

**Tongji
Jiangnan
ZHdK**

Zhao Yang

Li Wenni

Lin Tao

Idea
Direction
Concept
Goal
Design
Distribution

~~Idea~~

Direction

Concept

Goal

Design

Distribution

Idea

„selling“ air







Idea

**to bring
fresh air to city**

Idea
~~**Direction**~~
Concept
Goal
Design
Distribution

Direction

1.

Marketing

2.

to sensitise

Direction

2.

to sensitise

Idea
Direction
~~**Concept**~~
Goal
Design
Distribution

Concept



Concept

to sensitise

protest

criticise

provoke

Idea
Direction
Concept
~~**Goal**~~
Design
Distribution

Goal

Education
Alarm
Incitement
Inspiration
Reflection

Idea
Direction
Concept
Goal
~~**Design**~~
Distribution

Design

**strange
absurd
medically
alarming
emergency**

Design

»pure air«

Design **Impurities free**

Design

**Attention:
easily addicted**

Design

200 actuations
for inhalation use

pure air

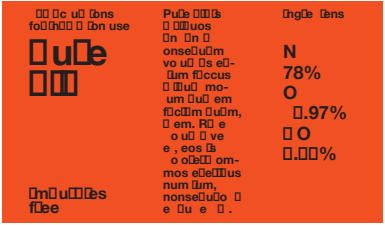
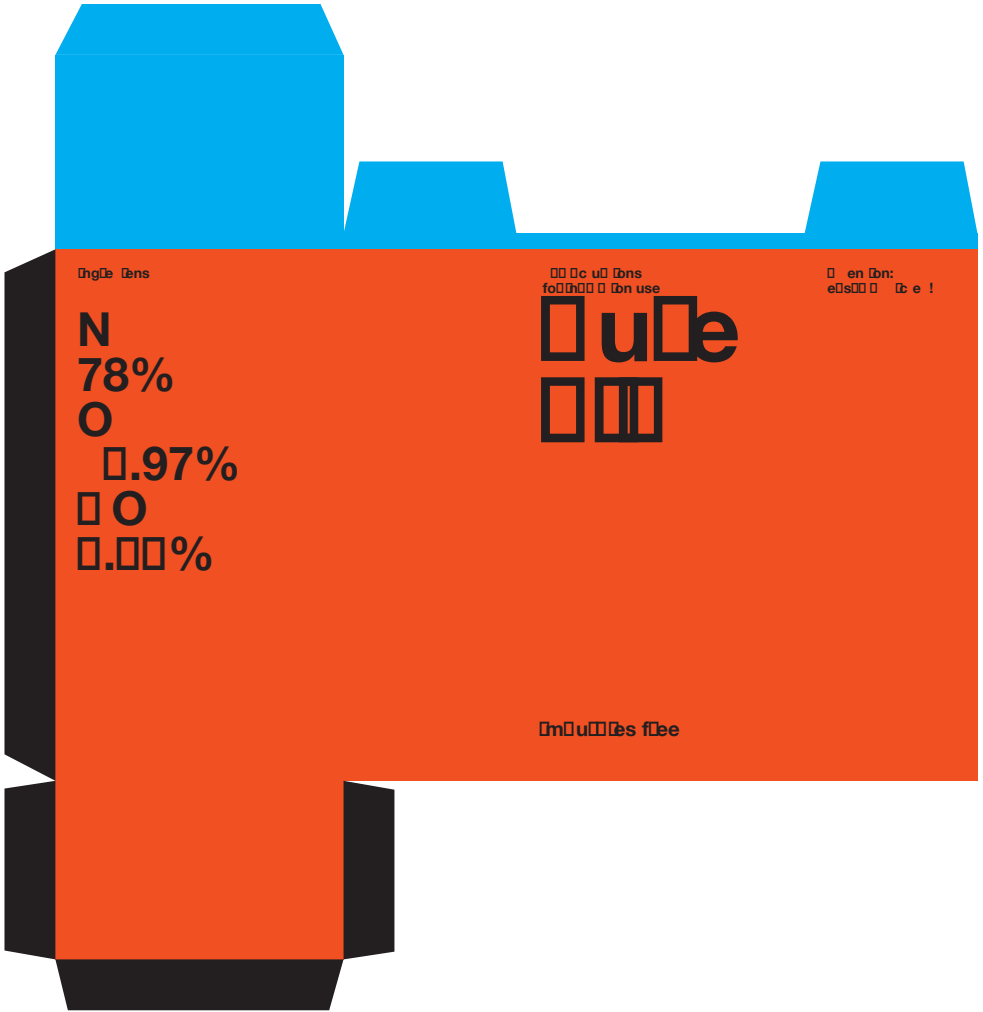
Impurities free

Design

Ingrediens

N2
78%
O2
21.97%
CO2
0.03%

Design



Design



pure air

This product is designed in the coroperation of design school and environmental protection organization in the aim of alarming people to rethink their way of living and contribute to the work of environment protection. Clean air sold in a tin bottle, seems ridiculous now, is doomed to happen if we continue to ruin our planet. Hold this product, use it and rethink, this is tomorrow's world if you do not do something now.

Table of contents:

1. What is pure air?
2. When to use?
3. How to use?
4. Main effect?
5. Side-effect?
6. How to perserve?
7. Other Information

1. What is pure air?

Air is the combination of all gas in the atomosphere, it contains about 78% of nitregen, 21% of oxygen and about 0.03% of carbon dioxide, besides that, there is about 1% of impurities in air. The ingrdients in air is not fixed, with the change of location or the change of heights, air constantly change. But the ingridents in clean air is reletively stable. For exemple, air in the amazon will not really contain industral pollution. In the natural state, pure air does not have smell or taste. The oxygen in the air is essential to all humans and animals, and the carbon dioxide breathed out by them is essential to plants. In this way, all living creature co-exist in the air.

2. When to use?

Under polluted environment

3. How to use?

Shake before use and spry in month

4. Main effect

improving of sleeping quality, lessening the possibilities of air-way diseases. Cure all kinds of distress, anxiety and depression.

5. Side-effect?

Easily addicted!

6. How to perserve?

Carry it with you, do not expose to sunlight.

7. Other Information

The money collected through this special product will go to the work of environment protection, this money will encourage people to continue working in the name of saving our world. However, alternately, we want this to remind you of what is happening to this world and your life.

Design

Package information leaflet

pure air

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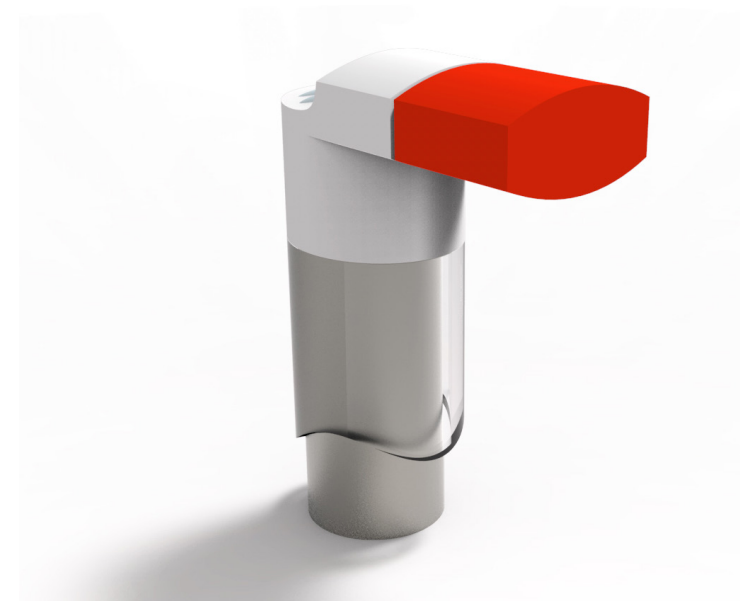
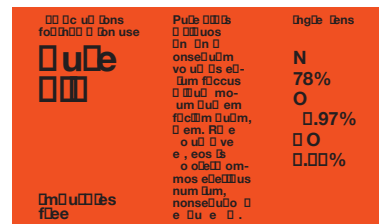
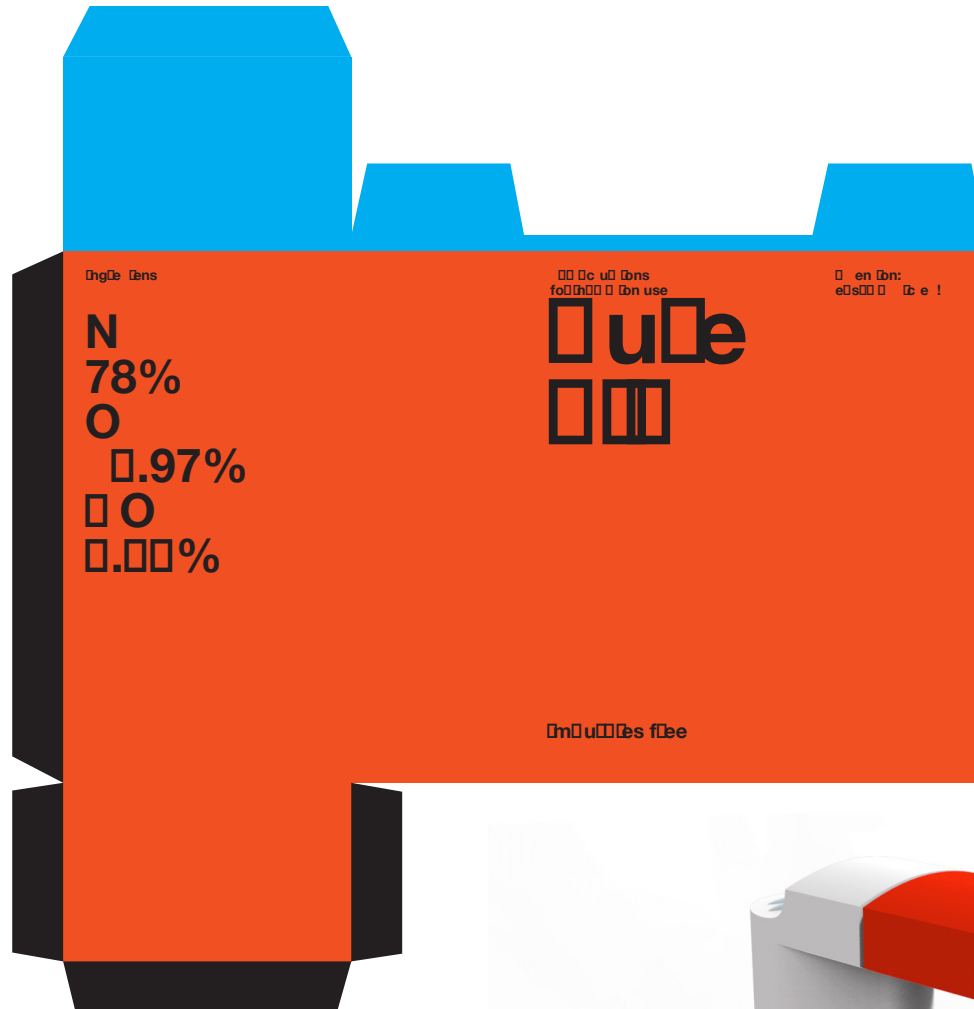
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Idea
Direction
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~~**Distribution**~~

**Distri
bution**

**Work in
corperation
between D school
&
environment
organization**

**Distri
bution**

**Give out freely
to people in the
city**

**Distri
bution**

**Collect money
to support
the work of
organizations
in reciprocity**

**Distri
butio**

**Provoke thinking
in life style
for city people to
reconsider their
impact on
environment**

Zhao Yang:

„32个赞!“

Li Wenni:

„perfect“

Lin Tao:

**„I need some
pure air!“**

pure air

Attention
!
easily
addicted

N₂

78%

O₂

21.97%

CO₂

0.03%

Impurities
free