



Picture:
Avantex Paris

Save the Future

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BEE ATTENTIVE

The Design -BEE ATTENTIVE- deals with the worldwide bee colony collapse and draws attention to the society.

The textile pattern illustrates the bee and associated elements. People should be reminded of the beauty of this insect and it's importance to the nature.

The beauty plays with a function: Without the pollination of insects, no colourful variety of flowers and plants would occur.

The Outfit is made from synthetics. It is the carrier-material for the textile print.

By using ultrasonic welding techniques transparent pockets are applied. The pockets, with integrated conductive threads looks like the bee's filigree wing. The integrated textile technology creates the functional (in consequence beautyfull) add: to deliver energy for life.

For the *Epson Automotive Design Award 2017*, the textile pattern was transferred to a car design for a BMW i3.

The design -BEE ATTENTIVE- by Elise Esser supports the consciousness: Our environment is the most valuable element for human life, we should be attentive and intensely care about it.

