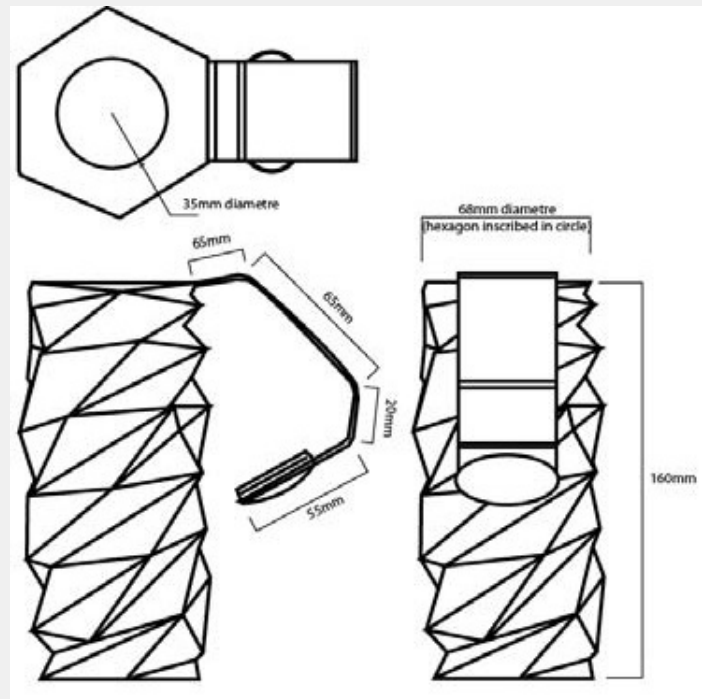


1/2 **Holy Grail Collapsible, Sustainable Cup**



Solution

**Introduction**

The original basis of this project was a brainstorming exercise that consisted of photographing every item I used throughout an entire day, and seeking a seed from which to improve a design. The results were quite depressing — much of what we use is thrown away, and most of that is the packaging of foods and liquids. Coffee and take-away beverages were especially responsible for this, despite the fact that drinks like freshly made coffee are not, by nature, pre-packaged. Thus it became my goal to create some form of drinking vessel that could mitigate the harm done by our drinking habits.

**Brief**

Clearly, there are many excellent reward/acknowledgement system ideas already out there to

encourage re-use of personal cups, but I found that a fairly unexplored niche was the reason why these

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# Holy Grail Collapsible, Sustainable Cup

Creative's profile



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