

# U C L O S E P

*Colorless, Marc Lee*

## Environmentally Considerate Changes

This design concept features a cola can stripped of its color, but with a smooth surface and embossed logo instead. The colorless aluminum and raised surfaces give consumers a gratifying design while saving energy and costs by eliminating the process of removing paint from the recycling process.



## α330 Espresso, Sony Even the DSLR is now Personal

The DSLR is no longer an exclusive item for the prosumer market. It has become a personal item for many people who can enjoy taking pictures anytime. The coffee-colored limited-edition Sony α330 Espresso DSLR is a reflection of this transformation. The matte body and brown toned color conjures up images of coffee. The grip is also a dark chocolate color. The Sony α330 Espresso DSLR foregoes the characteristics of other DSLRs and naturally fits into daily life by incorporating the colors we encounter every day.

# C O L O R

*Inspiron Zino HD, Dell*

## A Computer that Transforms Interior Design

The Inspiron Zino HD by Dell points to the future of home networking from the living room. The computer gives off a softer atmosphere rather than the stiff image of a glossy exterior; the bright and vibrant colors provide a light feel while also decorating wherever the computer is placed. In the era of home networking, the computer will no longer be a lifeless device but will serve both functional and aesthetic roles as an interior design product.



# S H A P E



**CRVD, Ostendo Technologies**  
**A Personal World inside a Display**  
 The curved shaped screen of the CRVD by Ostendo Technologies, offers users an immersive visual experience. You feel closer to action inside your display as the curvature treats your eyes to a truly panoramic experience – the screen engages 75 percent of your peripheral vision.  
 Through the minimization of the obstruction of reality in your field of vision, the display gives you the illusion of being in an alternative lifelike world.

**Dance pants, Inesa Malafej**  
**Dynamic Energy Cycle**

The Dance Pants by Inesa Malafej is an MP3 player that recharges while you run. The theme of this concept is 'dynamic energy.' As your legs move, the generated energy charges the MP3 player in your pocket, which in turn powers the music in your ears; the music then encourages you to keep on running.  
 Wasted energy is eliminated as the device transforms jogging into a form of renewable energy.



**EdgeCenter3770, Piixl**  
**Rethinking the PC for Large Displays**

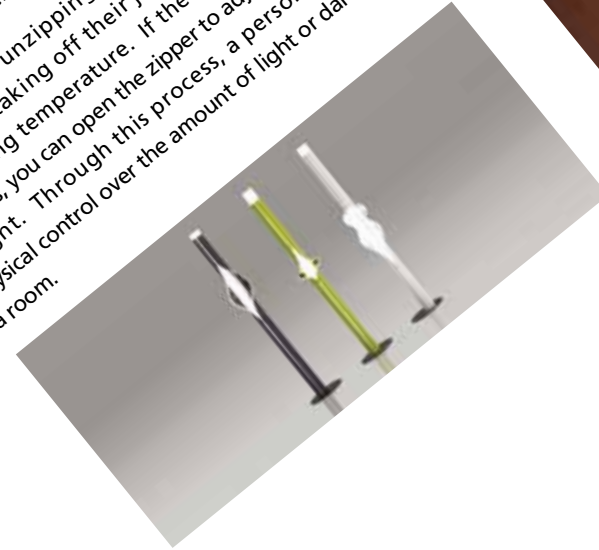
The EdgeCenter3770 by Piixl is an ultra slim PC that's only 30 mm wide. As displays have begun to become thinner and larger, this computer was designed to be attached to the back of the display rather than having its own separate space on a desktop.  
 Larger displays have pointed to consumer demand for better visuals, and now desktops can also play a role in that. The desktop almost feels as though it disappears, hidden behind the display.  
 In the same way that the displays have become wider and thinner, desktop computers are also following in this trend without sacrificing performance.



# M A T T E R

**Cache-Cache, Victor Boëda**  
**Jackets for Lighting**

Victor Boëda's Cache-Cache wraps lighting in fabric. When the zipper is opened the light escapes through the fabric. The amount of light emitted depends on how much the zipper is opened.  
 The process of unzipping the light bulb is similar to a person taking off their jacket to adjust to the surrounding temperature. If the room is covered in darkness, you can open the zipper to adjust the amount of light. Through this process, a person has more physical control over the amount of light or darkness in a room.



**Trench Coat, Refinity & Gary Symor(Designer)**  
**Trench Coat, Gary Symor & Refinity Savade(Photographer)**

Leather jackets have always been a hallmark of stylish men. However, this trench coat by Gary Symor & Refinity is different to ordinary leather jackets. Symor (www.symor.com) designed this jacket using tree bark.  
 The material, known as bark cloth, is created using bark from the Mutuba tree which is refined into a linen-type material after being beaten and boiled into fibers. The jacket also closes using a click/ fold system instead of buttons. It is both warm and environmentally friendly, the process eliminates toxic chemicals and stripping the bark does not harm the trees. The bark harvesting process also provides job opportunities for Ugandans where the Mutuba tree thrives.



# F U N C T I O N

**Reader, Intel**  
**An Aid for Acquiring Information**

Intel's Reader is a device that does just that: it reads books for you. Using a high-resolution camera, the Reader captures images of the characters on the pages and then converts them into a digital and audio format. This device is not only useful for the blind but also for busy drivers and people who want to listen to books while on the move.  
 The Reader liberates you from physical constraints when reading books by using an audio format.

