

INDUSTRIAL DESIGN // INDD 499 SENIOR STUDIO

FALL 2021 // PAEPCKE-HJELTNESS

COLIN LONG <CLONG4@IASTATE.EDU>

SHAMROCK

Shamrock golf putters give golfers extreme customizability and personalization when it comes to their preferences on visual aesthetics and the “feel” during a putting stroke. The golfer selects a putter head they prefer based on its characteristics and are given the face insert along with three “absorption” layers each made of a different material for a different “feel”. From there, it’s up to the golfer to decide how they want their putter to feel by experimenting and swapping out the different absorption layer materials to find the optimal combination for them.

