

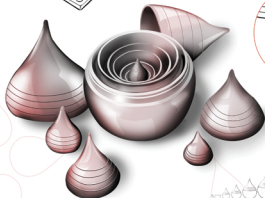
Concept Three

Incentive

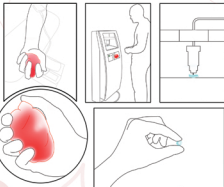
INITIAL IDEA



This concept uses inspiration from Russian dolls, where one figure fits into another. The idea creates an incentive where the donor collects 3D blood drops until they get to a full set (8 blood groups). The design allows the donor to see an object grow size. Made from glass, it creates a more sentimental aspect to the design.



Blood type etched into glass:
O, O+, A, A+, B, B+, AB, AB+



This concept is based around the idea of collecting a personal token, which the donor can reflect on and have a sentimental aspect to it. While donating the donors form their own best shape by sculpting a digital stress ball. The data is recording in a rapid prototype machine, which produces a replica head. This concept encourages donors to donate again so they can create chains.

