

## 1/2 Imprinting

The IMPRINTING is the ability that has an ambient to make its mark in the heart of the customer!



### Solution

The **IMPRINTING** is the ability that has an ambient to make its mark in the heart of the customer ...like a lover can make the mark in the heart of the person!!!!

It's not like love at first sight, really. It's more like... gravity moves.... suddenly!!!

When a lover receives an imprinting from a specific person, he becomes unconditionally bound to her for the rest of his life!!!

This is the aim of this project. something that the client probably will not forget never like the first impact of a baby in the world. many things even if the baby doesn't remind them ..they will be part of him forever!!!

The gravity is represented by the rotation of three bands of different sizes and a fixed one, where the services are housed. The architecture is practically integrated in the bands and creates the various functions.

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### Creative's profile



**paolaoliva** PRO

Architect and Product Designer

### Creative's top 5 skills

Graphic Design, Product Design, Packaging Design

### Collaborators



**marcomarotto** PRO

Designer