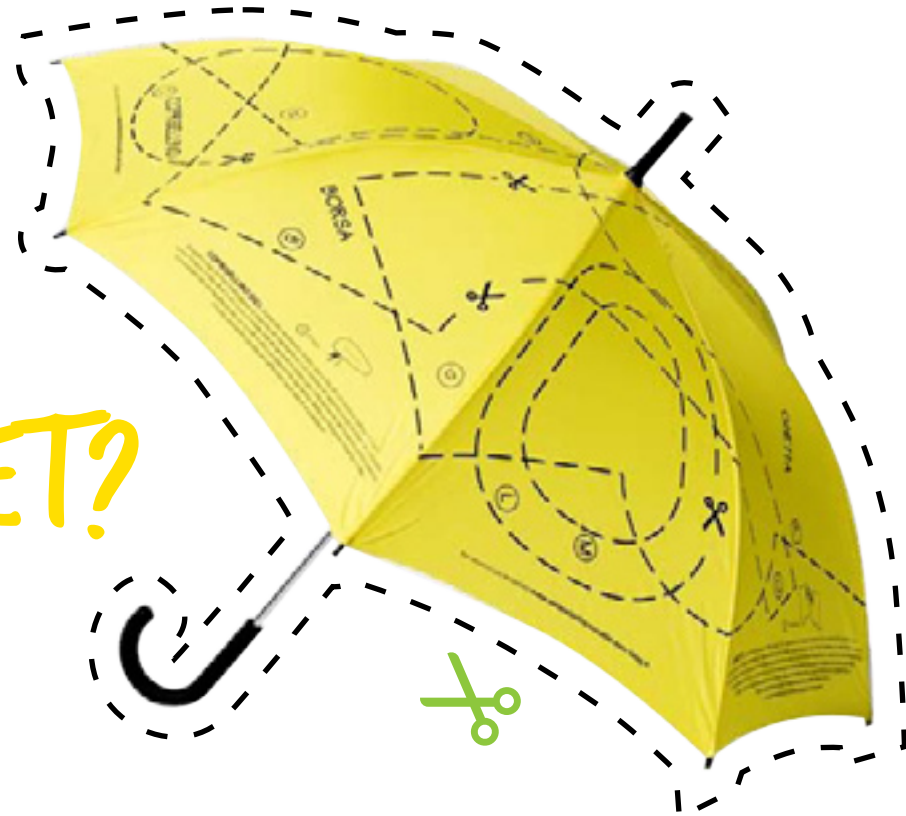


CAN A BROLLY SAVE THE PLANET?



The goal of OMBreLLO the reusable is to help make the world a bit more ecologically-minded. We especially want to enhance awareness about reuse and recycling, and about reducing wastage and refuse. For designers, ecology awareness can be looked at in many ways. We concentrate on re-use.

Our choice of taking the umbrella as a consumer item to study comes from noting the habits of “city dwellers”. Last winter was a rainy one and we saw how thousands umbrellas were being used, broken and thrown away every day. Umbrellas were not originally conceived to be disposable, but that’s just what they have become: disposable consumer items. Which is why we began to take a closer look at them.

The waterproof cloth or material of umbrellas: this is the heart of our project and what makes our umbrella so different. Its material provides incredible performance. You can machine-wash it, iron it (really ... it doesn’t melt!) and cut it up - without ugly strands to grapple with!

When umbrellas break, it’s always the frame that goes first, never the material, right?

Plus, the timescale for recycling the whole product is very long.

Whether you spent 5 or 50 eurpo, sooner or later your umbrella will break. You only have to jam it in the car door and .. it’s throw away time!

So we have redesigned the umbrella thinking not about it’s first use but of how to extend its afterlife when is can no longer go on being an umbrella.

Our design brings new and exciting ways of using your broken broly cover. We have created the shapes of a range of other waterproof items: from gaiters to a bag to a bicycle saddle cover!

The design of the cover material has templates that let you create your new products quickly and easily.

