

1/5 **Measuring cup**

A measuring cup that shows the correct amount even when tilted to any direction.



Visual Solution

2/5 **Measuring cup**

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What was the task for the work you show here?

Design a measuring cup that can be read as easily as a wrist watch by just putting the scale in the center of the volume.

Measuring cup

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What was your unique idea?

To read a normal measuring cup, it has to be on eye level and horizontal. My design is based on the simple observation that the level of the liquid stays the same at the center of the volume, when the cup is tilted to any direction. This allows to read the measurement in any situation. When holding the cup free hand or even when pouring from the cup.

4/5 **Measuring cup**

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Is the work you present here originally and genuine made by you?

Yes.

Jovoto Portfolio Awards 2015

5/5

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Creative's profile



cernulois **PRO**

Creative's top 5 skills

Product Design

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jovoto

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