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## Miele HUG

Origami-inspired, slim and smart cooling device on your standard sized apartment door

### Observation

The target group live in existing small apartments of blocks in high-density city areas.

They work intensively. They do not have time to make grocery shopping in person or cook for hours at home, due to the intensity of the work. For this reason, they prefer online shopping of frozen or ready to cook, healthy foods.

The target group often work overtime. As they live alone or as a working couple, sometimes there is nobody at home when the cargo arrives.

### Conclusion

For the security of the delivery and to keep the cold chain of frozen/ chilled goods, they need a cooling unit with secure storage space for multiple delivery. They should be able to control it remotely even if they turn back home late.



### Solution

Miele Hug, is an origami-inspired slim and smart cooling device, that can be adapted to any standard (90X204cm) entrance door of the apartment and can be adjustable to any international delivery sized box. The flat surface of the device covers the outer surface of the entrance door and gives it smart control features. The flat moving surfaces can be shaped into two separate or one combi remote controlled cooling, secure volumes which can be controlled remotely by the resident with Miele App.

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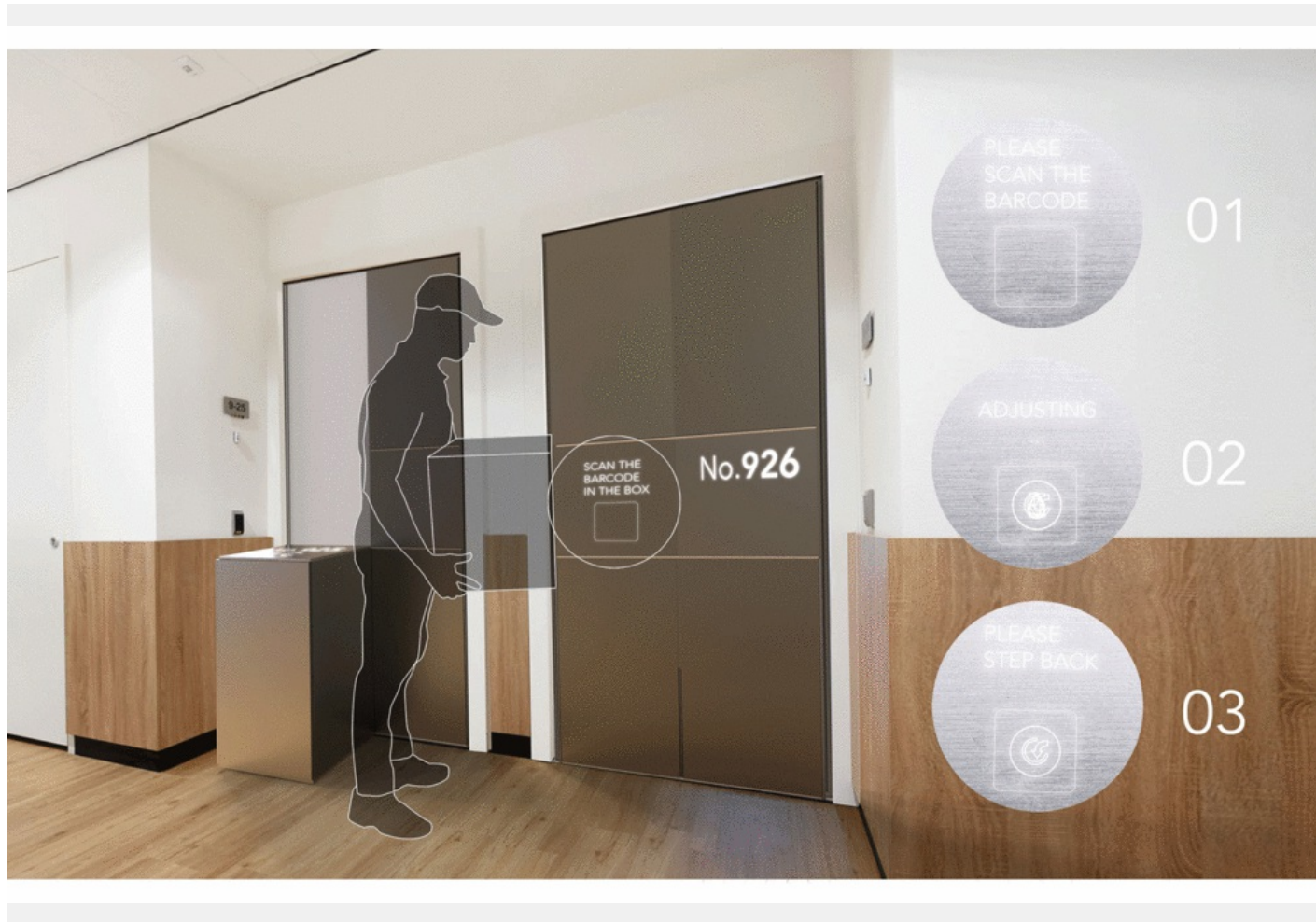


Pain Point

Target group has an intense work environment that causes uncertain time for homecoming. Live alone in existing small flat in apartment blocks. No time to make grocery shopping in person. Prefer online shopping solutions for fresh, ready to cook or frozen meal. Need a secure place for delivery.

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Product in its environment

Miele Hug can be adapted to any standard entrance door or can be also used in common areas. The flat surface of the device covers the outer surface of the standard 90X204cm sized entrance door and gives a smart control features to the entrance door. It can be adjustable to any delivery sized box.

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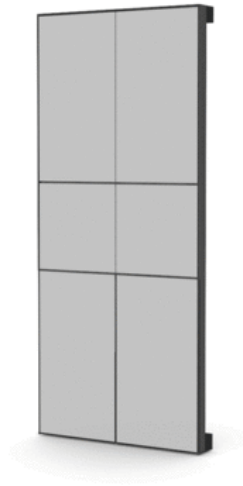
Product views

The flat, automatically moving surfaces can be shaped into two separate or one combi cooling, secure volumes which can be controlled remotely by the resident with Miele App. HUG can be purchased by the user/tenant, by use-sharing neighbors or by the building managements as a part of their service.

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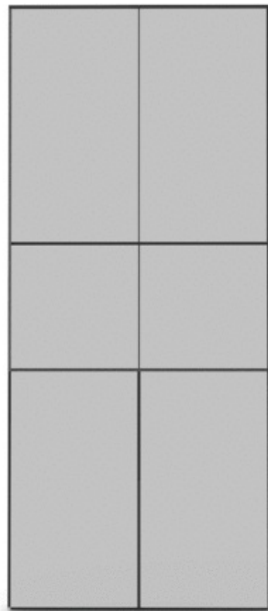


Product in use

Origami inspired, slim and self-folding, robotic surfaces... They are 4D printed and they can form programmed shapes to create different volumes: Small: Depth: 42cm, Length: 42cm, Height: 78cm Combi: Depth: 42cm, Length: 85cm, Height: 78cm Also the hinges have shape memory behavior and lockes.

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Product Sizes: 87 x 6,5 x 201 cm



Box Depth: 42 cm

Additional info

Transform the standard door to a smart door with features such as security cam and access-control keypad. It operates with electricity supplied from within the house, bypassing the existing intercom. In common use, volumes can be shared by multiple neighbors with the access code.

Keep cool with Miele

**Miele**

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### Creative's profile



**Hakan N Türkmen** PRO  
Interior & Product Designer  
Istanbul, Turkey

### Creative's top 5 skills

Product Design, Interior Design

### Collaborators



**Engin Akbaba** PRO  
Product Designer  
Istanbul, Turkey

### Third party materials used

<https://berkvens.nl/nieuws/waarom-een-binnendeur>

<https://dribbble.com/shots/3804049-Free-iPhone-X-on-Hand-Mockup>

<https://berkvens.nl/nieuws/waarom-een-binnendeur>

<https://www.fenster-schmidinger.at/produkte/tueren-und-portale>