

Sustainable System - Applied Design



Holo Dew

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Introduction

- Project Goal
 - Raising awareness on the sustainability crisis of water systems
- Applied design based on data collected from the Natural Dye Experiment

Gowanus Canal: Ph 5.5

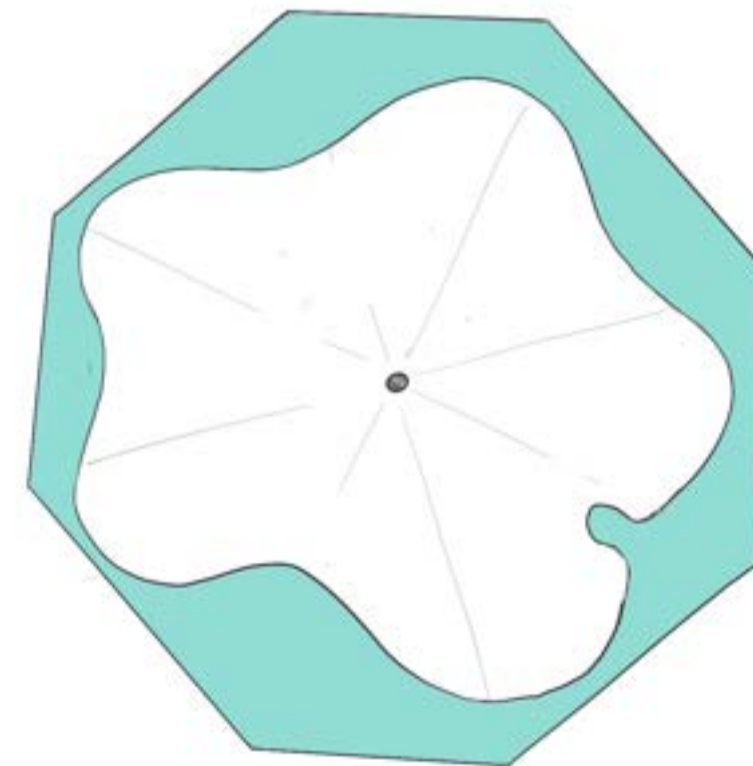
Prospect Park Lake: Ph 6.5

Bottled Water: Ph 7

Newton Creek: Ph 8

Idea and Process

- Applying design to daily product to spread the awareness
- Integrating visual language into the design
- NO targeted audience



First Iteration



Design and Application

- partially transparent umbrella
- Contains cotton
 - anthocyanin in cotton changes color based on ph level of rain
- The transparency creates a light and airy atmosphere.

Color Change Under Deifferent Ph Level

pH 8



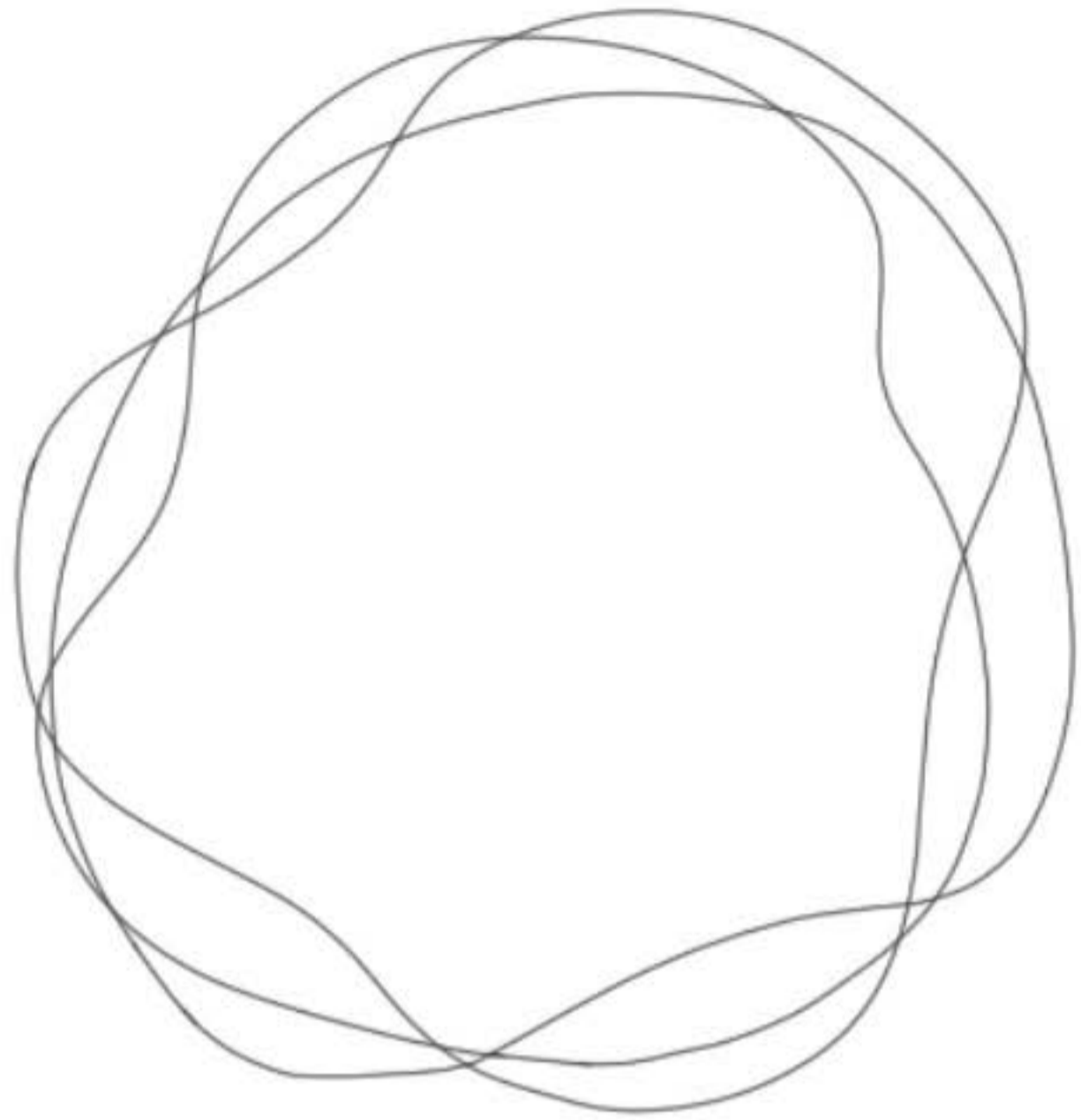
pH 6



pH 5.5

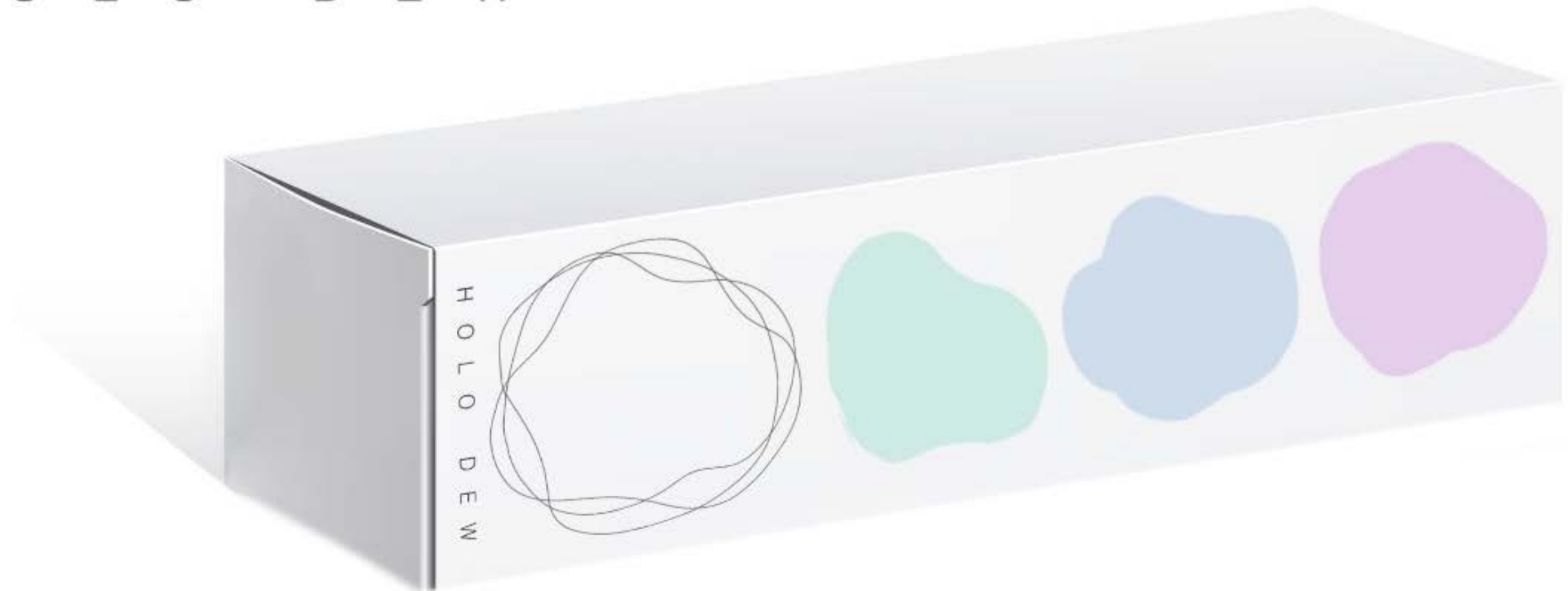


Mockup and Branding



H O L O D E W

HOLO
DEW



Further Exploration

- What about applying them to other water-related products?
 - Rain boots, rain coats, water resistant phone pouch, etc.

