

ENERGIA

Design for evolving
scenarios

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Prefatio

Loomidity is an unconventional passive dehumidifier designed for energy-poor circumstances.

The product is a tribute to installations of contemporary visual artist Ernesto Neto, made of stocking-like elements and nets filled with various objects and materials, through which a new kind of perception is produced, renegotiating the boundaries between artwork and spectator. In their spirituality, Neto's installations are imbued with an anthropological interest: to investigate man's relationship with his world, to heal the wounds of our society. His art is a reflection to find new solutions, new hypotheses for macro changes.

"I believe that art serves to explain to us what is the role of the human being in this world, but also to correct social and spiritual behaviour. Art represents our spiritual dimension, the intangible, the invisible, the encounter with the spirit of the earth. [...] it is important to understand that we are not alone here, we are all brothers, we need a spiritual understanding of this concept, which allows us to find a balance, to overcome conflicts, to overcome imbalances in development and avoid a catastrophe."

- Ernesto Neto

Ernesto Neto, « We stopped just here at the time », 2002, (Lycra, clous de girofle, curcuma, poivre), Sydney, Art Gallery NSW

Unlivable Cities

2050
Scenario

According to experts, the coming decades will seriously challenge the well-being and survival of what are now cities inhabited by millions of people.

City skyline. Surface warming is causing a faster increase in humidity, turning climate change into a climate crisis. 2022. Milan, Italy.

Due to the climate crisis, it is estimated that in the next 30-50 years some regions of the world will literally be unlivable, with average temperatures exceeding 35°C.

Not only will today's warmest states become increasingly inhospitable, to the point of being uninhabitable, but for instance even the Mediterranean basin itself.

For example, Italy will be affected by climate change to the point of resembling the Persian Gulf, Pakistan and Thailand: the risks are high for a society based on a radically different lifestyle, infrastructure, services and timetable.

Physicists and climatologists say that the process is already underway: due to its geographical location, average maximum temperatures in Italy have risen by 2.5°C in a century, more than double the global average. It is estimated that Rome, in 2050, will have an average temperature equal to that of the Turkish city of Adana, with summer averages up to 5.5°C higher, Turin will be the new Dallas, with summers up to 7.7°C hotter, Marseilles will have the temperature that Algiers has today, London that of Barcelona, and Paris and Berlin that of Canberra, in Australia.

Researchers state 22% of the world's cities will experience unlivable climatic conditions that do not exist in any major city today, with temperatures higher than 50°C, which are virtually impossible to manage. For sure, increasing surface temperatures will alter both humidity and the measure of the energy contained in the atmosphere: as a consequence, risk of extreme weather events, such as hurricanes followed by droughts and sea level rise, will grow considering that humidity and atmospheric energy grow faster as global temperatures climb. The boost in humidity and atmospheric energy are strongly correlated with trends in extreme heat and precipitation.

Surface warming is causing a faster increase in humidity, since warm air holds more water vapor that warming seas and land surfaces give up into the atmosphere through evaporation. The point is that humidity is what turns climate change into a climate crisis.

Heat causes health problems when it alters the body's temperature regulation system: while the body normally cools itself by sweating, in situations of high humidity, sweat does not evaporate quickly, impeding the normal cooling of the body and causing mild discomfort or even damage several vital organs and the brain.

Not only the body, but also the home is damaged by dampness. When humidity is high, vapor condenses on cold surfaces: due to this process, high humidity levels are trapped in the home facilitating mold and other allergens, which spread faster when relative humidity reaches 60% or more. Materials traditionally used in homes are targets for harmful microorganisms, that are expected to increase due to climate change.

We need to rethink the home in a way that it can become our safe nest. Rethinking the home to make it a place in which everyone feels comfortable, safe and cared for has primarily to do with the arrangement of spaces within it.

Futurology is unanimous on the subject of housing. The report released by the National House Building Council foundation in 2018 entitled 'Futurology: the new home in 2050' introduces the "multigenerational" home, a place capable of adapting to different generational needs.

The concept is based on a simple reconfiguration of rooms and the creation of shared, family spaces in which to host family members, with services arranged on the exterior walls so that the non-load-bearing interior walls can be modified as needed. In this way, the house will adapt to the habits of people living in it. Furthermore, home automation will enter homes more than it has in recent years, not as a luxury but as a necessity, in order to make homes smarter and more efficient.

A house that is flexible and able to adapt to different generational needs can be envisioned as an empty box, within which to reduce permanent interventions on a structural level, to allow people to adapt house to their needs in an easier way.



Rome, Italy.



Adana, Turkey.



Turin, Italy.



Dallas, Texas.



London, England.



Barcelona, Spain.

Brand identity



from latin
adverb

1. literally, *from now on*;
2. the abc for those who seek a better quality of life;

About us

We are a new detachment of a multinational company committed to technology to improve people's lives through meaningful innovations. Ab Hinch believes everyone deserves to firmly love their home.

Entering into the sphere of the home, the brand marks a turning point in the perception of the home, imagining a flexible, multigenerational home concept, where the solution to conditions of discomfort can be realised by reducing permanent structural interventions, to make them accessible to all.

In our solutions, however, we do not lose sight of a modernity in which the home becomes increasingly connected, transforming itself into a platform that can be relied upon to provide useful services for everyday life.

The home of the future is no longer a space, but a service. But ours is closer to you than you think.

Altruism

We trust in genuine inclination for one's neighbour, which translates into active participation in solving problems, difficulties, needs of others.

Worthwhile wait

Appealing to the principles of slow living, we believe that the best things should never be rushed.

Analog smartness

We find smarter ways of promoting conscious consumption, exploiting the present knowledge while putting aside the meaningless use of technology.

**We care and protect
the relationship between
the individuals and the
house they inhabit**

purpose

**We design systems tailored
to rythms of people to
amend implications brought
by structural issues**

mission



loomjidity

/lu:miditi/
noun

1. from 'Loom', referring to the presence of a textile component in the product;
2. onomatopoeic name that suggests the action of stretching;

loomidity

loomidity

loomidity

loomidity

About

Loomidity is an unconventional passive, energy-free dehumidifier, capable of absorbing moisture from indoor air thanks to the presence of a material blend composed by activated charcoal, a natural moisture absorber, and calcium chloride, thanks to which humidity is transformed into water.

Unexpectedly, Loomidity falls from the ceiling, hanging, and slowly reaches out to you while the process is carried out.



2700 mm
average ceiling

1700 mm
model height

1100 mm
loose

1700 mm
stretched (max)



Slow design

Approach

Loomidity represents an example of a slow design approach: looking beyond the needs and circumstances of the present with a view to social sustainability, it is enriched with meaning as a behavioural change agent. Indeed, by foregoing technology to complete the dehumidification process, it suggests a smarter way of promoting conscious consumption, looking beyond the present without going backwards. Moreover, the choice of a natural and unexpected materials in its product typology makes it a unique object with an artistic soul.

Values

The creation of innovations of meaning brings interaction to another level, the one of love.

We do not fall in love with a better performance: the real gift is the discovery of something unexpected, a new possibility that we find more meaningful.

Departing from the ordinary increasingly de-humanised language between man and product, Loomidity adopts a different form of communication, that is the basis of communication between humans: the gesture.

Loomidity depicts the realness of everyday life and materialises a mindset that is in line with what you value most in life. Following the environment rhythms, all in complete absence of energy, everything is done at the right speed. The longevity of Loomidity comes from its fabric's resilience, that altruistically taking the burden of humidity upon itself, tirelessly goes back to its initial form.



A - ENVIRONMENT
RHYTHMS

B - RESILIENCE

C - ALTRUISM

A matter of durability

Circularity

Product design has economic, environmental and social implications. Designing a product with a focus on disassembly, for instance, facilitates the maintenance, repair, recovery and reuse of components and materials, which can then become part of new life cycles, with a significant reduction in disassembly time and costs.

For this reason, Loomidity has been consciously designed composed of two independent main parts, the base and the tank, both wrapped in the textile element. All the components are fully removable, therefore replaceable and washable.

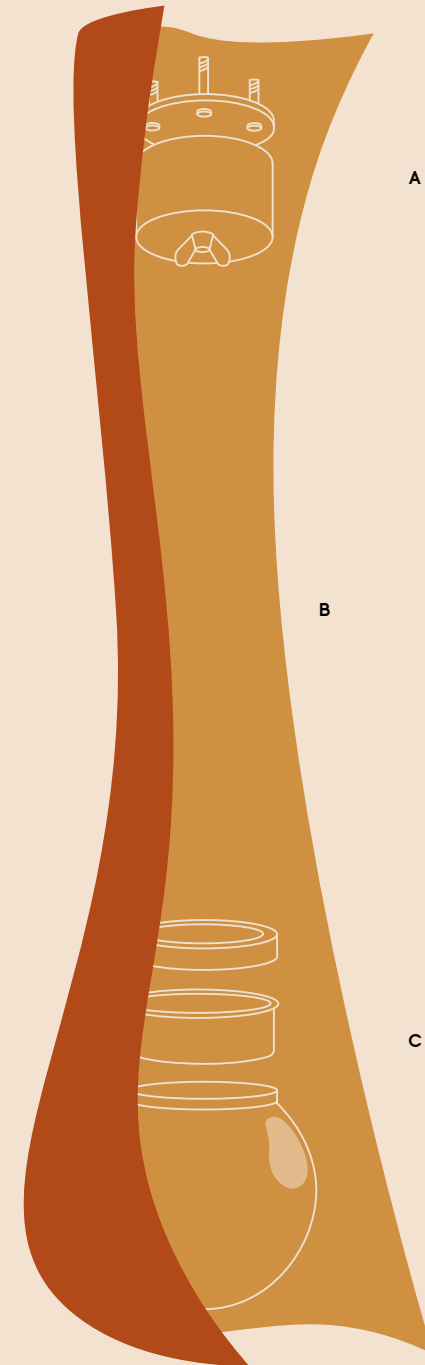
To further strengthen this approach to design, system components are covered by differentiated warranties. A two-year warranty covers the rigid components, while a lifetime warranty covers the fabric.

A - CEILING
SUPPORT

B - COATING

C - WORKING UNIT

Ab hinc



Loomidity / Product



Ceiling unit

The product is secured to the ceiling thanks to four M8 supporting an aluminium plate. On the plate, the fabric anchoring element is fixed through a butterfly nut. Installation of the product is very simple: the two centred components are manually secured to each other, and anchored to the ceiling by screws, clamping the fabric for a higher degree of security.

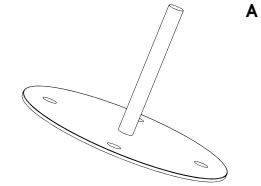
This body is concealed entirely under the fabric, reinforcing the spontaneous and natural essence of Loomidity, as if it were born directly from the ceiling of your own home.

A - CEILING PLATE
aluminum

B - SCREWS (x4)
M8x1.25 45 mm

C - FABRIC SUPPORT
aluminum

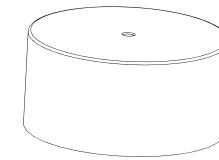
D - BUTTERFLY NUT
M10 x 1.5



A



B



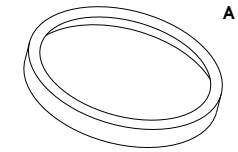
C



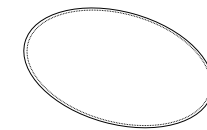
D



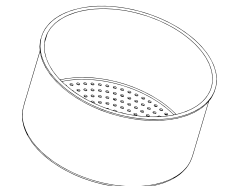
- A - BOWL CAP**
aluminum
- B - FILTER SHEET**
meltbrown fabric
- C - FILTER ELEMENT**
aluminum
- D - WATER BOWL**
borosilicate glass
3L capacity (max)



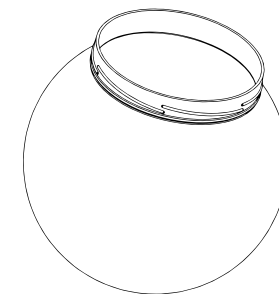
A



B



C



D

Working unit

The interaction with the product is enabled by the increasing weight of the lower body, which is tasked with the collection of water, thanks to which the fabric stretches. Thanks to this variation, the ongoing process is visually perceived and thus the tank can be reached at the moment when it needs to be emptied.

The body consists of a light infrangible glass bowl and a filter to contain the dehumidifier compound. A ring cap combined with a meltbrown fabric allows air to enter and prevents it from escaping. This makes it impossible for moisture to be re-emitted into the environment. Through a pocket, the bowl is placed inside the textile component where it finds a rigid seating.



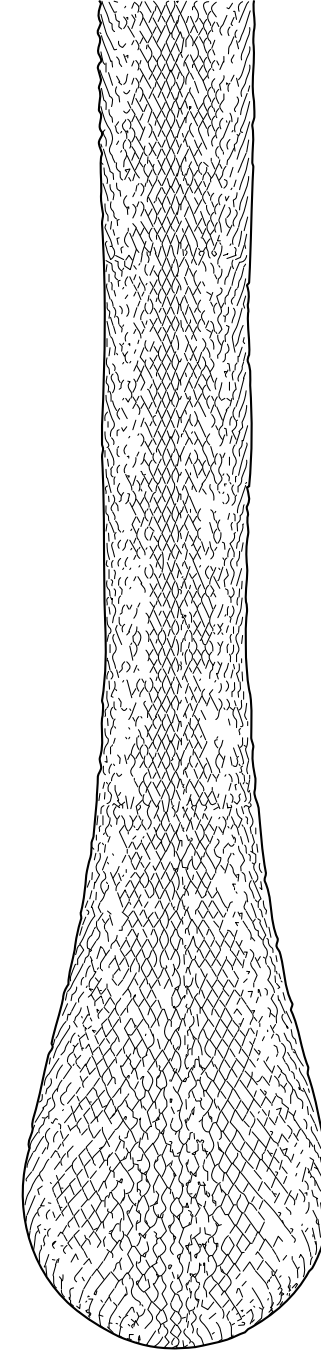
A - COATING
technical fabric
100% polystyrene

Coating

The two bodies are wrapped in Loomidity's distinctive element, a special woven fabric made entirely of polyester that guarantees elasticity without losing its shape. Its loose weave gives it an open structure that guarantees the passage of air inside. This flexible structure is what enables visual communication between you and the product, thanks to the slow descent that brings the product up to an accessible depth.

The fabric, secured to the structure by Velcro® can be easily removed for washing or replacement in case of damage.

By completely covering its structure, the textile component masks the function of the product, giving it personality and enhancing the spaces in which you will want to install it.



loomjidity

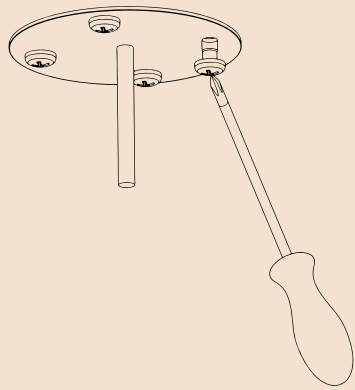
The abc for
loving your home



Instructions

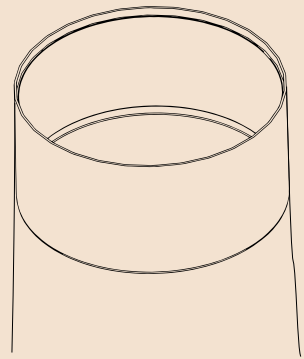
1

Anchor the plate to the ceiling using included screws.



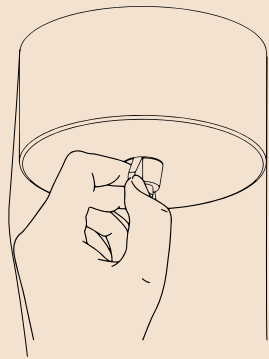
2

Secure the coating to the support with Velcro®.



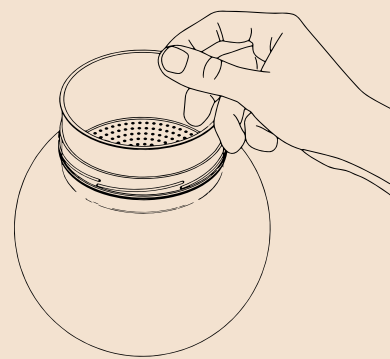
3

Fasten the two elements using the butterfly nut.



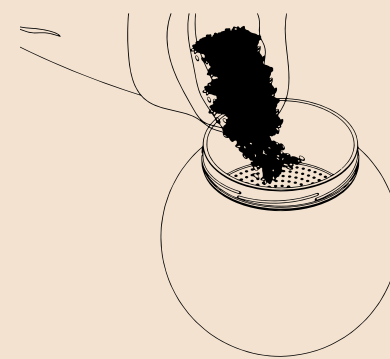
4

Place the filter element into the glass bowl.



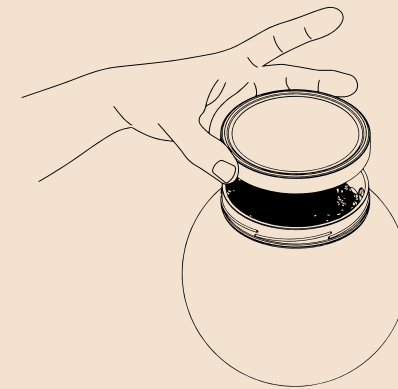
5

Fill the filter element with the provided compound.



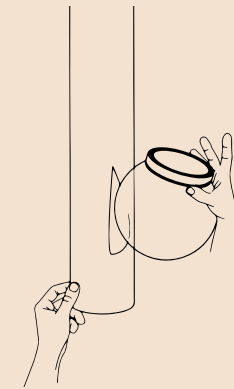
6

Cover the bowl with the filter sheet and close it with the cap.



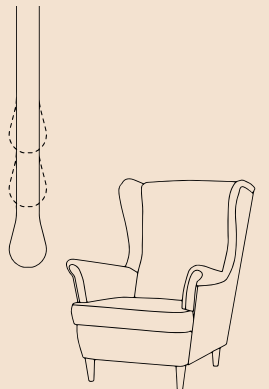
7

Use the lateral pocket to place the bowl inside the coating.



8

Relax and wait for Loomidity to reach you!



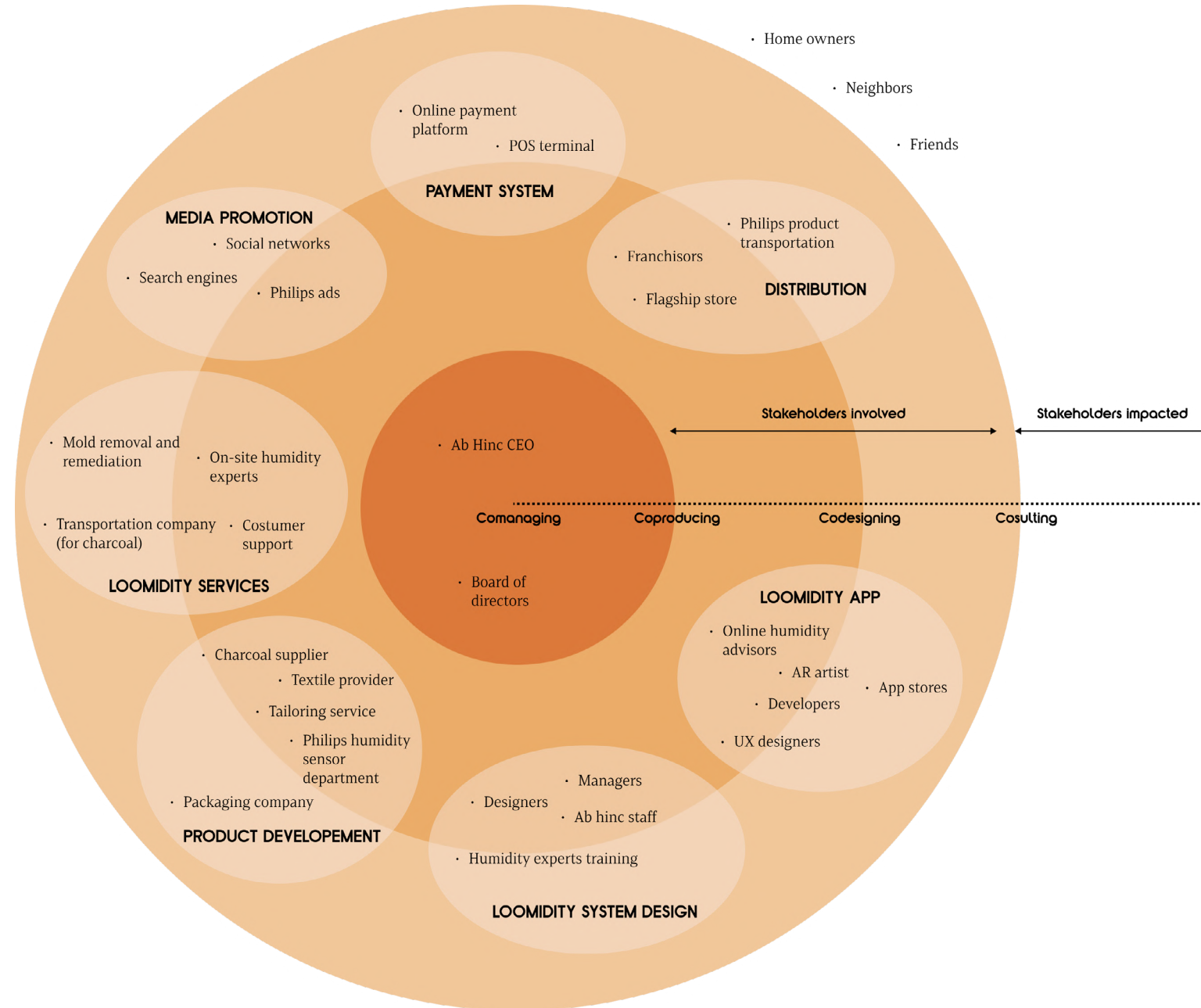
Think bigger

Strategy

Ab Hinc is the spin-off of a bigger company committed to technology in order to improve people's lives through meaningful innovations.

The brand was born as a wide network designed to support and promote collaboration between different service providers and producers. This decision, for the design of the product-service system, turned out to be crucial as it gave us the opportunity to extend the reach of a new emerging brand. Thus, our system includes services ranging from consulting and installation to 24/7 monitoring and support.

We can provide you with a team of experts ready to assist you in finding a solution to any of your needs.



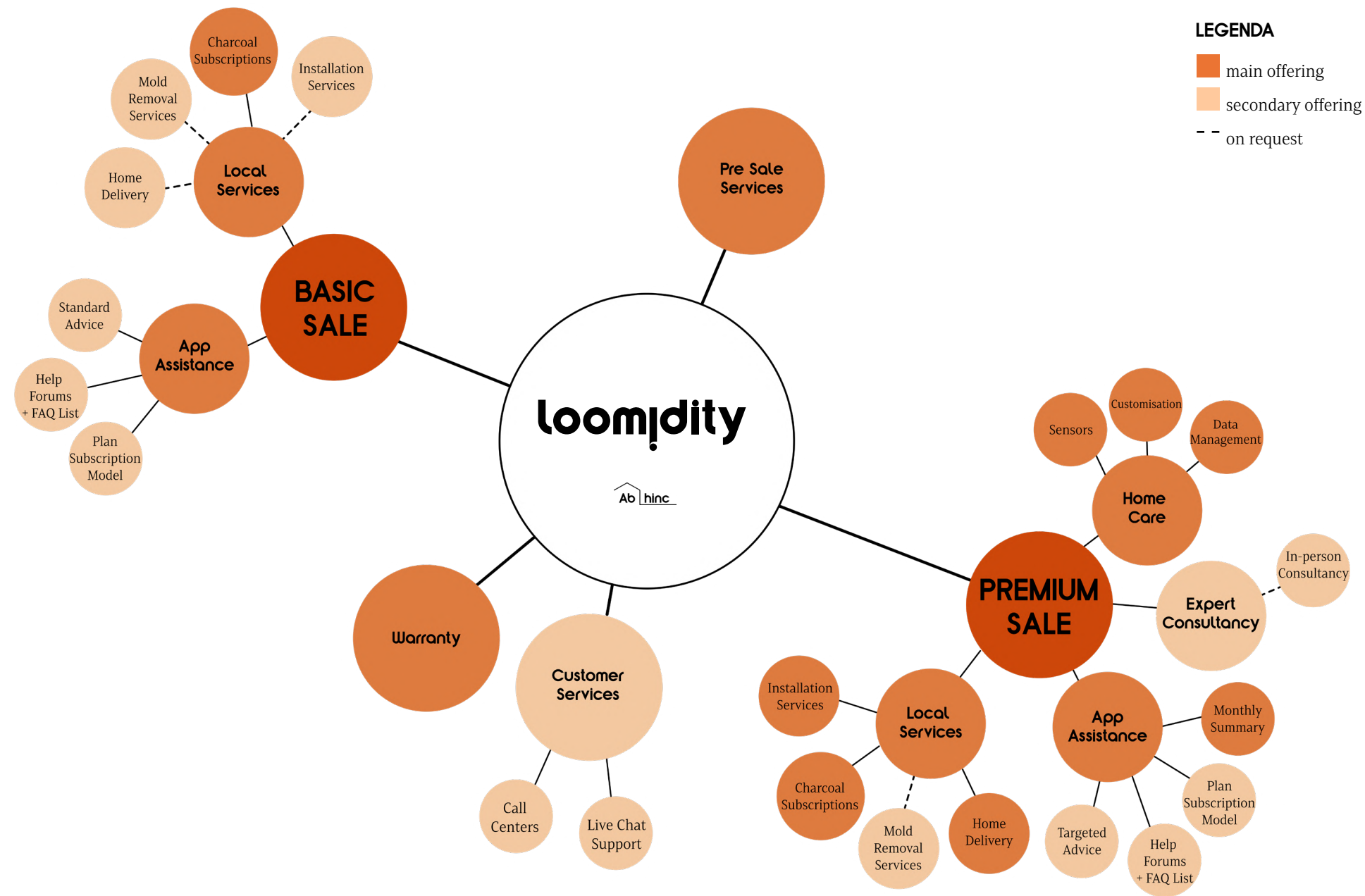
STAKEHOLDERS MAP open

One of the problems we are facing due to climate change is the increase of humidity - the amount of water vapour in the air - a condition that can make buildings unhealthy and indoor air quality poor. Indeed, uncontrolled humidity can have serious structural, economic and health consequences, which is the reason why regulators to maintain it between 30% and 70% are strictly needed.

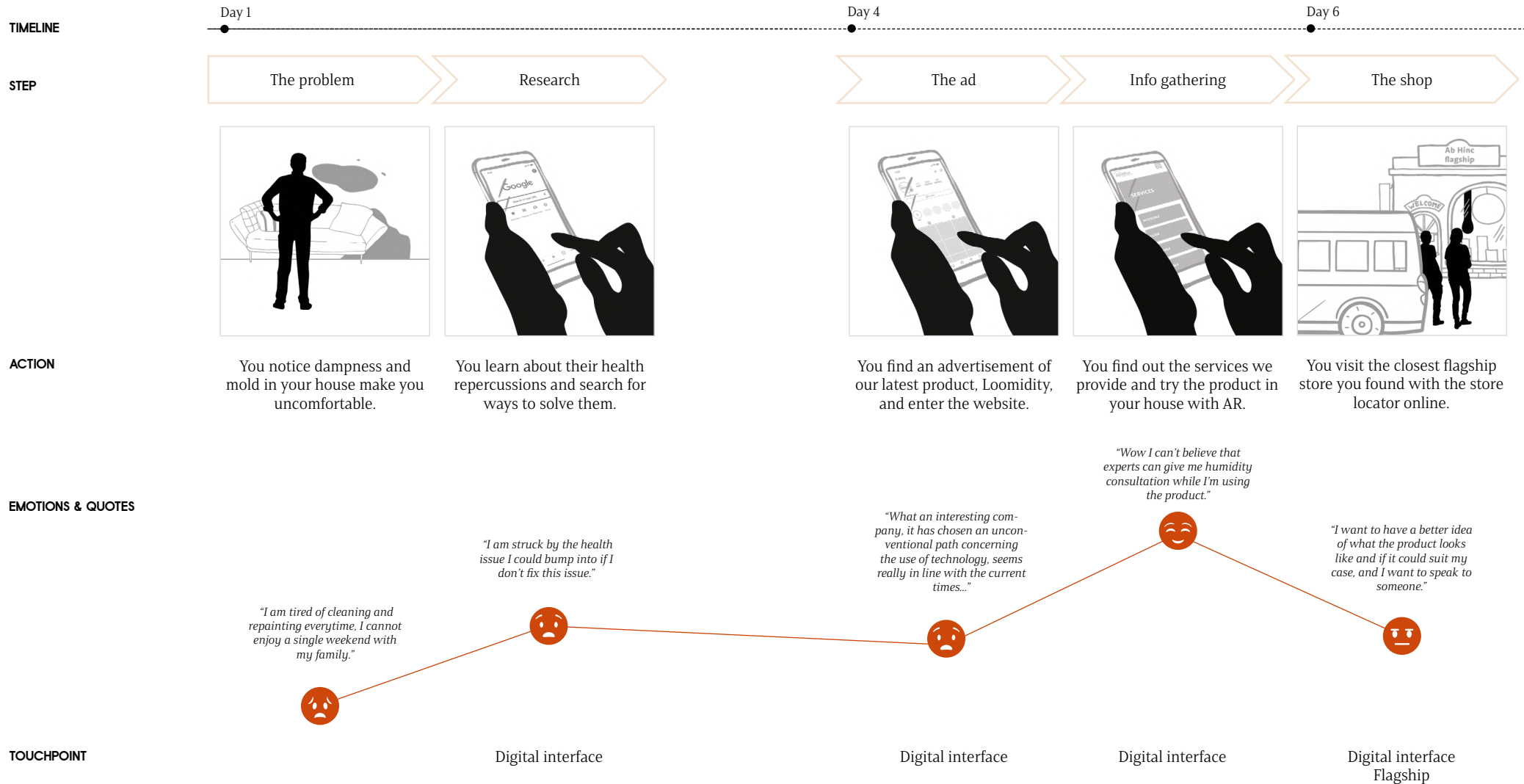
Loomidity's service goal is to minimize inconvenient humidity levels due to climate change. Our service enriches the experience and improves the health of people and the house itself.

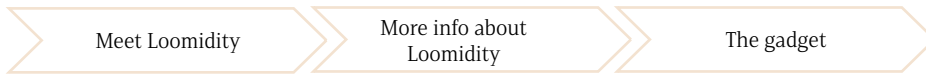
Loomcare - the service related to Loomidity - is for anyone challenged to have structural, economical, and health consequences of non-liveable humidity levels and desires to solve their problems with a passive design approach to maximize their living comfort and health of the building while minimizing energy use. Through Loomcare we provide tools to reduce and control humidity, minimizing peaks but making the environment stable.

Asides from offering a new way of unconventional passive dehumidifiers, Ab Hinc offers a flexible system that can be modulated according to one's needs, thanks to the sale in subscription plans.



OFFERING MAP open





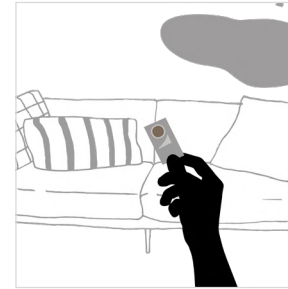
You explore the shop by yourself before reaching the consultation stand.



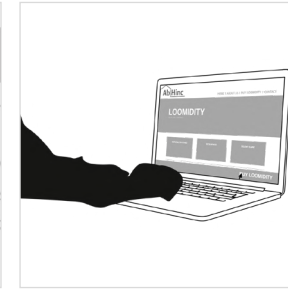
You learn about the product and the subscription plans thanks to our assistants.



You receive a free gadget: a humidity indicator card to measure indoor humidity.



You head back home and test the humidity level, confirming that it is high.



You visit our website and choose a premium plan to be assisted over time.

"I could have never thought of a dehumidifier looking like this"



Flagship store
Loomidity

I'm really surprised of how it works. I have never tried something like this before.



Flagship store
Loomidity
Staff

This is interesting! I like the way they found to make you approach a less energy consuming lifestyle!



Flagship store
Free gadget
Staff

I knew it. There is too much humidity. I think I really need to take control of it.

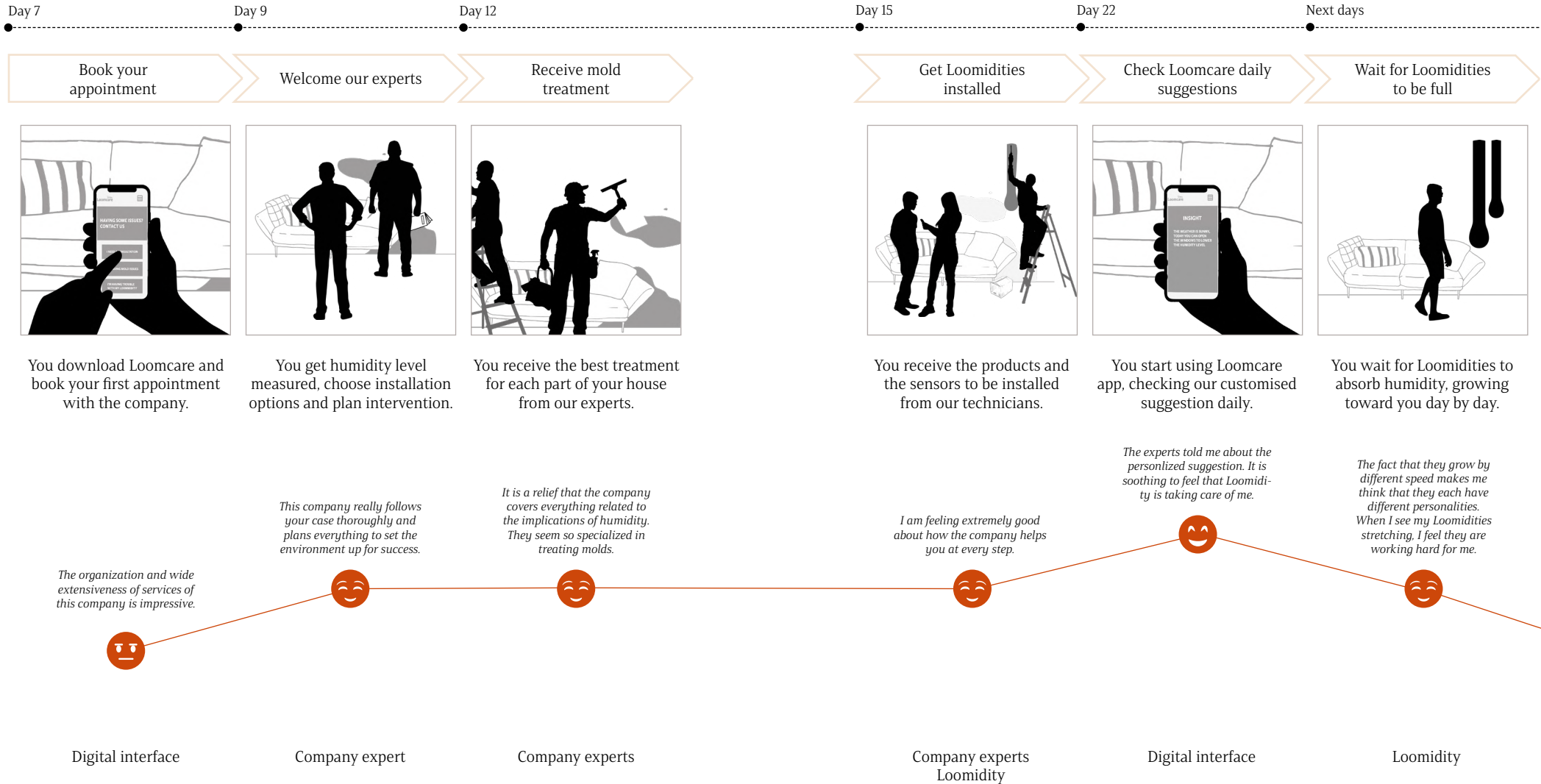


House
Gadget

I'm happy I found Loomidity. I'm going to subscribe to it right now and give it a try.



Digital interface

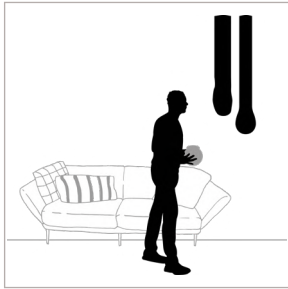


Day 75

Day 90

Day 150

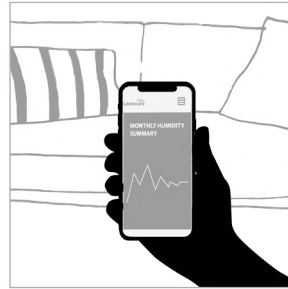
Day 151



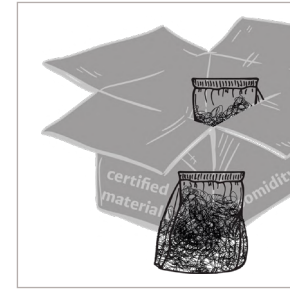
You see one Loomidity is full, so you take the bowl out of the fabric and put it back.



You notify us, so that you can receive the a personalized tracking of the process.



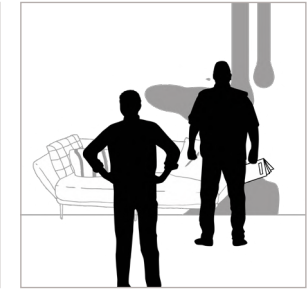
You check your monthly summary in your Loomcare to check the overall process.



You receive the certified amount of material by the time you need to change it again.



You notice from the summary the process has stopped, mold is starting to grow back again: you contact us to get advice.



You receive a free visit from our expert to understand where the problem is.

I feel that it is time to empty the water. My Loomidities are like plant. They need to be taken care of while they grow, but instead of watering them I need to empty their water.



Loomidity

The fact that every time I empty the water I have to add it to the application is a bit bothering.



Digital interface

I can better understand how the dehumidification process is going and how is this connected with my habits.



Digital interface

It is great that by inserting every time the day in which I empty the water I don't have to worry about running out of compound.



Dehumidifying compound

In those last days I feel the environment a little more humid and I see some mold coming back, what's happening?



Digital interface

Loomidity is not just a product, but a service. I feel supported.



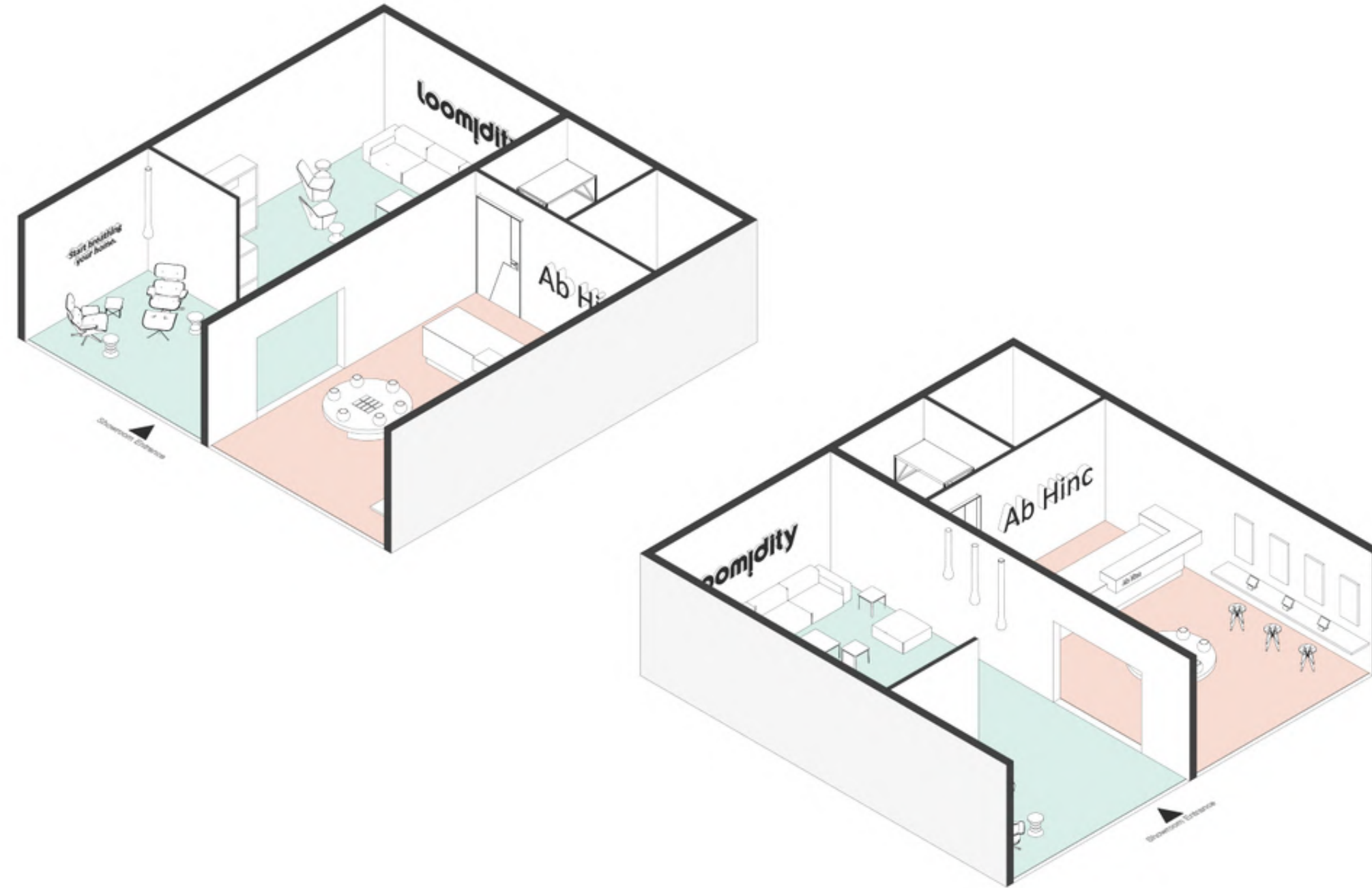
Company expert

Ab hinc stores

Flagship store

As a new brand, Ab Hinc thinks a flagship store is a unique opportunity to draw customers into the brand over and above making sales and to allow them to experience the tangibility of our products and our services. Indeed, it creates a convenient environment where the customer recognizes the value of the product.

Here is where the unique Loomidity co-creation begins. You can make your own Loomidity, choose unique colorways and add personalized touch! At flagship store, we have an expert service with consultants who can help you.



FLAGSHIP STORE - open



Behind the scenes

September, 2022
January, 2023

How does a product born: the research, the inputs, the ideas.
But also the hours in the labs, the deadlines.

September, 2022
Taking the first steps:
understanding Energy Poverty

The raising interest in a specific geographic area - which is Italy - born during the preliminary research phase turned out to be key during the entire course of the project.

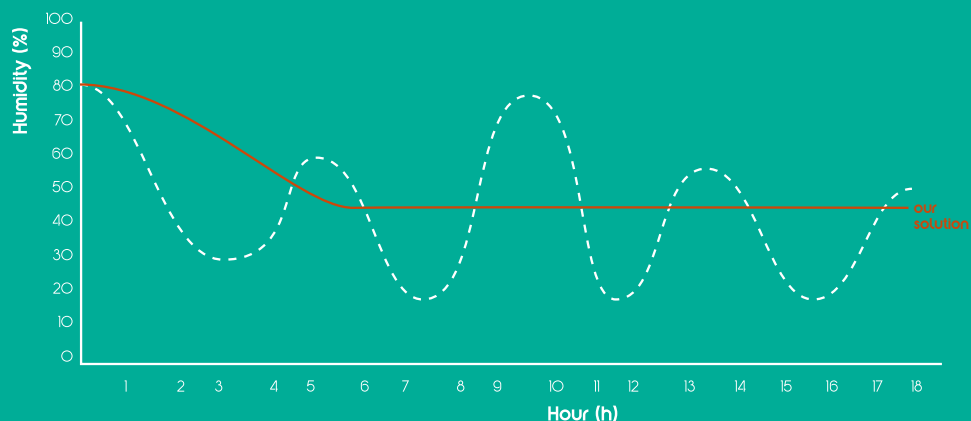
Our starting point was that the term Energy Poverty can be used to describe two different situations: firstly, for developing countries it is the absence of physical access to the electricity grid, while secondly, for developed countries it is the difficulty of purchasing a minimum basket of energy goods and services (OIPE, n.d.). This translates into a question of convenience, with a significant number of households that have electricity and modern cooking systems but cannot afford to consume as much energy as they would like. In such situations, it is interesting to understand why families find themselves having to sacrifice a decent standard of living to afford their bills.

In Italy, for example, the cause of energy poverty is recognised as a consequence of

historical and demographic dynamics, together with high energy prices, inefficient buildings and low income. Among these, the issue of the energy inefficiency of the building stock is the most controversial, due to the tedious bureaucracy regulating efficiency measures and the difficult integration of Renewable Energy Sources into the traditional building identity.

However, the energy inefficiency of buildings has significant consequences: first and foremost, high humidity and mold development. There are solutions for these problems, such as installing ventilation systems, raising thermal insulation, renovating façades and window frames, or the simple purchase of electrical dehumidifiers. However, these are either expensive interventions or non-structural solutions that are equally problematic, as they are not definitive.

In fact, the use of electric dehumidifiers only makes the air quality good during their energy-intensive, peak-like operation. For us, envisioning a home that care for its inhabitants means to identify solutions that continuously contribute to generating an environment of well-being.



October, 2022
Connecting the dots:
generating a valuable insight

Interested in the Italian scenario, we wondered if there was something truly Italian that could be inspiring for us, likely to become our winner insight.

The reference to Italianness in the project is subtle and passes through the application of the principles of Slow Living to design.

We asked ourselves:
what if... we brought back a slower attitude towards making things, as rooted in Italy?

The list of box-office hits and independent films that perfectly capture the appeal of the Italian lifestyle is long. Between the 50s and 60s films like Roman Holiday, starring Gregory Peck and Audrey Hepburn, or Federico Fellini's La Dolce Vita were the first introduction to the Italian dream, which over the years confirmed to be much more than delicious food or beautiful landscapes, but the visualisation of a feeling. Therefore, the Slow Living movement could not have originated anywhere else.

Getting to the bottom:
"In the Praise of Slowness"
impact on design

Slow Life movement is part of the wider Slow Food movement which began in the 1980s thanks to Carlo Petrini and a group of activists to face the opening of a McDonald's in the heart of Rome, defending regional food traditions and preserving the moment of the meal from becoming something to be hurriedly and badly done, a moment without value.

That there was a firm and more generic idea of Slow Food behind Slow Living was immediately evident from the first declarations of the movement's members, and over the years this philosophy of life carved out its own space independent and autonomous from the more specific ideal of Slow Food.

"In Praise of Slowness" is the title of the book-manifesto with which Carl Honoré, one of the most well-known authors and speakers on the slow movement, helped bring the concept of Slow Living into the mainstream in 2004. The book breaks down the negative meaning of slowness widespread in our society, often associated with laziness and low productivity, affirming the importance of re-appropriating one's natural rhythms in order to be happier and more productive.

Living a "slow" life means seeking a balance between the increasingly fast-paced modern and technological world and the natural, more peaceful state of things. Slowness is a new way of thinking about time - this is what the World Institute of Slowness states!

With the publication of the book, awareness of slow living grew, giving rise to further offshoots such as slow design. Slow design is a way of thinking, born to inspire and encourage a holistic, collaborative approach to design. The six principles were originally outlined by Carolyn F. Strauss and Alastair Fuad-Luke as a response to "the need for new tools and strategies for evaluating design with a view to social, cultural and environmental sustainability." The six principles include: reveal, expand, reflect, engage, participate and evolve.

reveal

Slow design reveals experiences in everyday life that are often missed or forgotten, including the materials and processes that can be easily overlooked in an artifact. It's an invitation to unveil and discover materials and processes that are still neglected or undervalued, to find "unexpected aesthetic pleasures", re-position the unfamiliar to create awareness.

expand

Slow design considers the real and potential "expressions" of artifacts and environments beyond their perceived functionalities, physical attributes and lifespans. It means going beyond the traditional use of certain objects and materials, exploring other potential meanings.

reflect

Slow Design induces contemplation resulting in a more thoughtful and conscious approach, enabled by perceptual and emotional experiences delivered by uniqueness. This means a heightened connection to everyday objects that goes beyond convenience or function: everyday items are celebrated as they age and take on imperfections that reflect their own journey and relationship with their owner.

participate

Slow Design encourages users to become active participants in the design process, embracing ideas of conviviality and exchange to foster social accountability and enhance communities. Participate encourages designers to incorporate local knowledge into their designs and to create with the user and community in mind.

engage

Slow Design processes are open-source and collaborative, relying on sharing, cooperation and transparency of information so that designs may evolve into the future. This is possible thanks to the collaboration between the most visionary designs, fostered by an open source philosophy.

evolve

Slow Design recognizes richer experiences emerge from the dynamic maturation of artifacts, environments and systems. Looking beyond the needs and circumstances of the present day, slow designs are behavioural change agents, finding smarter ways of promoting conscious consumption.

November, 2022
Making it ours:
generating concepts

Slow design principles, firstly analysed and then interpreted and internalised, have been our guidelines through which, in the concept generation phase, to establish the terms in which we could act on the problem of Energy Poverty.

Slow design - and in general, slow living - centres around the well-being of individuals, society and the environment: for this reason, we carefully considered which are the main damaging situations that result from energy inefficiency in buildings and finally landed on the topic of dampness, which causes damage not only to infrastructure, but especially to people. We envisioned possible slow solutions, where time is carefully considered and natural rhythms are re-appropriated.

The final result was Loomidity, a product aimed at dehumidifying spaces in a passive manner, which rediscovers, in its sculptural and unconventional form, an unexpected aesthetic pleasure, the meaning of which extends far beyond their perceived functionalities and physical attributes. Loomidity is subject to the temporal dimension and through this it manages to communicate with the user, gradually generating new rituals. Of course, it had forerunners.

Loomidity n.1
Facing constraints:
taking the right decision

From the very beginning of the project, the interest in using unconventional materials and technologies for the product's purpose was declared.

First of all, research was conducted into the methods used for passive dehumidification and the transformation of moisture contained in water by humans, but especially in nature, approaching the idea of designing in the basin of biomimicry.

In a first moment, inspiration from fog harvesting - the process of collecting water from fog using large pieces of vertical mesh through condensation - directed us towards the indispensable use of a mesh.

We were also passionate about the idea of clear, visible and analogue feedback for the user, water.

However, the functional and formal reference to the Warka Tower, the tower that produces water from the air in Ethiopia, led us astray: the problematic nature of such a process in an indoor space, indeed, stems from the absence of proper air circulation. We had to move away and take a step back from Loomidity, the first identified solution, characterised by a loom through which the air, while circulating, would have released its watery component.



Livent
Elevating ideas:
finding the right mix

We opted to use a different dehumidification method, activated charcoal, which combined with calcium chloride can effectively absorb moisture in the air and transform it into water.

Fascinated by the idea that a reward - again, water - could be extracted from a problem, and that this water could transform the product into a living, self-sufficient creature that takes care of the person when installed in the house, resulted in *Livent*, our second-generation product.

In *Livent* - which stands for "live and let live" to ironically emphasise this self-serving ability to raise the level of the quality of life of the person - the water produced from the blend of activated carbon and calcium chloride was thought to be able to water the soil to create a moisture-regulating plant. The process would thus have been made possible by the coexistence of two natural moisture regulators living by supporting each other.

Using the upside-down gardening technique would, moreover, have made plant maintenance even less demanding and, most importantly, suitable for indoors. At this point, however, the fabric would have only played an aesthetic and accessory role.

December 2022
Retracing our steps:
Loomidity

The final evolution of the concept restored the fabric as a structural and functional element for good communication between product and user, enhancing and making unique the user experience.

The idea was born from the encounter with the art of Ernesto Neto, a Brazilian contemporary visual artist who investigates through art the relationship of man with his world, in order to heal the wounds of our society and lead to some macro-changes.

This concept, together with the principles of slow design, were the seed that gave birth to the latest generation of *Loomidity*. The reference to the artist is above all formal, while the application of the principles of slow design is evident, thanks to which we opted for an smart but analogical process, unexpected but visually pleasing and reassuring. This is how *Loomidity* was born.

Parallel to the finalisation of the product development phase, we gathered all the necessary information to finally begin the development of the service and branding, both remaining loyal to the essence of the product.



During the concept generation phase we could not have thought about an entirely analogical product service system, besides it is not what slow design presumes. The correct integration of technology, when it's not for it's own sake, represents an opportunity to enhance the wellbeing of the individual.

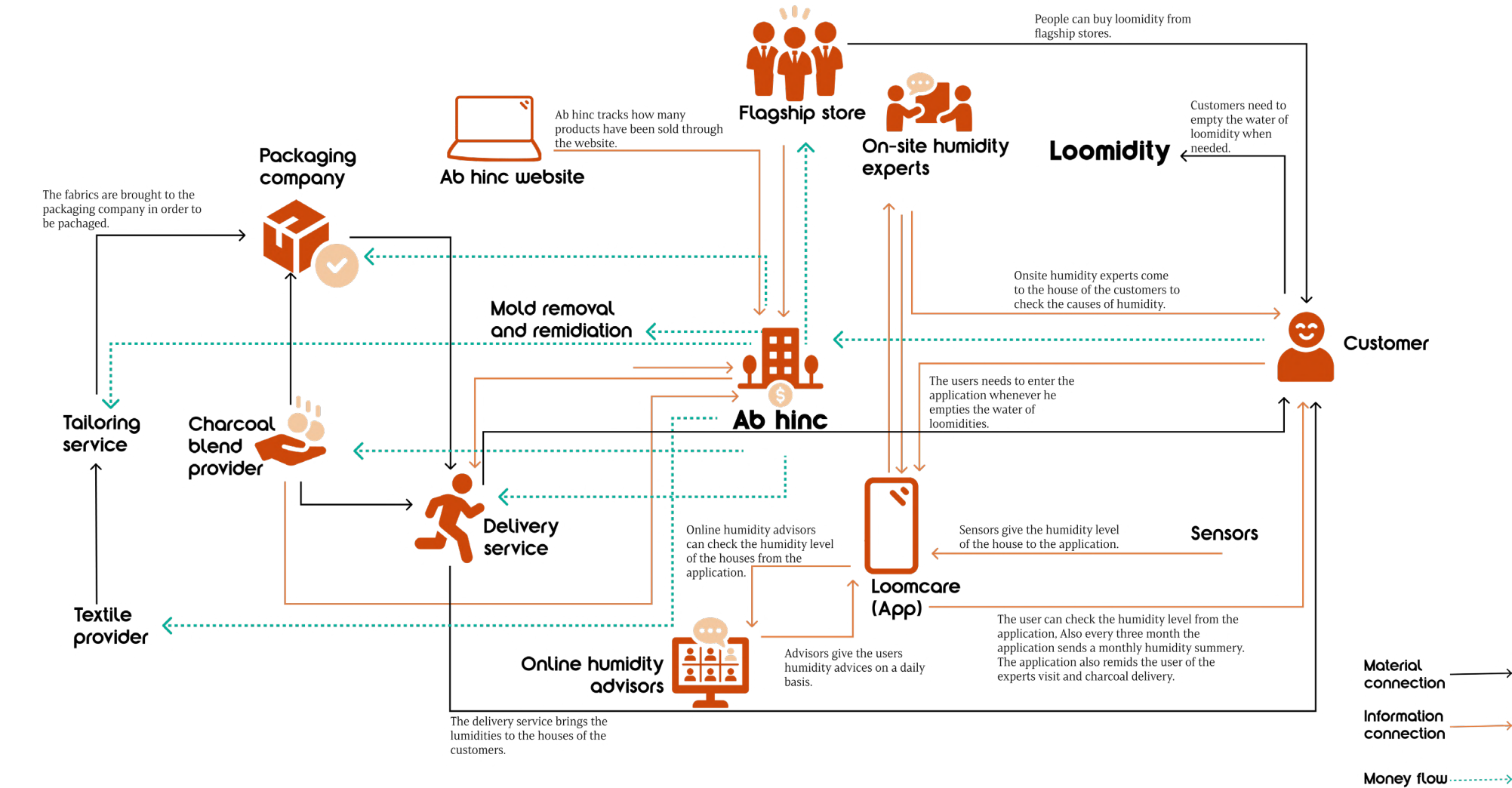
Hence we opted for a product service system structured in two levels: one dedicated to dehumidification, another to dehumidification and to supporting the user in a process of gaining more consciousness and learning new habits.

As a matter of fact, the correct treatment of humidity and mold has not only a significant turn in terms of health, but considering the load of the structural implications, it clearly enhances the psychological wellbeing, as emerged from the on field research and interviews we conducted that eventually helped us in defining a reference person used for the system development.

A wide project of user support was possible exclusively thanks to the hypothesized presence of a big multinational company committed in the tech field behind our rising brand, able to guarantee expertise and transmit reliability to the client from the very first moment.

To conclude, the branding process started from a study on the typical language adopted by our reference companies and in particular the ones that have people health close to their heart, and therefore that establish goals that are close to ours. If many of those companies are projected toward a smart future intended as a hyper-technological and hyper-connected, other seem to work in order to make their technologies seem close to natural.

With Ab Hinc we decided to represent the real breaking point of one of the latter, moving toward the minimization of technology in processes, reinstating it in an almost imperceptible way on the user's side, who feels reconnected to the natural rhythms. Our brand therefore maintains a clean, solid language, integrating though color choices values that are earthy and humane, such as brick red, which symbolises the ability to build slowly and safely, moving steadily in the direction of achieving one's goal.



The team: Bla(n)k Alan

Amalgamation

1. literally, a fusion of heterogeneous or contrasting elements into a single entity or overall effect or function.

Our name refers to the intersection of blank (or white) with blak (an alteration of black) to create an undiscovered, virgin “space” (in Turkish, Alan), ready to be filled with an infinite amount of stories, experiences, ideas.

We are an international and heterogeneous team, within which the skills and interests of each of us have found space to express themselves and enrich the project.

Our curiosity and meticulous approach to research is our strong point and has certainly enabled us to create solid foundations from which to dive with enthusiasm into the creative phase, without losing sight of our objectives.





Benedetta Luciano,
product designer

From her background in Industrial Product Design at Politecnico di Milano she brings consistence and technical expertise, which together with emotional engagement and charisma are the assets through which she seeks innovation. Methodical but flexible, she cares about project management in teamwork, in order to achieve ambitious and challenging results.



Gülsüm Koç,
interior designer

She is an interior architect and designer with a multidisciplinary background in biodesign and ecological sustainability. She believes that in the modern era that we live in sustainability and environmental design disciplines are no longer considered an addition to design therefore the world needs to focus on exploring new passive solutions.



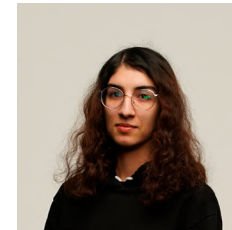
Linda Perrotta,
product designer

Her background in Industrial Product Design at Politecnico di Milano made her fall in love with the imaginative part concerning the concept phase. Her mind is a non-stop stream of consciousness seeking for crazy ideas about new ways to perceive the world around her. For her, creating meaningful products and emotional attachment is more important than providing hyper-technological features.



Gowtham Prasanth Ramaraj,
fashion designer

He has extensive experience in the business environment and in the field of fashion, he employs a rational approach to the products or services which he creates, and he is always concerned about the product feasibility and the economical side of the product to bridge the gap between the user and the needs.



Seyede Marzie Salamat,
product designer

Interested in people and their cultures, she is focused on service design with regard to the context as the keystone to understand the users. As a former art teacher she also loves developing activities for lesson plans and teaching them.



Marco Zagaria,
communication designer

From his background in communication design and thanks to his experience in management developed thanks to his involvement in an association reality of Politecnico di Milano, he built an eclectic and interdisciplinary approach. His know-how in branding brings to the development of brand with solid values, but at the same time flexible and fresh.

Sources

Mentioned for background research OIPE. (n.d.). Energy Poverty. Retrieved from Osservatorio Italiano sulla Povertà Energetica

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