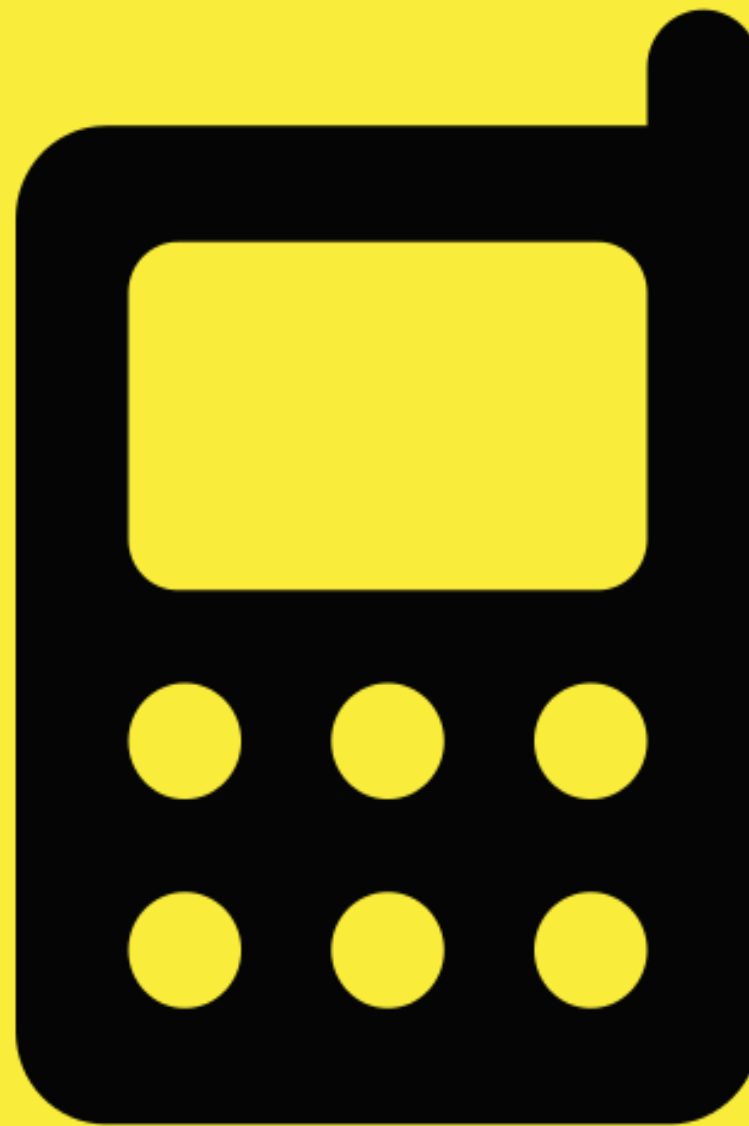


DESIGN TRENDS

ANDREA CELORIO • ANDREA RIPOLL • CAROLINA QUINTAL • EVA SOLIS



PHUBBING

SNUBBING SOMEONE IN A SOCIAL SETTING
BY LOOKING AT YOUR PHONE
INSTEAD OF PAYING ATTENTION.

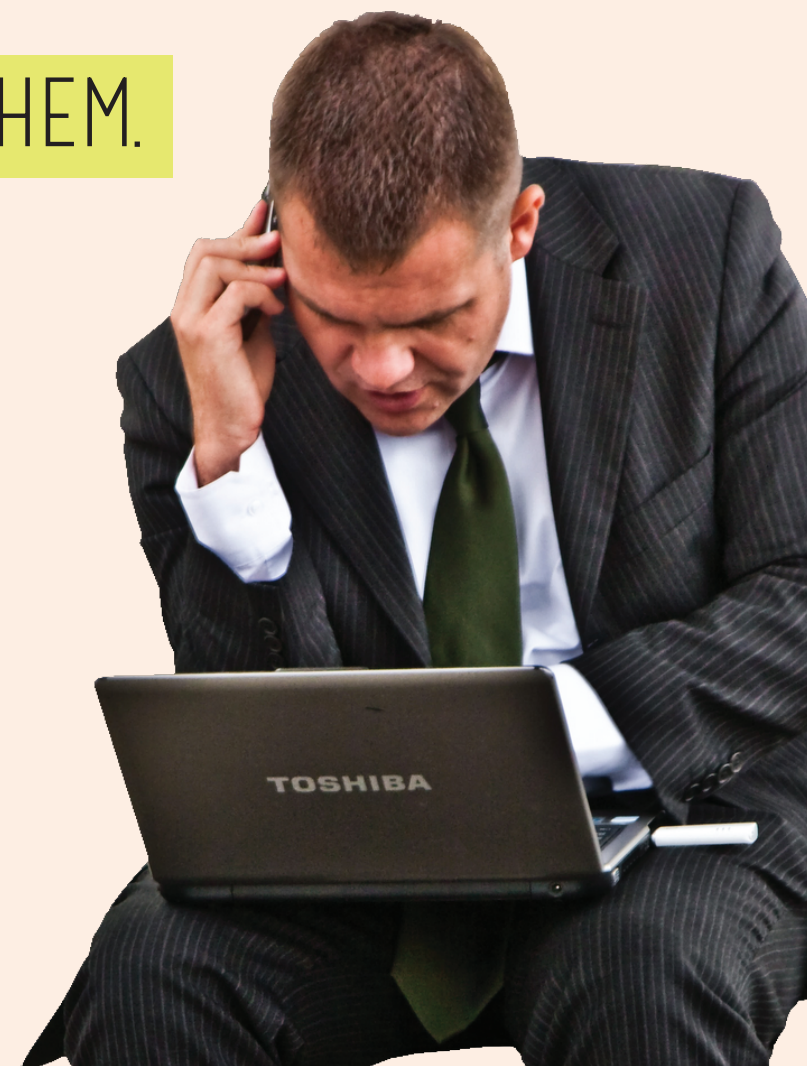


START TO PAY MORE ATTENTION TO THEIR DEVICES THAT THE PEOPLE AROUND THEM.

KNOW HOW TO BALANCE NOWADAYS THE TECHNOLOGY WITH THE DAILY LIFE.

STOPS THE FLUID COMMUNICATION BETWEEN THE PEOPLE.

FAMILIES AND FRIENDS STOP TALKING BETWEEN THEM.



WHO

YOUNG
ADULTS

WHAT

CELLPHONES
LAPTOPS
TABLETS
IPODS

WHERE

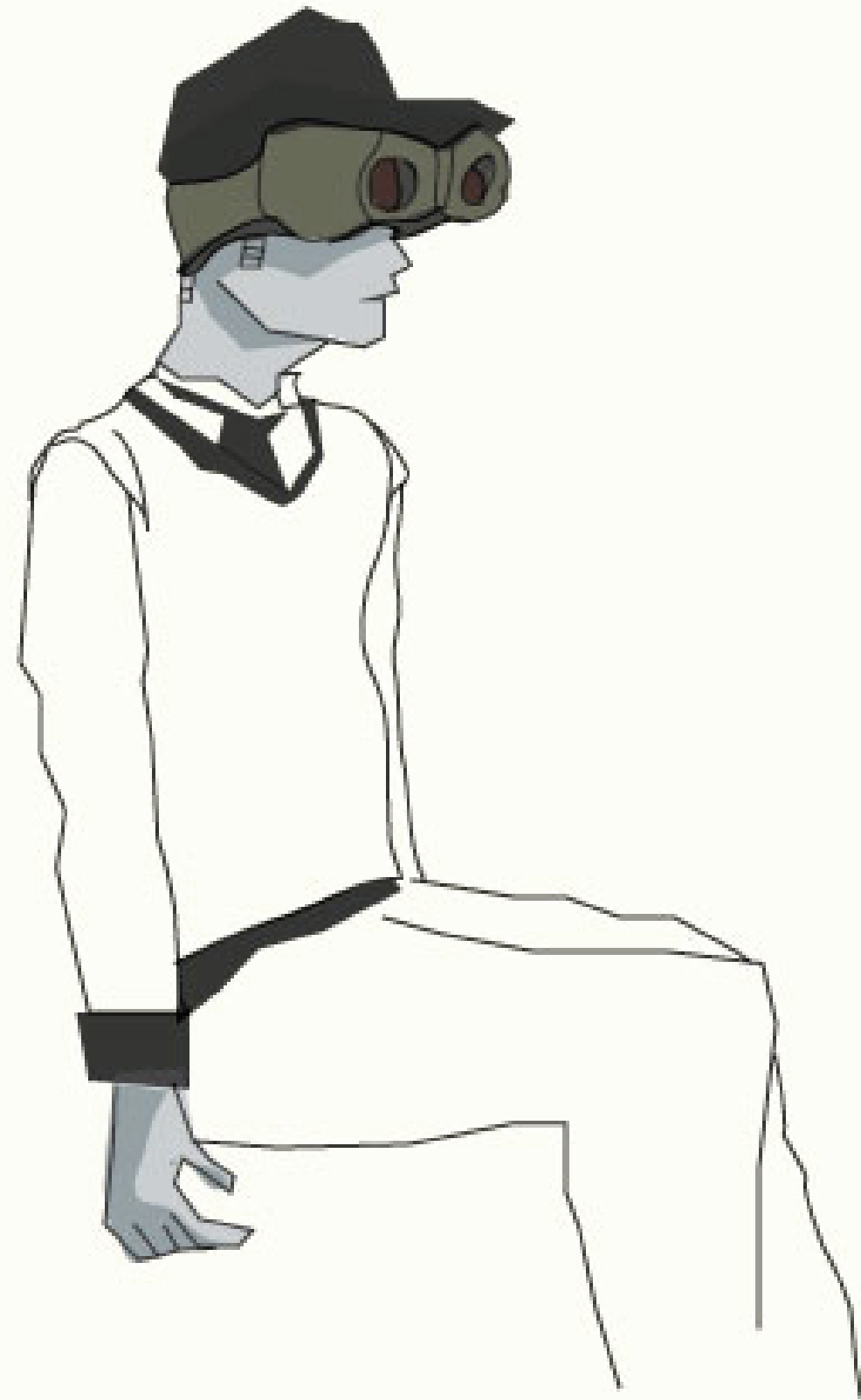
RESTAURANTS
SCHOOL
STREET
HOUSE
WORK

WHY

TECHNOLOGY
AND
SOCIAL NETWORKS.

WHEN

RIGHT
NOW.



VIRTUAL LIFE

PEOPLE WANTS TO FILL
THE EMPTINESS. THEY WANT
TO KEEP IN TOUCH WITH THE
PEOPLE WHO ARE NOT AROUND
THEM.



THEY PREFER TO EXPRESS THEMSELVES
THROUGH THEIR DEVICES.



TARGET

TEENAGERS.

EDUCATION.

THE CITY
THEY LIVE.

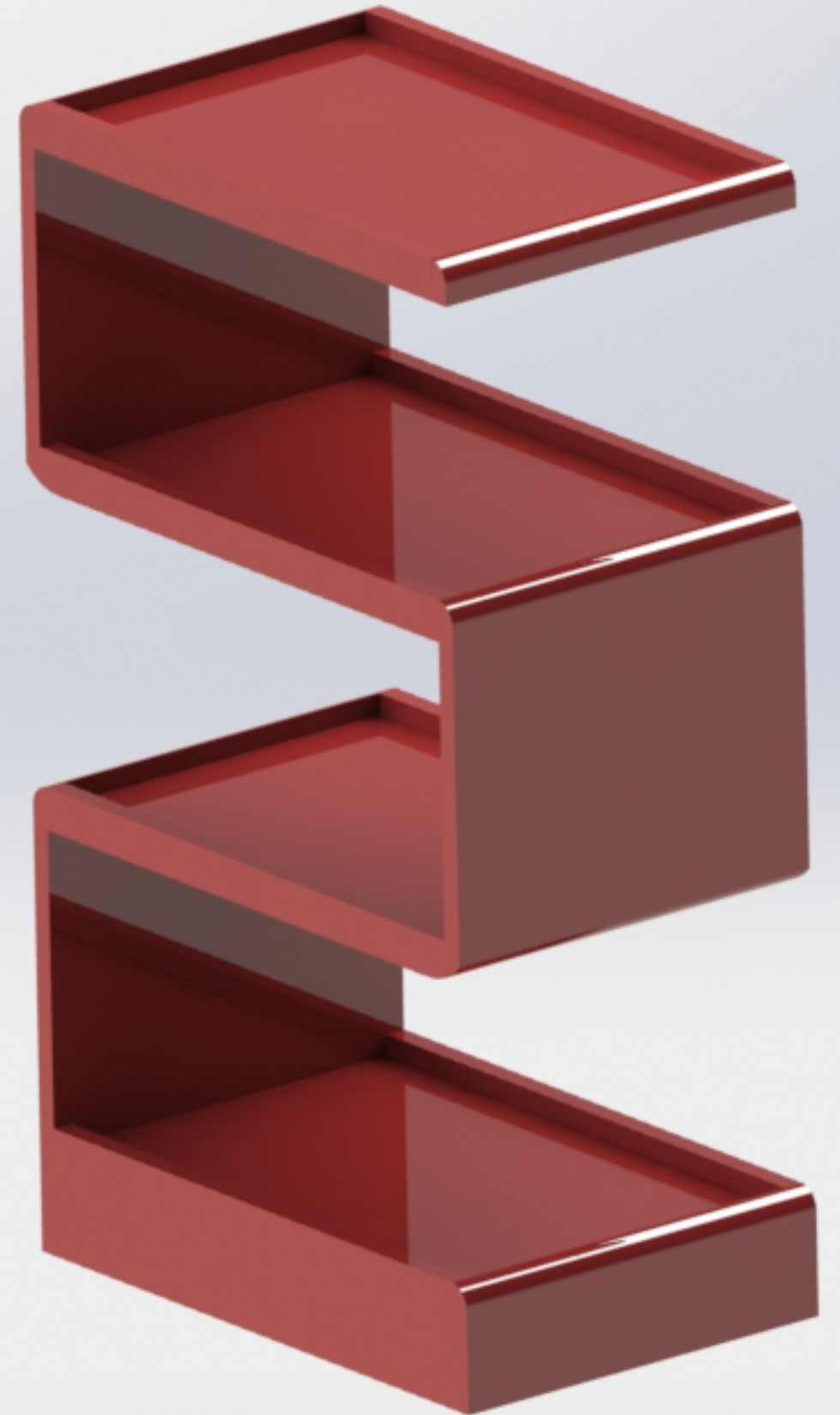
SOCIAL
PRESSURE.

**HOW CAN WE STOP
THE USE OF CELLPHONES
WHILE THE PEOPLE IS WITH
THEIR FAMILY OR FRIENDS?**

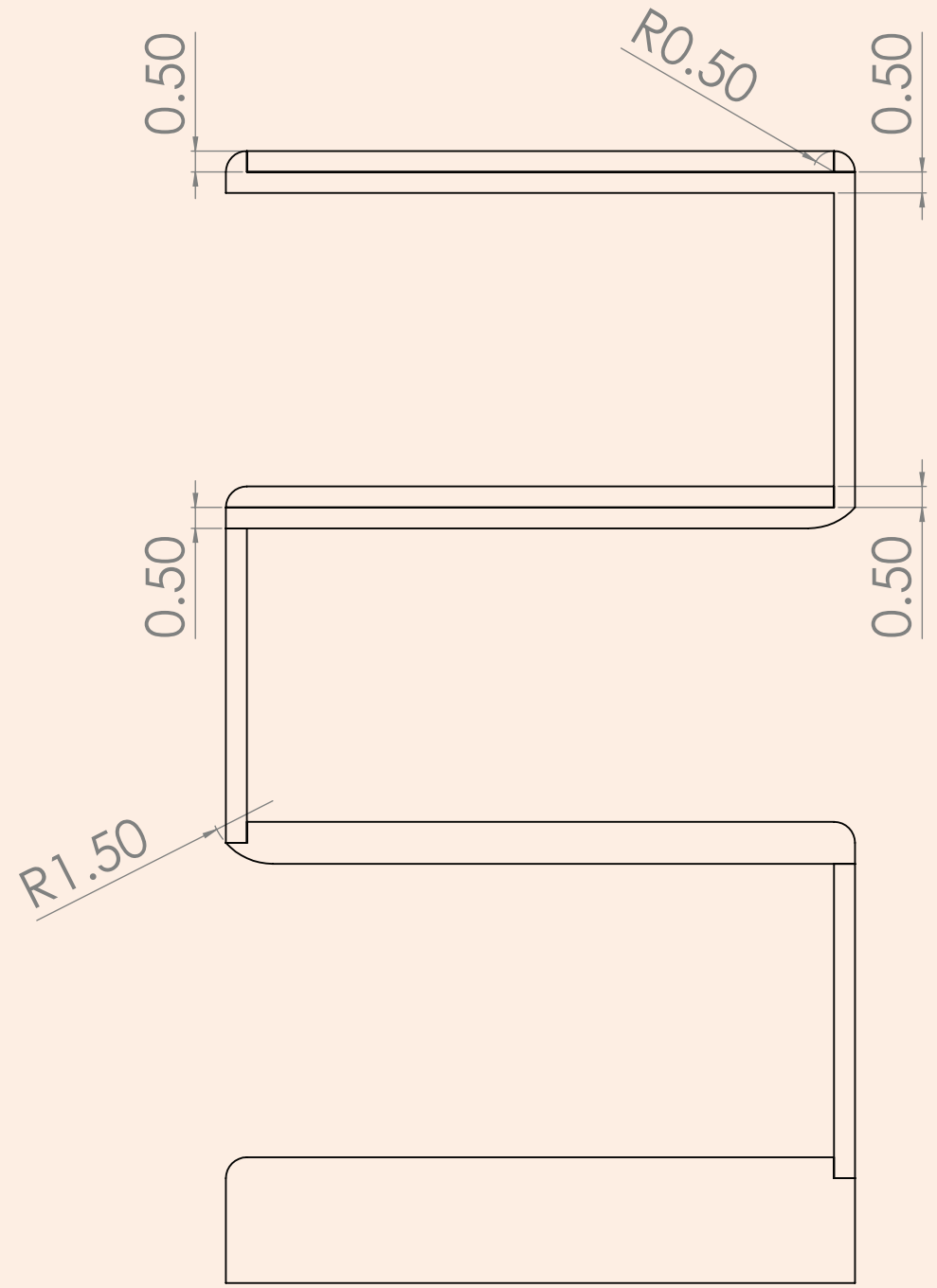
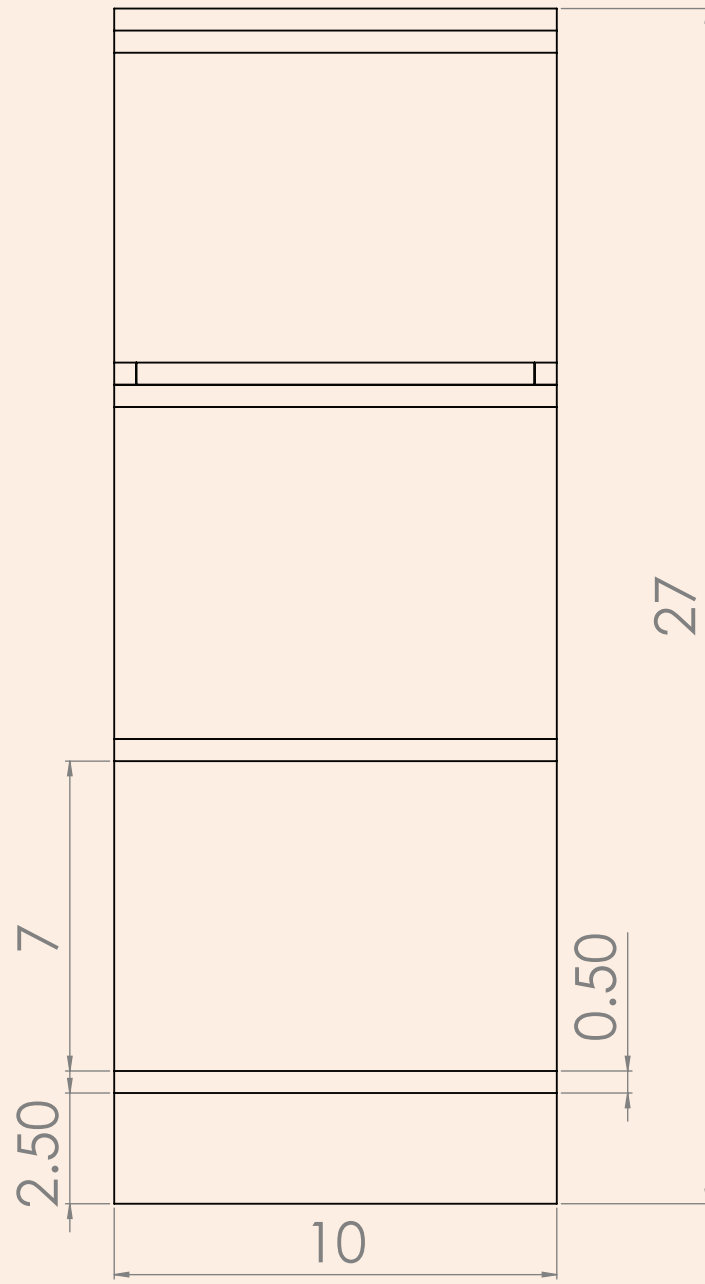
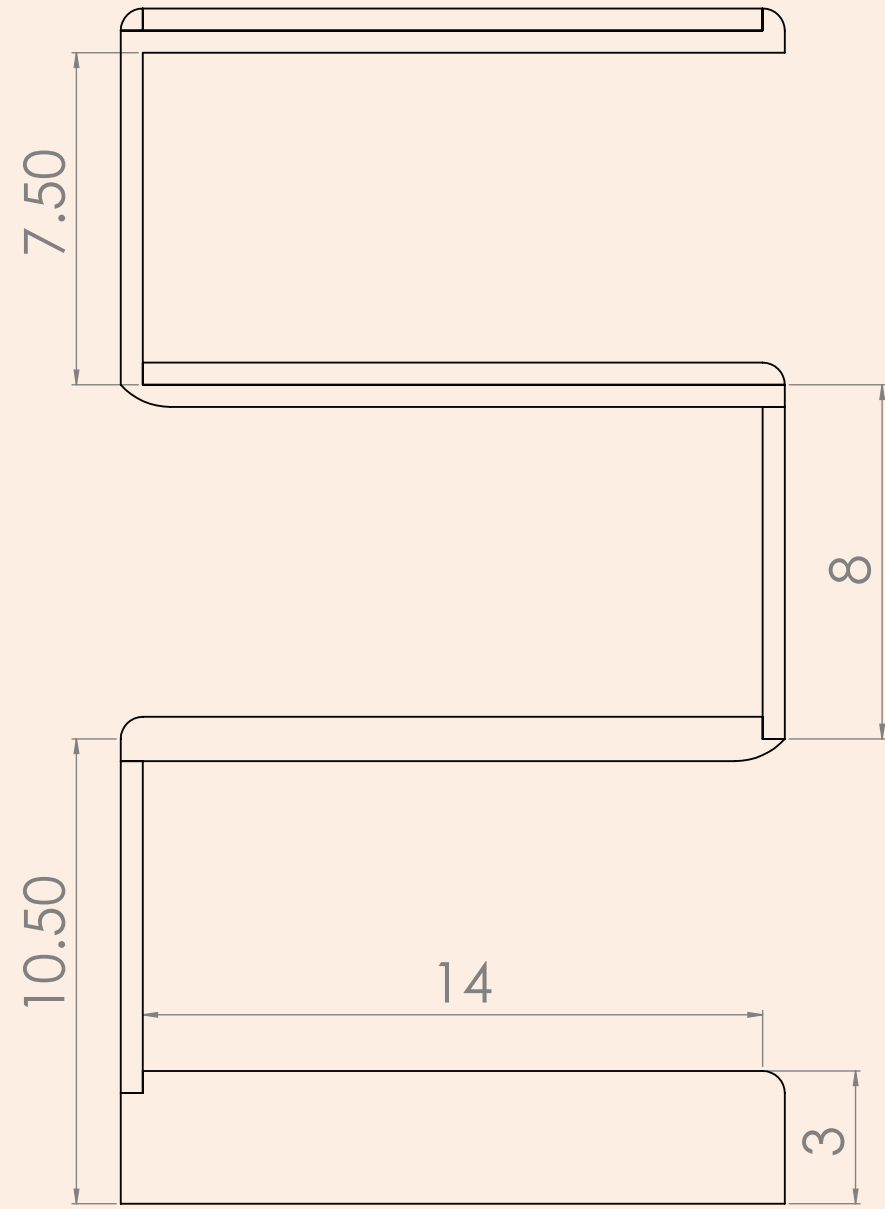




Be close
LESS TEXT MORE TALK



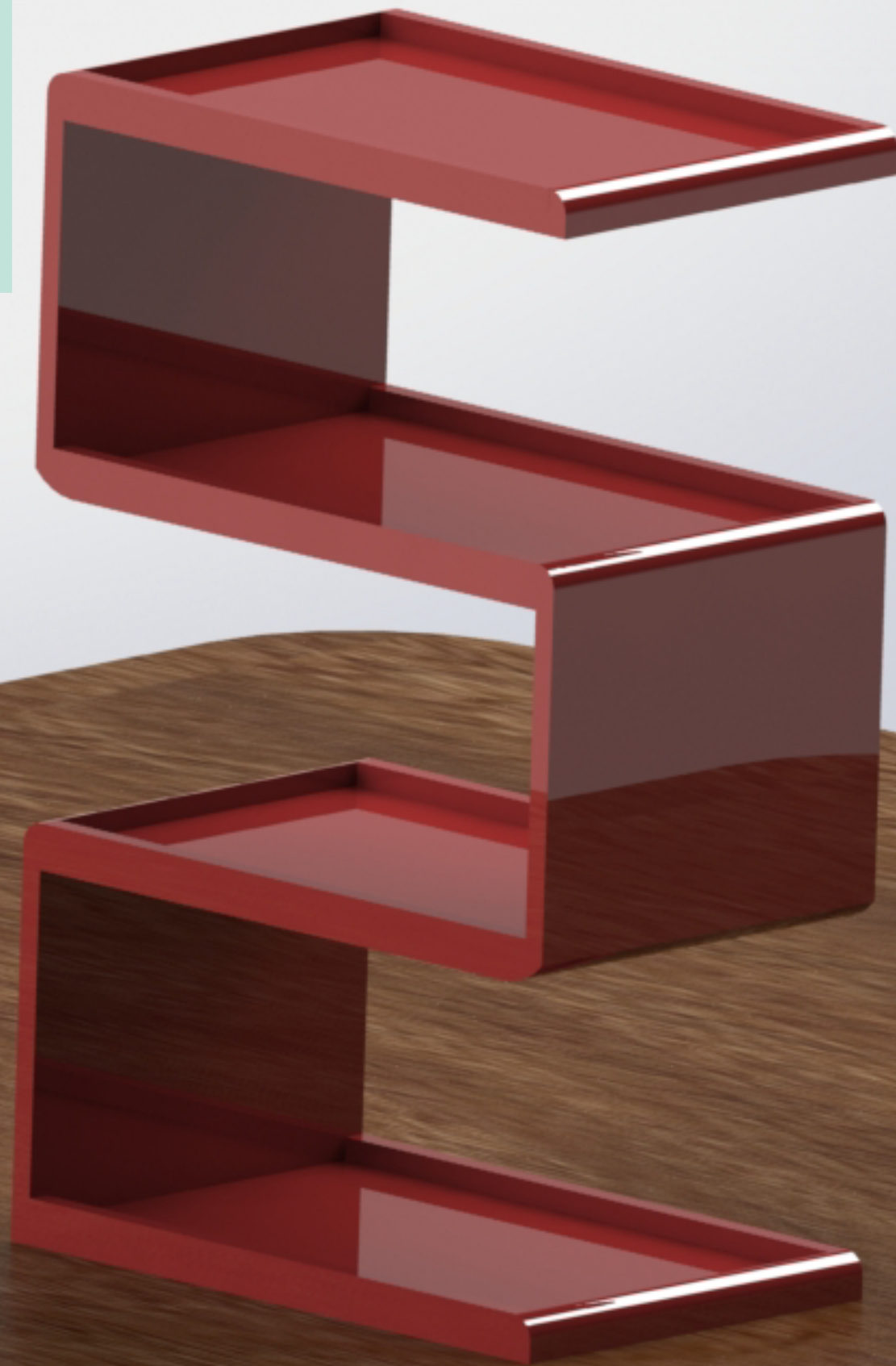
DIMENSIONS



MATERIAL

ACRYLONITRILE BUTADIENE STYRENE

HARD THERMOPLASTIC.
RESISTANT TO HEAT AND IMPACT .
EASY TO CLEAN .
DIFFICULT TO BREAK .





HOW IT WORKS



3 HEARTS = 1 DESERT

6 HEARTS = BIG DESERT

Edad:

Sexo:

Entrega:

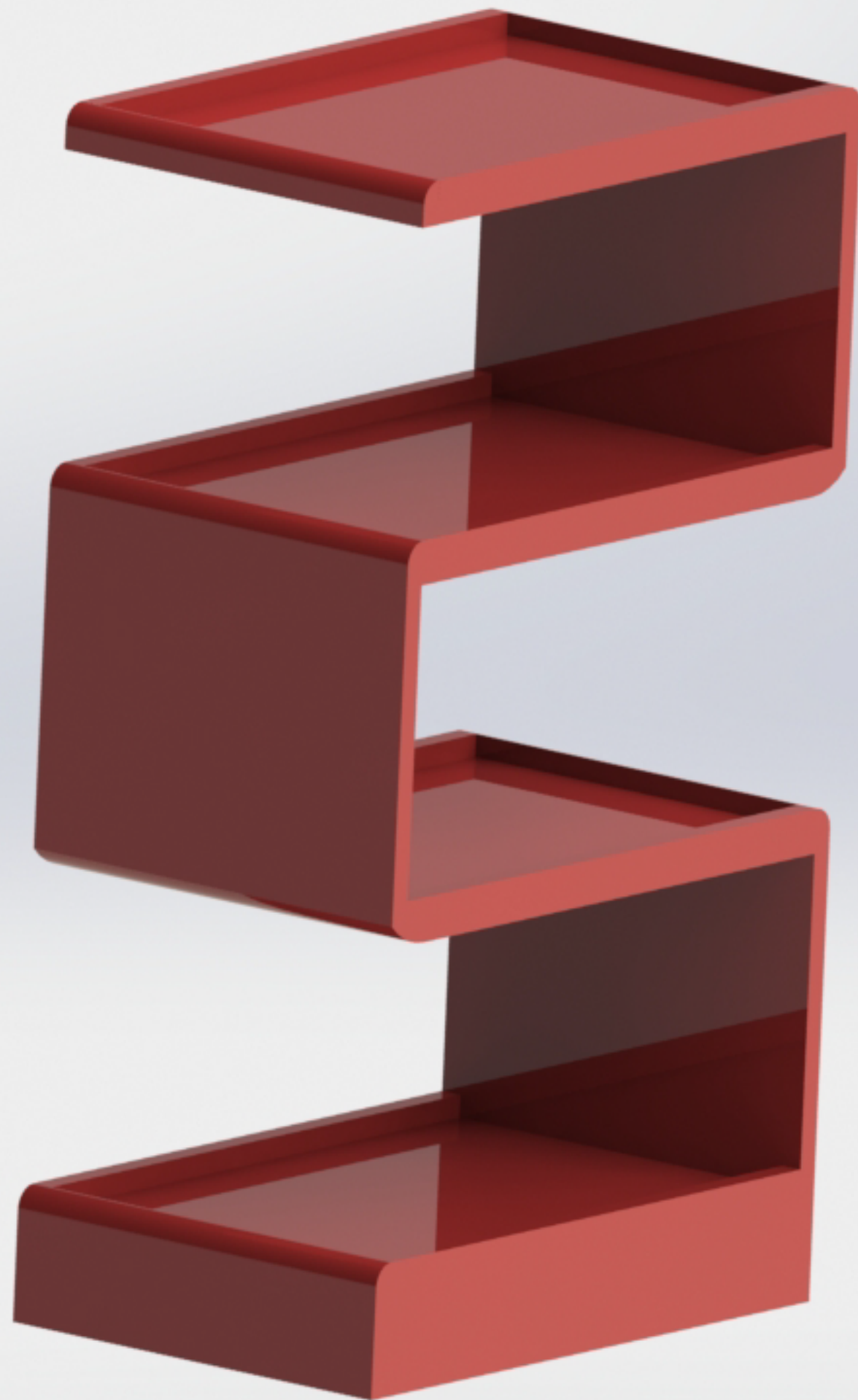
Canje Final:



3 stamps and you
get 1 small deseart.



6 stamps and you
get a regular deseart.



Be close

LESS TEXT MORE TALK

YOU CAN WIN FREE DESERTS!!

SPEND TIME WITH FAMILY/FRIENDS.

HAVE FUN WHILE YOU'RE EATING!!

ENJOY EVERY MOMENT!!



Be close
LESS TEXT MORE TALK



Be close
LESS TEXT MORE TALK

