

why

We live in a society with a crumbling infrastructure, increasing population, and financial hardship. We need something that will assist and alleviate the pressures that these complications arise from. This project encourages the green movement and moves it in a new direction. By designing a functional, and an important social structure, Ecoloco promotes the new possibilities of what alternative energies could and should be.

Ecoloco sought out to incorporate inspirational design with inspirational engineering into an unobtrusive municipal structure. This system would be financially sound and financially smart.

A benefit of the Ecoloco system is the lower cost of subway expansion. With the greatly reduced cost of operation, new municipalities can pay to install the system with great benefit to the community, preservation of local roads and bridges, and increased revenue from tourist.

how

Ecoloco Subway systems work by harnessing the massive amounts of potential energy that is created by the trains movements. When a subway train travels through tunnels it creates a large and powerful force of air displacement. This air displacement isn't utilized in anyway. The premise of the Ecoloco train system is to take advantage of extremely localized sustainable power sources. The Ecoloco tunnel is lined with wind generators incased in attractive panels that turns the train ride into a remembered experience.



logo

The Ecoloco logo is derives from the new identities created for the subway line. All the MBTA line will have a new identifying mark that was influenced by a natural source. All of these are present in the umbrella mark of the Ecoloco brand. The clean, sharp edges of the logo are reminiscent of modern green architecture.

ECOLOCO IS
INSPIRATIONAL DESIGN
WITH
INSPIRATIONAL ENGINEERING

blue

The identifying mark of the blue line is the water droplet and it represents the natural power of water and hydro dynamics.



red

The identifying mark of the red line is a setting sun and it represents the natural power of solar energy.



orange

The identifying mark of the orange line is a fallen leaf and it represents the natural power of biomass energy.



green

The identifying mark of the green line is a swaying tree and it represents the natural power of wind energy.

