favorite number and is also seen as a lucky and important number in different religions. The numbers 3 and 7 are both odd numbers, too.



Why the name ‘set’?

Most design companies follow their company name with ‘company’, ‘design’, ‘group’, ‘corporation’, etc. I decided to do the same, but ‘37 Design’ sounds unmemorable. I chose the term ‘set’ because I enjoy watching live music and dj ‘sets.’ In a way, this design firm is only performing a ‘set’ of work that exist within a certain time frame, the same as a musician does.



37 SET’s Philosophy

37セットのデザイン 哲学



History
れきし

A lot of great things are from the past. There is much to learn from history. Some products were better back then then they are today. Much needs to be brought back to the present.

1 User’s needs りようしゃ ニーズ

Everything comes second to the user’s needs. The targeted audience’s struggles are the most important; the world does not need another useless product.

2 Strong aesthetics びよう

Secondly, aesthetics are important. A good-looking product will increase its popularity (as long as the product has a good underlying concept.)

ムードボード

Mood and graphics

- nuanced geometric shapes
- simple, afrocentric patterns















History
れきし

User feeling きぶん:

confusion
from an old thing





happiness
from a new thing

37SET **branding**

logo, typeface, colors

Olufela Zumbi Rodriguez

TYPOGRAPHY

37 SET Typeface

37セットのかつじたい

Heading - *Epunda Sans* Semi-bold 60pt

Subheading 1 - *Epunda Sans* Medium 30pt

Subheading 2 - *Epunda Sans* Medium 20pt

SUBTITLE - *INTER* REGULAR 12PT

Body 1 - Epunda Sans Regular 14pt

Epunda Sans has a great mixture of readability, simplicity, and vintage style. There are several different combinations to for various font thicknesses and themes.

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Body 2 - Inter Regular 14pt

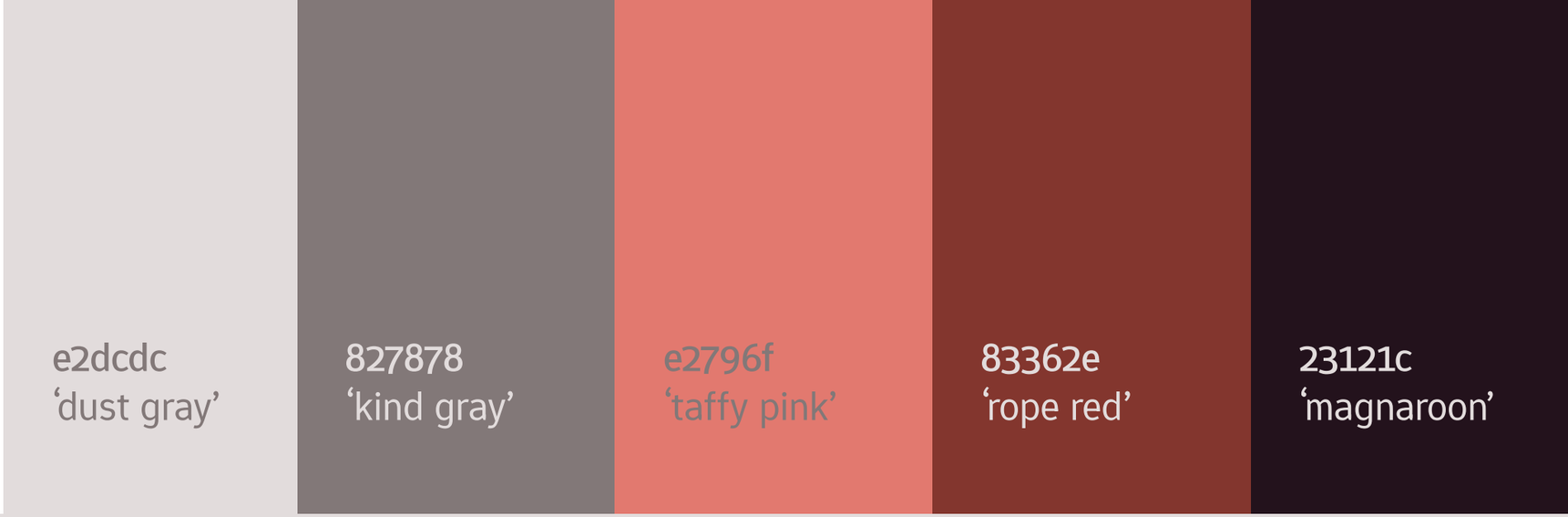
Inter will be used for anything requiring a simpler typeface: for very small text. This will help readability across visually-impaired audiences.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

COLORS

Chosen colors

いろ



#e2dcdc - **Dust Gray**, used as an off-white color for background

#827878 - **Kind Gray**, serves as a midpoint between light and dark neutral

#e2796f - **Taffy Pink** from main color to add another dimension

#83362e - **Rope Red**, can be used as accent over both dark and light values

#23121c - **Magnaroon**, serves as a midpoint between light and dark neutral

LOGO AND DEVELOPMENT

Evolution of the logo

ロゴ



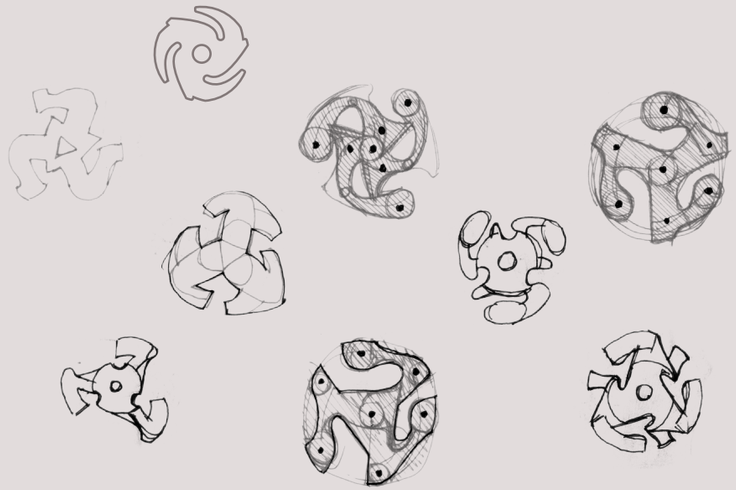
45-adaptors | 45-アダプタ

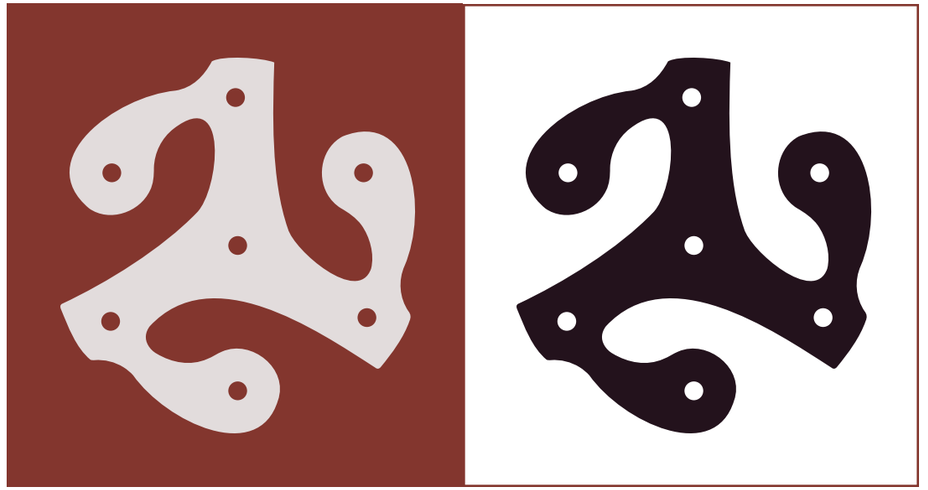
Plastic pieces that adapt vinyl recorded singles (made for jukeboxes) to fit on a record player's center spindle.

The 45-adaptor is the perfect logo for 3-7 SET because 3-7 SET does just that - adapt old concepts to a new time.

first design







final design

Still inspired by the 45 adaptor, but with less resemblance to it. Seven holes cut out of the design to illustrate the '7' in 37 SET and the 3 arms illustrate the '3.'

More organic forms were used to follow in-line with 37 SET's philosophy.

37SET **headphone outline**

inspiration, influences, technology

Olufela Zumbi Rodriguez

37セットのヘッドホン

HEADPHONE COMPONENT

Dials

ダイヤル



PIONEER SX-650 RECIEVER (1976)

Let’s bring them back... they are tactile and precise.

Dials were common in the 1970s and prior but began to fell out of popularity as time went on. In the age of touch screens, they are seldom used. However, they are one of the most precise controls and also feel amazing to use.

Inspiration: 1970s Headphones (from history)

えいきょう: 1970s ヘッドホン (れきしから)

TOSHIBA



exhaust patterns

dual headphone base



PIONEER SE-505

incorporated dial

removable leather shield



KENWOOD KH-71

4x slim rectangular branding detail

JVC 5944



2 audio sources
(quadrophonic)

DESIGN TARGET

Target Audience / Situation

デザインもくひょう



- Listening at-home audio system



- Listening on-the-go

Required audio features

- **Bluetooth** - to support smartphone capability
- **Headphone jack** - to support outdated audio sources
- **Noise cancellation** - to emphasize immersive audio experience
- **Better sound quality** - at-home system grade
- **Recharging** - to support the features above

Over ear headphones

37SET **headphones**

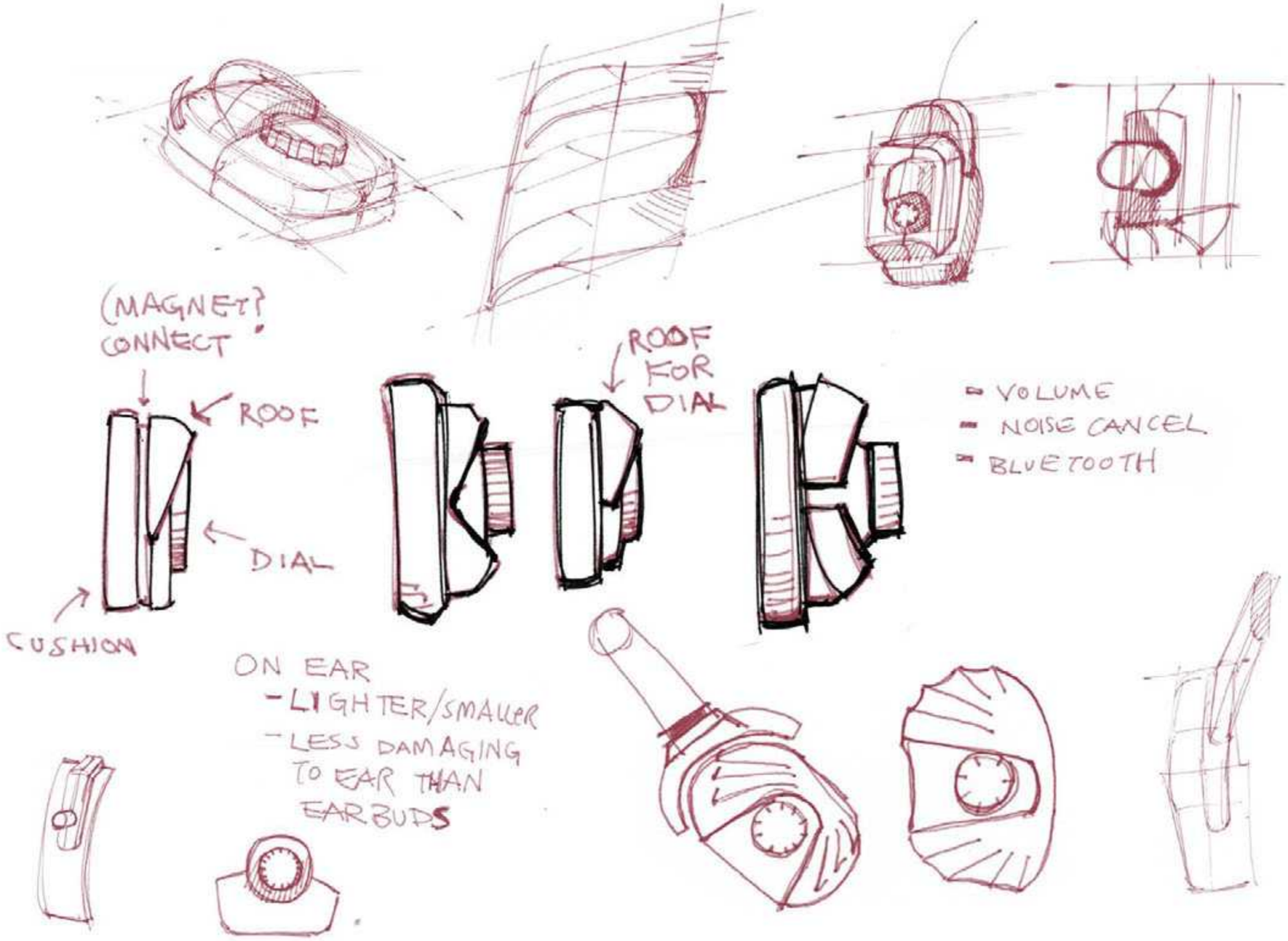
sketch development

Olufela Zumbi Rodriguez

スケッチのヘッドホン

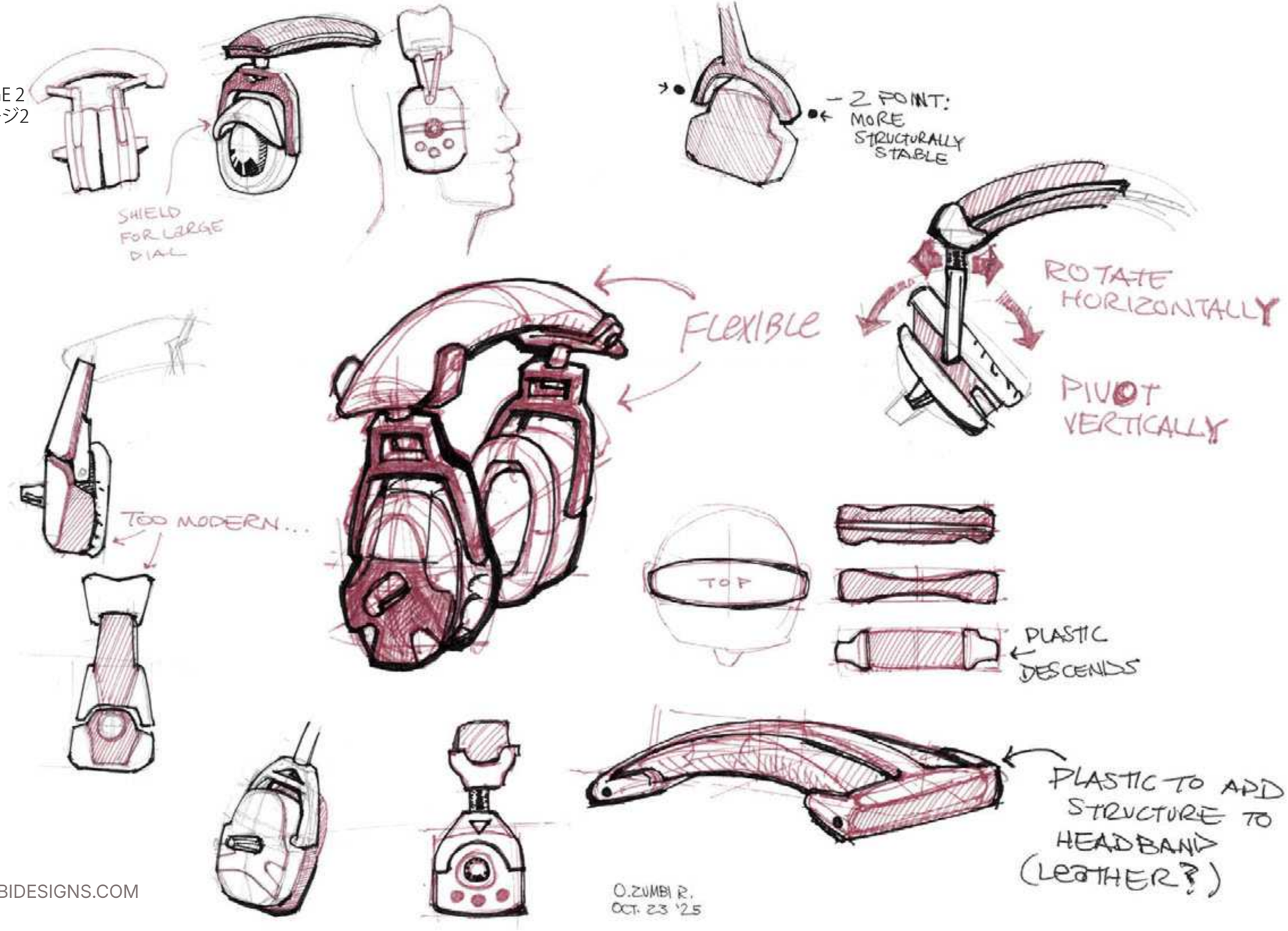


SKETCH PAGE 1
スケッチページ1

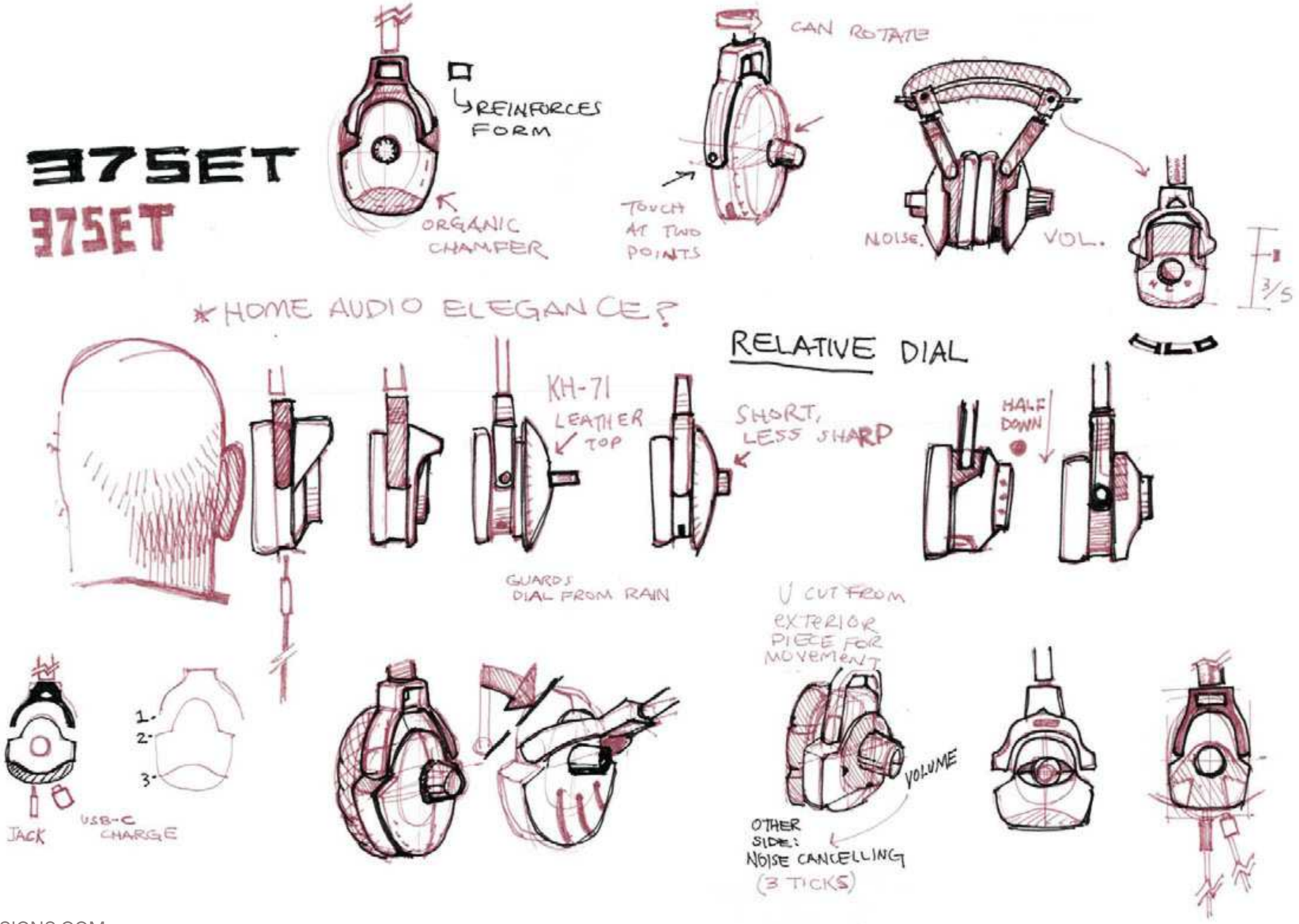


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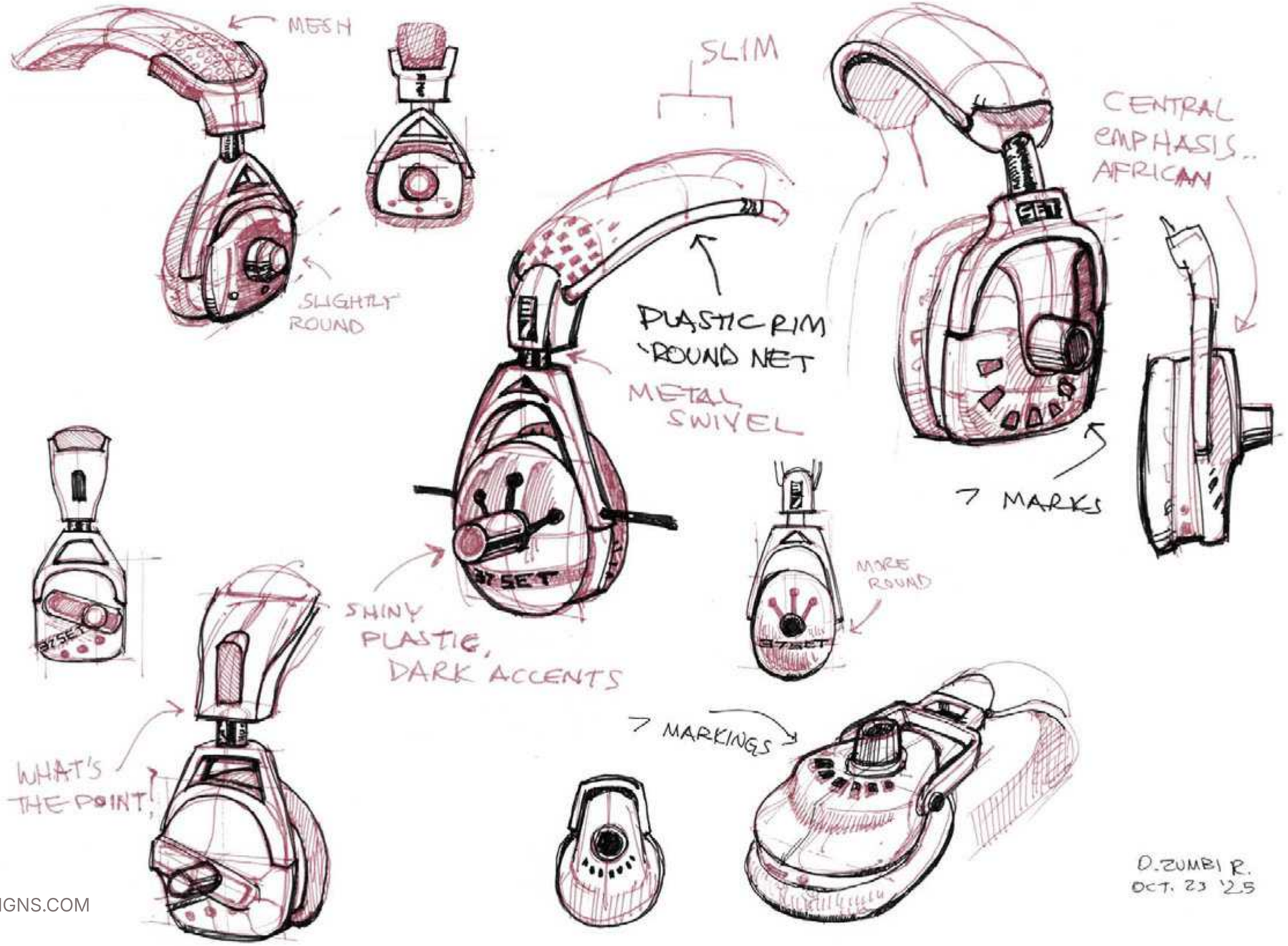
SKETCH PAGE 2
スケッチページ2



SKETCH PAGE 3
スケッチページ3



SKETCH PAGE 4
スケッチページ4



CRITQUE FROM LAST WEEK

The critique I got

ひひょう

Overall positive comments:

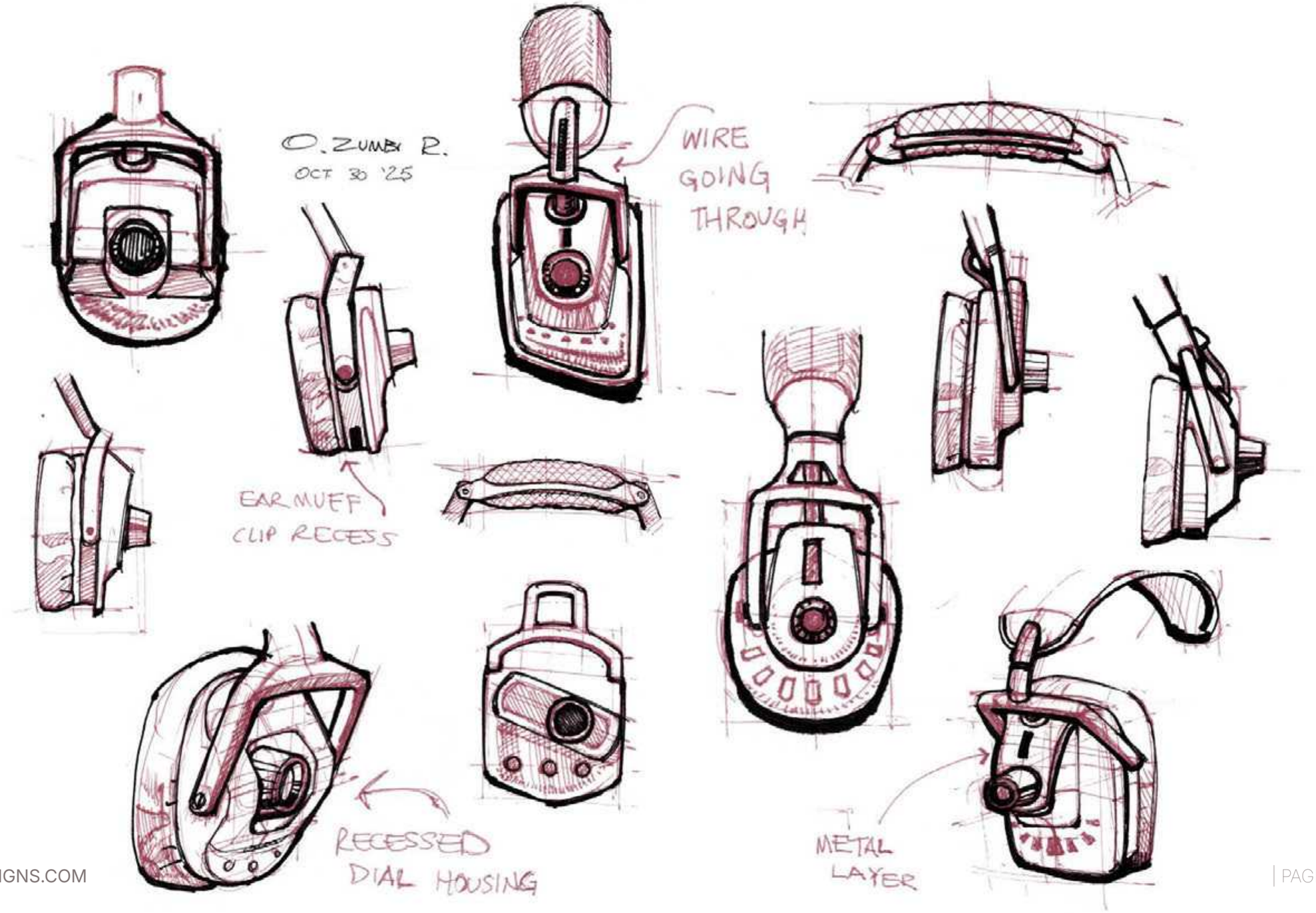
“I really like how the headphones close”

‘you managed to keep a modern look while still having a vintage aesthetic’

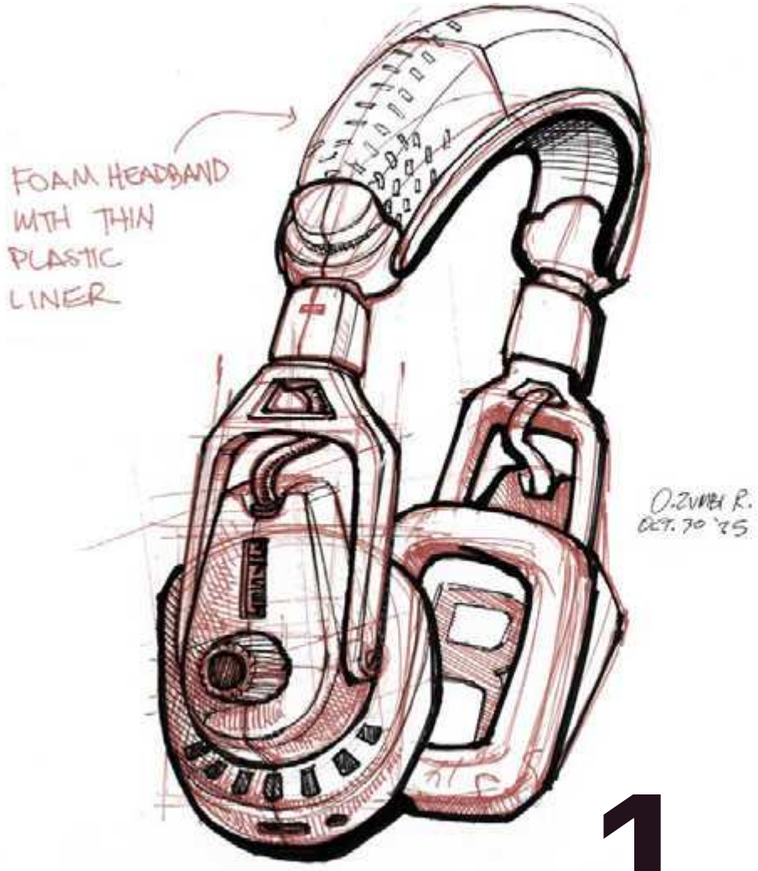
“you let everyone know what the true vintage headphone looks like”

“you are almost there”

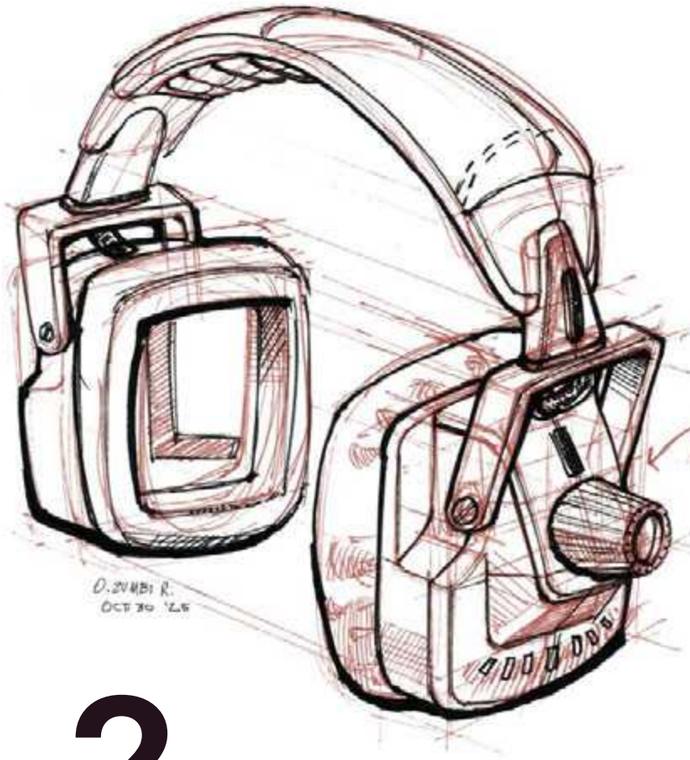
SKETCH PAGE 5
スケッチページ5



SKETCH PAGE 6
スケッチページ6

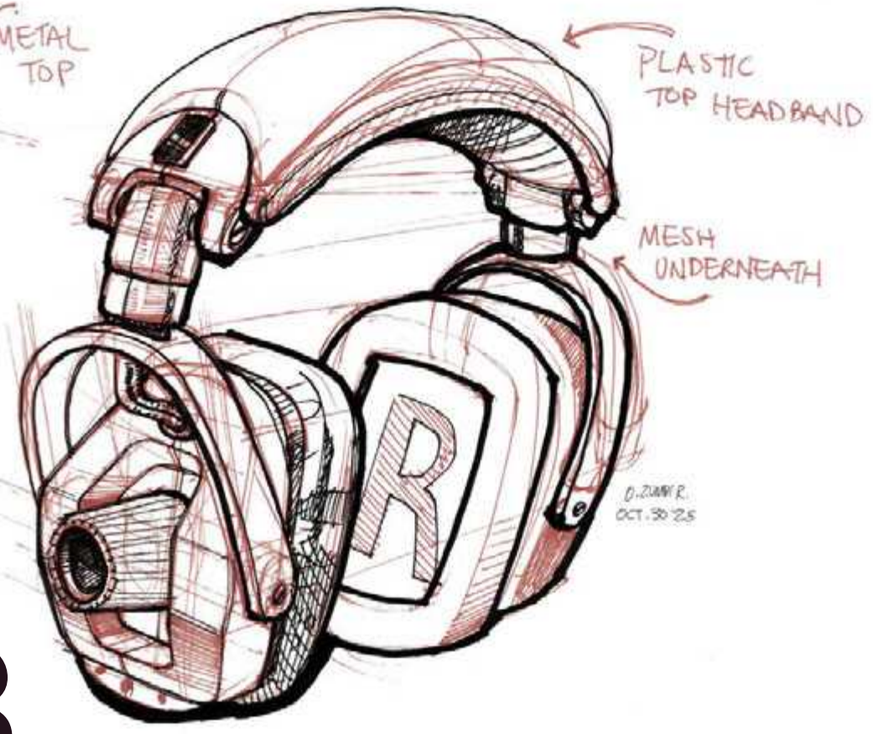


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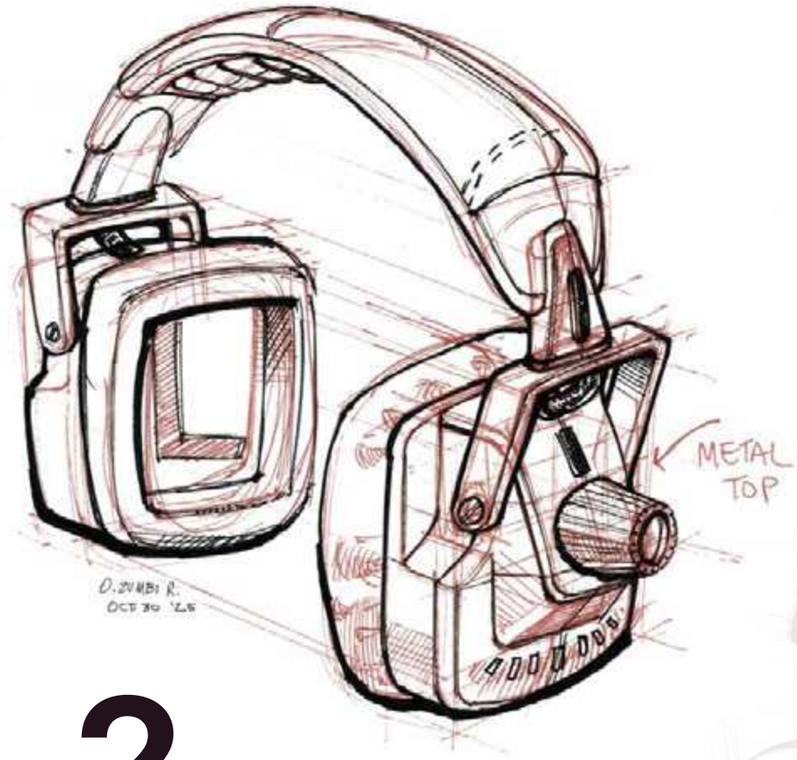


2

options..
えらぶ



3



2

refine this more...
みがく

37SET **headphones**

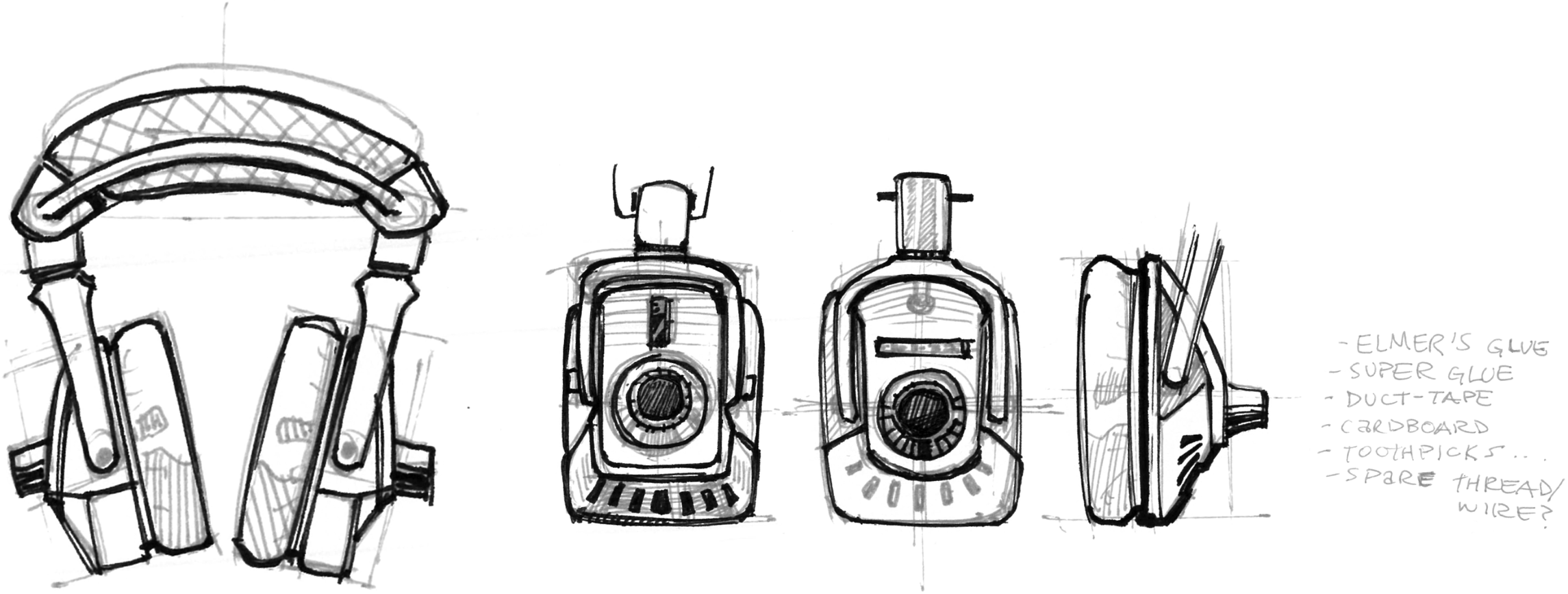
prototype development

Olufela Zumbi Rodriguez

モックアップのヘッドホン

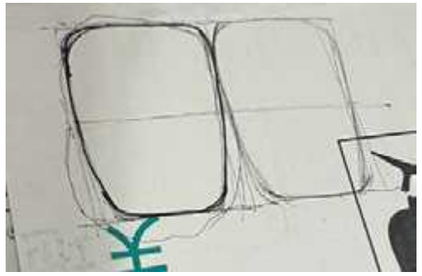


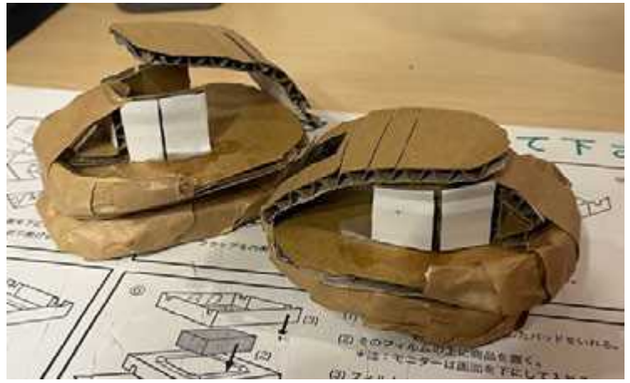
SKETCH PAGE 7
スケッチページ7



Making the prototype

モックアップのそうさく

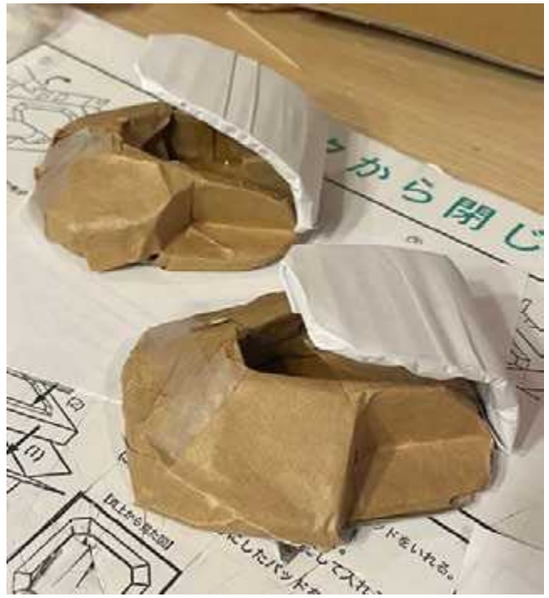






- cardboard
- craft tape
- office paper
- cloth tape
- craft glue
- super glue
- scotch tape
- marker









the Prototype

モックアップ











37SET
‘Nuheri MK1’
over-ear headphones

3-7 セットの「ヌへり マク 1 」

Creating a name

ヘッドフォンのなまえ

Past-Future Phones
Old-New Phones
Pa-Fu Phones
Pa-Fu Fones
Pa-Fu Fo
Pasfu-fo
New Past Phones
Nepa Phones
Nepa phones
New-pa phones
Next-Past phones
Nexpa phones
Heritage Headphones
Herifo

Nuheri-phones
Nuheri MK1
Nupast phones
Nupa phones
Nupafones
37SET HF1000mk1
F1000MK1
Nuset phones
Nuset
Vintage+Unique
Vin-ique
Vinque phones
Vinique-fo
Vinherifone



Model numbers being used as the name of a product; a common practice in vintage equipment naming

3-7 SET
‘Nuheri MK1’
「ヌへり マク１」

PRICING

What's the price?

いくらですか。

Preferably, these headphones would be for users interested in getting into hi-fi audio listening. The price should be low to encourage low commitment to an expensive hobby.

However, the quality of the headphones should not be compromised.

A comparison of other headphones accomplishing a similar goal on the market was completed to roughly estimate the cost of 3-7 SET's Nuhari MK1 over-ear headphones.



3-7 SET Nuheri MK1
30000¥ | $200



TECHNICS EAH-A800
62000¥



SONY XM4
55000¥

25000-40000¥



AUDIO-TECHNICA ATH-M50X
22900¥

SONY MDR-CD900ST
21600¥

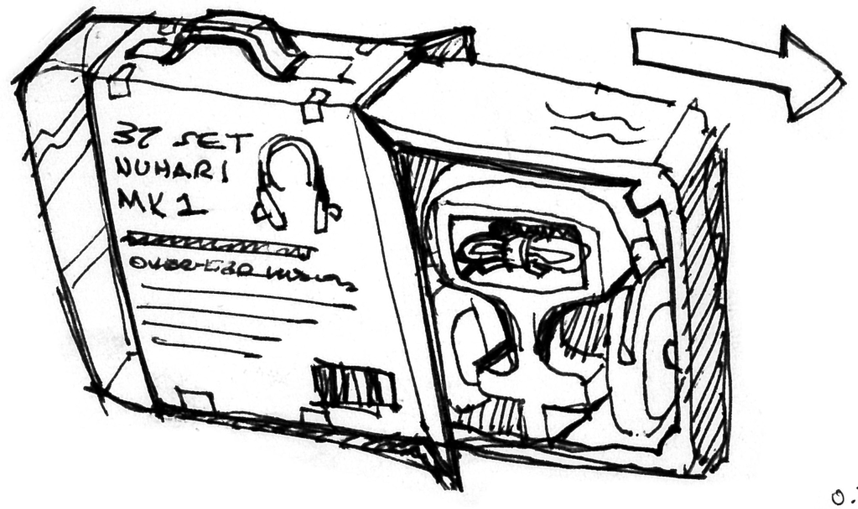


Packaging Concept Development

パッケージヘッドホン

Made mostly of cardboard and paper pulp, this packaging solution is recycleable and compostible. There is a clear acrylic section to view the headphones on the shelf before buying it, but there will be imagery of the Nuheri on the cardboard itself, too.

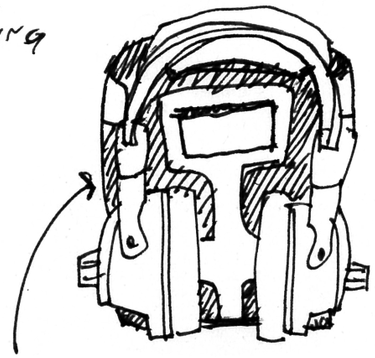
3-7 SET's Nuheri MK1 will be sold with a headphone jack and USB-C to USB-C cord.

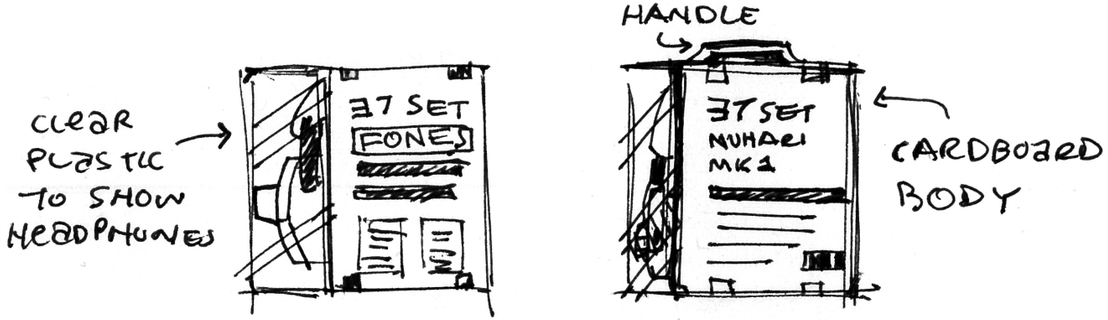


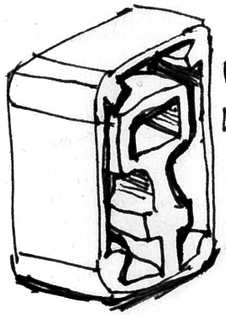
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SUSTAINABLE PACKAGING

INSPIRED BY VINTAGE PACKAGING

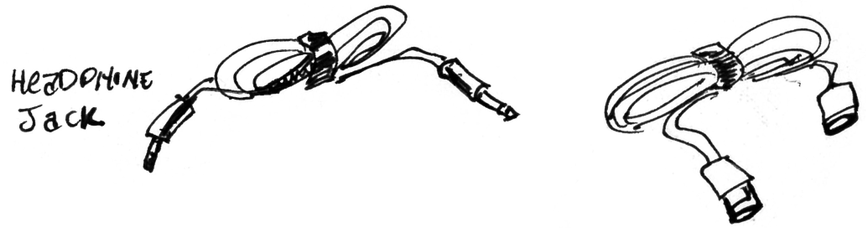






PULP INSERT

COMPOSTIBLE PAPER-PULP INSIDE TO HOLD NUHERI IN PLACE



USB-C → USB-C

3-7 SET
NUHERI MK1
ヌヘリ マク 1



3-7 SET
NUHERI MK1
ヌヘリ マク 1



branding details

volume adjustment,
relative control
(bluetooth control on
other side)

headphone
jack, usb-c



pivot z-axis

pivot y-axis

pivot z-axis



37SET
‘Nuheri MK2’
over-ear headphones

3-7 セットの「ヌへり マク2」

PACKAGING

Nuheri MK2 Packaging

パッケージ

Made mostly of cardboard and paper pulp, this packaging solution is recycleable and compostible. There is a clear plastic section to view the headphones on the shelf before the purchase.

3-7 SET's Nuheri MK1 will be sold with a headphone jack and USB-C to USB-C cord.





37 SET
NUHERI MK2
PACKAGING
パッケージ



MATERIAL BREAKDOWN

37 SET Nuheri MK2

ぶっしつせつめい

Estimated retail price
$210 USD
32800¥ YEN

Releases June 2026



37 SET
NUHERI MK2



branding detail

noise-cancelling dial



pivot

pivot

pivot

headphone jack,
usb-c ports

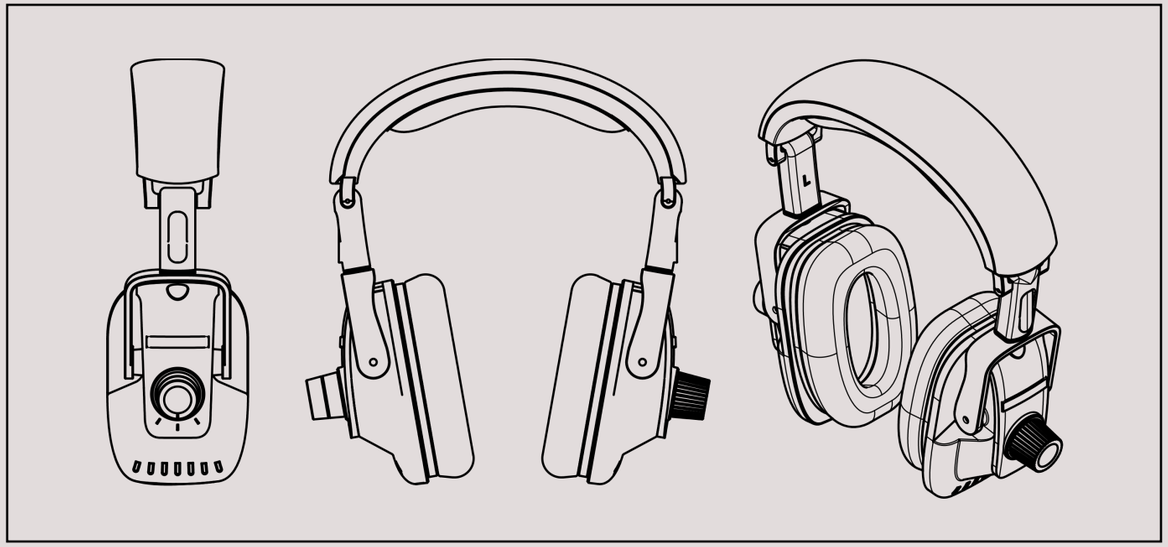
volume dial

NEXT STEPS

The future: returning to this project

ぜんと

- Further develop packaging solution
- Explore and research concrete audio features
- In-context renders
- Refine overall design (create MK3)



ありがとうございます。

Olufela Zumbi Rodriguez

WWW.ZUMBIDESIGNS.COM