

1/6

Fresh

Freshness takes it full meaning with the combination of fresh ingredient

Observation

Keeping goods fresh and for long requires energy. While freshness not only mean that the temperature is maintained but it also gives the reassurance that the ingredient are healthy and as close from its original state as possible.

Conclusion

There is a need to design a closed loop system that does not require extra energy but can self sustain.

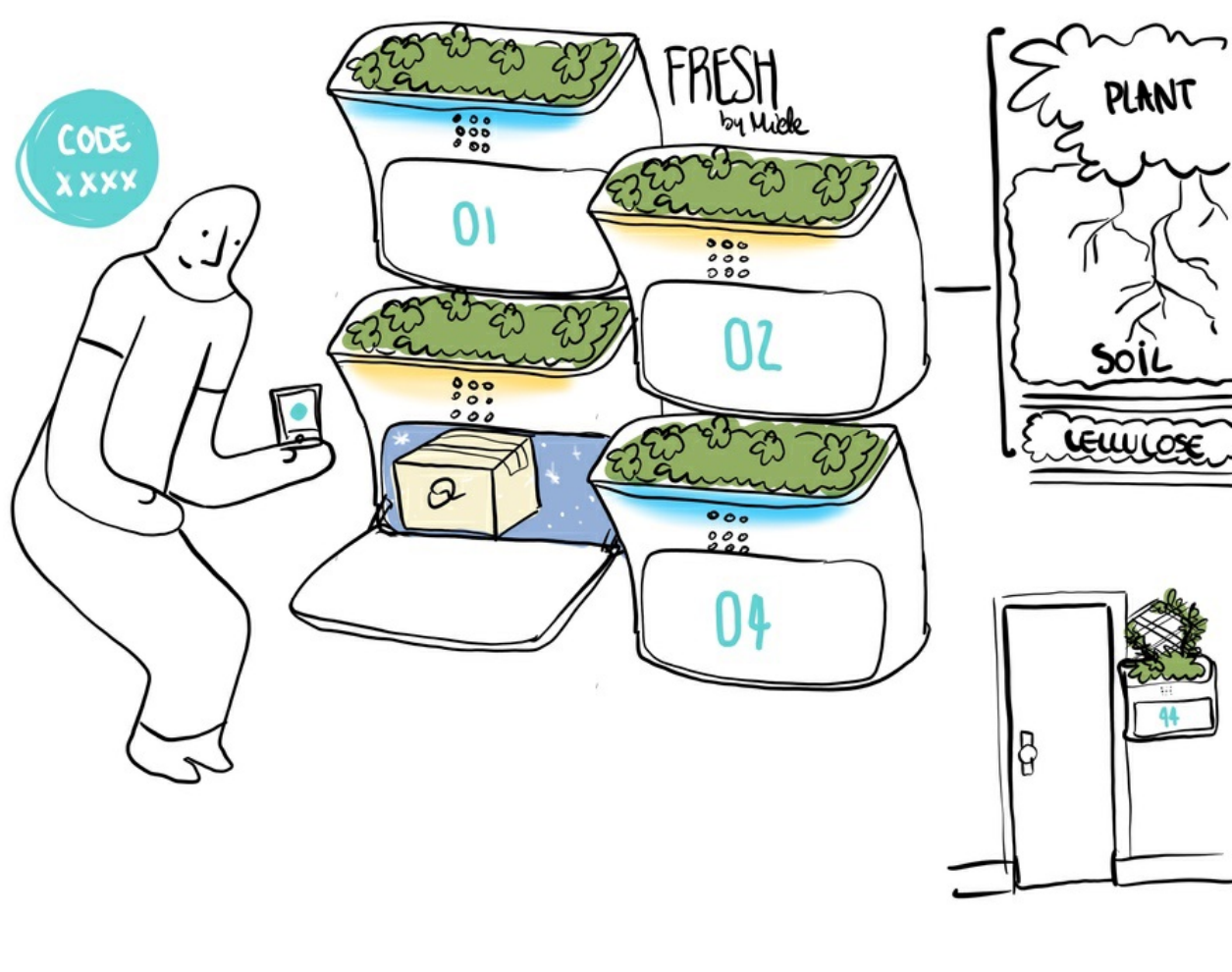


Solution

Miele's Fresh is using cutting edge cooling technology with an engineered alliance of material to maintain a constant cool temperature without any added energy needed.

2/6 **Fresh**

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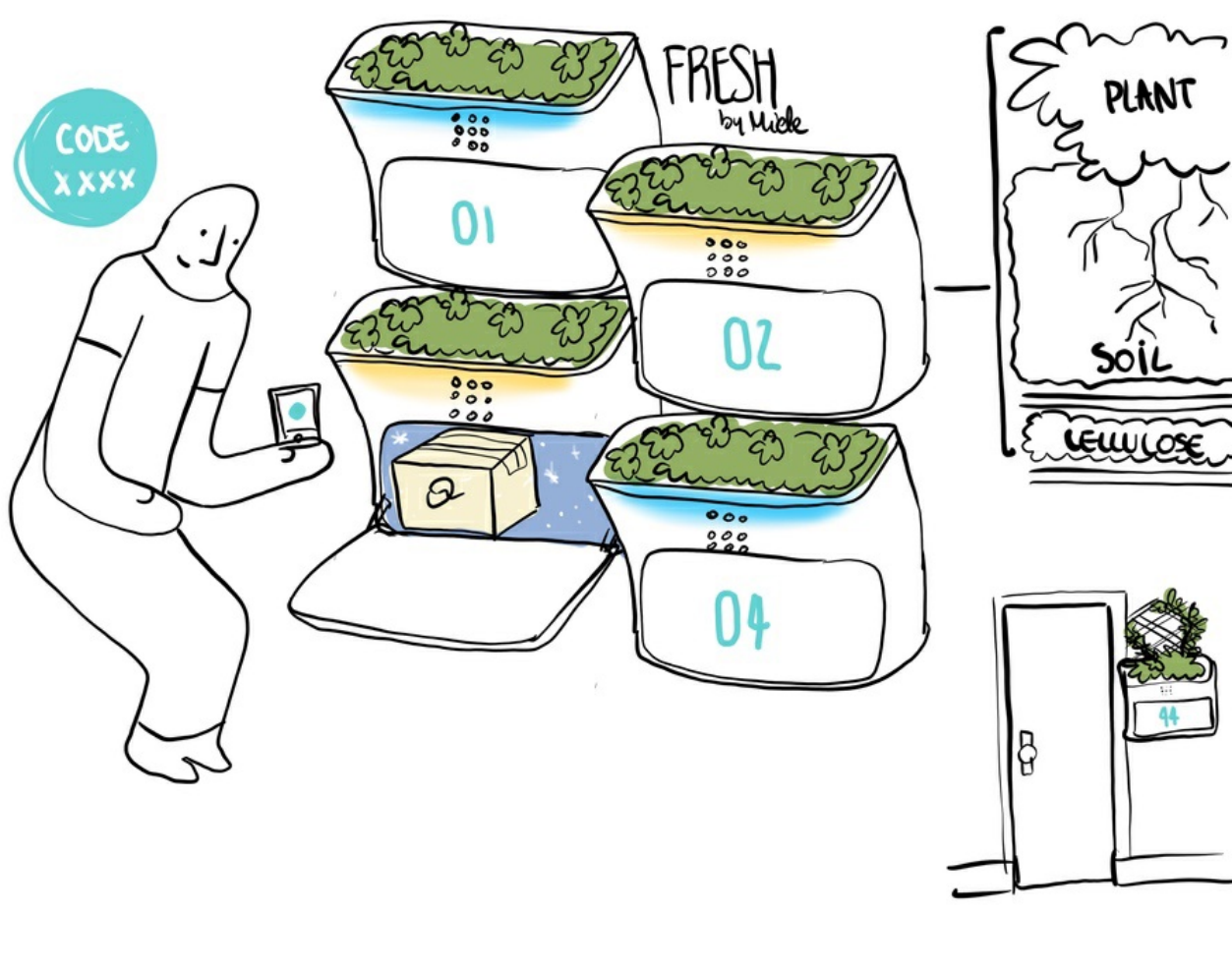
Pain Point

There is a need to design a closed loop system that does not require extra energy but can self sustain, using a cutting edge technology and engineered material.

Status: 15.06.2018

3/6 **Fresh**

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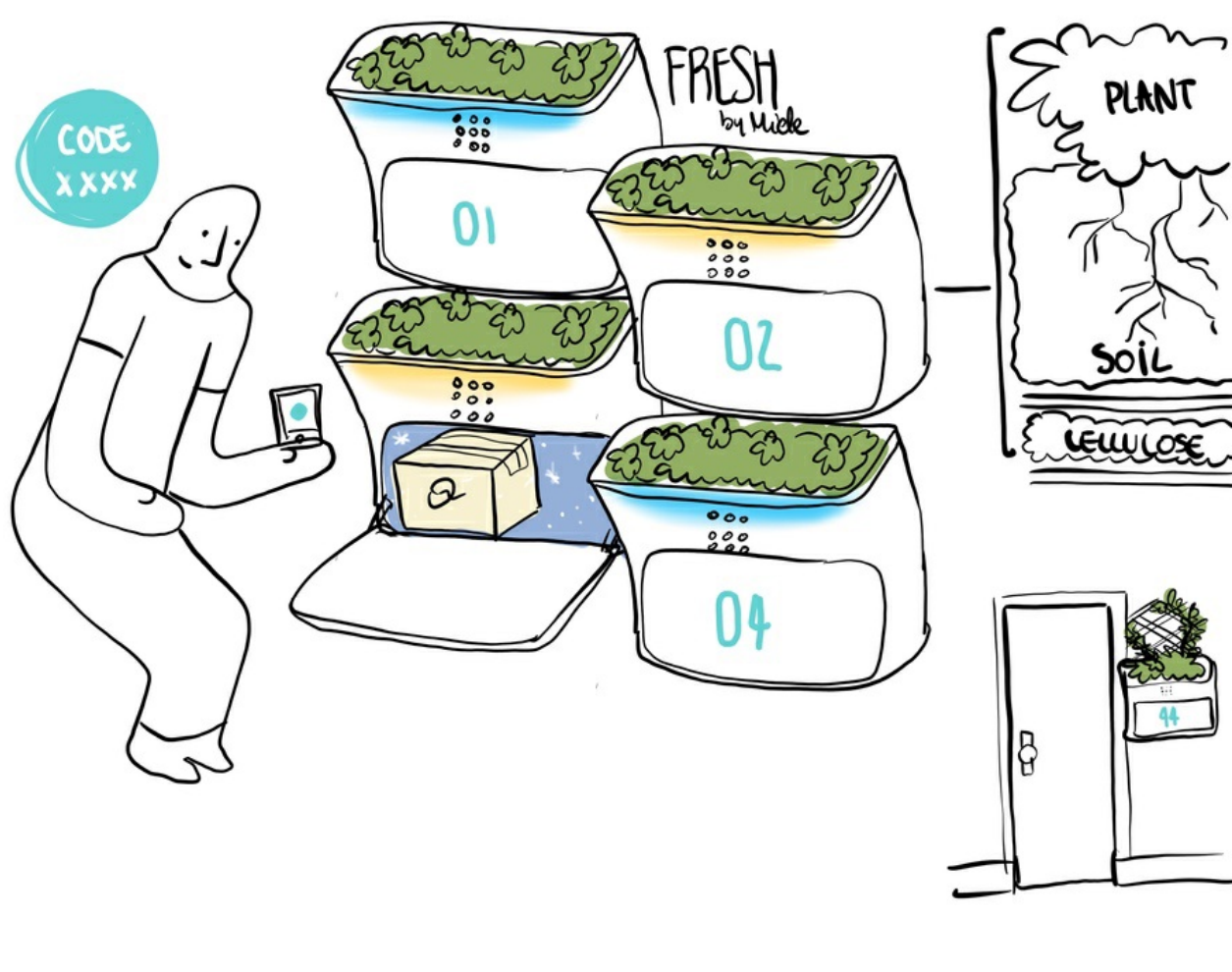
Product in its environment

The Fresh module can be combined or individual, wallmounted or fixed to lamp poles.

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4/6 **Fresh**

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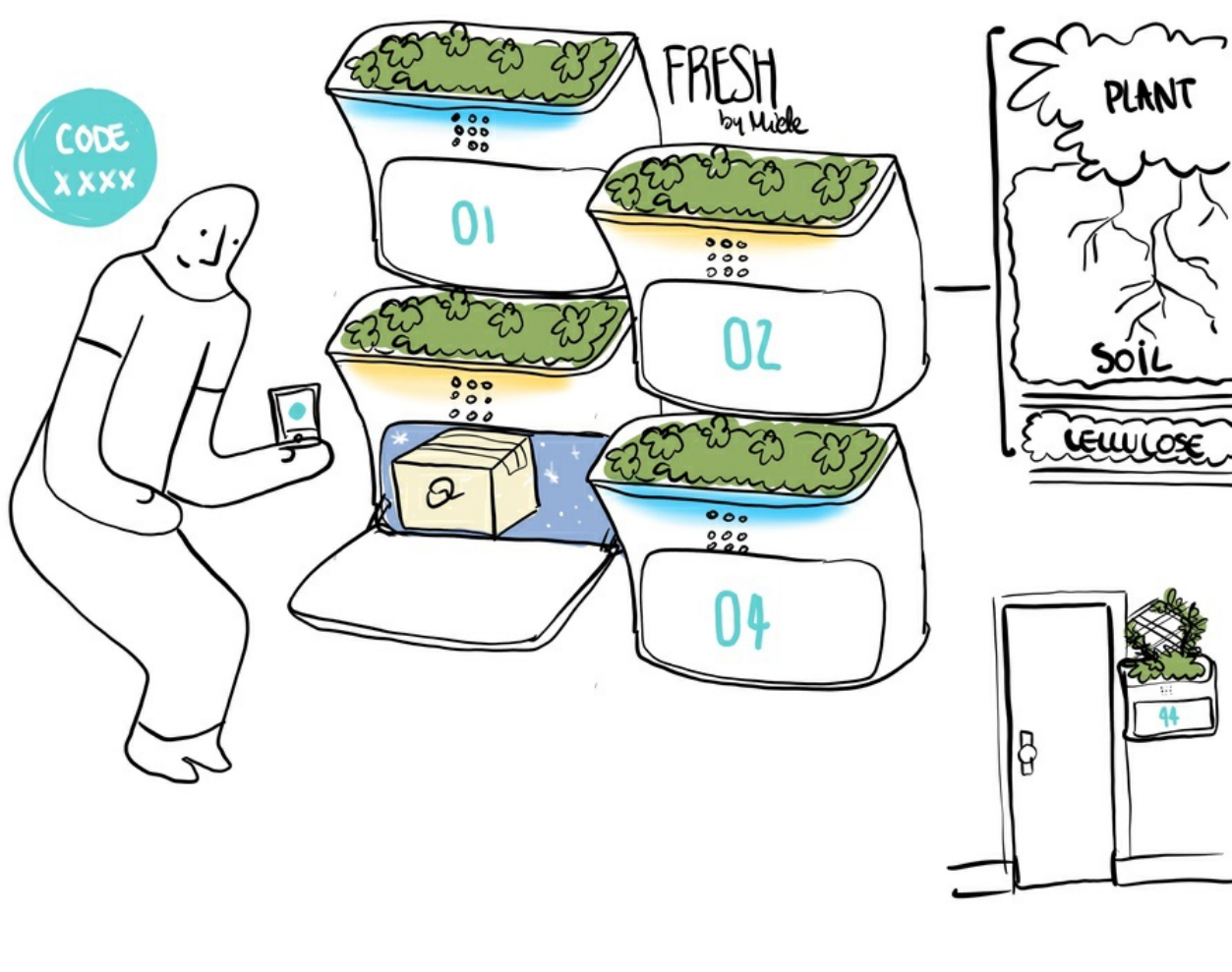
Product views

The freshness is visually translated by 3 elements : the greenery symbol of ingredient freshness, the subtle cool light and the material cool to the touch.

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5/6 **Fresh**

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Product in use

Soon

Keep cool with Miele

Miele

6/6

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Creative's profile



elodie delassus PRO
Lead product designer
Utrecht, Netherlands

Creative's top 5 skills

Illustration, Mobile Apps, Product Design, User Experience, Service Design

Collaborators



Roshan Hakkim PRO
Product designer
Utrecht, Netherlands

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jovoto

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