

## **Oxo**

**Keywords: United States: Industrial Design; Ergonomics**

Following military service in World War II, Sam Farber earned a Harvard economics degree in 1946, and went on to establish Copco Inc. in 1960, a company dedicated at least in part to producing easy-to-use kitchenware for people with disabilities. The birth of Oxo didn't occur until after he sold Copco in 1982, retiring to southern France. A rekindled human-centered approach to design intensified when his wife Betsy's arthritis made household tasks, especially food preparation nearly impossible. Molding clay handles from her hands, he crafted user-friendly appliances Betsy could use with greater ease. With his son John, Farber reentered the industry, and Oxo Good Grip International was established 1990 with a goal of "Universal Design: the design of products usable by as many people as possible." The company hired the design consultancy Smart Design to assist with the research and development of the Oxo kitchen peeler and other hand-held kitchen tools. The Oxo success story stands as a unique case study in the user-centered approach to the design of everyday useful objects.

Encyclopedia Entry  
Bloomsbury Encyclopedia of Design, London  
Expected publication date: May 2015

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