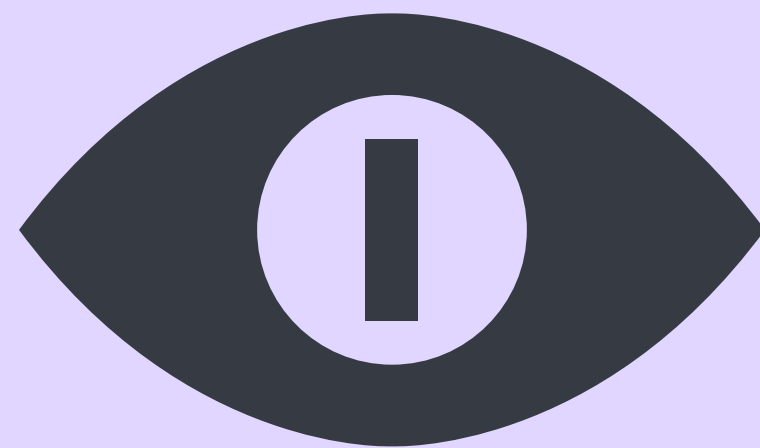




INSIGHT

Collective

Following the brief, we have carefully considered the needs of the two grandparents. Our goal is to create designs that not only facilitate transportation but also cater to the specific needs of elderly individuals.

DESIGN PROPOSAL #1

Unlike younger individuals, older adults face more physical challenges, making it difficult for them to sit comfortably on the grass for extended periods.

Our proposal is a portable pouf with storage.



pouf & go



Design Features

The pouf is designed to be multifunctional. Inside, it can store various items thanks to well-separated compartments and a rigid base. Additionally, it can be used as a walker to assist with mobility, making walking and carrying the pouf more convenient for the elderly.

The pouf&go can store a cushion inside to ensure that grandparents can sit comfortably. The cushion can be placed on top for extra comfort.

We envisioned a waterproof straw cover to recall the picnic basket. The wheels can be removed to ensure a comfortable seating experience.



Details



Material



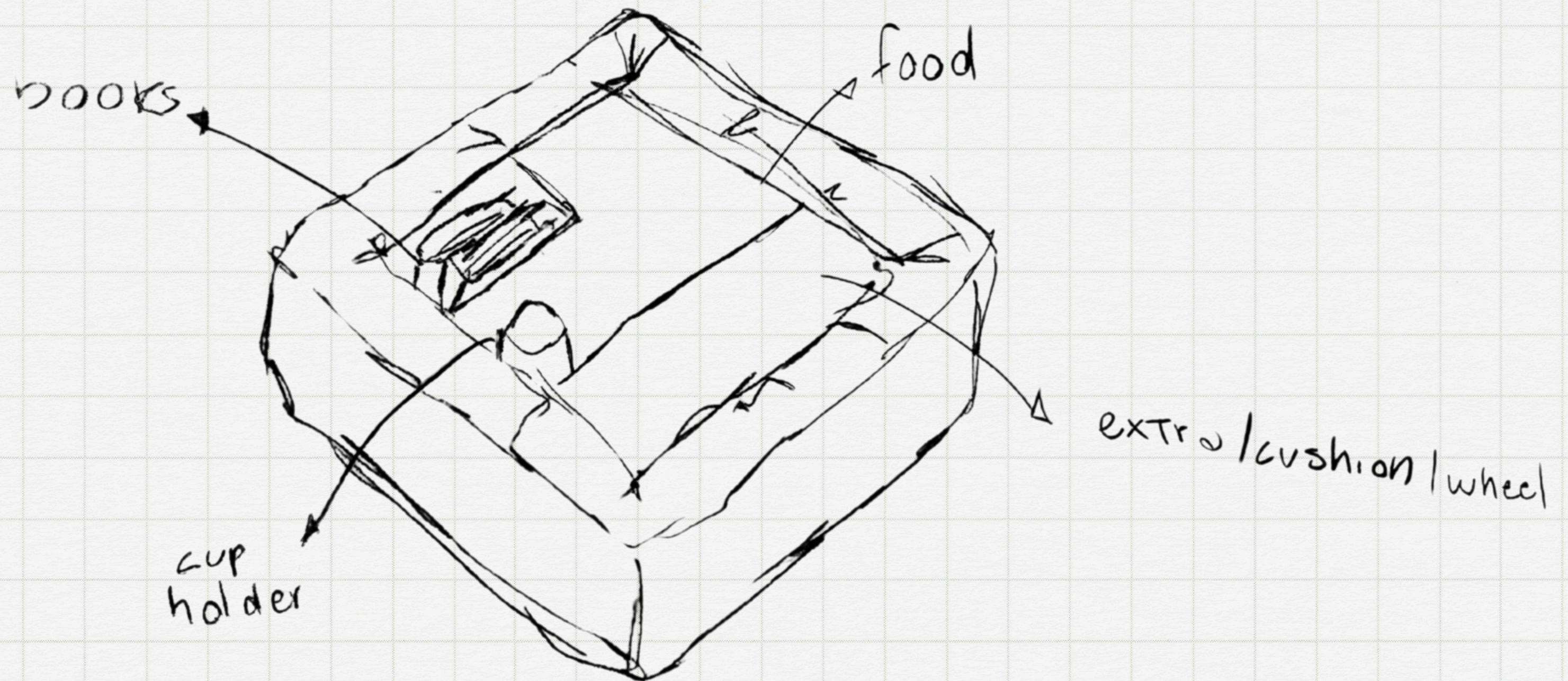
Grip



Wheels



How to store things?



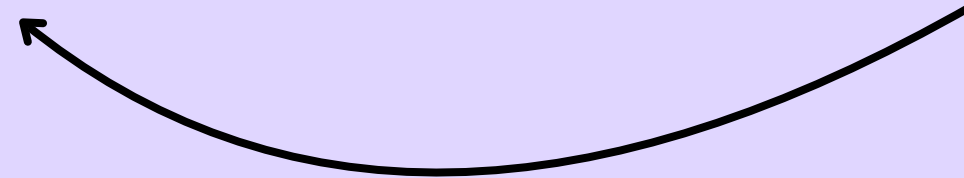
DESIGN PROPOSAL #2

What inspired us?

Based on your brief, we thought how to implement a useful design that had to do with Italian and Neapolitan culture. We were inspired by a Neapolitan tradition called “mappatella”.

"Mappatella" derives from the Latin word “mappa,” referring to a napkin, a cloth mostly made of linen, that guests used during meals to dry their freshly washed hands, as the Romans used to eat with their hands. This napkin was also used to place leftovers to take home from the banquet, often on the sly.

THIS IS A MAPPATELLA!



Naples is a city known for its great sense of self-irony. In fact, “laughing” even at their own misery, they named a beach in Naples “Mappatella Beach” because of the number of people bringing their so-called mappatella, or food supplies from home, to spend a complete and satisfying day at the beach.



 Mappatella beach, Naples



Mappatella Everyday Bag



Design Features

The art of mappatella is closely related to the Japanese art of **furoshiki**. In Japan, furoshiki is the practice of wrapping a piece of cloth to create unique packages or containers. The cloth is folded several times and knotted in various ways, allowing it to transform into diverse objects: bags but also gift wraps, precisely for books or even bottles.



Also integral to our prototype are the Matryoshkas, small traditional Russian dolls crafted from two pieces of wood that fit seamlessly together. Upon separating the two halves, we unveil a second doll, which in turn contains another, and so on, until we reach the smallest one, often referred to as the “seed,” a single, indivisible piece.



LOOK HOW TINY THE "SEED" IS!



For the material, we thought of using waterproof fabric to withstand the often unpredictable and harsh Russian weather, where it can rain or snow.

For the design, we drew inspiration from famous Italian artworks.

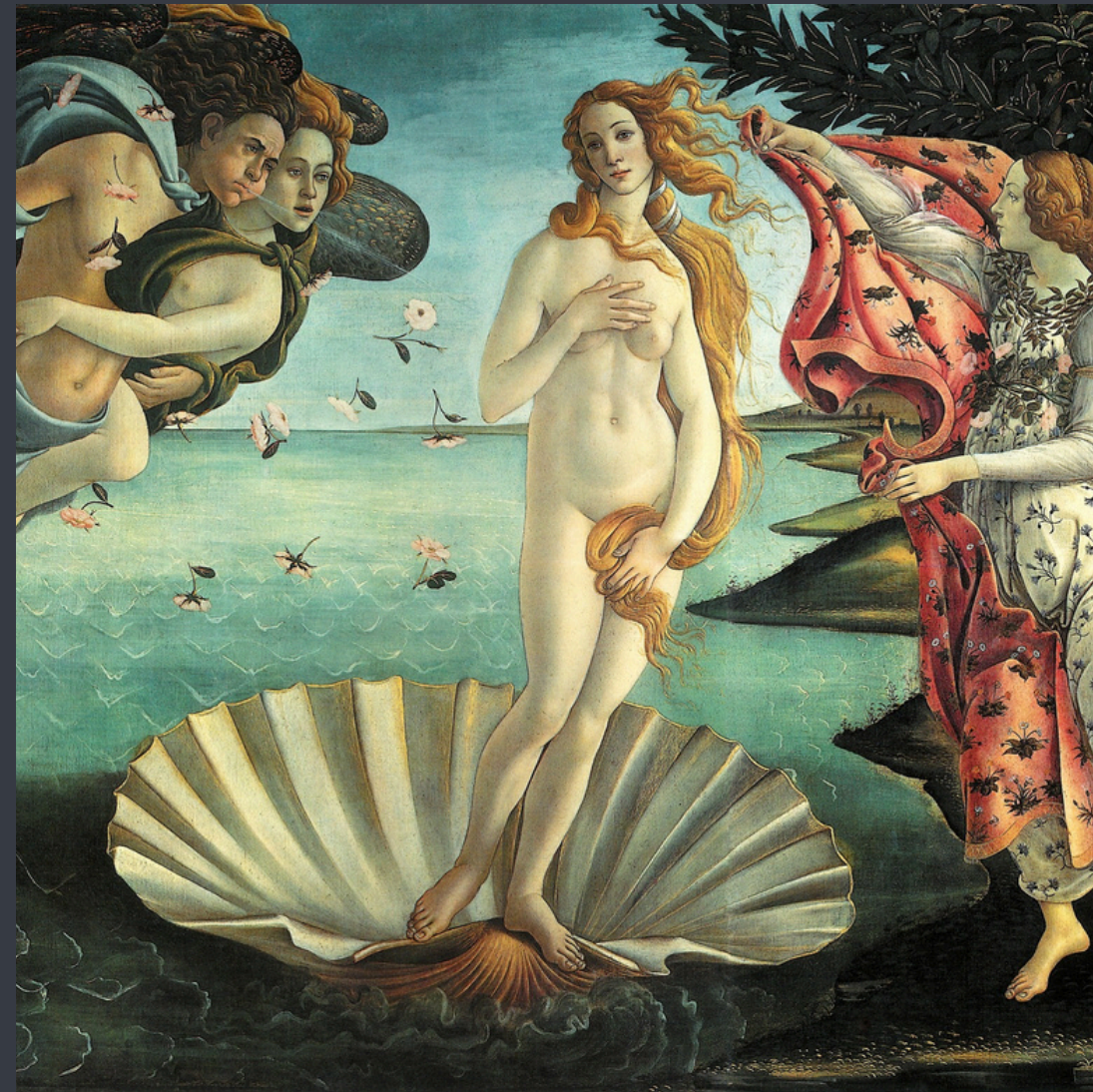
Since the client requested references to Italy, specifically something that is universally associated with Italian culture, we thought that this choice adds an aesthetic touch that celebrates Italian culture.



Details



Material



Design options

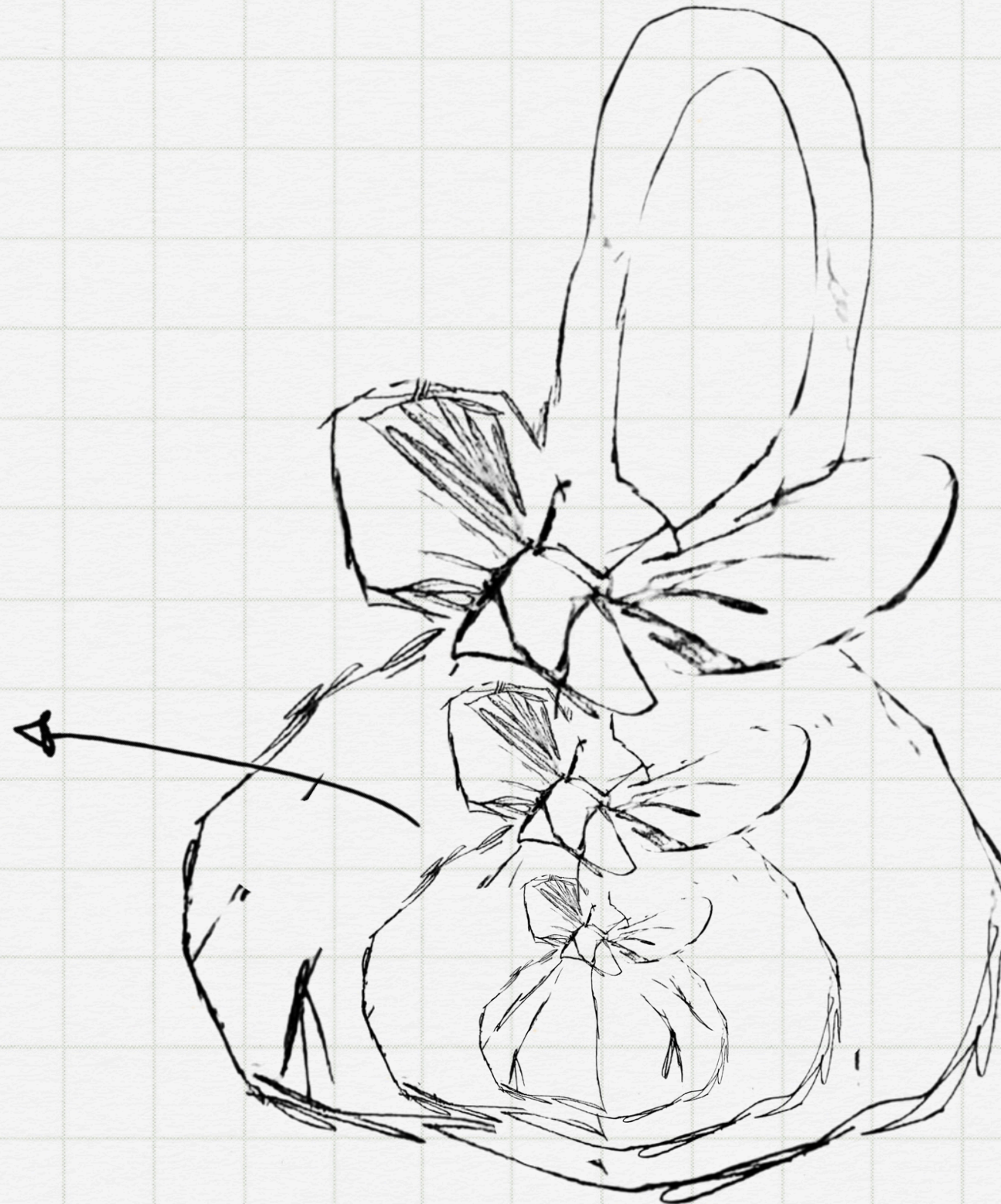


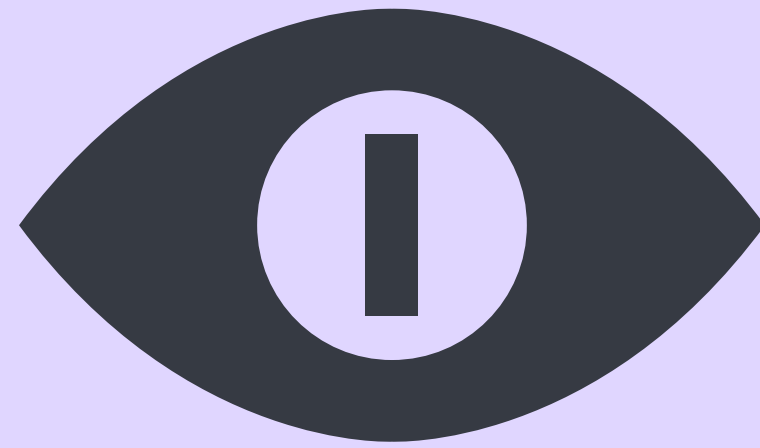
Knot



How to store things?

a mappatella
for every item





INSIGHT

Collective

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