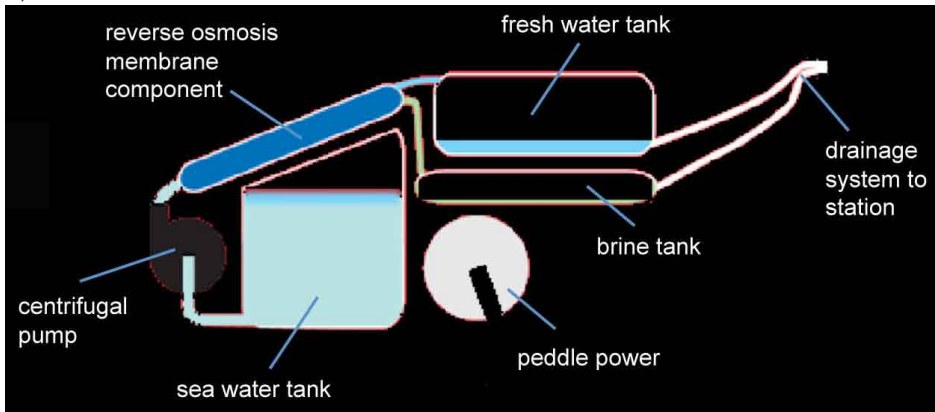
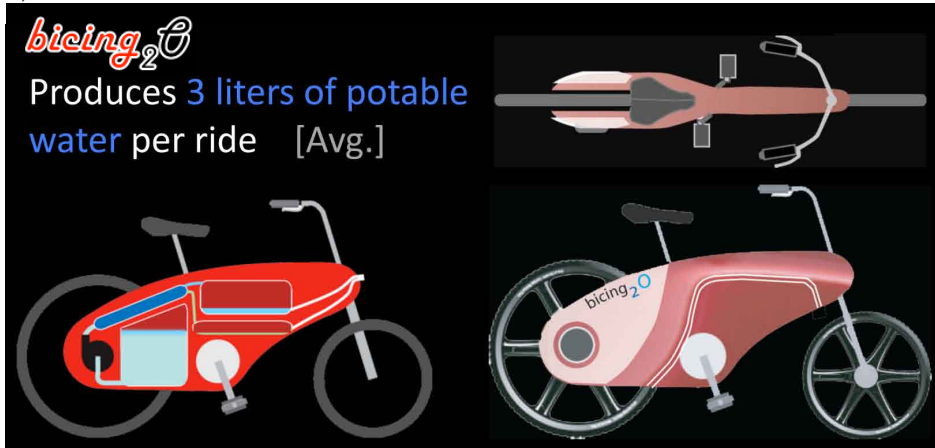


A)



B)



C)

CONTRIBUTING DESIGNERS:
RYAN CROMER & JOE BROERMAN

MY SPECIFIC CONTRIBUTION TO THE DESIGN WAS TO RESEARCH THE WATER DROUGHT IN BARCELONA AND TO HELP COME UP WITH A SOLUTION THROUGH MEANS OF DESIGN. SOME OF THE CONTRIBUTING FACTORS TO THE WATER DROUGHT WERE: 1) SHORTAGE OF WATER THROUGH INADEQUATE RAINFALL, HIGH WATER CONSUMPTION RATE, HIGH POULATION, POOR MANAGEMENT BY THE GOVERNMENT 2) LACK OF SUPPLY OF WATER 3) LACK OF A TRANSPORTATION NETWORK.

OUR SOLUTION WAS TO DESIGN A PRODUCT THAT ADDRESSES THE LACK OF SUPPLY OF WATER AND A MEANS TO TRANSPORT IT. OUR BUSINESS PLAN AND MARKETING STRATEGY SUGGESTED THAT THE PRODUCT HELPS WITH OBESITY AND AT THE SAME TIME PURIFIES WATER. OUR DESIGN WAS INTENDED TO BE IMPLEMENTED INTO THEIR EXISTING INFRASTRUCTURE SYSTEM; THERE WOULD BE STATIONS LOCATED ACROSS THE CITY OF BARCELONA TO COLLECT THE PURIFIED WATER THAT HAS BEEN GENERATED BY OUR PRODUCT. THIS PROJECT WAS EXECUTED IN A 1 WEEK PHASE.



D)