

USELESS.energy by Nika Rams

CONCEPT

I try to create consumer products that struggle to balance human lifestyles with the planet's limits through a healthy and inspiring way.

It is about communication, information and motivation. My products should remind and educate people to be aware of our wasteful behaviour in our daily routines and inspire to do something about it.

I want to send out little, subtle impulses, which finally builds up a consciousness towards the important theme of responsibility for our planet.

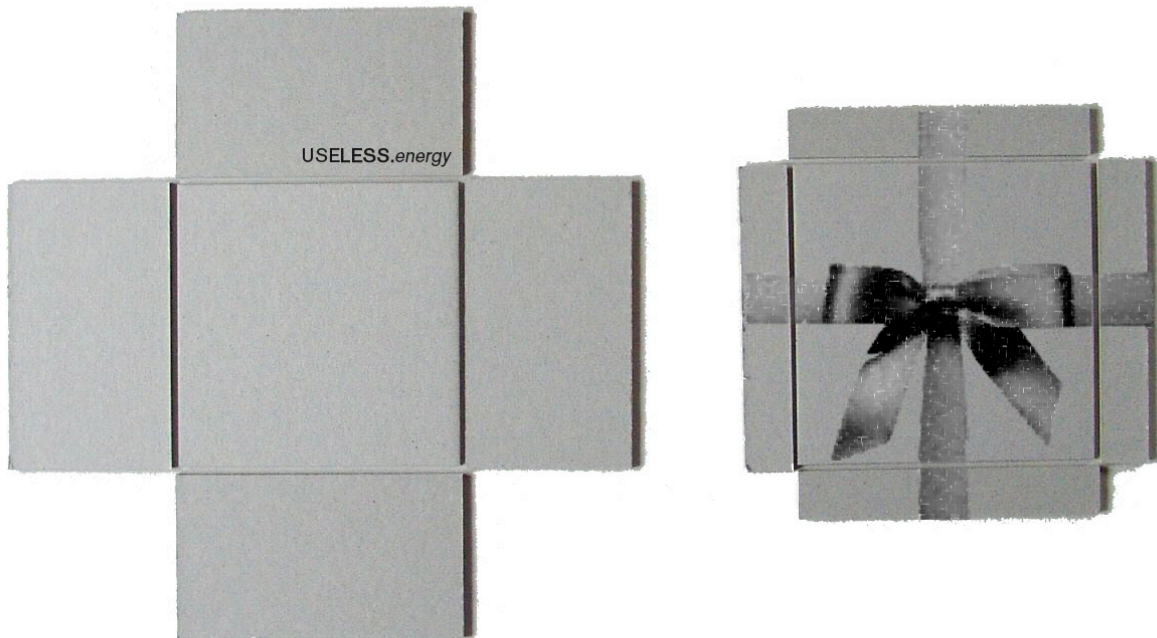
The plug for the power socket named **USELESS.energy** shall remind that energy is also floating all the time, before you plug in everything without even noticing.

TECHNICAL FACT SHEET

Function: A plug you can stick into the power socket. It inspires you to use less energy in our daily routines.

Size: 4 cm diameter, 2,5 cm high

Packaging: a simple, quadratic box from pure, grey chipboard with a printed gift-wrap



PRODUCTION PROCESS

Material: recycled and recyclable PVC made through injection die casting process.

Production Costs: approx 1,- per piece

USELESS.*water*

TECHNICAL FACT SHEET

Function: inspires you to drink more often from the tap or even think about the worth of water

Size: tap 20 cm high; the PET- top 3,7 diameter and 2,3 cm high; the cap of the PET-top 2,3 cm diameter and 1,3 cm high

Packaging: a simple, box from pure, grey chipboard with a printed gift-wrap, the product itself is fixed on removable platform inside the box