



BRNAD X

2021-2022

Guo Xintong (Mia)

BREIF

We are asked to develop the proposition for a new 'domestic lifestyle' brand, whose focus will serve the needs of a clearly identified market in the near future.

Your speculative brand might be a mass-market proposition or a much more 'niche' affair, but either way your business 'hunch' should be grounded in a real understanding of what is on the near horizon (10 years out). Responding to emerging & predicted social, cultural, technological, political and economic trends, your brand proposition will anticipate new concerns, desires and behaviours to reveal a plausible business opportunity, the scale and breadth of which is entirely up to you.

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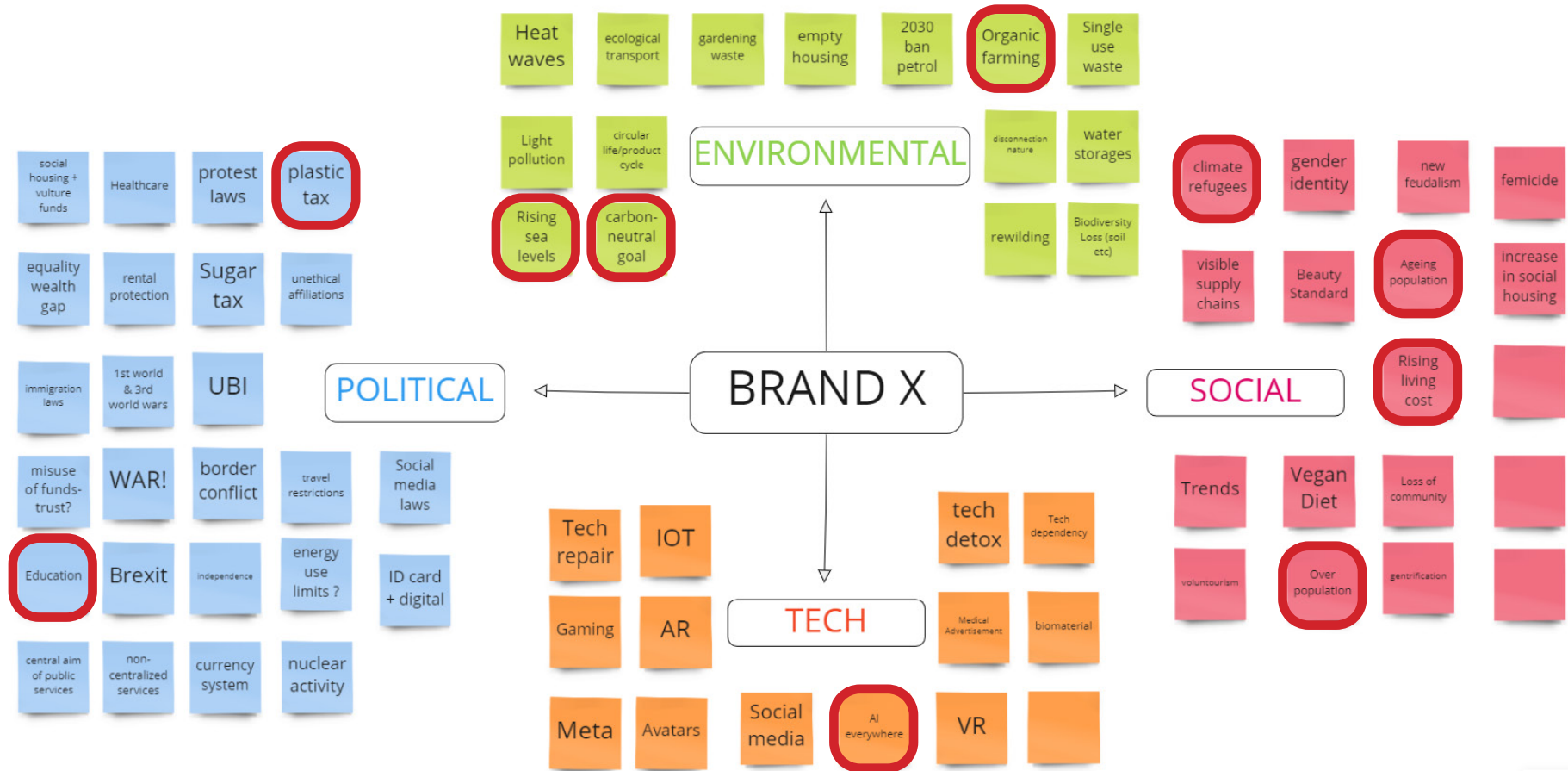
WEEK1	WEEK2	WEEK3	WEEK4	WEEK5	WEEK6
⋮	⋮	⋮	⋮	⋮	⋮
4-16	17-27	28-42	43-57	58-66	67-90

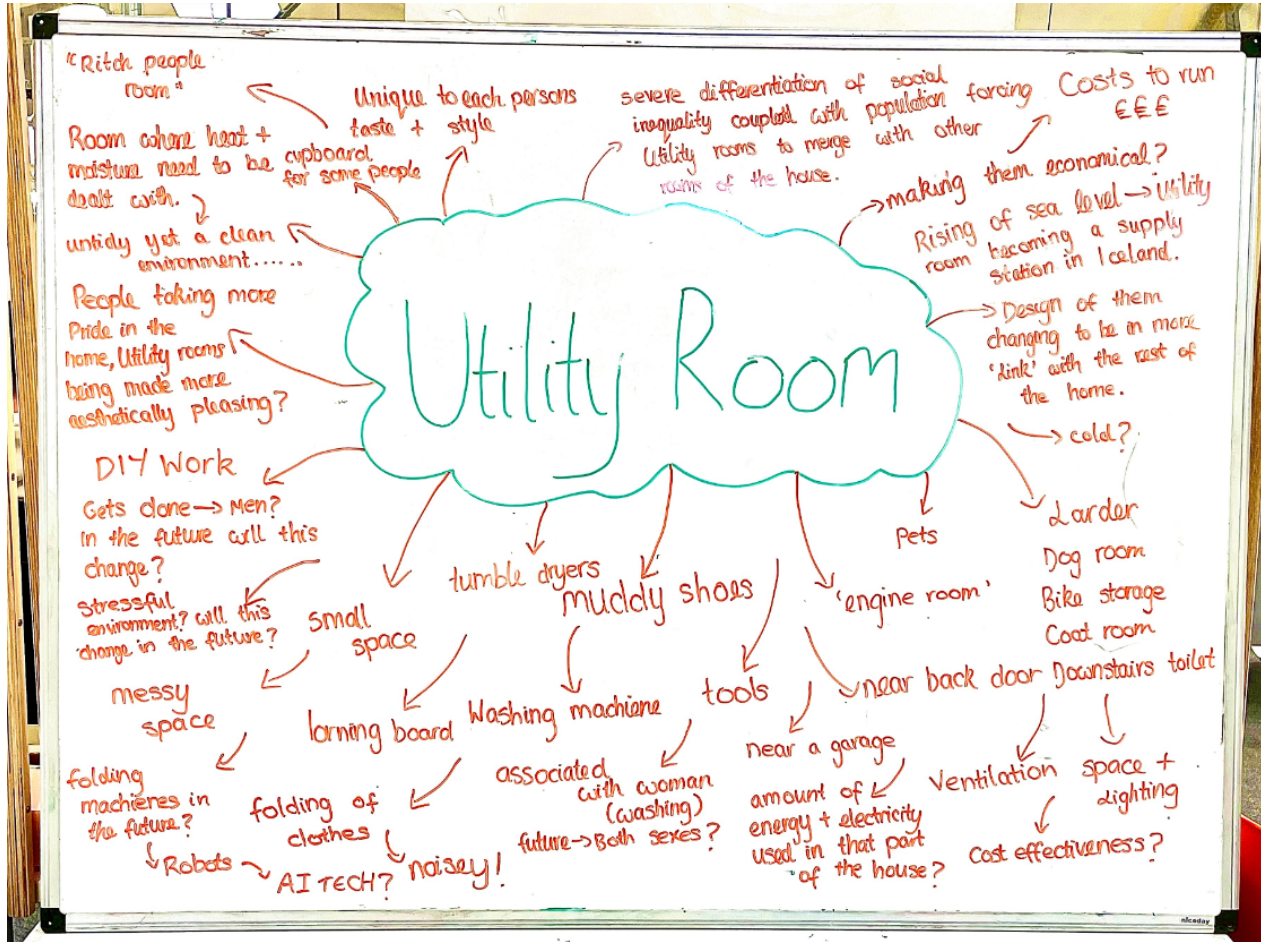
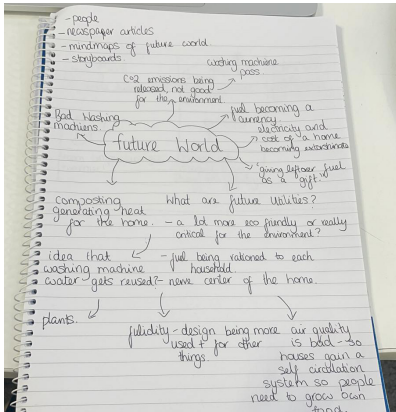
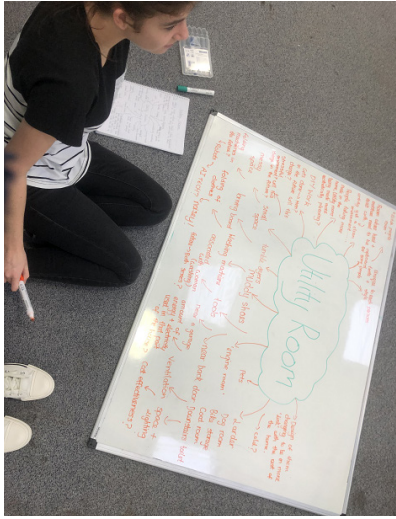
WEEK 1

- **Brainstorm**
- **Desk Research**
- **Steeple card**
- **Future driver board**
- **Possible opportunity**

BRAIN

STORMING





Utility Room

We started by brainstorming associations and ideas of a Utility Room. This helped us to gain ideas with our sep cards.

The History of Utility Room



The utility room was a modern spin-off to the scullery room where important kitchen items were kept during its usage in England, the term was further defined around the 14th century as a household department where kitchen items are taken care of. The term utility room was mentioned in 1760 when a cottage was built in a rural location in the United Kingdom that was accessible through Penarth and Cardiff. A utility room for general purposes also depicted its use as a guest room in case of an immediate need. An American publication, the Pittsburgh Post-Gazette, on July 24, 1949, reported that utility rooms have become more popular than basements in new constructions. On June 28, 1959, in a report of a typical American house being built in Moscow, Russia, the house was described to have a utility room immediately on the right side after the entrance. The Chicago Tribune reported that the laundry room was then commonly being referred to as the utility room in a September 30, 1970, publication.



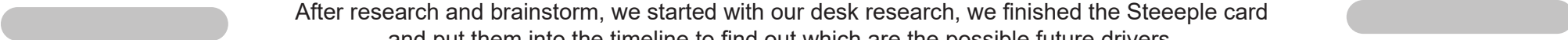
(Hong Kong Coffin Home)



(British Middle Class Utility Room)

When speaking of a "Utility Room", it may be interpreted differently by culture, social class or location. To the common British citizen, a utility room would often be described as a storage room for misc products and an area to clean and dry.

However, an interesting view is to approach the "Hong Kong Coffin Home" as a utility room. A space that is used for multiple tasks and purposes. Often finding creative ways to store, manouver and be effecient within these spaces. It is worth looking into how owners maximise use of such small spaces.



After research and brainstorm, we started with our desk research, we finished the Steeeple card and put them into the timeline to find out which are the possible future drivers.

Insight

"The pandemic has shown humans their need for more adaptive spaces within the household to sustain 24/7 occupation. Transformable spaces may allow us to "live large in a small space"

Indicators

1. "Measured at block level, some areas may have population densities of more than 60,000 people per square kilometer" (Hong Kong)
2. "Demand for personal space is far more evident in the wake of the pandemic."

Links

<https://www.cycling.com/2020/04/28/transformable-living-spaces-high-density-living-in-hong-kong/>
<https://highly.com/transformable-living-spaces-high-density-living-in-hong-kong/>
<https://www.thesmartlocal.com/articles/how-to-build-a-high-tech-laundry-room-110102/>



Breathing Space

Transformable Spaces (post pandemic life)

Now 2022

S

Insight

In the past, the utility room was mostly for washing and cleaning. Now, as humans aim for a more stress free life, how can the outsourcing of chores and typical day-to-day tasks see the Utility room change in the way it is used.

Indicators

1. "ever and over again that people who prioritize time report greater happiness than people who prioritize money."
2. "The hours I save and the stress it saves me is well worth the investment."

Links

<https://www.thesmartlocal.com/articles/how-to-build-a-high-tech-laundry-room-110102/>
<https://www.thesmartlocal.com/articles/how-to-build-a-high-tech-laundry-room-110102/>



Time is Money

Outsourcing domestic work

Near 2025

E

Insight

"Due to severe global warming, people began to reflect on their lifestyles, and people began to buy a lot of Eco friendly products, as the usage of utility rooms changed. Human power."

Indicators

1. "Eco-friendly products, such as the electric, green-powered water saving machines could be found in some households. But as electric mechanical water developed, reliance on human-powered products gradually diminished. Today, human power is not appropriate required for its potential as an alternative solution to save growing energy costs. Indeed, as we search for more sustainable energy sources, it is possible to identify using traditional electricity for various tasks and return to human power! The way that more and more products are becoming digital and even to human-powered makes this a challenge. But human could energy that can easily be harnessed from our everyday behavior."

Links

<https://www.thesmartlocal.com/articles/how-to-build-a-high-tech-laundry-room-110102/>



Eco-friendly utility room

Human power

Far Future 2030

E

Insight

"In the future, the government will set building requirements of zero carbon emissions, allowing buildings to utilize natural resources to the greatest extent."

Indicators

1. "At the eighth UN climate change conference, the UK pledged to achieve net-zero emissions by 2050 and significant emissions reductions by 2030, making commitments on ending coal, petrol cars and protecting nature."
2. "More than 1,000 universities from 48 countries have made a series of new commitments to achieve 'net zero' emissions and transform their impact on nature by 2050, including a 'Net zero' university initiative. In the past 12 months, academic institutions from around the world have signed up to the United Nations Paris to Zero, pledging to reduce their carbon emissions to zero by 2050 at the latest. The initiative is led by the Environmental Association of Universities and Colleges (EAUC) and several others, and is supported by UN Environment."

Links

<https://www.aaug.org.uk/transitionchange/impact>

"Zero" carbon emission

Significantly reduce carbon emissions

Near 2030

P

Insight

"With the continuous development and progress of technology, AI has become a part of human life, and artificial intelligence has gradually begun to take over housework, but is this a good development trend?"

Indicators

1. "Folding a single towel may take this robot 15 minutes, but the technology's importance goes beyond laundry (Credit: Berkeley AI Research Lab/Berkeley Robot Learning Lab)"
2. "While household chores are relatively easy for humans to achieve, they are surprisingly difficult for an autonomous system to understand and carry out reliably."

Links

<https://www.bbc.com/future/articles/ai-robotry-could-robot-do-your-household-chores-the-laundry>

AI in Life

AI take over the housework

Far Future

T



Insight

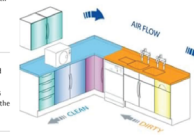
"More aware than ever of disease and bacteria post pandemic, humans may further design their dimension with cleanliness making sure to leave the dirt of the outside world away from their living space."

Indicators

1. "UK sales of liquid disinfectant were 74.6% higher, and bleach 35% higher, than the year before"
2. "Reduced carbon dioxide emissions by an estimated 2.2 million tons a year, thereby contributing to blue skies in the Jing-Jin-Ji region (China)."

Links

<https://www.thesmartlocal.com/articles/how-to-build-a-high-tech-laundry-room-110102/>
<https://www.thesmartlocal.com/articles/how-to-build-a-high-tech-laundry-room-110102/>



The Decontamination Zone

Transformable Spaces (post pandemic life)

Now 2022

E

Insight

"In the future years laundry room technology will advance with the use of sleeker washing machines, quicker to run, quieter to use and better for the environment. These machines will make laundry rooms a more calm and surreal space inside every home."

Indicators

1. "Laundry rooms being very time consuming. Machines in them being large and clunky. Machines being very noisy while running. Machines using a lot of energy and wasting water."

Links

<https://www.thesmartlocal.com/articles/how-to-build-a-high-tech-laundry-room-110102/>



High Tech Laundry Rooms

Quieter machines, more effective performance

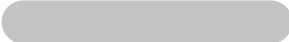
Far 2032

T





We then classified the Steeple card into 6 categories, and matched them to find out possible design opportunities.



Insight
More power than ever of disaster and disaster post preparation, houses may further along their disaster with disaster relief work in the line of the disaster world away from their living space.

Indicators
1. The value of flood disaster was 14.4% higher, and 14.4% higher, than the year before.
2. Natural disaster disaster was 14.4% higher, and 14.4% higher, than the year before.

Links
The value of flood disaster was 14.4% higher, and 14.4% higher, than the year before.

The Decontamination Zone
Near Future 2030 E

Insight
Due to the rising sea level caused by the warming climate, some houses have a rising sea level of 10m, and their utility room has become a supply station for the future houses.

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Eco-friendly utility room
Far Future 2030 E

Climate Change
Rising sea level

Near Future 2030 E

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Rising Overpopulation, smaller spaces
Far Future 2032 E

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Breathing Space
Near Future 2022 S

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"Zero" carbon emission
Near Future 2030 P

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- control the space digitally.
simulator/Mundane gaming

- neutralise the TECH
Gap within the space

- create cost effective

- Create a living eco system
with in the utility room

- Create a transformable
environment within
the utility room

environmental

- Tackle Air pollution
through the
utility space

DESIGN OPPORTUNITIES

- outsource
utility facilities?

user focused

- Develop more efficient
living for disabled
home owners

- make the utility space
social
(physical & digital)

TECH

social

Insight
In the past, the utility room was mostly for washing and drying. Now, it has become a place for more than just washing and drying. It has become a place for more than just washing and drying. It has become a place for more than just washing and drying.

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Time is Money
Near Future 2025 E

Insight
The utility room is used not only for washing and drying, but also for more than just washing and drying. It has become a place for more than just washing and drying. It has become a place for more than just washing and drying.

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young generation lifestyle
Near Future 2022 S

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Internet Addicted
Near Future 2030 T

Insight
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Disabled Friendly Homes
Near Future 2025 E

Insight
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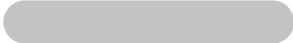
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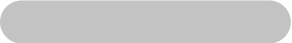
From research we saw an opportunity to take a user friendly approach, promoting efficiency and independence for disabled house owners. As a brand, we feel it is important for our space to be inclusive with the use of eco friendly systems within a transformable environment.

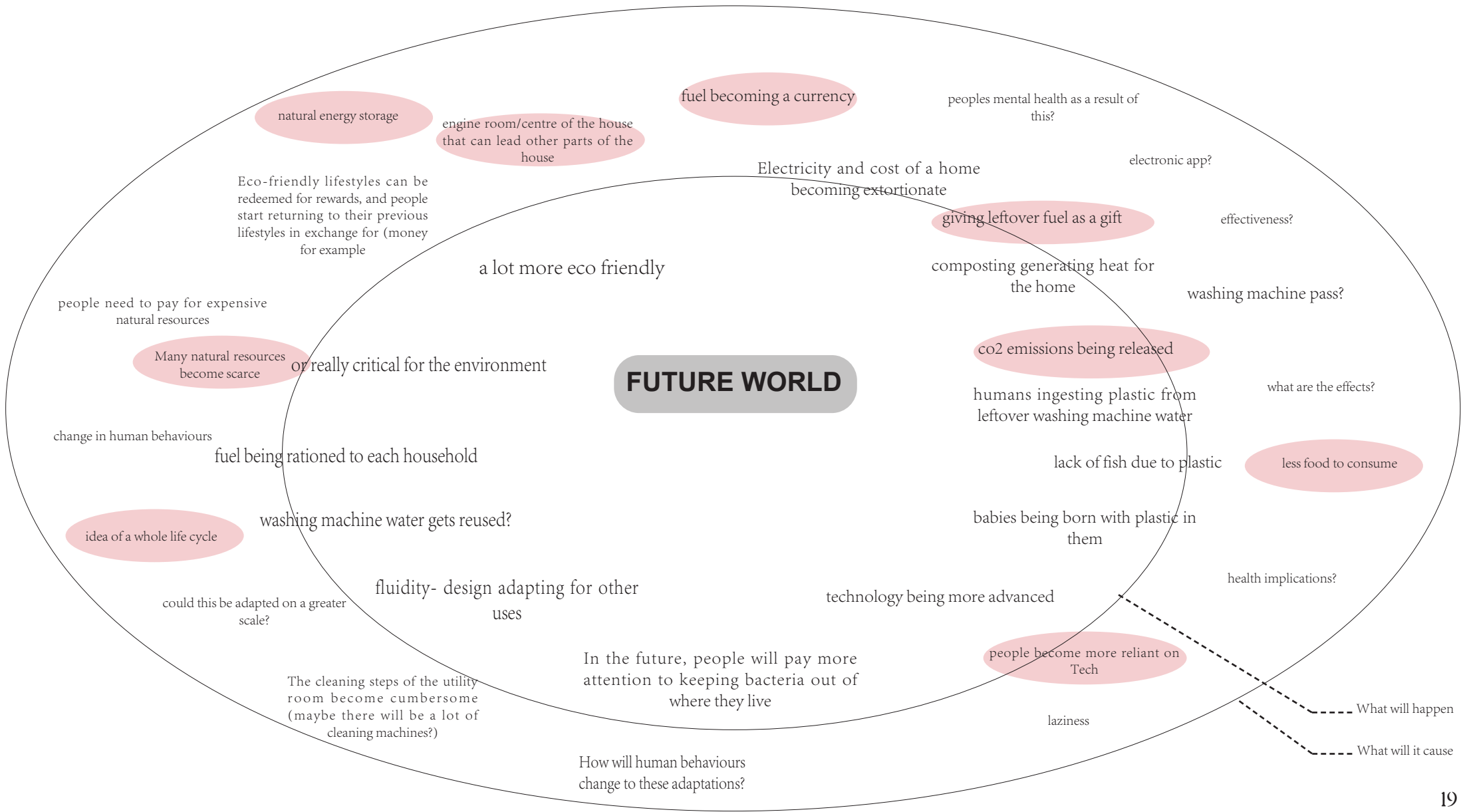
WEEK 2

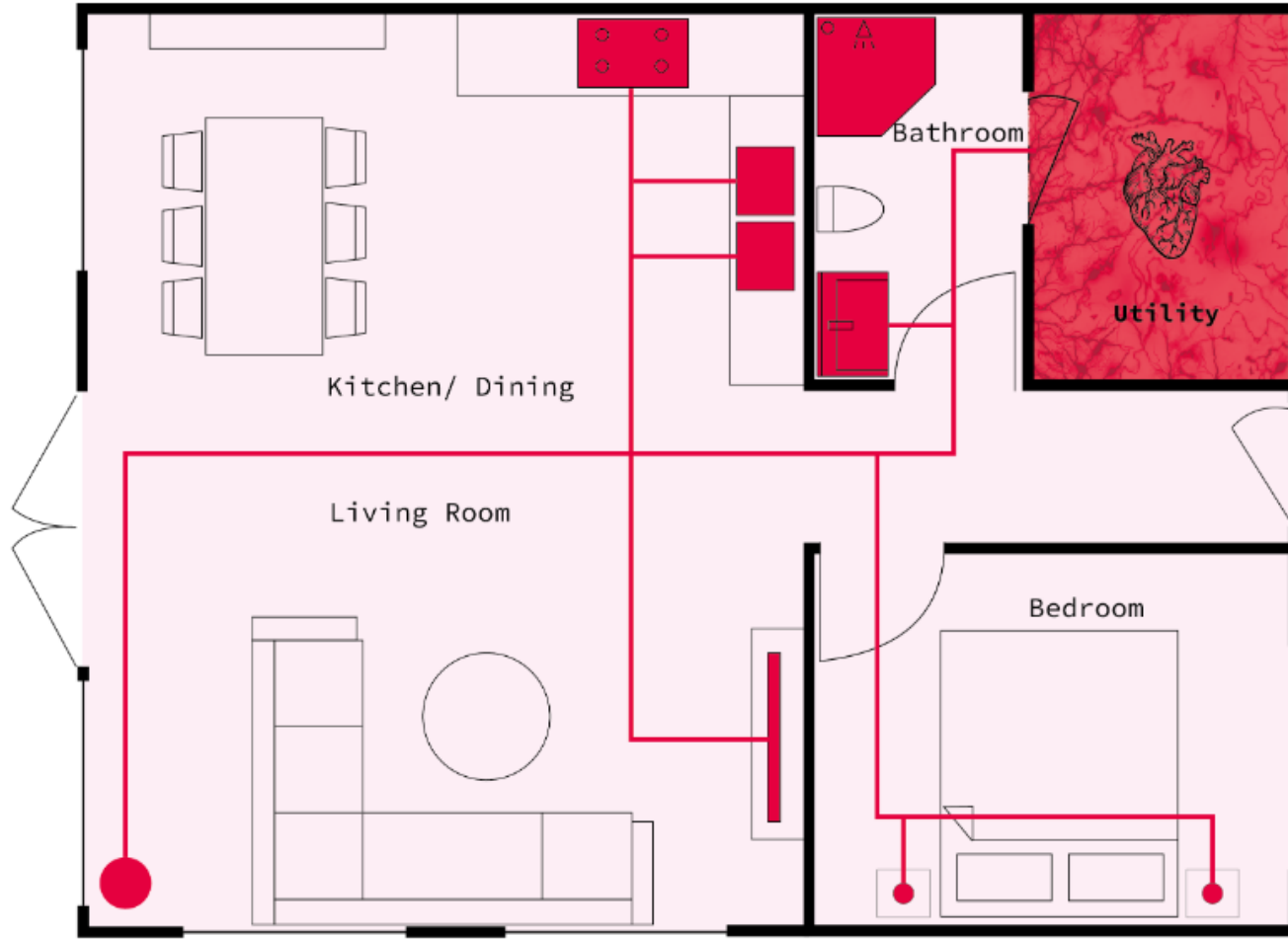
- **Future world brainstorm**
- **Future world Headlines**
- **User persona**
- **Our future world statement**
- **Further research**



From our feedback we then decided to go down the eco system route instead and started to think about our future world.





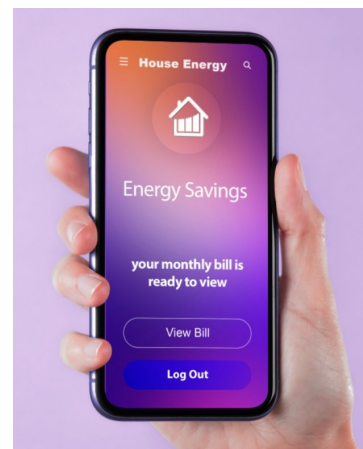
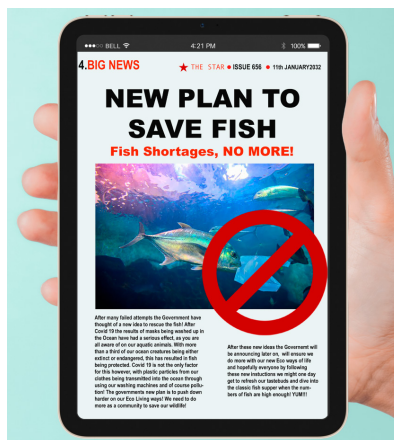


Future Utility room HEART OF THE HOME

The Utility Room can be closely referenced to the nervous system or heart of a human. As we think of the Home as a living being, this small multifunctional room is where the mechanisms and controls are stored which makes it one of the most important rooms within the household.



OUR FUTURE WORLD HEADLINES





Who is our user ?



COLLAGE OF THEIR PERSONALITY



SISTER



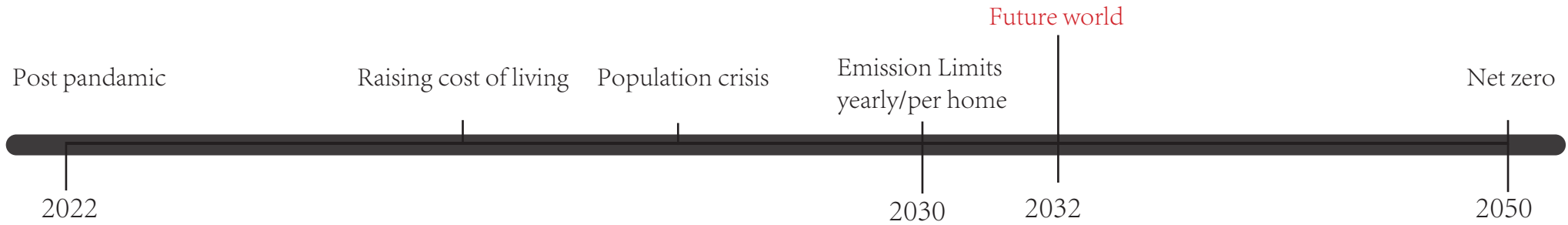
GRANDPA



TIMELINE

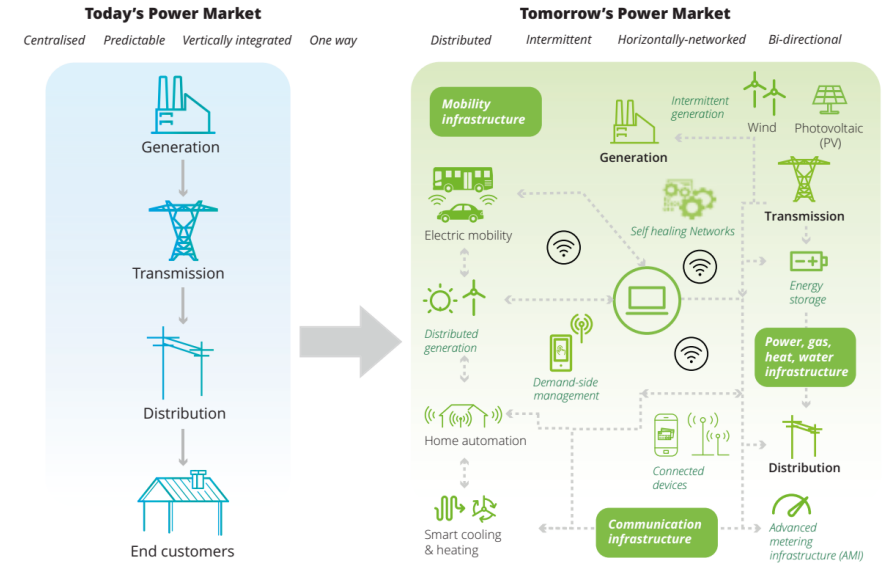
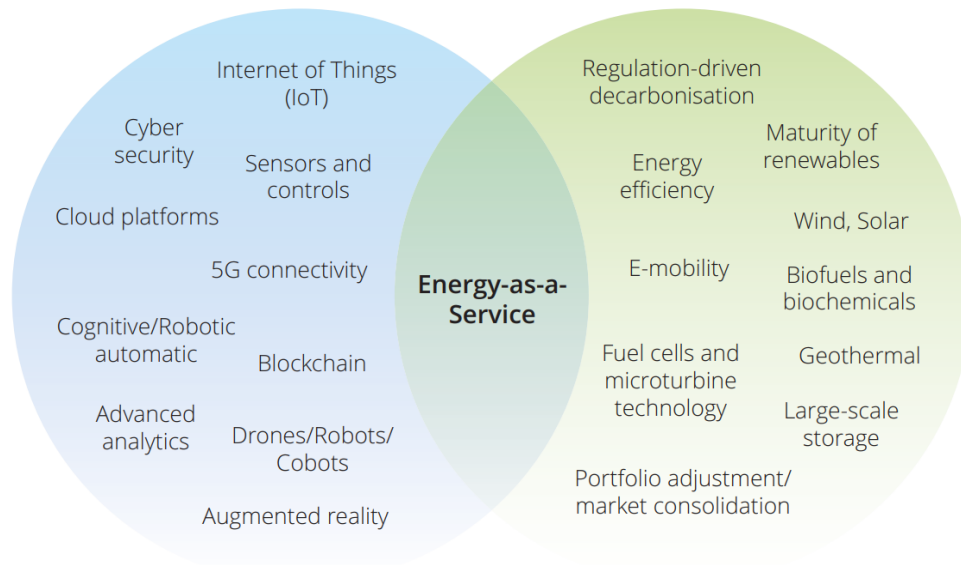
Present - Future

We made this timeline to help us locate our future world in order to create our future world statement.



FUTURE WORLD STATEMENT

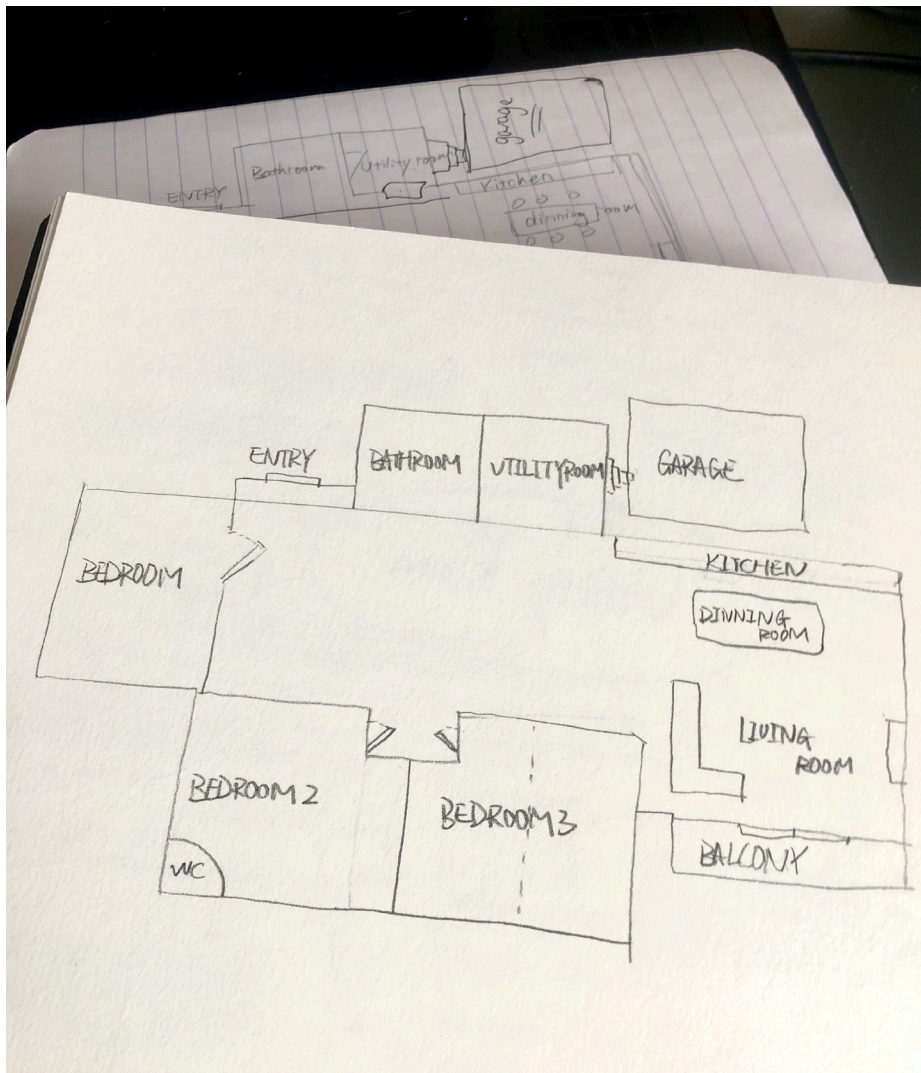
The world of 2032 will be based heavily around emission control. As the backlash of the 19-22 Pandemic continues to affect human life. We will see further life changing events such as a population crisis, making it more common for multigenerational households. Inflation continues at an alarming rate, making the cost of living unsustainable for the common home owner. To be Net Zero by 2050, we will see legislations and limits that control our life by 2030. Sustainability and living green will be paramount in attribution to the success of the future. Energy sources will become more dynamic than their current linear form as fossil fuels will be replaced by sustainable energy, agriculture will be localised in the form of indoor gardens, technology will be so present that it seamlessly merges into our physical life. The pandemic has shown humans how much we need each other to function therefore, we will see the need for community more than ever in 2032.



After finishing our future world we decided to focus on energy service, we started by researching what is energy as a service and the changes in the power market.

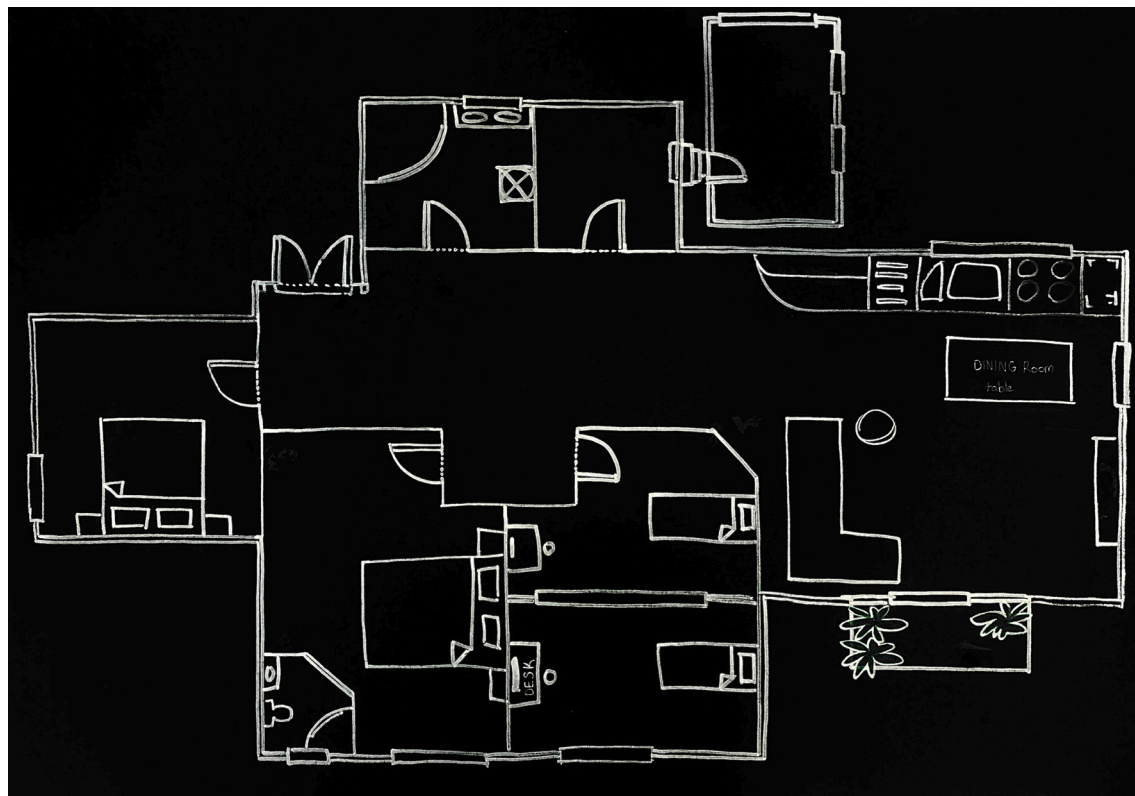
WEEK 3

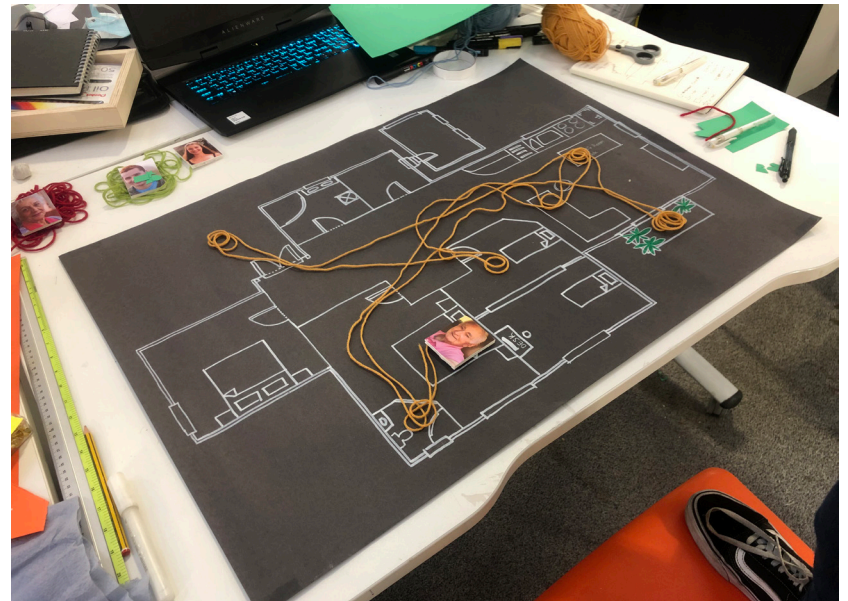
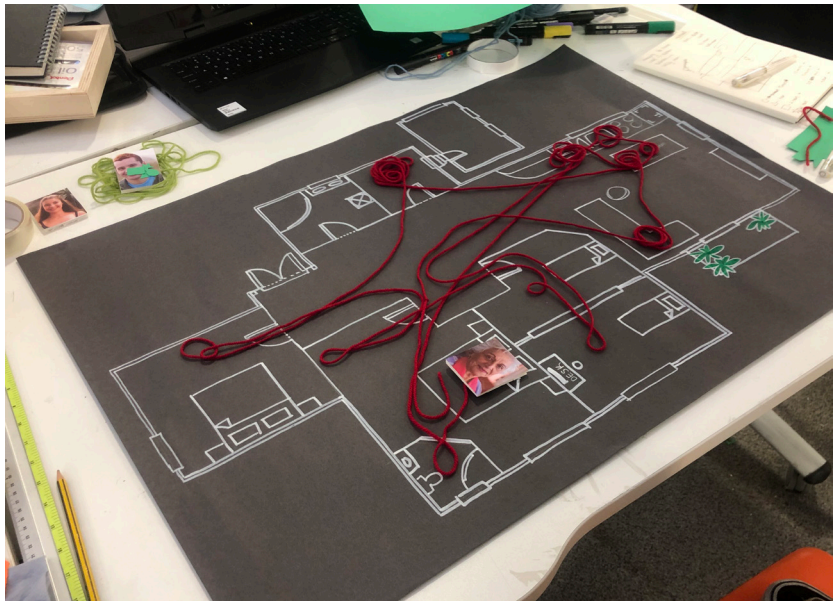
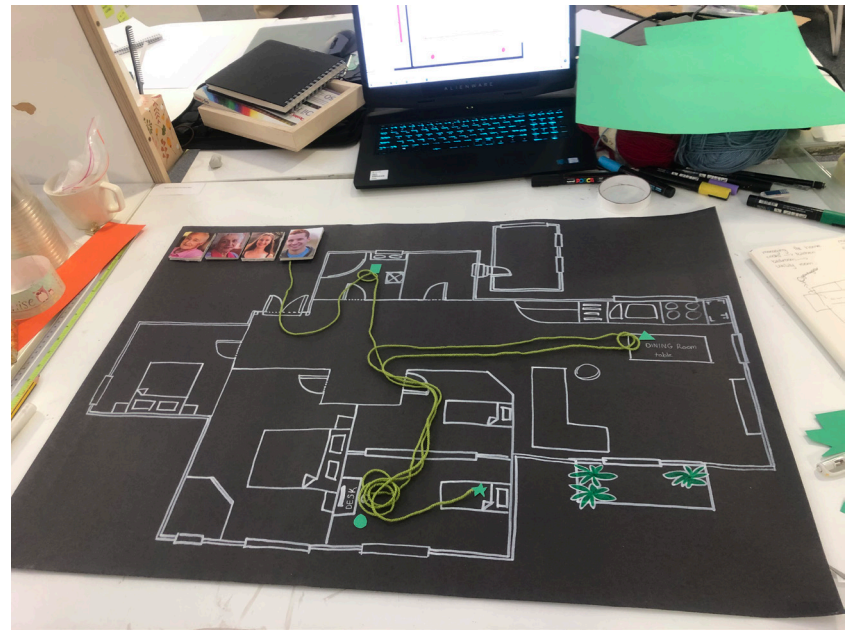
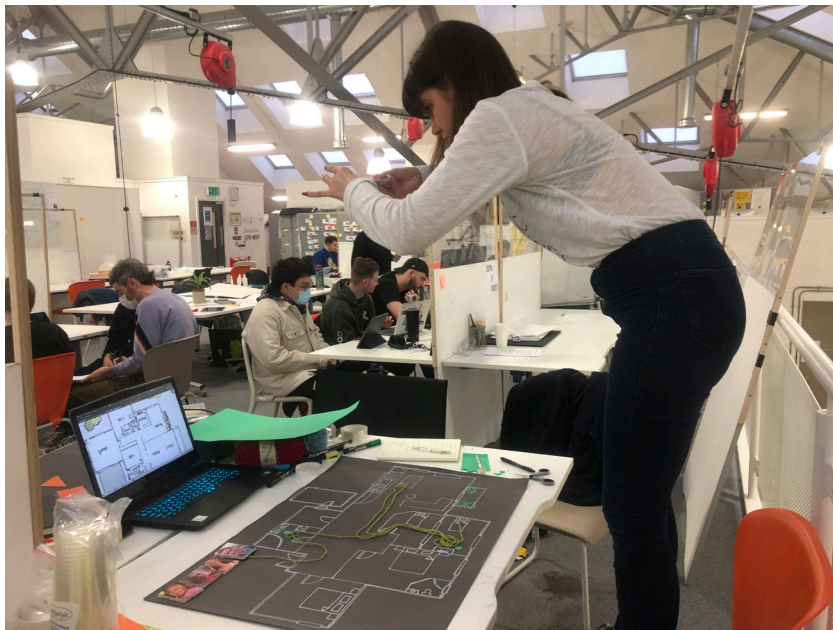
- User house floor plan creating
- User moving track
- Touch point
- Existing brand research
- Our brand value



We designed the home to be as small as possible but with relatively comprehensive functions.

OUR USERS FLOOR PLAN

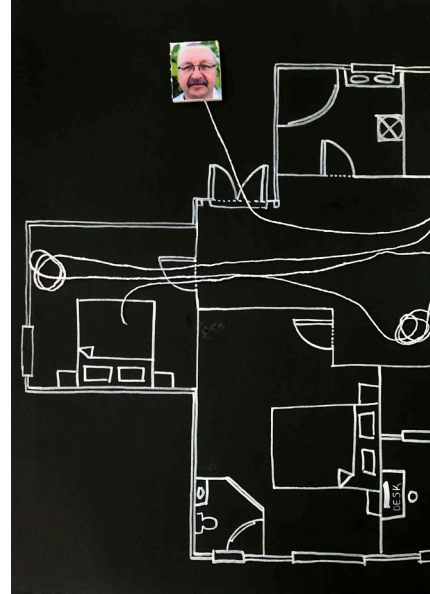
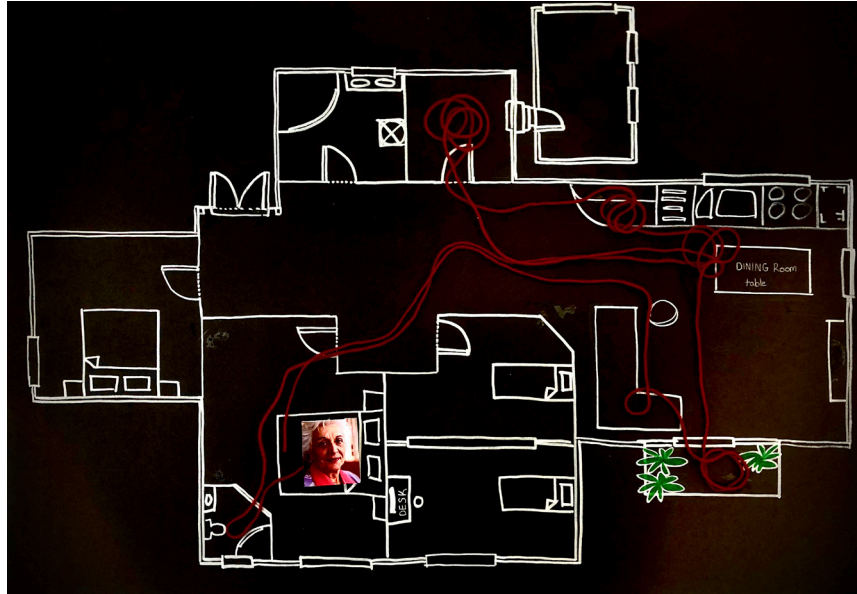
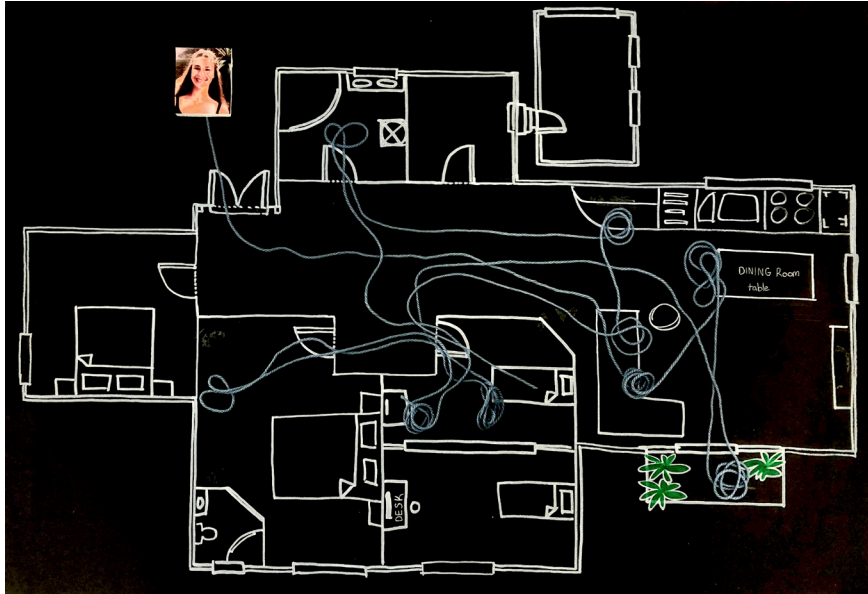


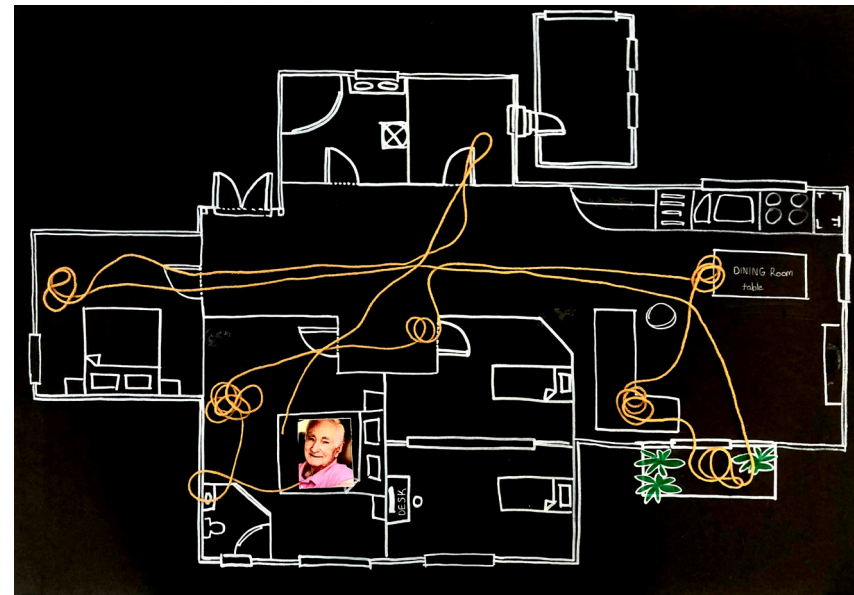
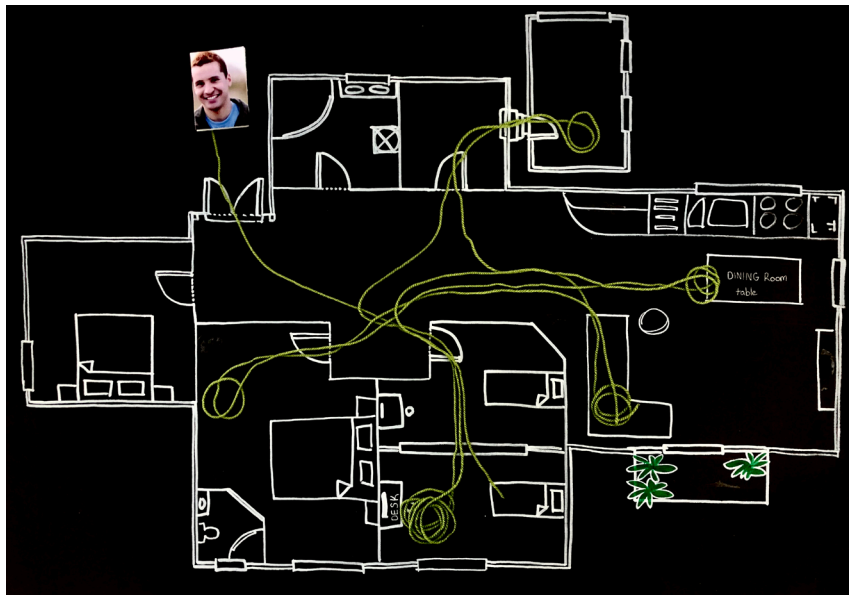
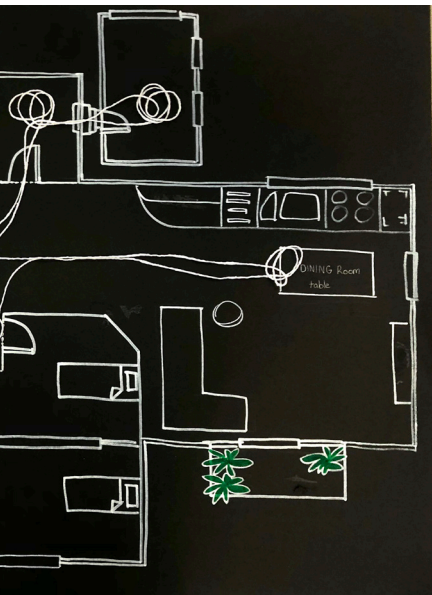


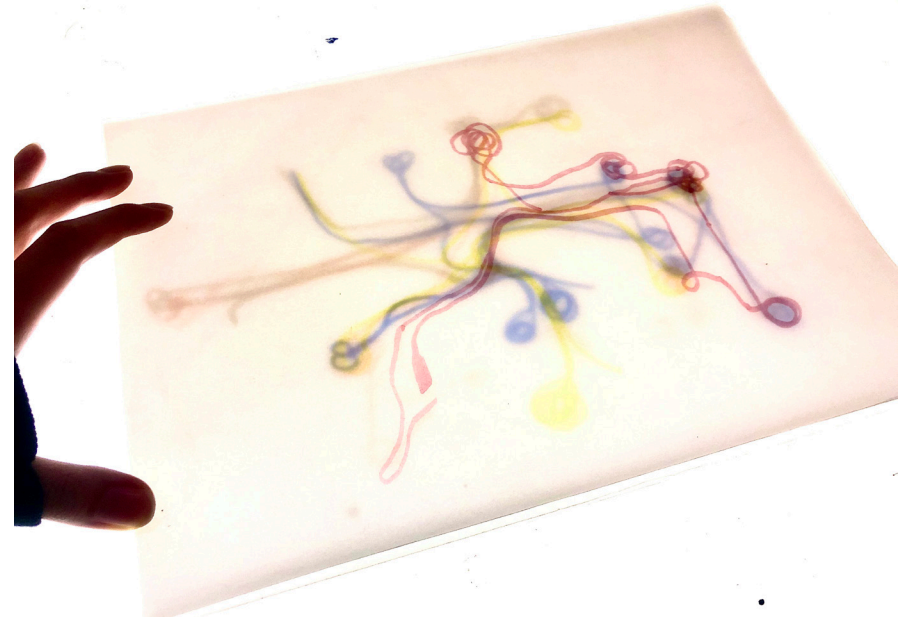
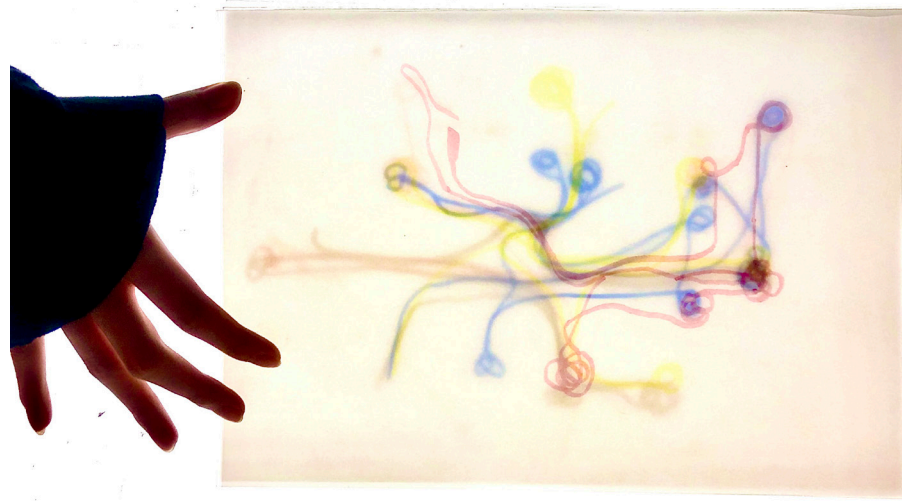


Then we started to design each person's action track at home, based on the personality and hobbies of each person in the user persona, hoping to find a common point through this, and design an eco energy cycle through their actions with each other.







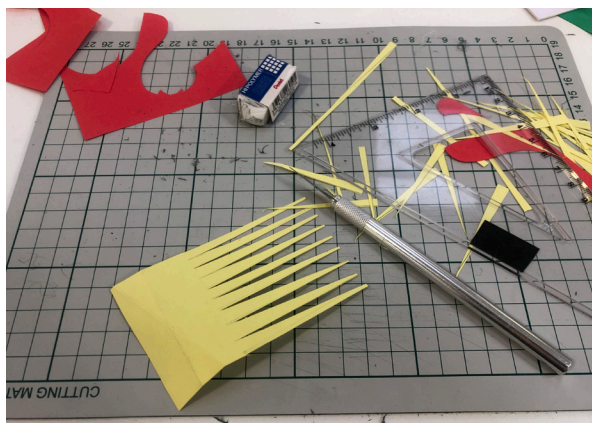
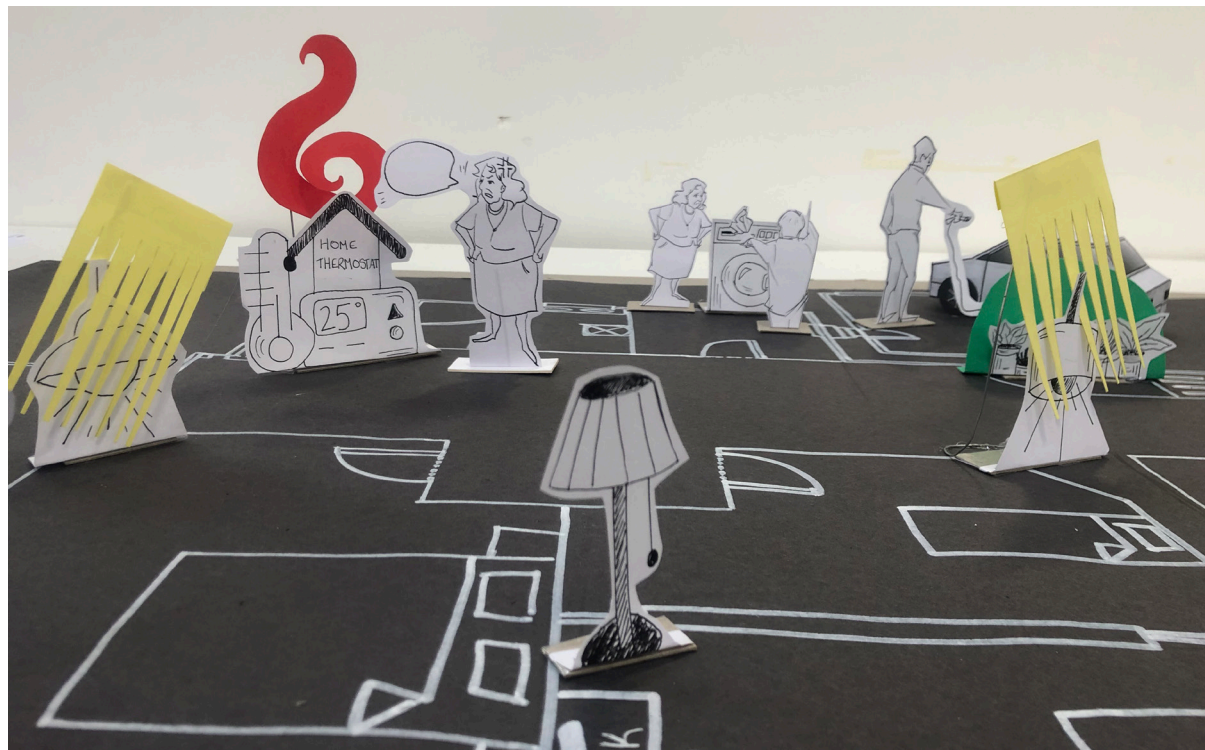
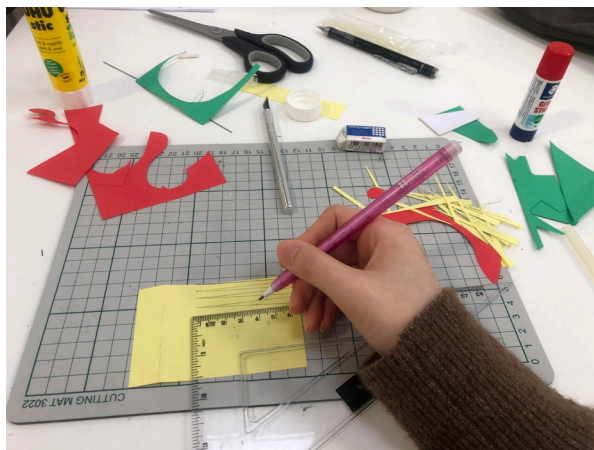
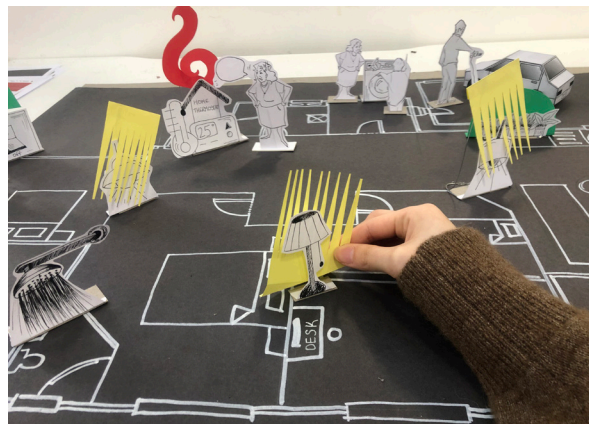
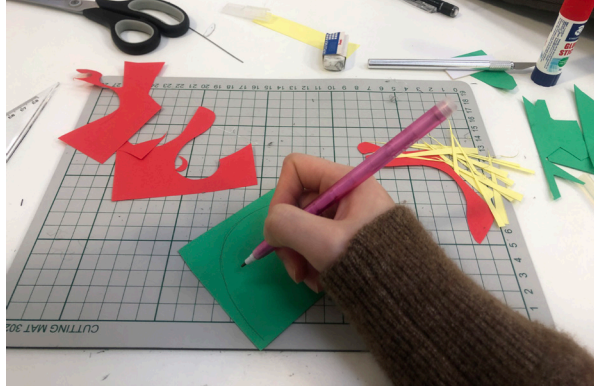


**OVERLAP
THE
ACTION POINT**

TOUCH POINT

After overlapping the action track, we got some touch points, and showing these touch points physically allows us to better find design opportunities.



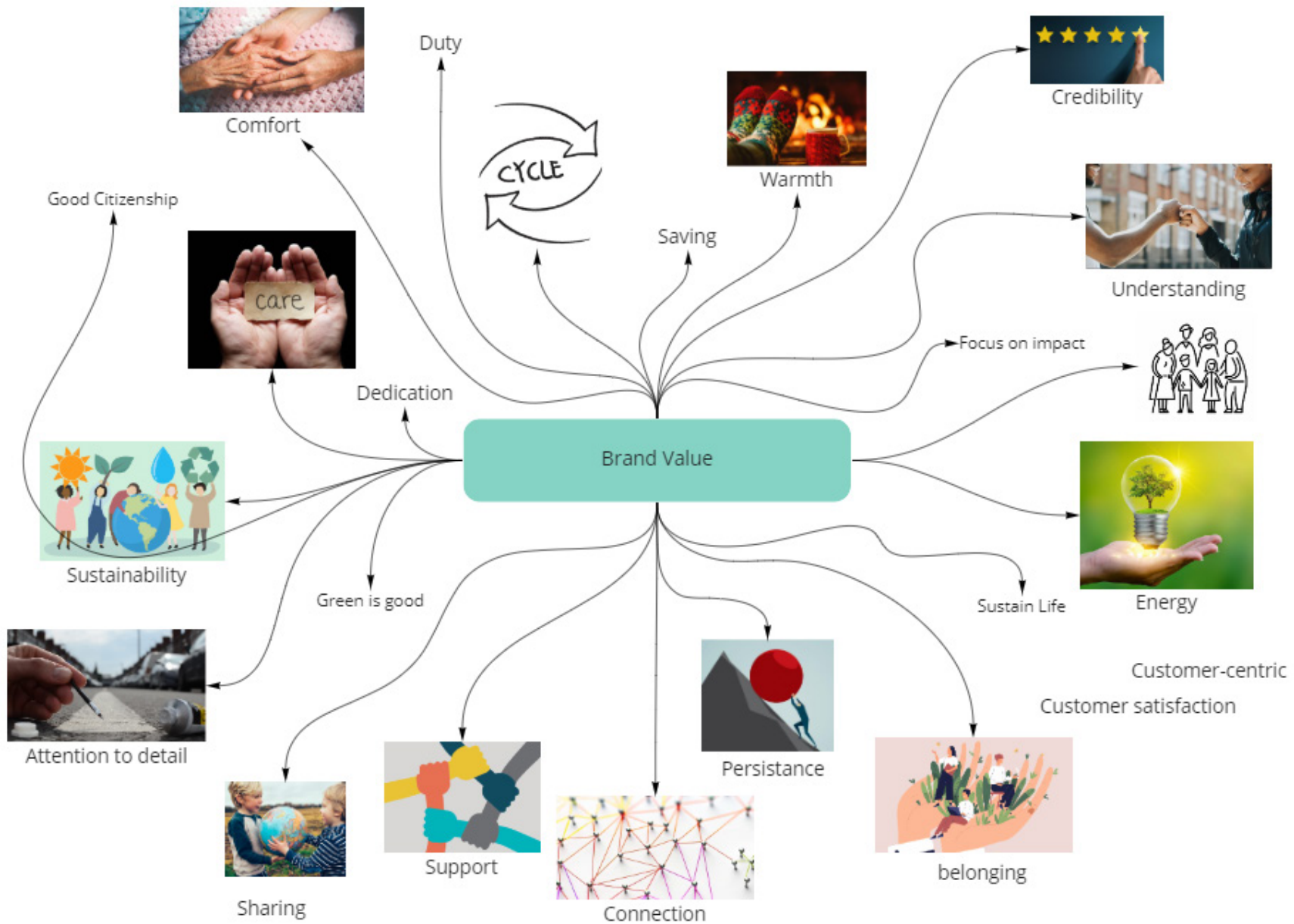




BRAND VALUE

We now need to start thinking about our brand value, we started by brainstorming the words that will reflect our brand value.





We have conducted research on existing designs and brands, hoping to learn how other brands shape their brand identity, so that we can have a better direction to find our brand position and value.



Turenscape

Through Regenerative Design and by changing landforms, the natural process of plant adaptation and community evolution is introduced to transform a former deserted shooting range used as a garbage dump, into a low maintenance urban park; providing diverse nature's services for the city including containing and purifying storm water; improving the saline-alkali soil, providing opportunities for environmental education and creating a cherished aesthetic experience.



View Plus

The Airthings View Plus wireless monitor accurately delivers seven different real-time air quality measurements. Is the most advanced air quality monitor on the market with 7 sensors including radon, particulate matter (PM2.5) and CO2, WiFi connected, plus a display.



EVE

Eve is defined by its functions: it is a nomadic heating and luminous sphere that follows us everywhere, bringing light, warmth and wellness. Eve can create, in an elegant way, the perfect atmosphere where and when needed: at home or in the office, standing on the floor or resting on a desk.





Playground energy

Our installations are ideal for encouraging youngsters to head for the great outdoors! Whilst also having fun and learning a thing or two about how they can convert their human energy into something greater!



QHUBEKA

Qhubeka is a global charity that moves people forward with bicycles in Africa. People earn bicycles through our programs, improving their access to schools, clinics, and jobs. A bicycle is a tool that helps people to travel faster and further, generate income, and carry more. In the face of extreme and persistent poverty, bicycles can change lives by helping to address socioeconomic challenges at the most basic level – helping people to get where they need to go.



Strömme IKEA

IKEA has announced that it is branching into selling renewable energy to households, beginning with its Swedish market in September 2021. Titled STRÖMMA, the scheme will operate as a monthly electricity subscription that allows people to source energy from wind and solar power and use an app to track their electricity usage.

BRAND VALUE

We believe that Synergi is a brand about connection. Connecting families through energy and passion for nature. When times get tough, persistence will always prevail in those who are dedicated to the cause. Creating a living Eco system within the household through regenerative natures, handing down skills and knowledge to allow the future to succeed.

WEEK 4.

- **Workshop stage1**
- **Stage2 Process**
- **Stage2 Final outcome**
- **Brand manifesto**

name
symbol
main and subsidiary
typefaces
colours, predominant
and or conceptual
approach to colour

Complementary
Elements

Rationale/applications
in:
Products
Communications
Environments

Brand Essence

Brand 1 Swatch

BACK TO 1984
NOW IN
BIOCERAMIC

The modern and fancy logo, designed in 1983 is composed of a lowercase wordmark in a custom typeface, written in black and placed on the left of the square emblem, which features a solid red background and a white cross on it. Yes, the emblem of the brand is the national flag of Switzerland, but it looks like a contemporary icon, being accompanied by confident unique lettering.

swatch+
SWISS MADE

swatch+
SWISS MADE

The name Swatch is a contraction of "second watch", as the watches were intended as casual, disposable accessories.

swatch+
1983-PRESENT

the visual identity is something, that is very important for the company, and since it was set in 1983, it has never been changed.

White is the color of loyalty and reliability. It also symbolizes the high quality of the brand's products and the customer as the center of its value system.

Red shows the company's passion and love

The watch logo type in the lowercase is executed in a smooth and futuristic sans-serif typeface, which has all letters' corners rounded

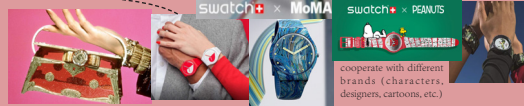


For the color palette, the Swatch visual identity is executed in the most traditional and timeless triadic — red, black, and white. The combination of these colors can make any image look powerful and modern, though in the case with Swatch, it also reflects the brand's roots and the country of origin.



Different festivals have different limited collection launched.

Breaking the previous style and cooperating with Vivienne Westwood, has reflects the brand values of Swatch.



cooperate with different brands (characters, designers, cartoons, etc.)

Swatch has been the main sponsor of the Olympic Games since 1999. It is a very important spirit to constantly surpass ourselves and challenge the limit in sports. Swatch also pursues continuous innovation and challenges the limit, so Swatch hopes that their audience can have a better understanding of it's brand through this way.



Slogan

Fashion that ticks.
Time is what you make of it.
You have a second home, why not a second watch?



Different product categories for different customer groups



In December 2005, Swatch released a new market initiative in Switzerland (and other countries to follow), offering a watch that fits on the right wrist! Usually the watch is worn on the left wrist, just because the old watch needs to be wound every day to keep running. But for many years, most watches were powered by batteries instead of clockwork.

This time Swatch's marketing slogan is: "Swatch, wear it right, times have changed. It feels better and it looks better". This idea tells everyone that people who own a Swatch should wear their watch on the right hand to distinguish it from people who wear other watches.



The decoration of the store and the logo of the brand have a sharp contrast with the product. This sense of contrast will make people have a strong curiosity to explore the brand.



PICK A DESIGN, MAKE YOUR SWATCH

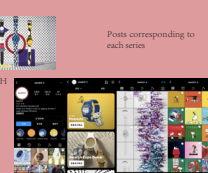


Inspired by nature, street art, and geometric shapes, the collection of designs offers countless options to pick the favorite story for the wrist.

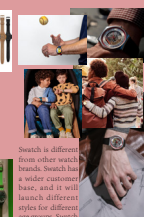
minimalist in design

The strap was plastic, too, on a watch that made Swiss timekeeping cheap, colorful, and cool. It used a mono-block, injection-molded plastic case.

Posts corresponding to each series



Try with different materials



Swatch is different from other watch brands. Swatch has a wider customer base, and it will launch different styles for different age groups. Swatch can be worn from the age of 8 to 80.



A special blue promoter T-shirt for the Fresh Festival 1984



Both hands with a Swatch

As a fashion trendsetter, Swatch has interesting shapes, unique designs and elegant names (each watch has a Chinese and English name). It is an unpredictable trend with infinite artistic charm. Swatch adopts a unified price strategy, which is priced by the Swiss headquarters without discount. No matter what Swatch authorized special event in the world, consumers can participate in the Swatch Global Warranty. This original Swiss watch has an absolute advantage in the price/performance ratio among all Swiss watches. Swatch lovers can have multiple Swatch watches to wear or collect according to their different moods, preferences, dresses and occasions. The trend is constantly changing, and Swatch pursues "what never changes is always changing", so Swatch is always at the top of fashion.

Commonalities or contrasts

Brand 2 Breitling

In 2018, the wings and anchor on the Breitling logo was removed by CEO Georges Kern. This was to push Breitling as a commercial powerhouse and become a more general brand, making Breitling not only known for making aviation style watches

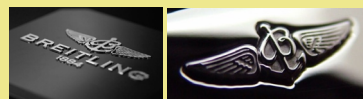


The colour psychology of yellow shows it is energetic, aggressive and grabs the consumer attention. The use of this colour could be affiliated with the military background however it is more than likely that Breitling has used this colour to stand out amongst competitors.

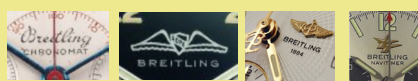


Typeface

The font used for Breitling logo is Copperplate Gothic 32 AB, which is a glyphic serif font designed by Frederic W. Goudy and published by Adobe.



The first use of the Breitling stylised B was around the 1940s. First introduced by Willy Breitling as the use of the Breitling signature was hard to distinguish.



Breitling's main brand colours are the yellow/gold under a black however it is often common to see black and white combinations along with a purple and yellow.



The Breitling logo will be changed in different uses, and there are more styles with the Logo.



Breitling X Aviation Military Relationship & Supply

Breitling were one of the first watchmakers to create the chronographic watch type. With Breitling's initial passion for aviation, the brand became the perfect supplier for military and pilot watches. Instead of using the pocket watch, soldiers added a strap to create a visible time piece. The Chronograph went on to be one of the most innovative pieces within the watch industry, cementing Breitling in the history books.

As a complementary design element, Breitling's rich history of Military and Aviation definitely compliments the brand, making it seem reliable to new coming consumers however this has also been seen to hinder the relationship as some consumers see Breitling as an Aviation only brand which they working towards removing in the modern age of the brand.

Breitling pays more attention to performance and quality than fast-moving fashion

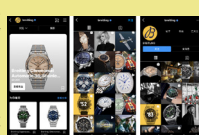
Great focus on brand quality and service



There has always been a close connection between Breitling and aviation.



"Our timepieces enable high performance and inspire great feats by empowering people to see their passion with confidence." "At the heart of the righty spirit is a fearless, no-limit state of mind that Breitling's watches are the perfect accompaniment to."

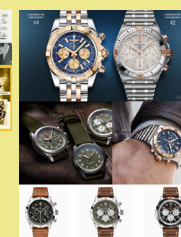


Breitling's #SquadOnAMission®



The timepieces appear in films such as "Wild Hogs", "The Abduction of the Pelham 123 Subway" and "Broken Arrow" etc.

It remains faithful to its owner for a lifetime



Different target market, different audience

Different price range

Breitling has become the Official Timing Partner of Six Nations Rugby

Breitling products have remarkable characteristics. It always pays attention to the function orientation of watches, and endows its products with the characteristics of continuously adapting to the needs of special industries such as aviation, sailing, navigation, diving, etc., making its watches a combination of practicality, functionality and diversity. perfect combination. Therefore, the Breitling watch is not only a timer, but also a precise instrument, known as the "aviation computer". As an expert in watch technology, Breitling has played an important role in the development of chronographs and is a leader in the field of chronographs. Breitling, with its precise and reliable instruments with excellent performance, has witnessed countless brilliant moments in the long journey of mankind to conquer the sky. As the only watch brand in the world that has passed the Swiss Official Observatory Certification (COSC), Breitling not only symbolizes extraordinary precision, but is also one of the few watch brands that independently develops and produces self-winding chronograph movements. The movements are all produced by the Breitling Chronometer Center. As a family business, Breitling is also one of the few remaining independent watchmakers in Switzerland.

I think the stage 1 workshop is very helpful. In the previous research, I couldn't grasp the useful information of a brand, and I felt that I didn't know where to research. Through this workshop, we know how to conduct in-depth research on a brand, allowing us to quickly and effectively define our brand identity.

STAGE 2 PROCESS

NAME

Circular

Re-Gen

Humanic

Synergy

Coact

NOMAD

Synergy

Simple Energy for Complex Living

 **synergy**
/'sɪnədʒi/
noun
noun: **synergy**; plural noun: **synergies**; noun: **synergism**; plural noun: **synergisms**
the interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects.
"the synergy between artist and record company"

词源

GREEK
sun-
together

GREEK
ergon
work

sunergos
working
together

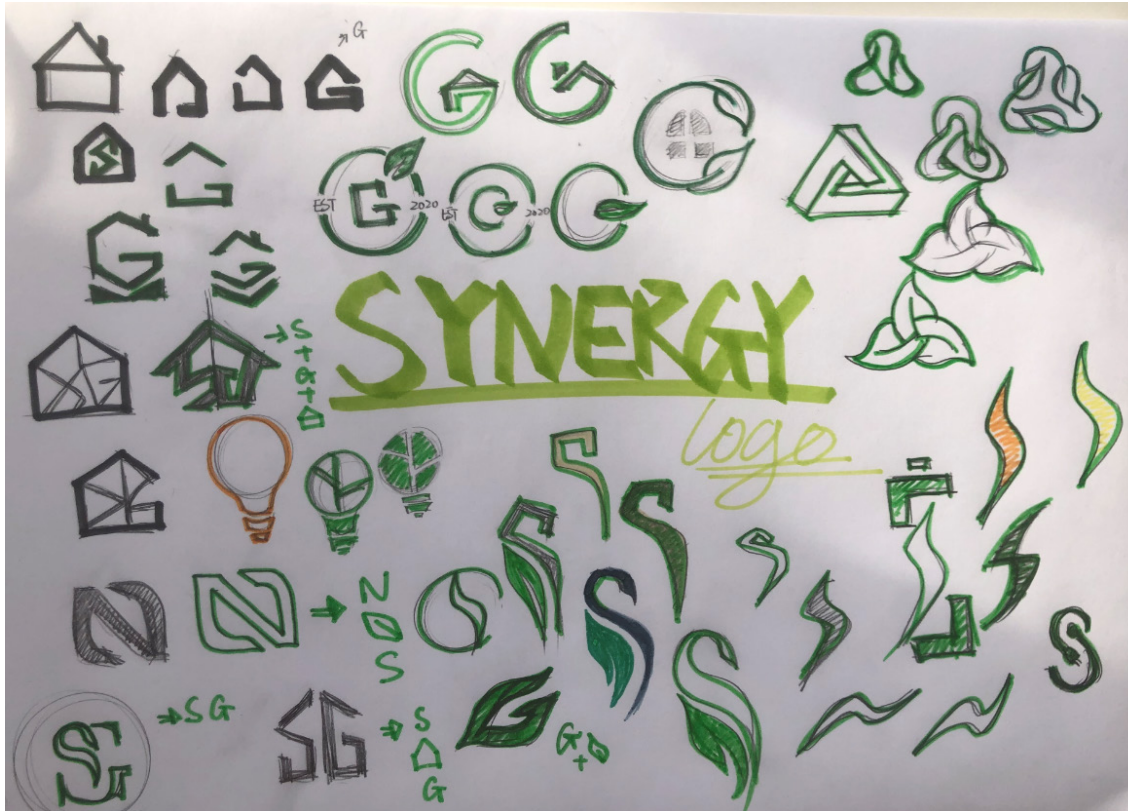
synergy
mid 19th century

mid 19th century: from Greek *sunergos* 'working together', from *sun-* 'together' + *ergon* 'work'.

STAGE 2 PROCESS

LOGO

we tried really hard on the logo design, but Pedro told us that we should not use the logo and change to the word that we choose with good typography instead. So we didn't use any of these.



SYNERGY

SYNERGY

SYNERGY

SYNERGY

SYNERGY

SYNERGY

SYNERGY

SYNERGY

SMALL ENERGY FOR COMPLEX LIVING

SYNERGY

SYNERGY

SYNERGY

SYNERGY
SIMPLE ENERGY FOR COMPLEX LIVING

SYNERGY

SYNERGY



SYNERGY
Simple Energy For Complex Living



SYNERGY
Simple Energy for complex living

STAGE 2 PROCESS

TYPFACE

Headings

SYNERGY

Futura - Bold

Sub-Headings

Simple Energy For Complex Living

Source Code Variable - Medium

Body

Simple Energy For Complex Living

Source Code Variable - Extra Light

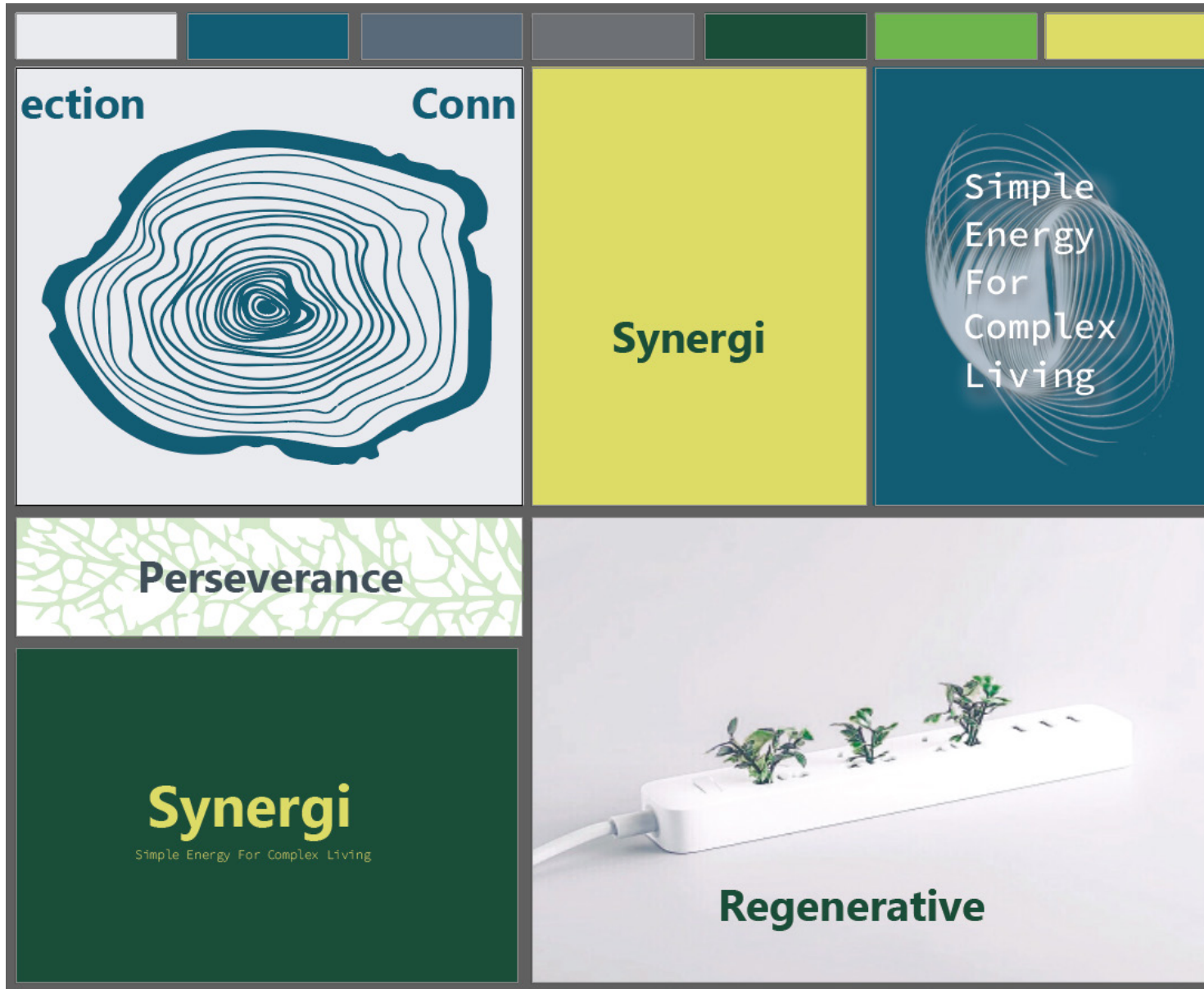
COLOR

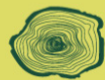




COMUNICATION





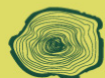


Synergi

Simple Energy For Complex Living

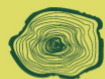
Synergi

Simple Energy For Complex Living



Sinergi

Simple Energy For Complex Living



Synergi

Simple Energy For Complex Living

FINAL OUTCOME

LOGO



Synergi

Simple Energy For Complex Living

BRAND MENIFESTO

We are family

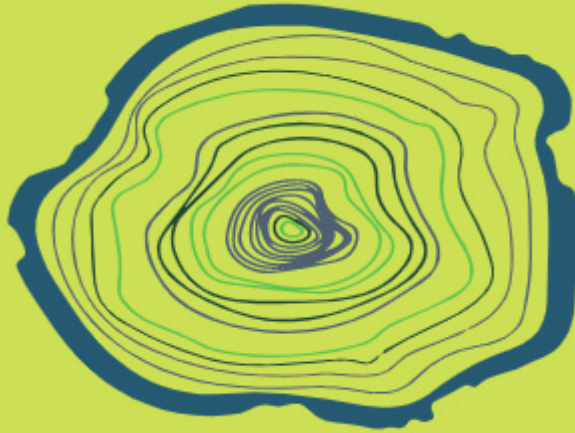
A connected family. A family that believes in staying together when times are tough. We believe in a simple life. One filled with intimacy, joy and passion for the world that surrounds us.

As a family we have faith in one another to be proactive in regeneration, creating a living eco system within our home.

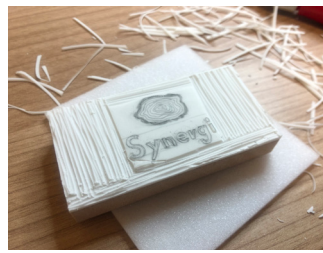
We are a family that believes in creating our own future, where we are in control of the narrative, where we generate and power our lives by living them.

Where your home, is powered by you.

PRINTS



The stamp of approval . A simple mark that represents how we wish Synergi to radiate through the world as a living eco system . This complementary element is simple way to communicate the dedication that goes into creating a synergetic lifestyle . A way of living that takes perseverance , dedication and commitment to create a Net Zero future .



STAMP DESIGN

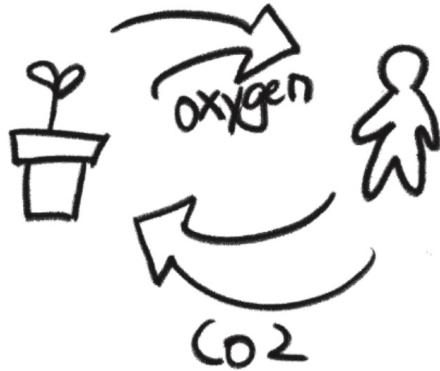
COLOR SCHEME



WEEK 5

- **Research**
- **Possible direction brainstorm**
- **Algae power research**
- **Experiment**
- **Our moment**

CARBON CYCLE

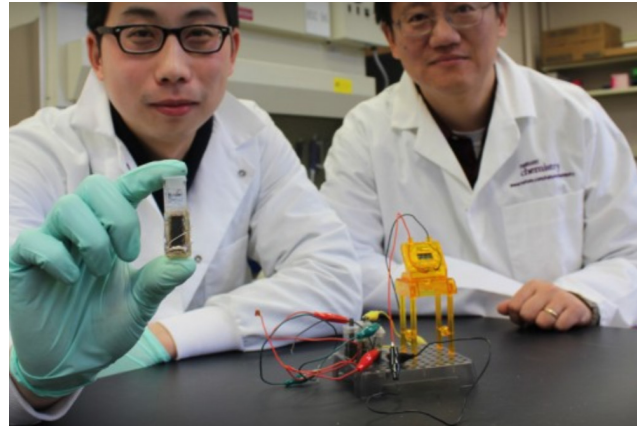


"In recent years, scientists have finally found some methods through some efforts. These methods are relatively new and very environmentally friendly. This has a very good effect on the utilization of renewable energy. One of them is to **store renewable energy through green plants.**

Scientists already have mature ideas for this method. They have found that **humans can turn solar energy into a chemical energy, so that solar energy can be stored in the chemical bonds of plant leaves.** This aspect can achieve carbon neutrality. After this process is achieved, carbon dioxide in the environment can be absorbed through some reaction methods, and the energy storage will be very environmentally friendly and economical."

Sugar-powered biobattery

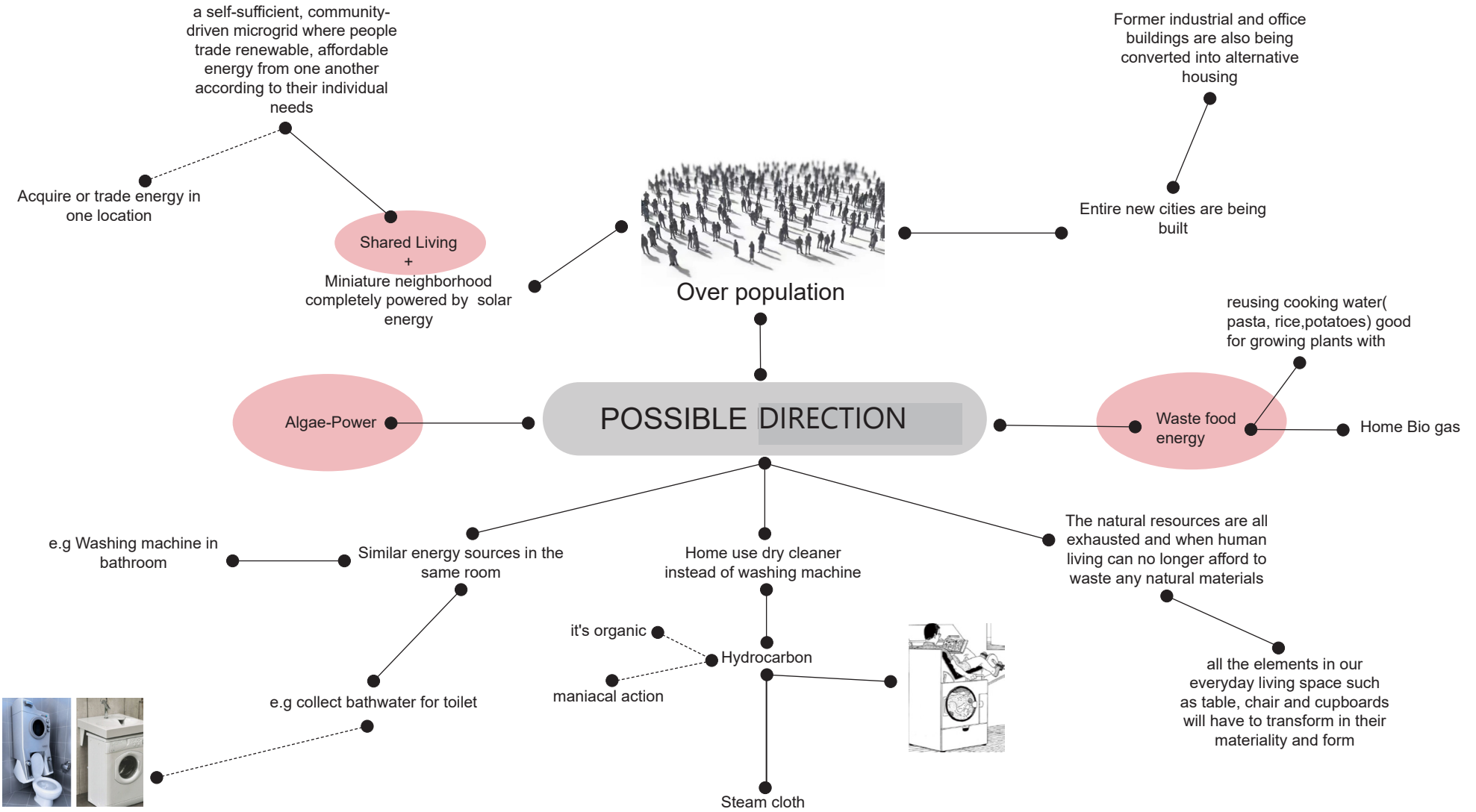
researchers at Virginia Tech have successfully created a sugar-powered fuel cell that has an energy storage density of 596 amp-hours per kilo — or "one order of magnitude" higher than lithium-ion batteries. This fuel cell is refillable with a solution of maltodextrin, and its only by products are electricity and water.



French biochemist Pierre Calleja has invented a lighting system that requires no electricity but instead sequesters CO2 from the atmosphere and produces an illuminating glow thanks to algae.



Papilio was designed to slash the light pollution and emissions associated with street lighting and mitigate its impact on both humans and animals as well as the environment. a lamp post with an integrated wind turbine that produces its own renewable energy and only lights up when needed.



Through mindmap, we have found three most interesting directions, among which Algae-power is the most potential we think, so we decided to conduct a deeper investigation on Algae-power to understand whether Algae can be used in our project .

RESEARCH

MICRO ALGAE

TLDR micro algae is amazing because: **it** **in** minerals, vitamins and proteins. Helps to **end deforestation** because it can **replace soy protein in livestock and poultry food**. sustainable, green crops as can grow anywhere on the planet and double in size within a day. **Improve air quality and reduce greenhouse gases because it absorbs carbon dioxide and converts it into oxygen.** used to **clean industrial wastewater and prevent harmful runoffs because it can even grow in polluted water**

Algae Curtain-a Is a Living
Photosynthesizing Textile Installation
That Provides Bio-Fuel



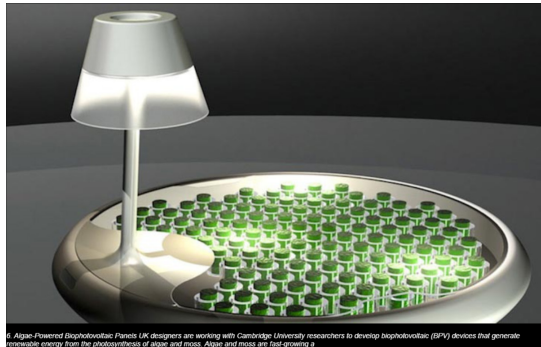
Algae Curtain-a

-The Algae Curtain-a is living photosynthesizing textile installation that was developed as part of the Energy Futures Project by studio Loop.pH in Lille, France. Commissioned by EDF and Lille3000 for the Festival Fantastic 2012, it forms part of the ongoing research by Loop.pH studio into living metabolic textiles. The design is made up of transparent tubes knotted into large architectural drapes suspended in sunny windows. **Living algae is pumped through the textile soaking up the daytime sun and photosynthesizing to produce a bio-fuel that can be used locally.** Microscopic algae grow ten times faster than trees and can produce huge amounts of oil through photosynthesis. The Algae Curtain-a provides a permanent support infrastructure for the "Future Fruits" (the harvest of the energy) and together form micro-ecologies networked with a tangle of living plastic. The capsules can be considered an evolution of the everyday battery, but grown from living matter to be harvested.

ALGAE POWER

Algae-Powered Biophotovoltaic Panels, **it generate renewable energy from the photosynthesis of algae and moss.** Algae and moss are fast-growing organisms that require little more than a bit of sun and water to stay alive. While these organisms are in the midst of photosynthesizing, **energy can be extracted from them to power photovoltaic panels.**

Algae could produce nearly 80% of the world's oxygen while serving as a source for bio fuel and filtering water



Biophotovoltaics' Moss Table is an innovative furnishing that demonstrates the future potential of Bio-Photo-Voltaic (BPV) technology. Here **electricity is generated from the electrons captured by conductive fibers inside the moss table.** The technology turns energy that would otherwise be wasted in the photosynthesis process into power that can be put to practical use

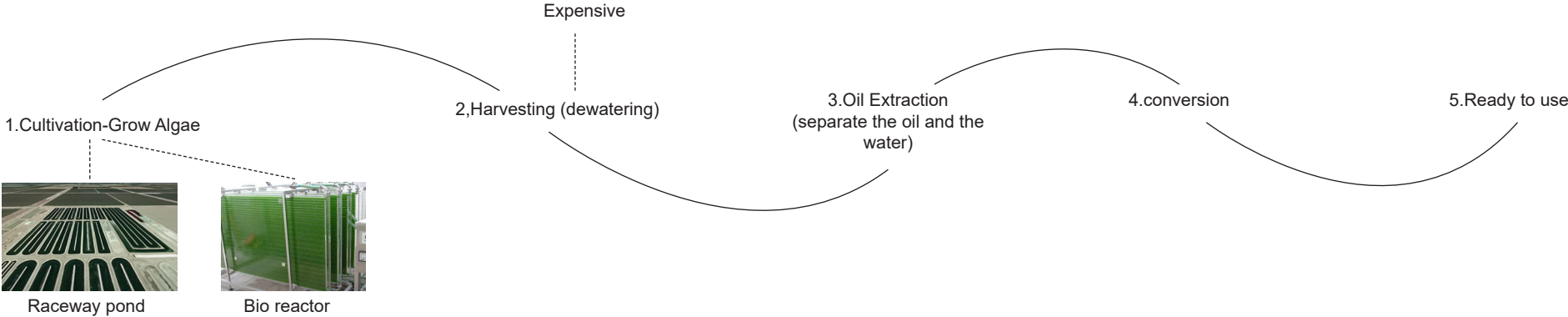
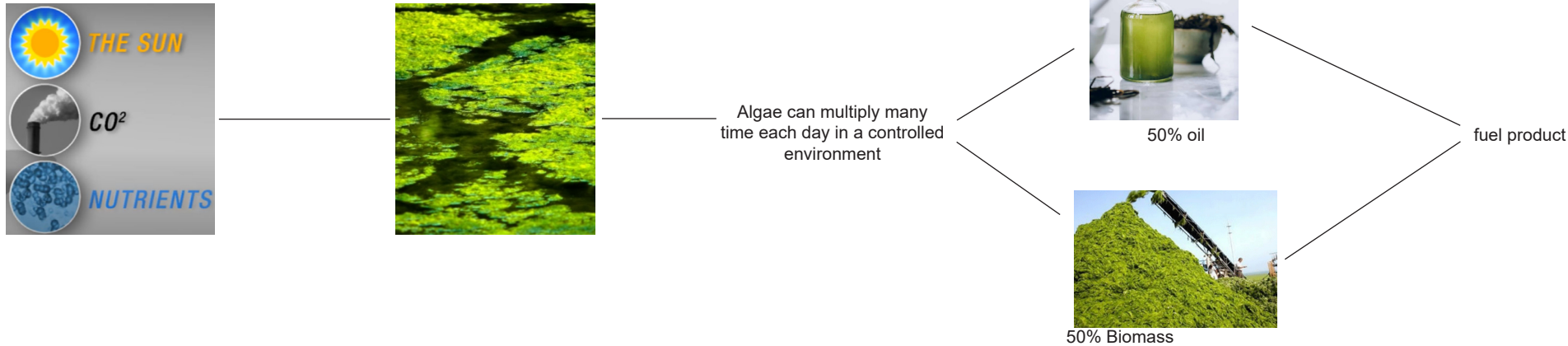
Algaebulb



Algae-Electricity

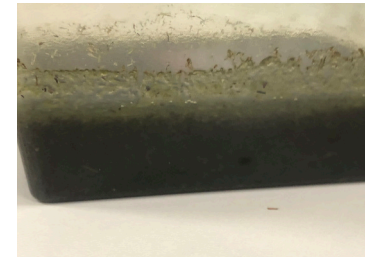
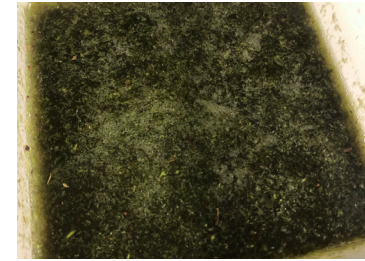
Scientists at Stanford have just discovered the greenest source of energy yet -- harvesting electricity directly from plants! **They've successfully collected energy from photosynthetic processes in algae by tapping straight into currents of electrons generated at the cellular level.** **We know that cars can run on bio-fuel made from algae,** but imagine if our power grid could run on pond water in its natural state. No refinement is necessary - all you need is a pool of water, a bunch of the green stuff and a high-tech gold electrode. Best of all, the only by-products are protons and oxygen!

HOW THINGS WORK



EXPERIMENT

During my research, I found a tutorial on how to make Algae fuel at home (<https://www.youtube.com/watch?v=yFpTJ5SkTdo>), so I decided to try it out to better understand the process of making Bio fuel.



Unfortunately, the road to experimentation was fraught with difficulties. First of all, I didn't find algae, so after research I found that moss can also make bio fuel, but it has less fat content than algae, so I tried to use moss instead, but the results were not satisfactory, It might because the moss that I collected are not enough so there has no grease came out.

WE AIM TO

Creating a living Eco system within the household through regenerative natures and allow the family to generate energy by living in the home.

RE

Cycle

Connect

Fill

Use

Duce

Peat

Generate



OUR MOMENT

We each choose a word as our moment

Mia-Reconnect

Murray-Regenerate

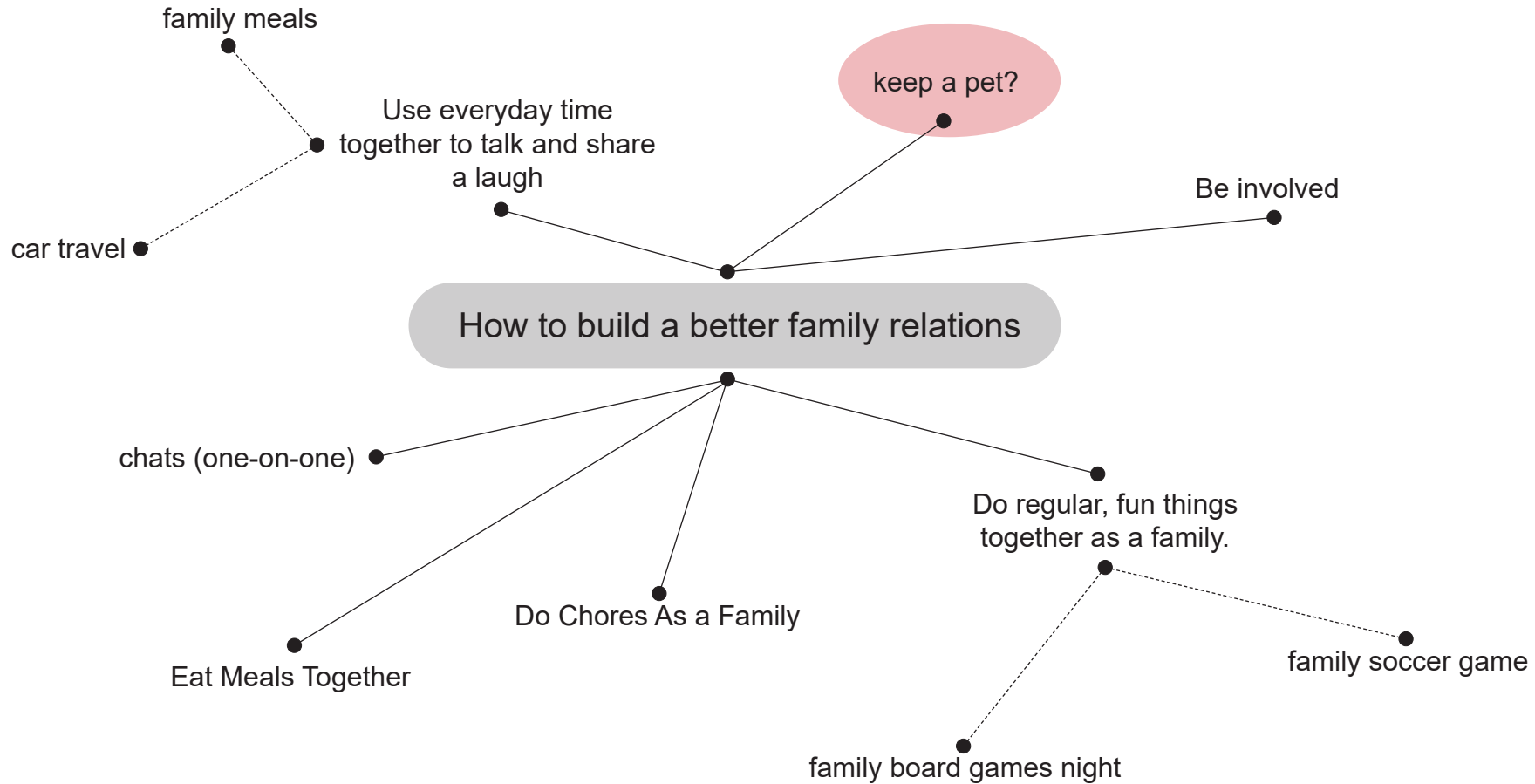
Katya-Reuse

WEEK 6-6.5

- Mindmap
- Research
- Inspirations
- Ideation
- Model making
- Final Outcome
- Retention design
- Presenting

RECONNECT

I chose reconnect as my moment, with the design starting point of how to build a better family relations.



RESEARCH

Can a Pet Help in Strengthening Family Bonds?

Some quotes

“Animals can become a way of building a bridge for those social interactions,”

Improved communication within the family

The internet era has led to an increase in the overall screen time that families are exposed to. Talking about one's pet can help strengthen communicational ties between family members.



Sharing common experiences shared with their pet can also help knit the family closer together.

Time to connect



Shared responsibilities that tag along with having a pet can instill a sense of responsibility in family members.

For example, taking a dog for a walk together, not only improves the overall health of the individual but gives members of the family time to connect and share their daily experiences.

Pets can provide their owners with more than companionship. A new study shows they can also help create human-to-human friendships and social support, both of which are good for long-term health.

INSPERATIONS



Embarrassed Robots (2017)

The project Embarrassed Robots questions whether emerging intelligent technologies will need to adopt human expressions and emotions in order to integrate better into our lives.



BioBombola by ecoLogicStudio

'BioBombola' — a project that invites people to cultivate domestic algae gardens that provide a sustainable source of vegetable proteins. 'BioBombola' absorbs carbon dioxide and oxygenates homes more effectively than common domestic plants while fostering a fulfilling daily interaction with nature.



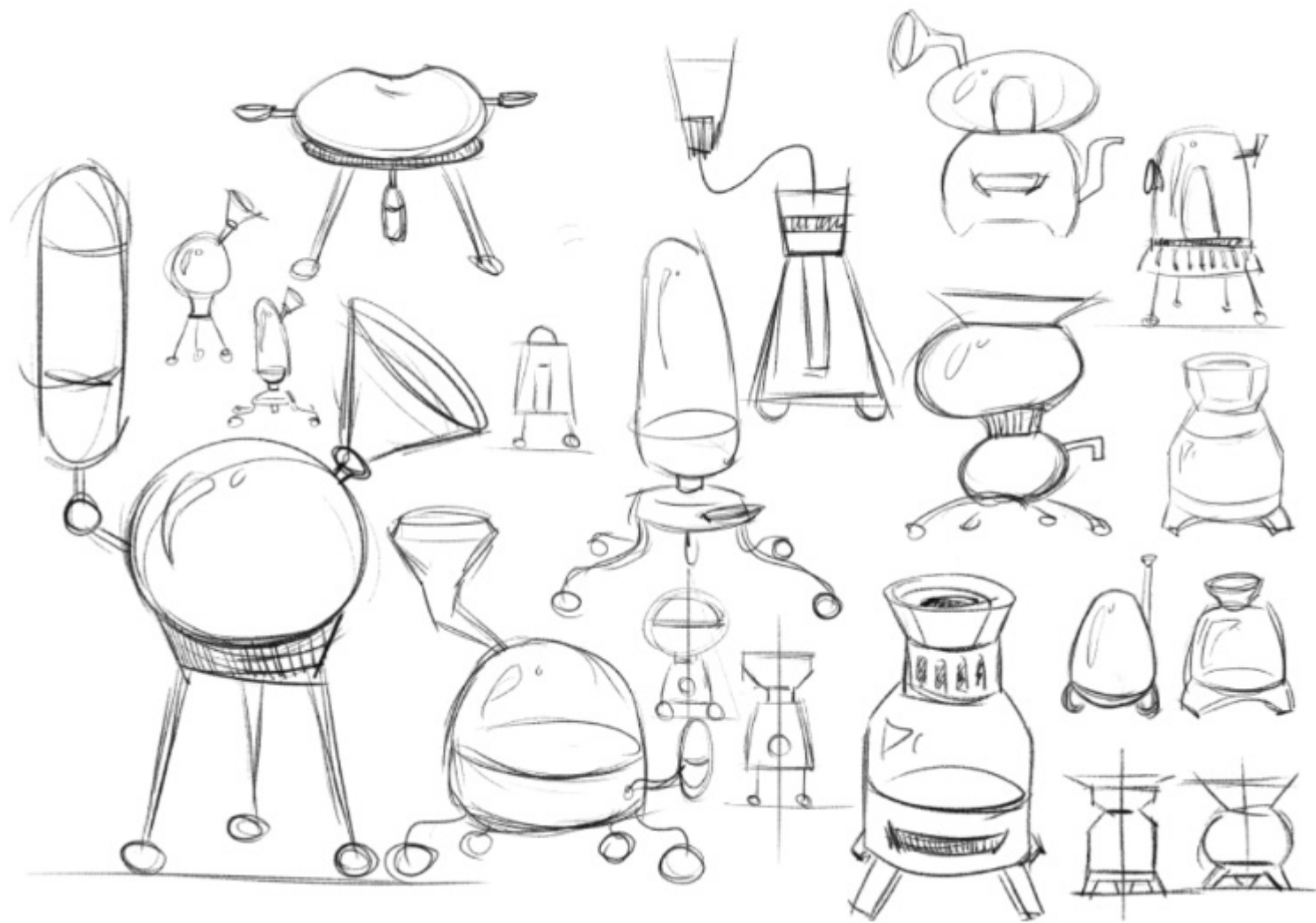
ALKA

ALKA is a companion that cleans and cultivates air whilst working from home. The device has been designed to live and work alongside home plants in order to maintain a healthy environment.



Living things

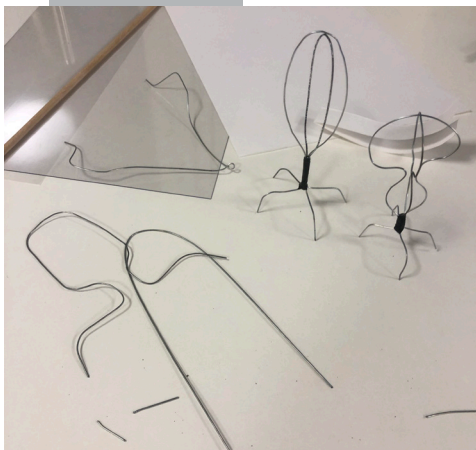
architect jacob douenias and industrial designer ethan frier have created an installation called 'living things', where furniture cultivates a symbiotic environment between people and microorganisms. three stations, – a living room, dining room and kitchen each adopting a different bioreactors functioning distinctively in each space.



IDEATION

Through research, I found that pets can enhance family relationships, so I want to design an Algae robot that can purify the air. This robot can absorb carbon dioxide and convert it into oxygen. I hope it can have some interaction with people, for example, the family needs to take her to a more polluted space (feeding) on time, otherwise she will get mad and stop working. I also hope to create a moment where the whole family can sit around and enjoy oxygen.

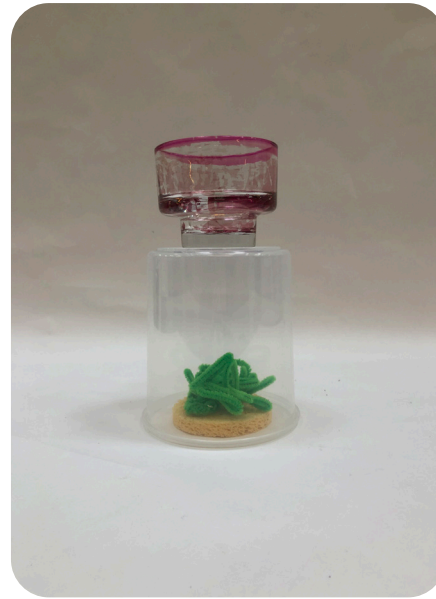
PROCESS



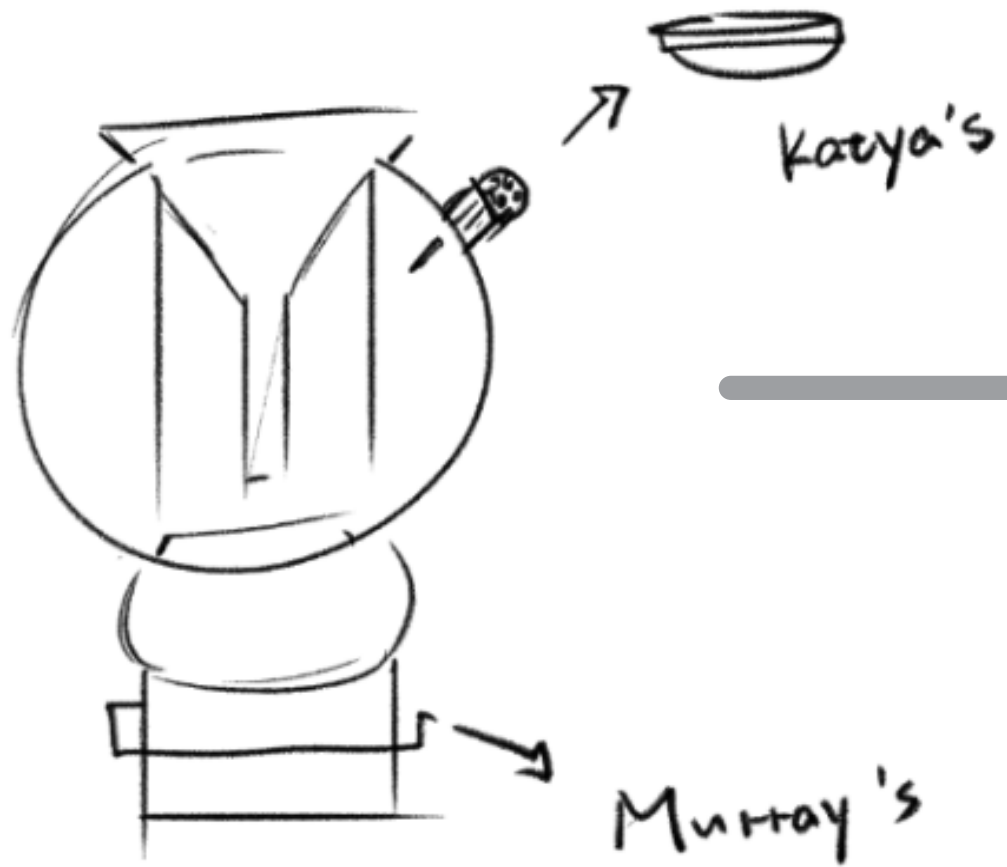
I first made smaller models with materials such as iron wire, wooden sticks and paper shells, but later I thought that this method could not achieve the effect I wanted in a short time, so I changed my mind and began to collect various existing products Try piecing them together for new effects.



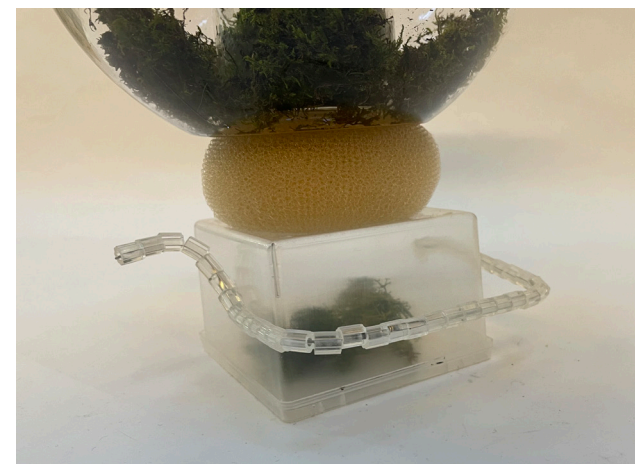
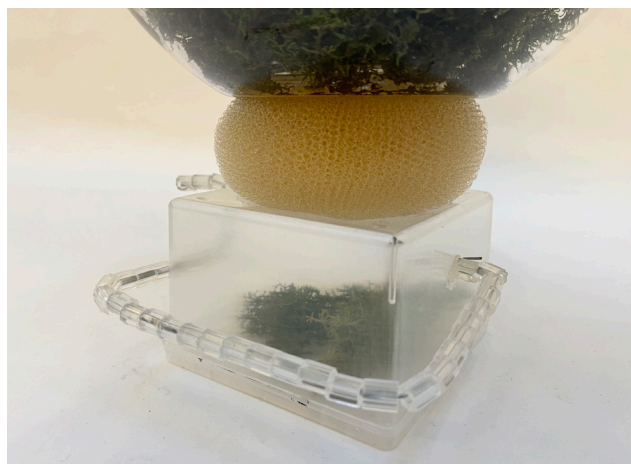
MODELS



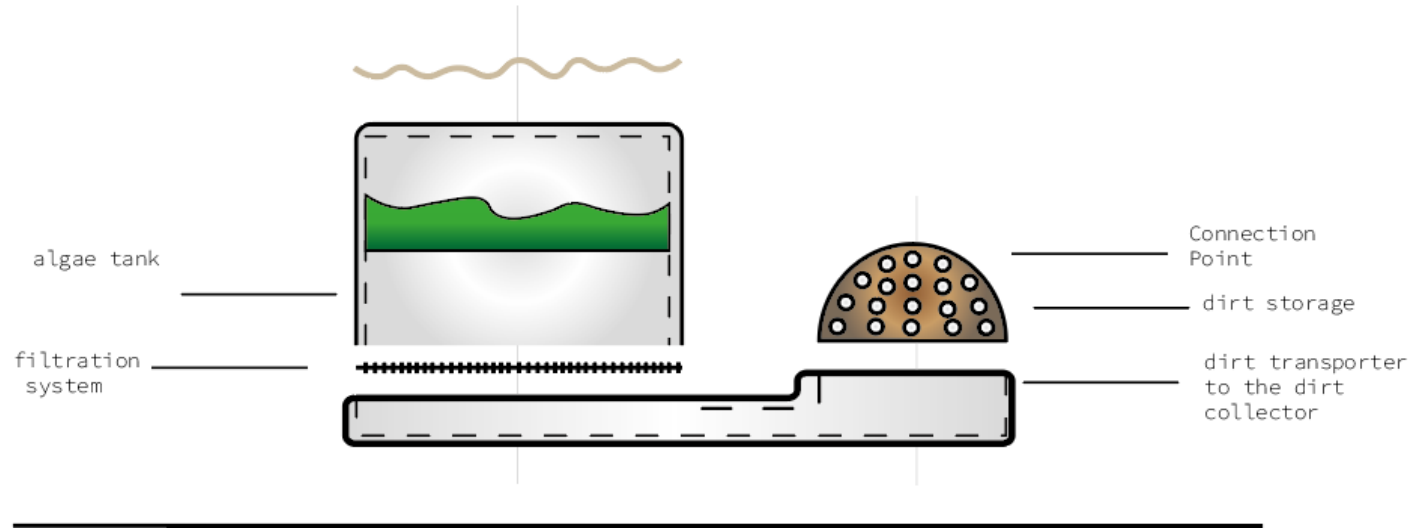
How will it connect with the other two products



FINAL MODEL



AI renderings product 1

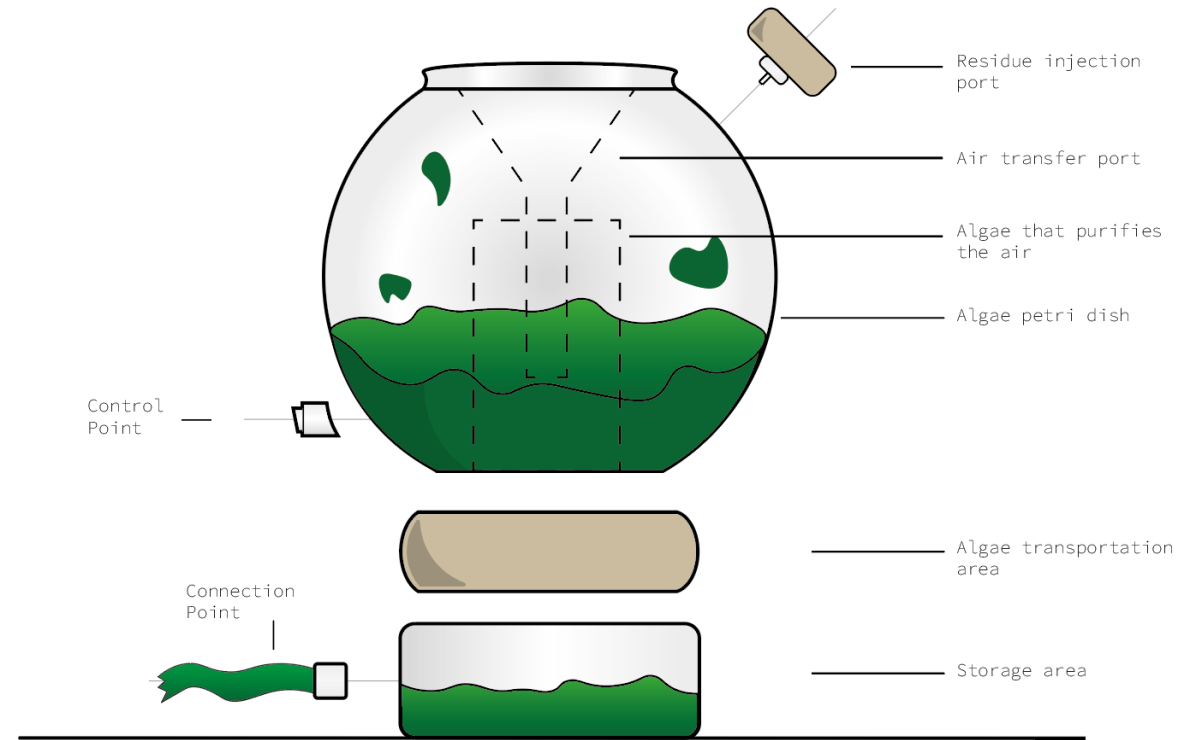


“ReDilute”

Bio-Enhanced MicroAlgae balls allow toxins, dirt and any other unwanted substances to be flushed from the water system. As a self-sufficient source, microalgae will mean the product is sustainable and regenerative with minimal care, this allowing family to power on the go.

Wastage is then supplied to the generator to be repurposed.

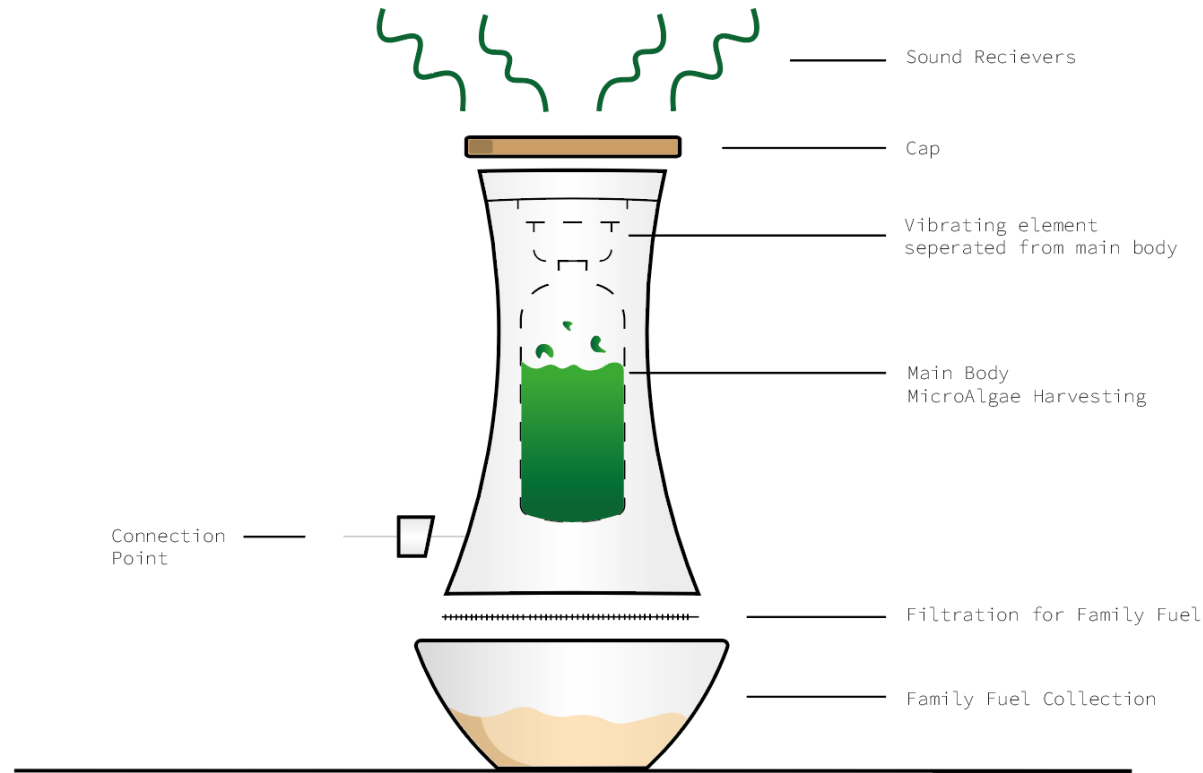
AI renderings product 2



“ReFresh”

Using light, carbon dioxide, water and impurities as nutrients to cultivate algae, family members need to take care of it to give it enough nutrients to produce more so that it can extract more family fuel. At the same time, algae can absorb carbon dioxide and convert it into oxygen and give back to the family.

AI renderings product 3

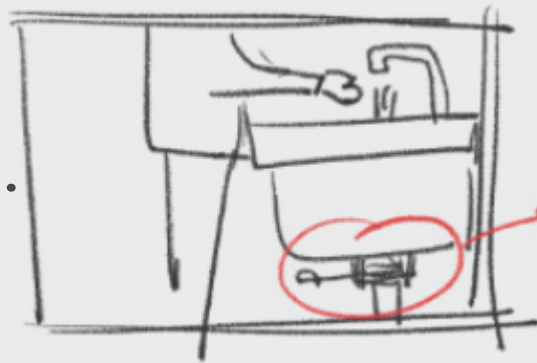
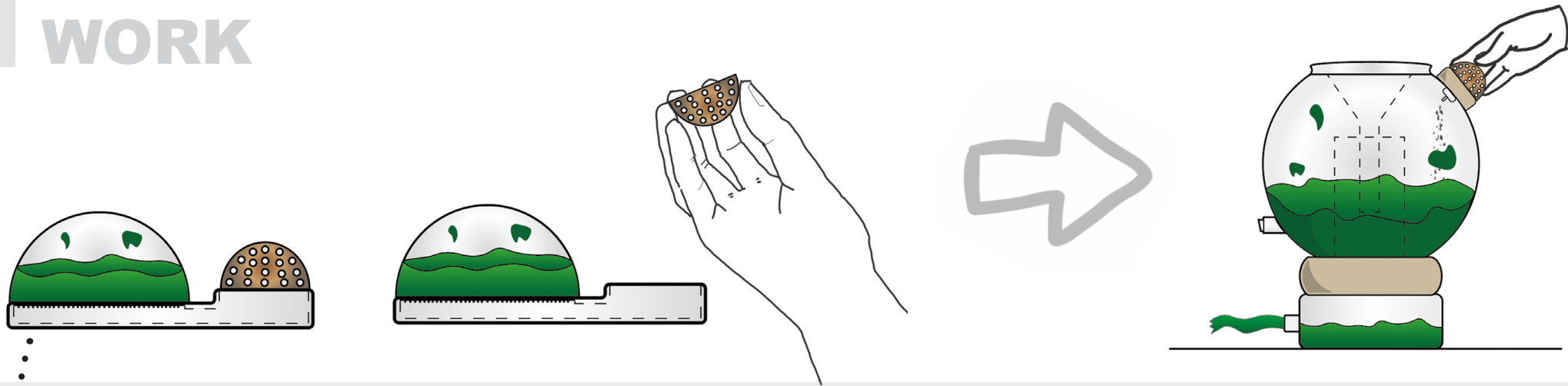


“Reflux”

Amplified sound waves from the family home are compressed into an ultrasonic form using solar energy. This creates Flocculation within the algae allowing the family to generate family fuel. Fuel can be consumed as a probiotic stimulant while mass wastage can be applied to the skin for further health benefits.



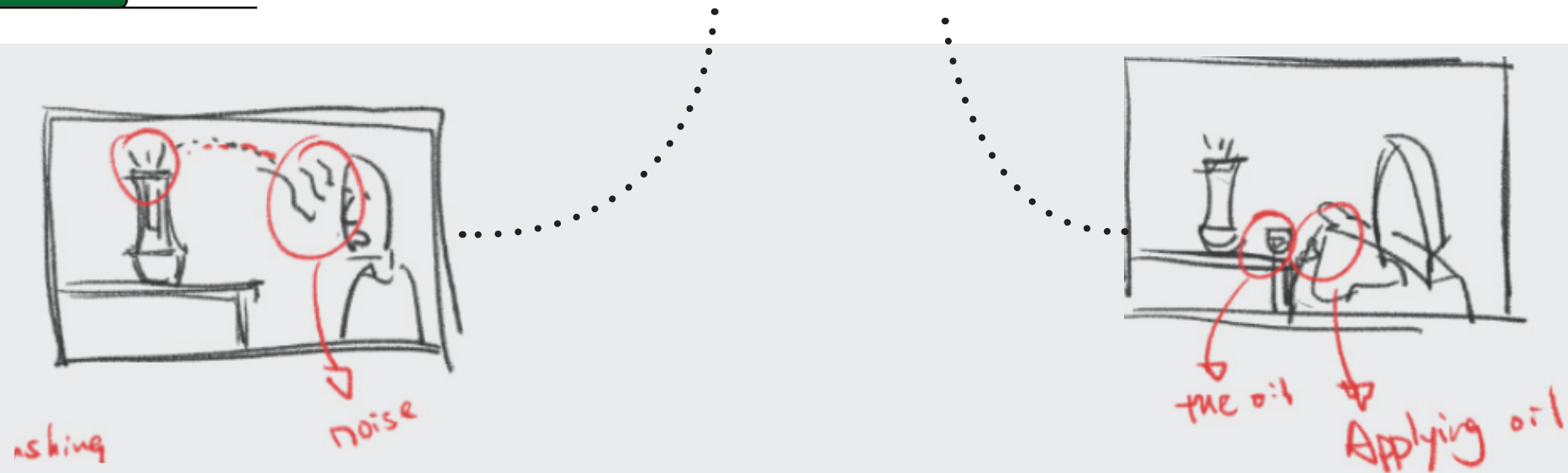
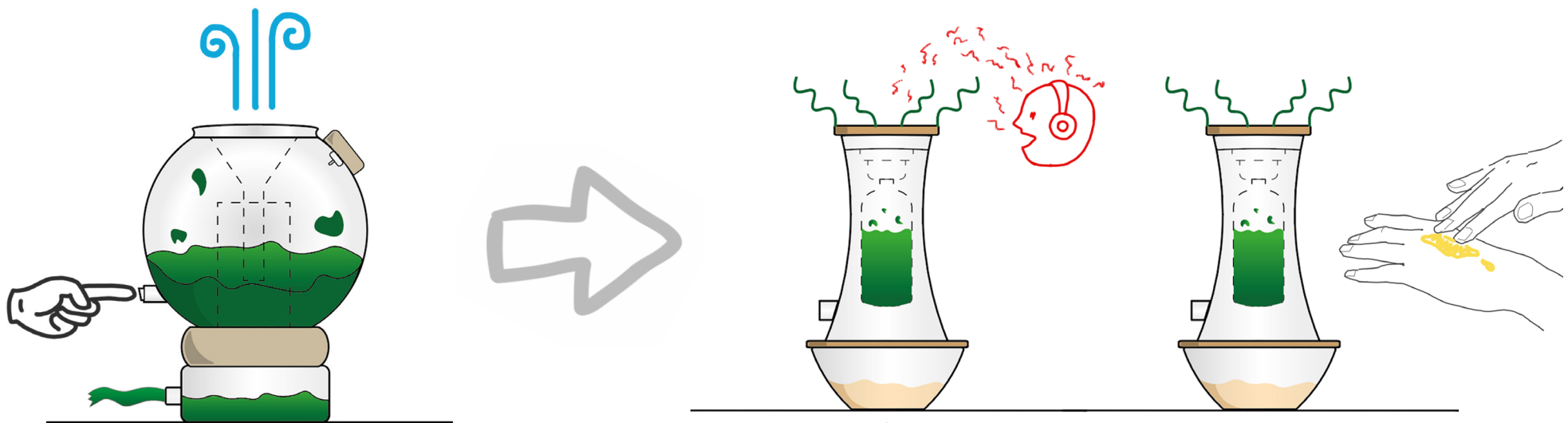
HOW THINGS WORK



katya's product



Mia's

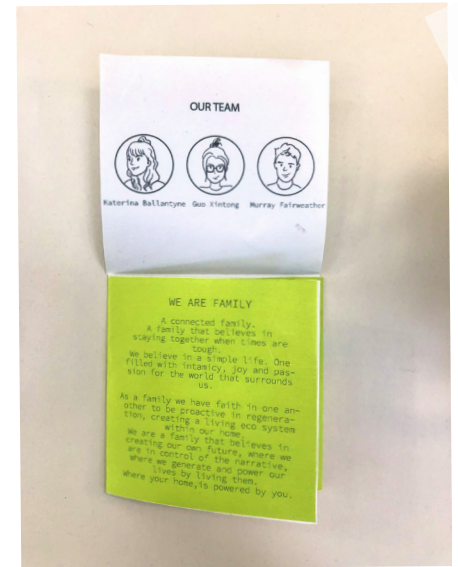


RETENTION DESIGN BROCHER

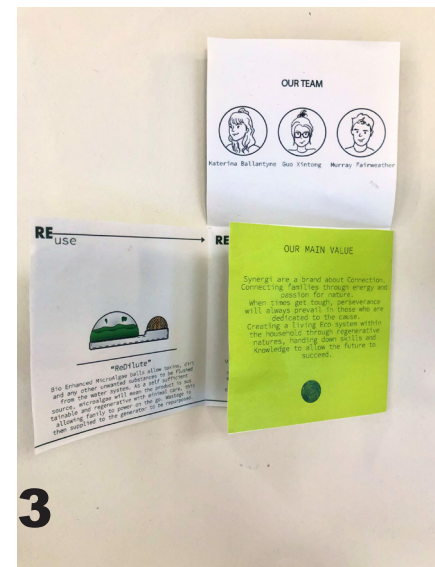
Thinking & testing



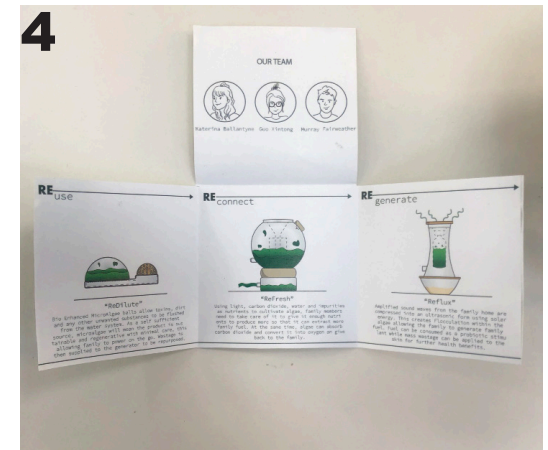
1



2



3



4



OUR MAIN VALUE

Synergi are a brand about Connection. Connecting families through energy and passion for nature. When times get tough, perseverance will always prevail in those who are dedicated to the cause. Creating a living Eco system within the household through regenerative natures, handing down skills and knowledge to allow the future to succeed.



WE ARE FAMILY

A connected family. A family that believes in staying together when times are tough. We believe in a simple life. One filled with intimacy, joy and passion for the world that surrounds us.

As a family we have faith in one another to be proactive in regeneration, creating a living eco system within our home.

We are a family that believes in creating our own future, where we are in control of the narrative, where we generate and power our lives by living them.

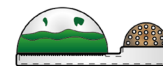
Where your home, is powered by you.

OUR TEAM



Katerina Ballantyne Guo Xintong Murray Fairweather

REuse



"ReDilute"

Bio Enhanced MicroAlgae balls allow toxins, dirt and any other unwanted substances to be flushed from the water system. As a self-sufficient source, microalgae will mean the product is sustainable and regenerative with minimal care, this allowing family to power on the go. Wastage is then supplied to the generator to be repurposed.

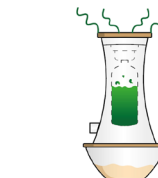
REconnect



"ReFresh"

Using light, carbon dioxide, water and impurities as nutrients to cultivate algae, family members need to take care of it to give it enough nutrients to produce more so that it can extract more family fuel. At the same time, algae can absorb carbon dioxide and convert it into oxygen and give back to the family.

REgenerate



"ReFlux"

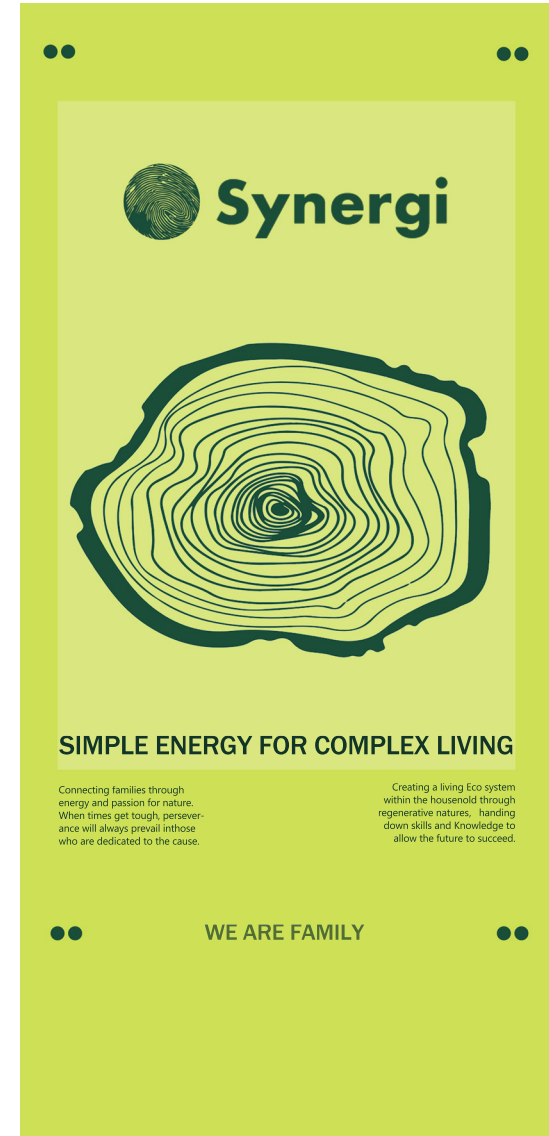
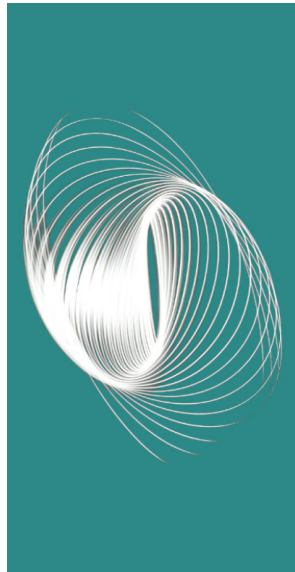
Amplified sound waves from the family home are compressed into an ultrasonic form using solar energy. This creates Flocculation within the algae allowing the family to generate family fuel. Fuel can be consumed as a probiotic stimulant while mass wastage can be applied to the skin for further health benefits.

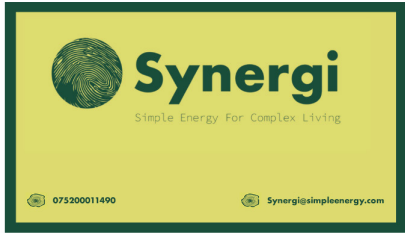
Front

Back

RETENTION DESIGN POSTER

Final choose

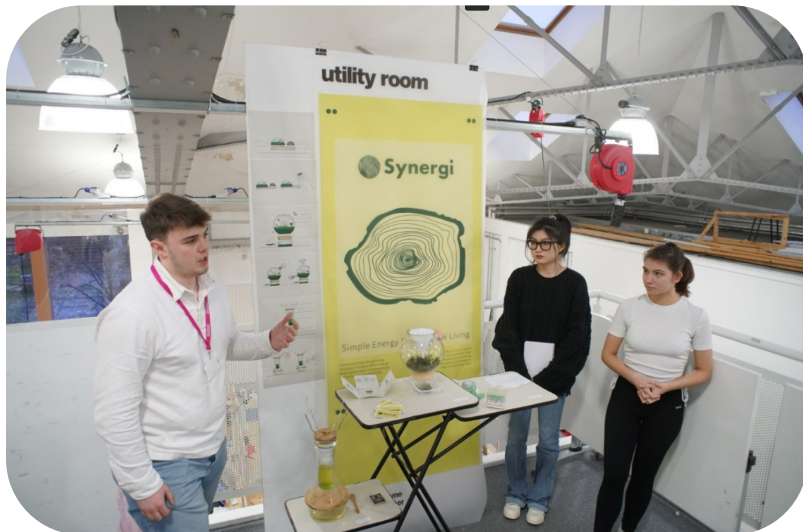






EXHIBITING





PRESENTING



**BEHIND
THE
SCENE**

REFLECTION

I have learned a lot through this project, especially the workshop with Pedro, which I think is very meaningful. Through this workshop, I learned how to deeply research a brand which will definitely help me to better complete future designs.

In this project, we did not have good cooperation and communication. We did not make timely decisions on many things. The completion of weekly tasks was relatively slow, so that we were very short on time in the final stage. We are often unable to meet in the workshop, which is the main reason for our lack of communication. Due to the poor cooperation of the group, some parts can only be completed by myself.

The preliminary research and the creation of user persona have not been fully considered, and a lot of repetitive or useless things have been done. We have done a lot of research but have not been able to use it. We need to be more sure of our direction and then conduct accurate research to get more useful information for us.

Because the time for the final exhibition was very tight, we did not consider the brand image and our identity in the brand. In the final presentation, we saw that many groups were wearing uniform clothes and name cards. We should also put these Consider it if we have time.

