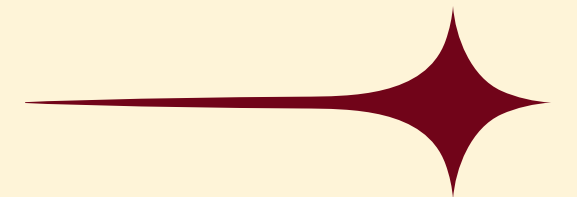




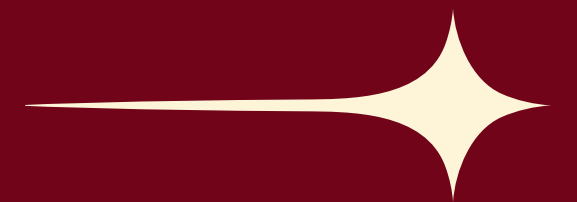
ÇAy

**BY**

Coronato Alessia, D'Alessio Giulia, Fiorillo Rosaria, Kireychuk Yuliya, Lepore Sara, Martucci Augusto



**THE MOTTO:**  
**Joy of everyday life**

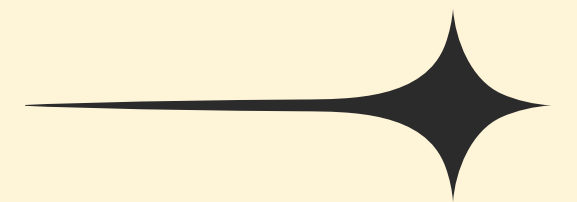


## Table of contents:

- \* Chapter 1
- \* Chapter 2
- \* Chapter 3
- \* Chapter 4
- \* Chapter 5



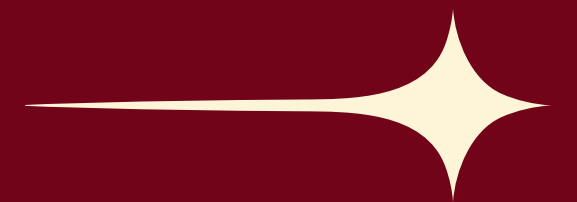
pag. 4  
pag. 7  
pag. 11  
pag. 17  
pag. 21



# Chapter 1:

## We are in Turkey

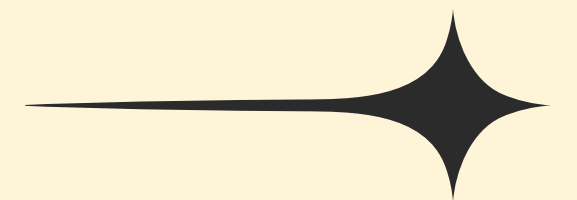
### The problem





# We are in Turkey

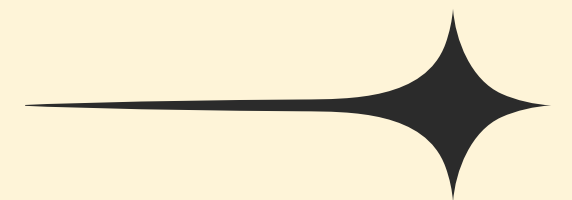
In Türkiye, ***eating together*** is more than just having food on the table, it's about love, connection, and showing care. Every weekend or on special days like Bayram, families visit their parents or grandparents to have breakfast or dinner together. The grandparents' home becomes the heart of the family, full of the smell of tea, freshly baked bread, and laughter.



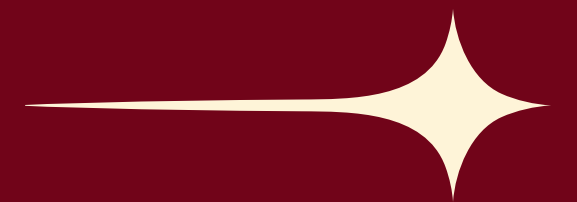
# The problem

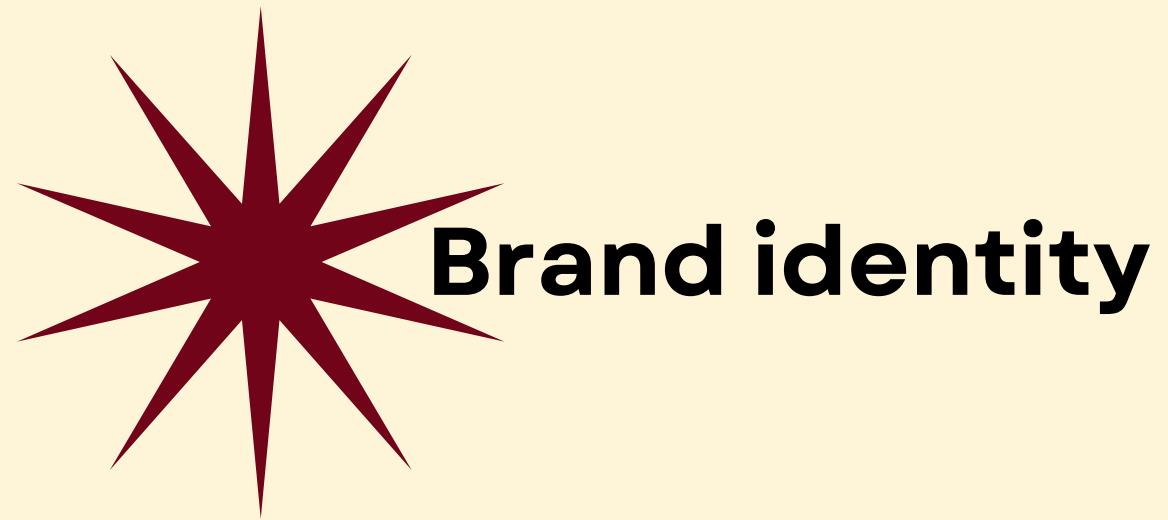
But for many older people, especially those who have hand **tremors or Parkinson's**, these gatherings can be hard.

They love hosting their families, but shaking hands often make them spill soup, drop tea, or struggle w(th small plates. Instead of enjoying the moment, they sometimes feel embarrassed or left out, even though everyone just wants to be together.



## Chapter 2: Brand Identity

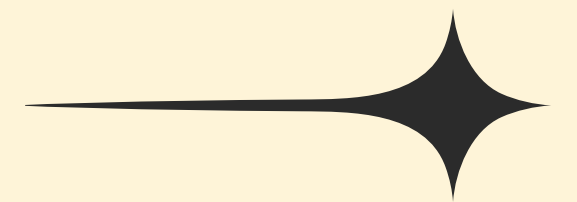




Turkish tea (**çay** pronounced "chai") is the national beverage of Turkey, an intense and aromatic black tea with profound cultural importance. It is prepared using a special two-tiered teapot called a çaydanlık, where the concentrated infusion is diluted with boiling water to achieve the desired strength, from strong (koyu) to light (açık). It is a symbol of hospitality and a central element of social life, drunk throughout the day.



# ÇAY





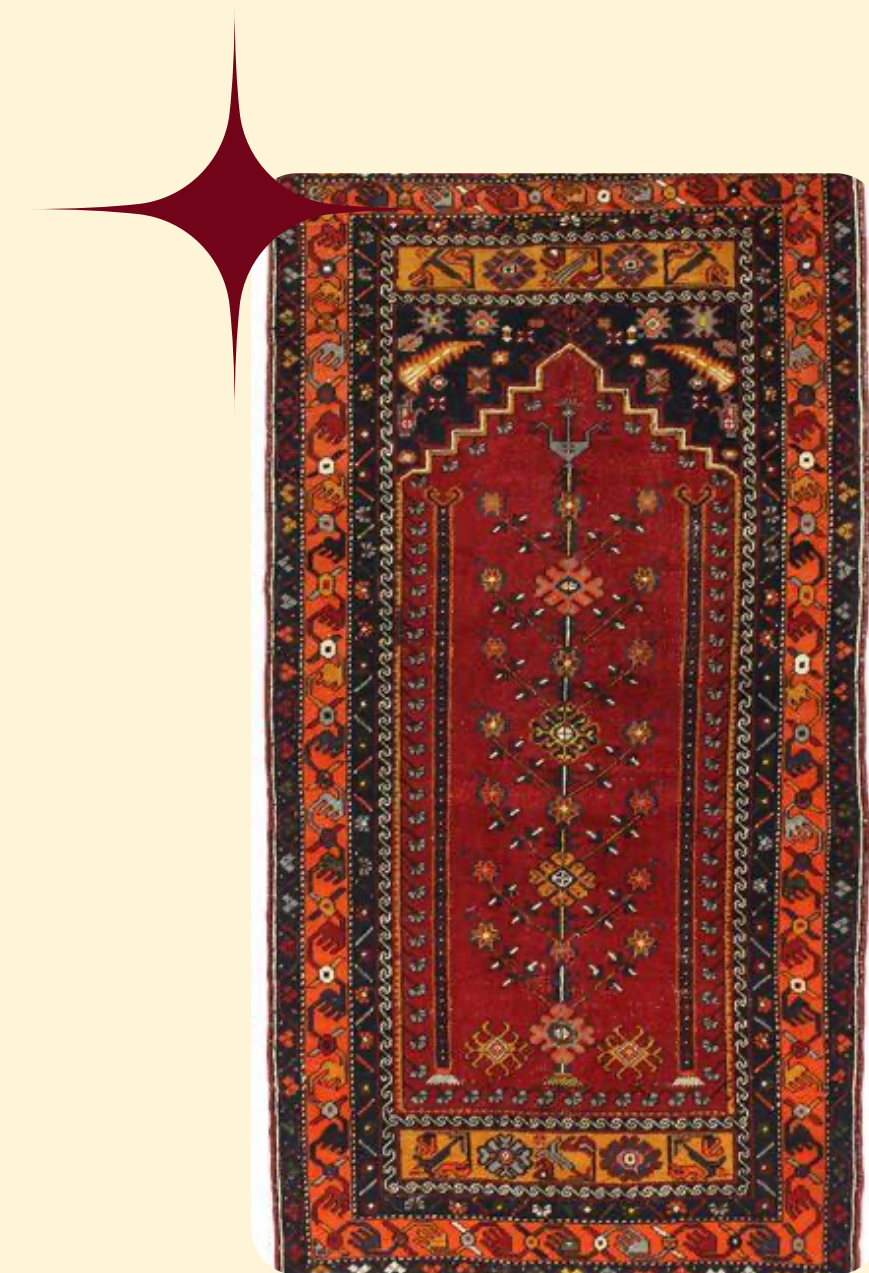
# Brand identity

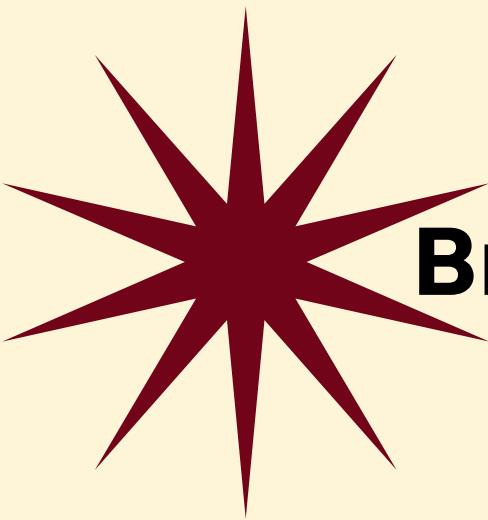
For the brand, the visual identity was built around a principle of oriental luxury and deep cultural resonance, starting with the color selection.

We did not choose red, blue, and silver by chance: the intense and contrasting red and blue are a direct tribute to the historical and bold pigments of Turkish craftsmanship, while silver introduces a note of modern sophistication and recalls the luster of serving objects.

The core of the concept, however, lies in the idea of the "mosaic of colors". We did not limit ourselves to inspiration from ceramics, but rather elevated the magnificent Anatolian rugs as our muse; these artifacts, true masterpieces, are internationally renowned for their complex geometric designs and the motifs created through the ancient technique of the **Turkish knot** (Ghiordes).

This "textile mosaic" will be our distinctive pattern: a texture that evokes the historical heritage, the mastery of the knot, and the chromatic vitality of a millenary tradition. The objective is to communicate, through the packaging and communication materials, not only the quality of the tea, but also the narrative of lasting, artisan luxury.





# Brand identity

PRIMARY LOGO



LOGOMARK



Cherry dark red  
RGB #57020E



Sugar swizzle  
RGB #FEFEF0



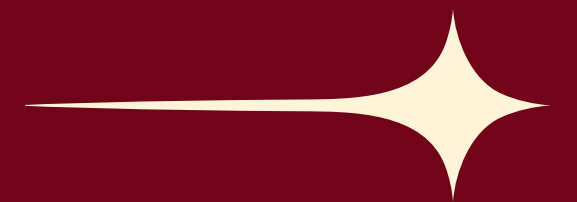
Electric blue  
RGB #012DBA

PATTERN





## Chapter 3: First idea



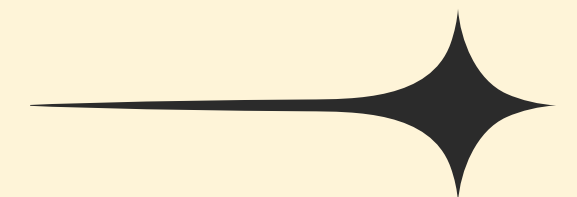
# The ideas

## Number 1 **Magnetic tray:** The tray of tea and memories

The Sohbet Tray is a stabilising magnetic tray that accompanies the Turkish tea ritual. It was created to restore autonomy, safety and harmony to those with motor difficulties, transforming the act of serving into a moment of care and dignity.

What it does?

- ✦ Keeps glasses stable thanks to invisible magnets.
- ✦ Reduces the risk of spillage due to tremors or Parkinson's disease.
- ✦ Offers an ergonomic and secure grip with curved handles.
- ✦ Conveys calm and stability through its circular shape and concentric wave design.





# The ideas

## **Number 1** **Magnetic tray:** The tray of tea and memories

What need does it meet?

Those who suffer from tremors often give up serving or sharing tea, a central social moment in Turkish culture.

The Sohbet Tray meets three key needs:

- ✦ Functional autonomy → being able to serve oneself without fear.
- ✦ Social inclusion → participating in the ritual with dignity.
- ✦ Emotional connection → sharing memories and words over tea.



# The ideas

## Number 1 Magnetic tray: How to do it

Structure:

### **Magnetic surface**

- Ceramics with internal metal inserts and satin-finish magnetic resin.
- Engraved concentric waves evoking the movement of tea.
- Keeps glasses perfectly stable.

### **Ergonomic handles**

- Curved and wide shape for a firm and comfortable grip.
- Allows you to set down without spilling.
  - Non-slip base
- Made of rubber or silicone, reduces vibration and slippage.

### **Iznik decoration**

- Light engravings (tulip, waves, eye) and a silk-effect matt finish.





# The ideas

## Number 1 Magnetic tray: How to do it

### **Step 1** – Structure (2 hours)

Shape the ceramic by spreading it out on a flat surface (30×40 cm), drill holes for the handles, insert magnetic discs, cover with transparent resin.

### **Step 2** – Details (1 hour)

Engrave patterns, paint with water-based protective finish.

### **Step 3** – Assembly (30 minutes)

Attach handles and rubber base, test with magnetised glasses.

Total time: approximately 3 hours

Cost: 250–300 TRY





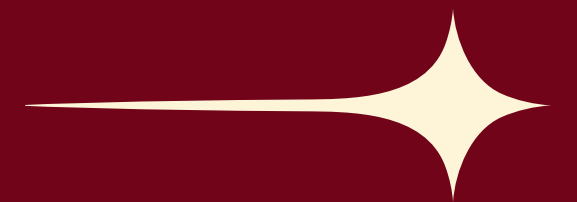
# The ideas

## Number 1 Magnetic tray

It can be accompanied by a set of branded tulip glasses .



## Chapter 4: Second idea





# The ideas

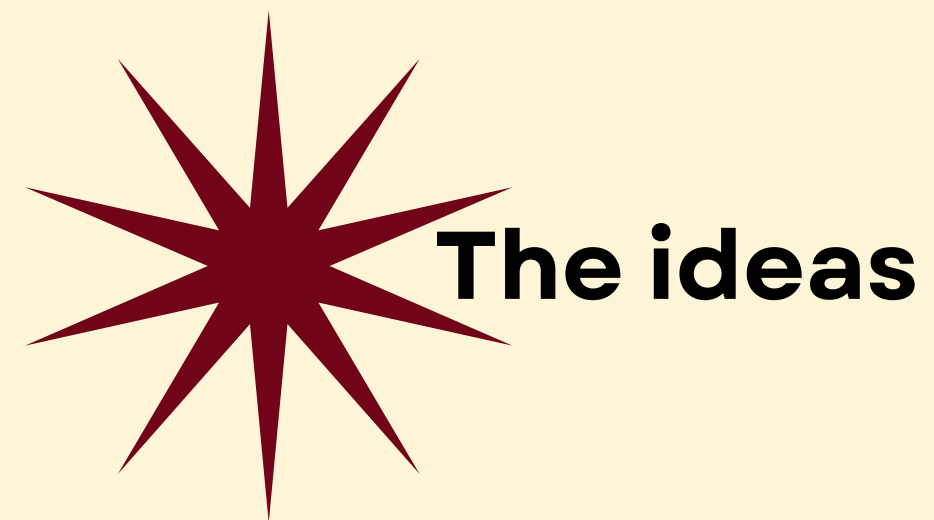
## Number 2 Ring: The ring of tea and memories

A multifunctional ring made of DAS clay and felt, inspired by traditional Turkish motifs. It is designed to transform the ritual of drinking tea into a moment of connection, memory, and stability.

What it is for (Purpose):

- ✦ It stabilizes the grip and helps reduce tremors.
- ✦ It functions as a thermal insulating and anti-slip holder for the glass.
- ✦ It transforms into a personal stamp used in the "Sohbet Runner" game.





## Number 2 Ring: The ring of tea and memories

What need It addresses:

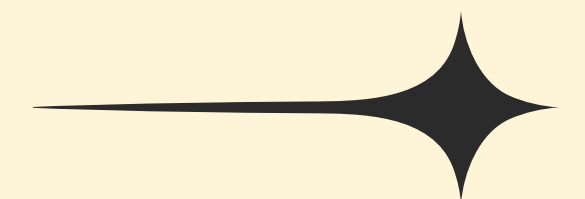
Many elderly individuals, particularly those with Parkinson's disease or essential tremors, often avoid social gestures such as drinking tea due to the fear and embarrassment of spilling the glass.

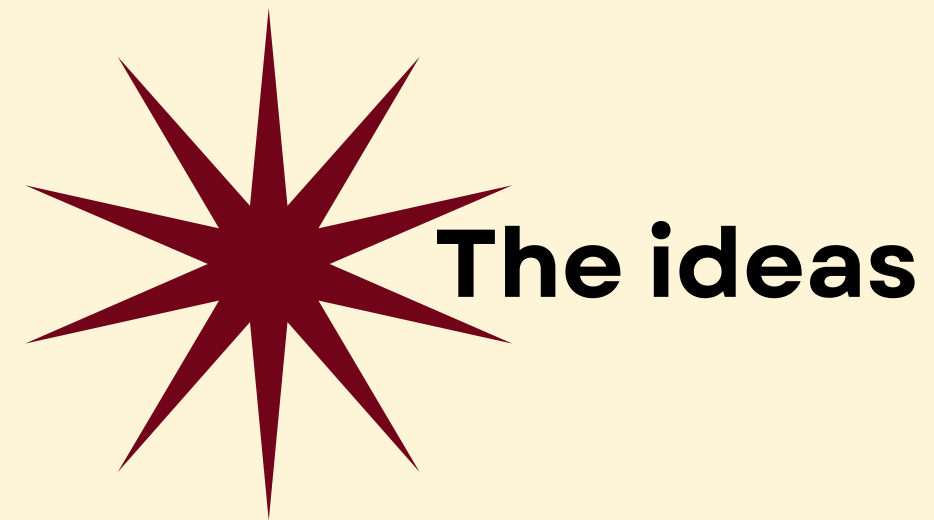
The ring responds to the deep-seated needs for:

Autonomy and security in their movements, restoring confidence in simple daily actions.

Inclusion and participation in social moments with family and friends, ensuring they do not have to withdraw from important social rituals.

Memory and Sharing through a symbolic object that holds significant cultural and emotional weight within Turkish culture.





## Number 2 Ring: How It is made and how It works

### Structure

The ring is composed of three main elements:

Main body in DAS clay

A hand-modeled ring (External 10 cm, Internal 6 cm, thickness 1.5 cm).

Decorated with traditional Turkish motifs (tulip, evil eye, hot-air balloon).

Felt Stabilizing Band

It passes through a lateral channel in the ring.

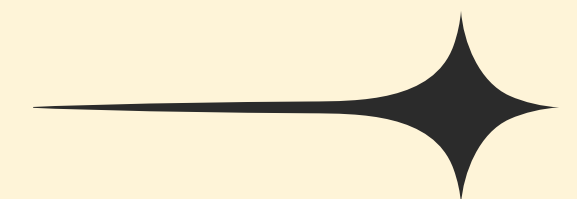
It is adjustable with Velcro.

It provides stability and comfort during use.

Colored Rubber or Sponge Base

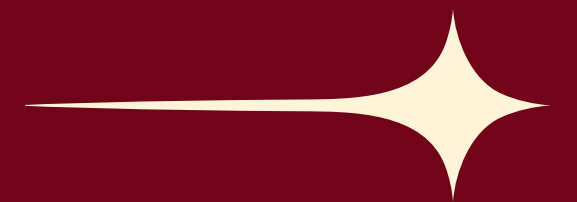
It functions as a stamp in the related game.

The color is personalized for each user.





## Chapter 4: Third idea

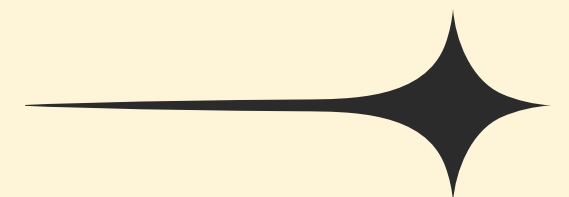


# The ideas

## Number 3 **Sohbet runner:** The ring of tea and memories

### Required Materials

- ✦ **Game board:**  
Stiff paper or thick cardboard.  
Draw 10 empty circular spaces + 1 separate bonus space.  
You can arrange them in a line or a circle, provided they are visible to everyone.
- ✦ **Personal stamps:**  
4 different stamps, one for each player.  
Each stamp with a lanyard to wear and stabilize the hand.  
Symbols: Tulip, Eye, Hot Air Balloon, Custom symbol.

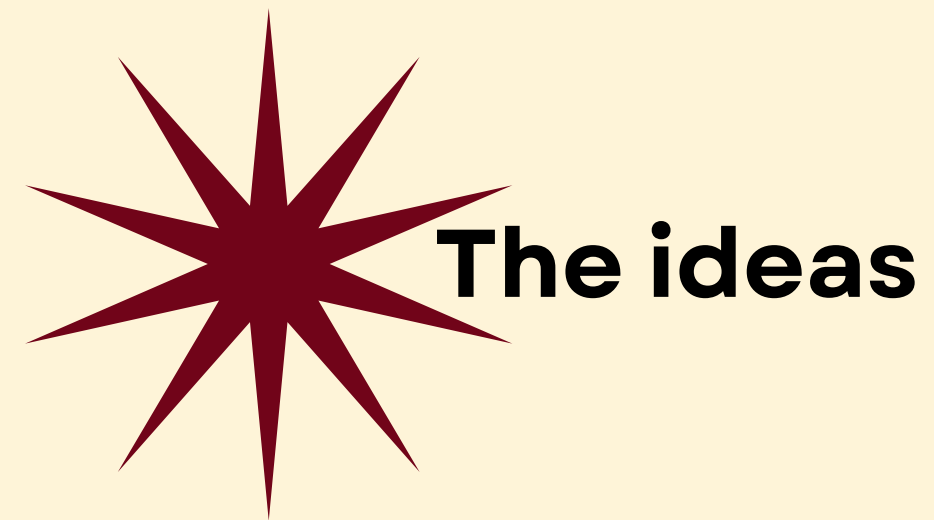


# The ideas

## Number 3 Sohbet runner: The ring of tea and memories

- ✦ Sohbet cards:  
40 cards, each with a question related to personal memories, pleasures, or experiences.  
Write the questions by hand or print them.  
Examples: "What is a happy memory from your childhood?"
- ✦ Dice:
  1. A classic numbered die from 1 to 6.
  2. A symbol die: 6 faces with **Tulip**, **Devil eye**, **Hot air balloon** a **Customizable symbol**, **X2**, **Skip turn**
- ✦ Tea and Cups:  
Each player pours their own tea and prepares to play.



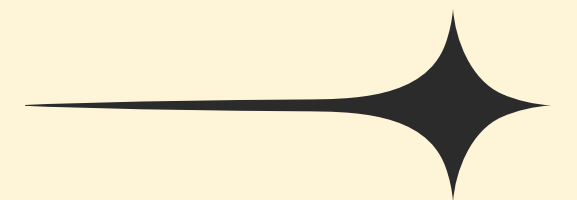
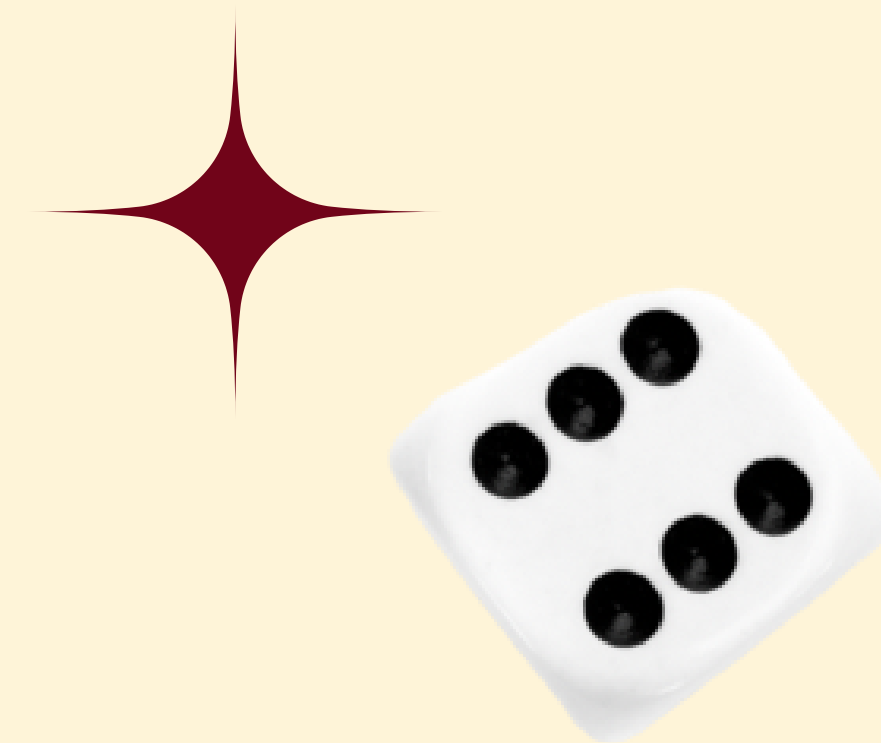


### Number 3 Sohbet runner: Game preparation

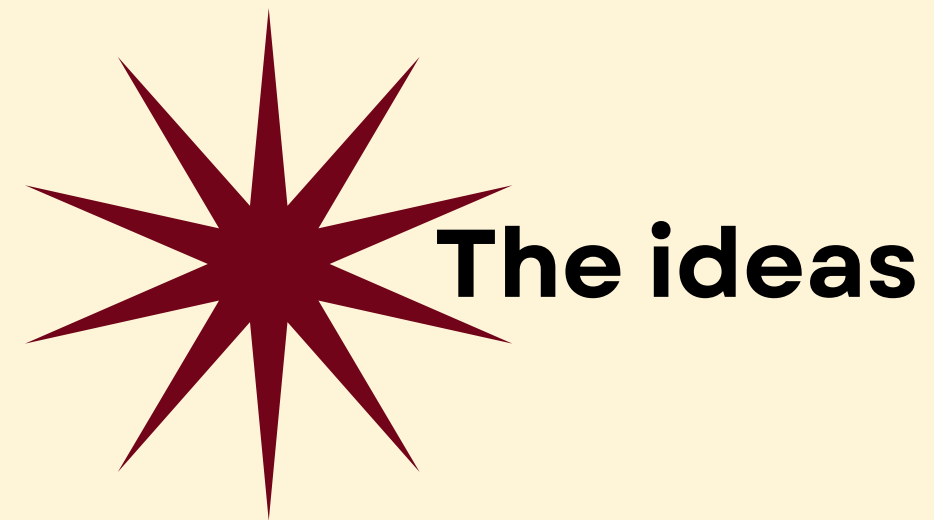
Place the game board in the center of the table.  
Shuffle and place the deck of 40 Sohbet Cards near the board.  
Each player chooses a personal stamp and wears it using the lanyard.  
Keep the dice close by.  
All players pour themselves tea.

#### ***Determine who starts:***

Everyone rolls the numbered die.  
The player who gets the highest number starts the first turn.





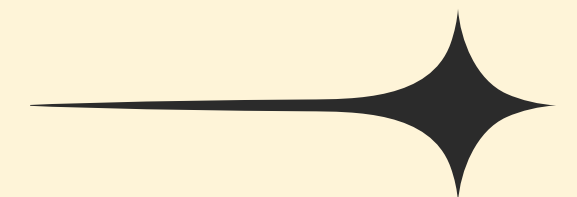
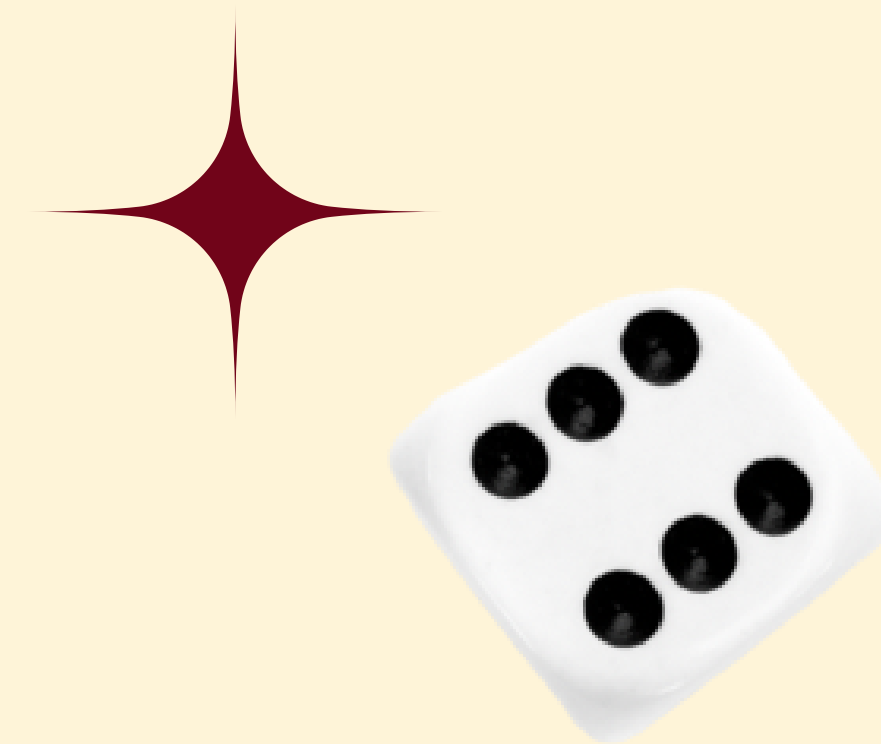


### Number 3 Sohbet runner: The game

#### ***Turn of play***

The current player rolls the symbol die.

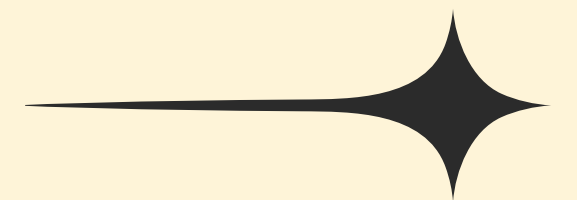
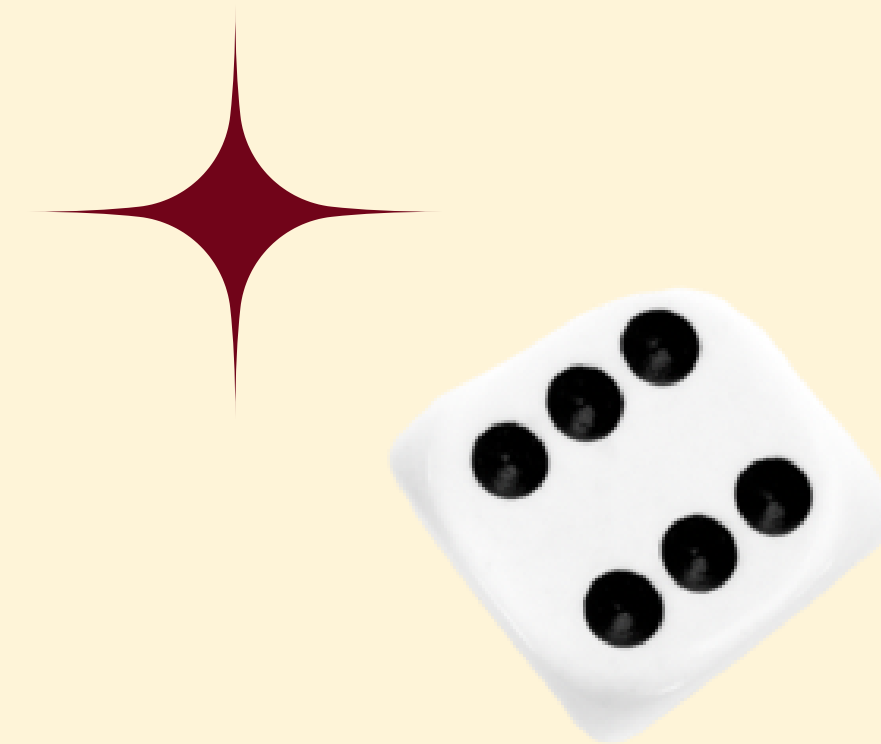
- ✦ Case 1 – Their own symbol appears:  
Draw a "Sohbet" card and pose the question to the others.  
After the conversation, stamp an empty space.
- ✦ Case 2 – X2 appears:  
Draw a card and ask a question.  
If the dialogue is positive, stamp two spaces instead of one.
- ✦ Case 3 – Another player's symbol appears:  
The turn passes to the player corresponding to that symbol.  
That player becomes the questioner and follows Case 1.

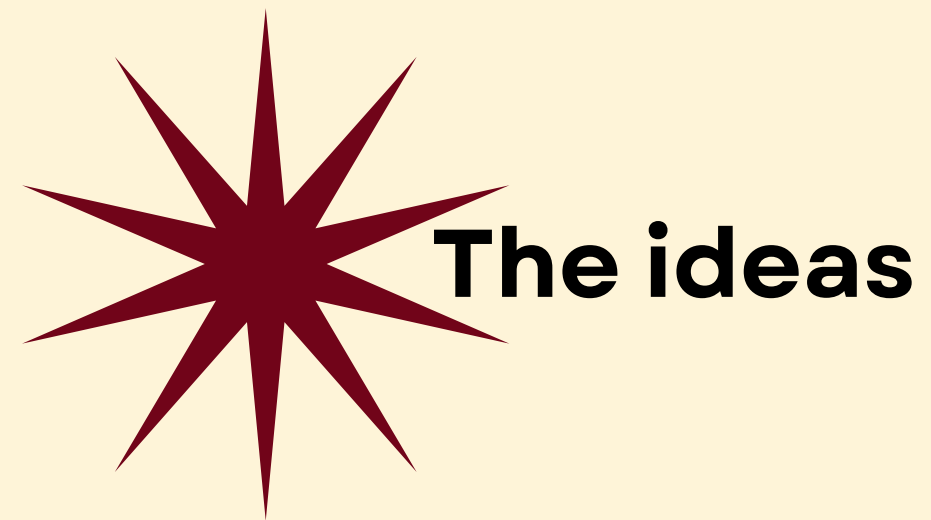


# The ideas

## Number 3 Sohbet runner: The game

- ✦ Case 4 – Skip turn appears:  
Everyone rolls the numbered die.  
The player who rolls the highest number becomes the new questioner.  
In case of a tie, players re-roll until one wins.
- ✦ Case 5 – The fourth player's symbol is not present (on the die):  
The result is null, and the symbol die is re-rolled.





### Number 3 Sohbet runner: The game

#### ***How to stamp***

Only the player who asked a question can stamp.  
Stamp one free space (or two in the case of X2).

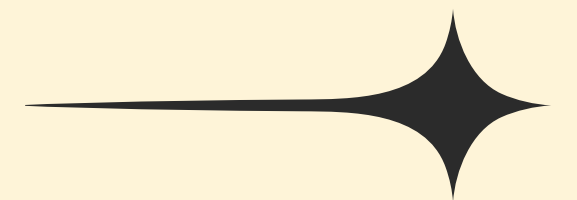
#### ***Bonus space***

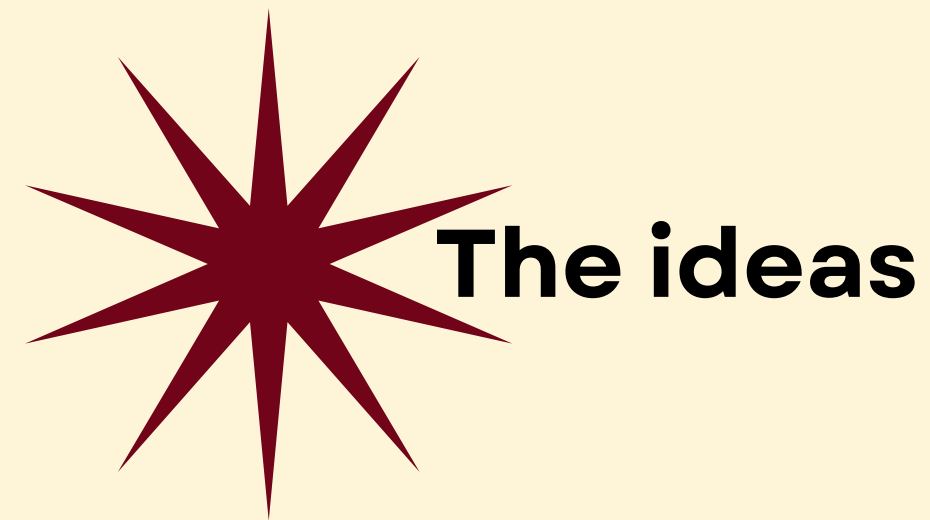
If there is a tie at the end of the game:  
The 11th bonus space is used.  
Roll the numbered die: the player who rolls the highest number draws a card, asks the question, and if the conversation concludes, stamps the bonus space, determining the winner.

#### ***End of the game and winner***

The game ends when the board is completely full.  
The player who has stamped the majority of the spaces wins:  
2 players: the first one to reach 6 stamps.  
3 players: the one who reaches 6 or the majority.  
4 players: the one who obtains more than half of the spaces.  
In case of a tie, the bonus space is used.  
The winner is called the "Keeper of Memories".

The dimensions are designed to be comfortable for both children and adults and to have a compact pack.)





### Number 3 Sohbet runner: The game

#### ***Shared game board***

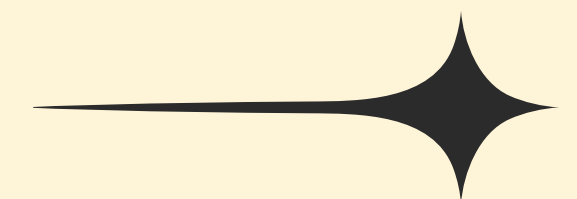
Material: Thick cardboard (minimum 2 mm) or stiff board.  
Overall Dimensions: 30 cm times 30 cm square or 25 cm diameter if circular.  
Circular Spaces: 10 spaces + 1 bonus  
Diameter of each space: 4 cm  
Bonus space: 5 cm in diameter, slightly separate from the others.  
Board Thickness: 2-3 mm  
Background color: Neutral (beige, cream, or kraft paper)  
Placement: spaces arranged in a circle or in two rows of 5

#### ***Personal stamps***

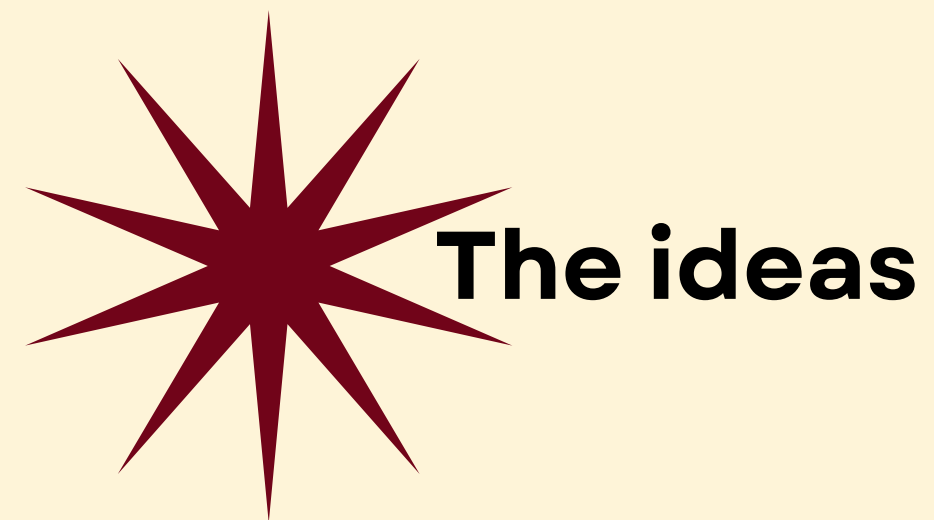
Symbols: Tulip, Eye, Hot Air Balloon, Customizable  
Stamp Dimensions: 2.5 cm times 2.5 cm  
Total Height: 3-4 cm (including the handle)  
Stabilizing Lanyard: 30-35 cm in length, adjustable  
Stamp Material: Rubber for the base and light plastic for the handle

#### ***"Sohbet" cards***

Number: 40 cards  
Dimensions: 7 cm times 12 cm (vertical)  
Thickness: 250-300 g/m<sup>2</sup> (sturdy card stock)  
Front: Question  
Back: Neutral symbol or game logo  
Corners: Rounded, 3-5 mm radius







## Number 3 Sohbet runner: The game

### ***Dice***

Faces: 🌸, 👁️, 🎈, ☀️, X2, Skip turn

Material: Light plastic or wood

### ***Tea and game accessories***

Not included in the box, but consider standard cup sizes of 200-250 ml for player comfort.

### ***Packaging (Game box)***

Type: Rectangular box with a telescoping lid or a magnetic box.

Internal dimensions:

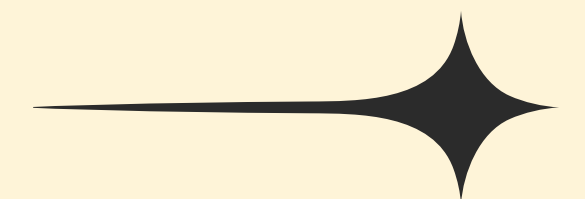
- \* Length: 33 cm
- \* Width: 33 cm
- \* Height: 5 cm

Internal insert: Shaped cardboard for stamps and dice, separated from compartments for the board and cards.

Closure: Magnetic or interlocking.

Box material: Rigid 2 mm cardboard, glossy or matte finish.

External design: Game illustration, stamp symbols, and the name "Sohbet Runner – The game of yea and memories."



**Our suggestion is to connect the three ideas by using the game, the tea tray for sipping the beverage while playing at the table, and a felt strap to stabilize the stamp in hand.**



**Thank for your  
attention  
DE'SIGNIFICANT!**

