

The logo for "Enlightened" features a stylized orange semi-circle on the left, partially overlapping the letter 'E'. A thin orange horizontal line extends from the bottom of the semi-circle under the 'E'. The word "Enlightened" is written in a white, sans-serif font to the right of the semi-circle.

Enlightened

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PLASTIC WASTE



On a Global Scale

- Nearly 300 million tons of plastic waste are produced every year
- 10 million tons of plastic debris reach marine environments every year
- The US is the world's top generator of plastic waste

CINCINNATI REUSE AND RECYCLING HUB



BRAINSTORMING

Why vacuum forming?

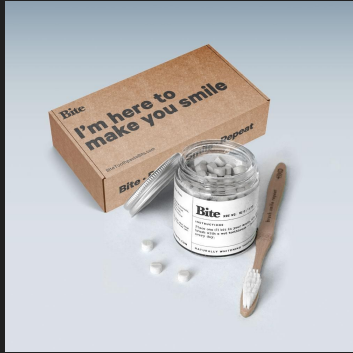
- UNIQUE FORMS
 - Aesthetically striking
- RELIABLE SUPPLY CHAIN
 - Waste stream
- MINIMAL ASSEMBLY
 - Designed for easy disassembly
 - Less energy to manufacture
 - Potential to avoid glues
- MATERIAL PURITY
 - Truly recyclable



INSPIRATION



USER PROFILE



"Veteran Tree Hugger"

- Younger generation
- Buying their first home
- Found decent financial success
- Already sold on sustainable lifestyle
- Prioritizes responsible products over flashy ones
- Values homeliness in lighting

USER PROFILE



"Hip Entrepreneur"

- Trendy workplace/ small business
- Building their brand
- Values creative environment
- Cost conscious but willing to invest
- Younger generations (Millennials + Gen Z)
- Sustainability considered but not dealbreaker

USER PROFILE



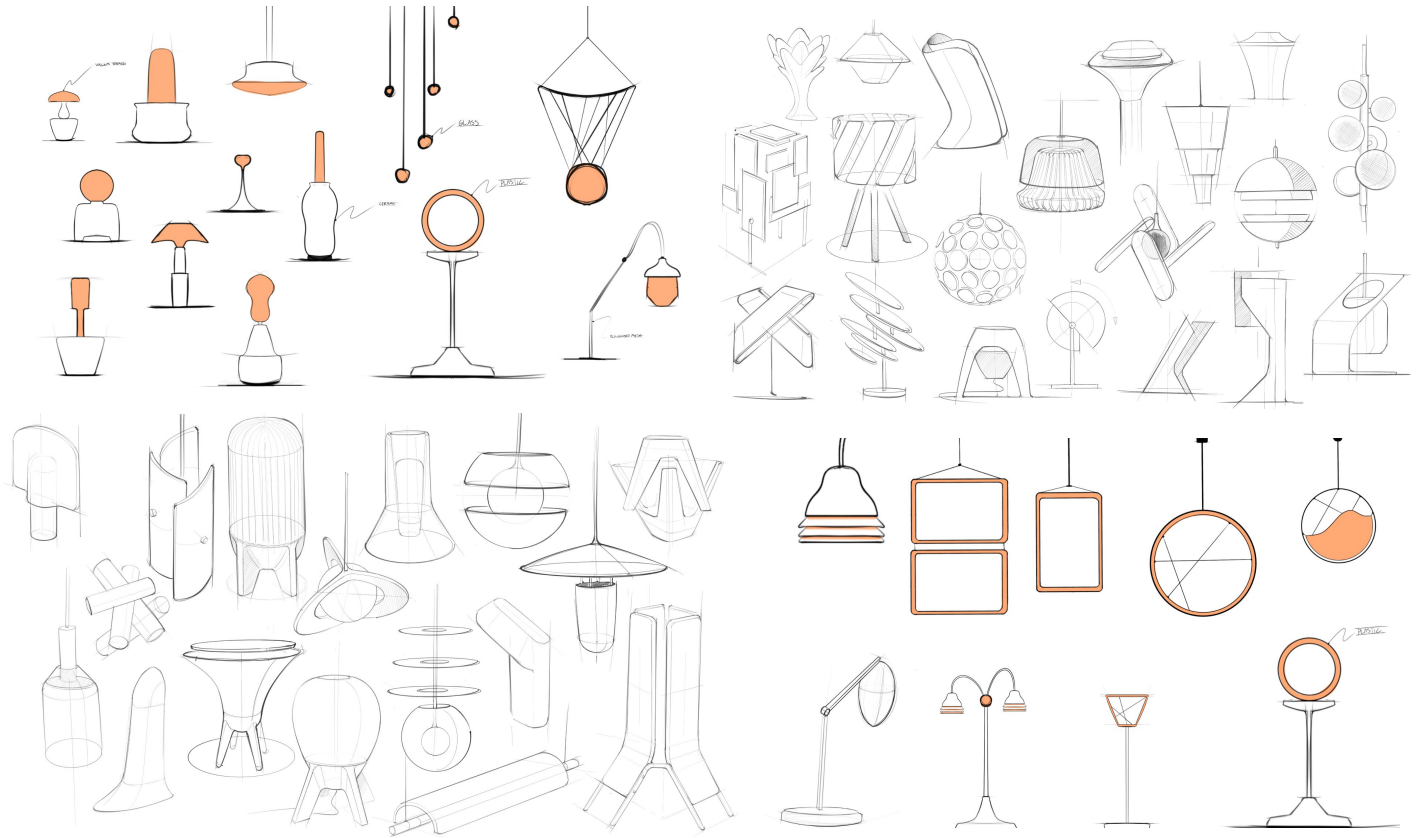
"Sustainable Skeptic"

- Middle-aged or early retirement
- Homeowner, remodeling
- Very successful career
- Hesitant of sustainable brands
- Values quality and style
- Buys as display of status

BRIEF

Design a collection of interior lighting with high-design aesthetic appeal, with a commitment to circular practices.

IDEATION



EXPERIMENTATION

GRINDING

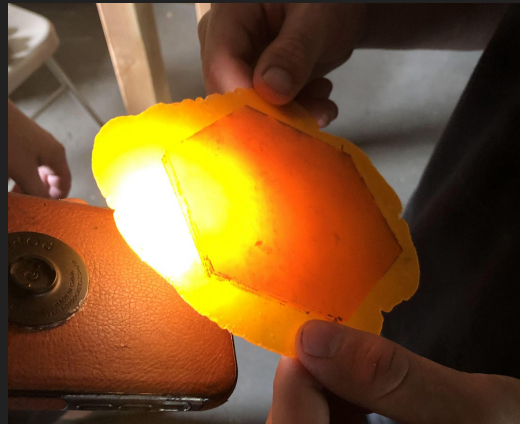
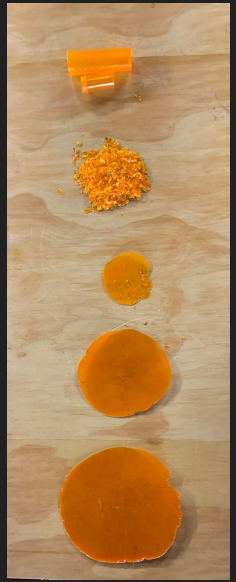
- Different coarse grinds

MELTING

- Time in the oven
- Mixing together

PRESSING

- Different thicknesses
- Using molds



DESIGN VISION

COLLECTION

- Chandelier
- Table lamp
- Wall sconce
- Floor lamp

MATERIALS

- Recycled plastic
- Sheet aluminum
- FSC Certified lumber



BUILDING



BUILDING











Thank you!

