

Analysis e development an electrical household appliance in co-operation with PHILIPS DESIGN

by Silvia Ferraris

Tutor : Luigi Bistagnino

Co-tutor: Carla Lanzavecchia, ecodesign expert

Design consultant: Giulio Ceppi, Philips Design, Milan

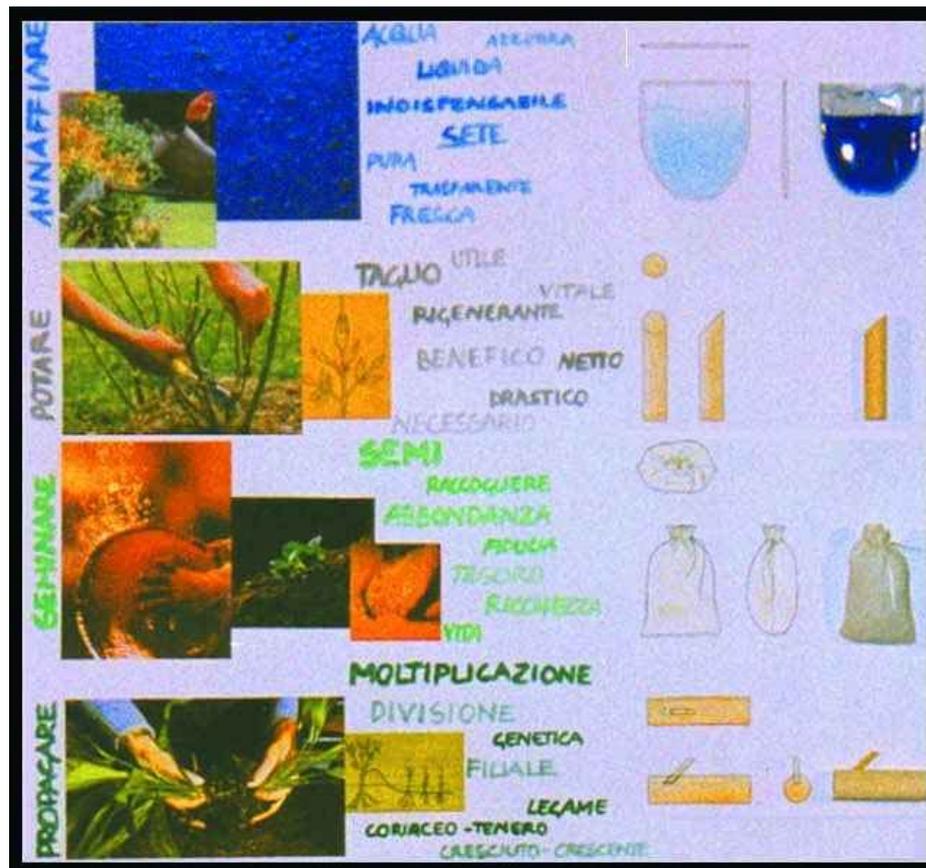
Digital Green thumb

The first part of this research is in common with the two following projects of a Digital Green thumb: Memobox and Kimono.

In this phase of the research we have tried to understand witch were the strongest and deepest motivations to create a product that is not jet existing.

We tried to analyse the relationship between man and nature, wondering about the influence of the industrialisation on it, and about its changing in the next future.

It was a generic kind of research, but it has been developed in any possible direction.



Researches about gardening

So, we realise that there are more and new life styles that prove a diffuse melancholic feeling for the lost contact with nature, and also, a growing awareness of the human responsibilities on the world Eco-system.

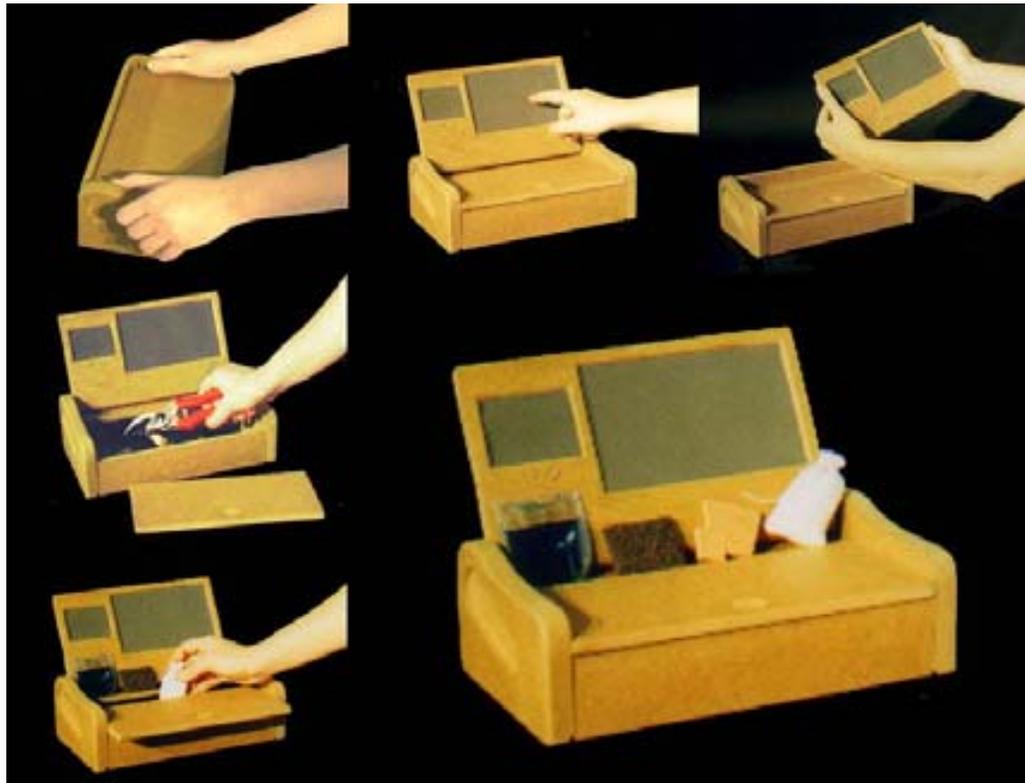
These tendencies show that choices about everyday life are changing and these behaviours are the ones we have considered for our projects.

MEMOBOX

The digital green thumb is not an instrument that substitutes man in his relation within nature, indeed it is meant to enlarge his knowledge, interest, respect and curiosity about nature.

Memobox is a kit for learning everything about gardening.

It is meant to be for beginners.



Using memobox

It has a **touch screen** for reading all the information about plants, environment, diseases, and seasonal changes and moon influence.

It also contains six **promemoria** to remind the user when it is the right month for each gardening practice.

These memos are exposed on the opened box month by month.

In this way Memobox teaches how, when and what to do.

Scissors, gloves and other tools may be put in the box, which will represent the reference point for gardening.

The beginner will learn step by step, he will be responsible of his plants, curious, interested, and happy about the results of his efforts.



Kimono

KIMONO

In collaboration with Massimiliano Barbero and Luca Trabucco

This object has been developed in order to encourage the treatment of plants via direct contacts with the environment.

It can be laid out (as a table cloth) and used on any surface, contributing to protect the environment. **(picture 1-2-3)**

It can also be worn (just like a Kimono): this way it will protect the user still leaving him/her free to move and assume any desired position. **(picture 4-5)**

For further information, e-mail : Silfer213@hotmail.com