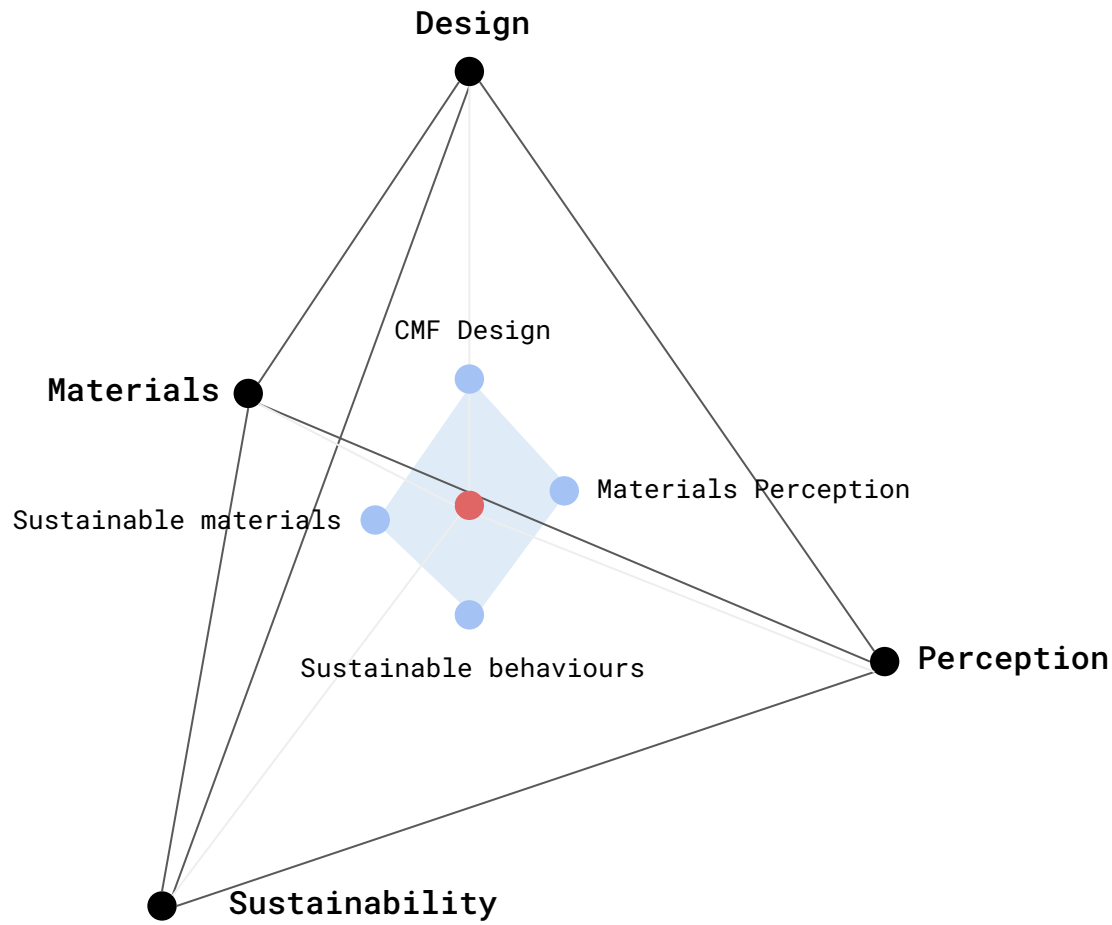


What could all of this have to do with my PhD?

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CONTENT



#Sustainable materials
#CMF Design
#Materials perception
#Sustainable Behaviour

sustainable

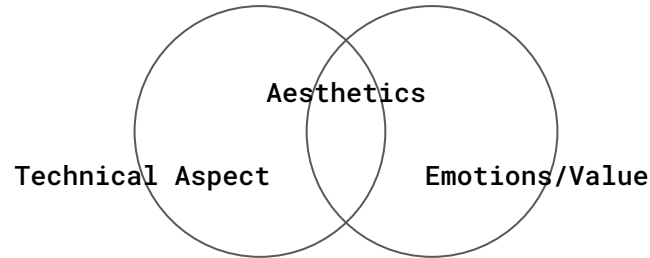


The material as a vehicle of emotion

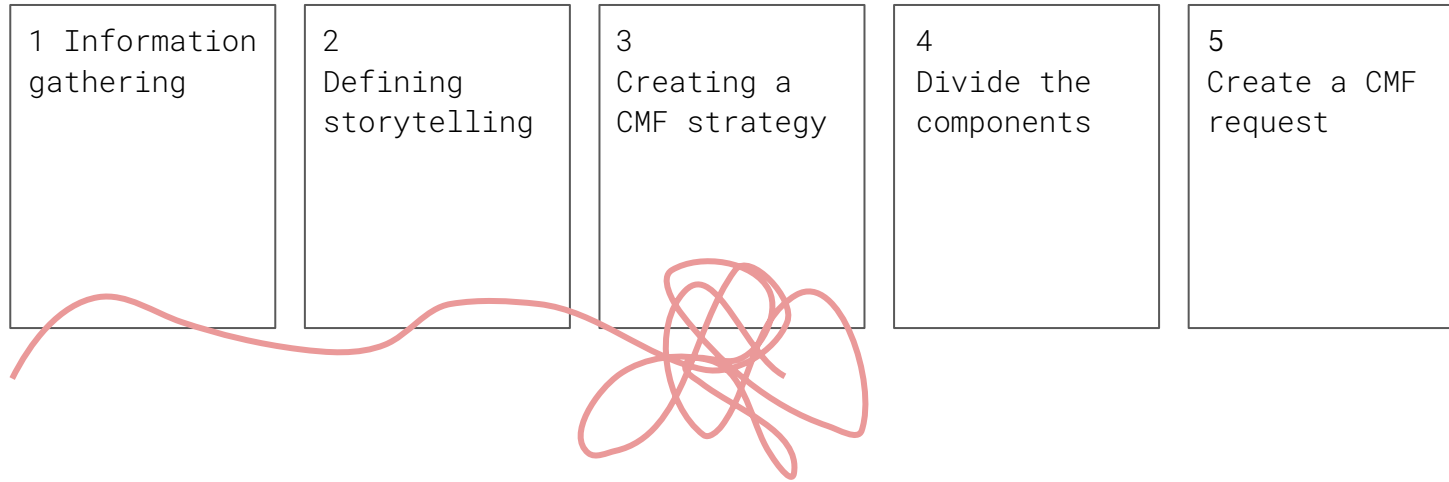
#CMF Design

CMF design helps to strike the right balance between **colours, materials and finishes** by significantly **influencing the visual language of products**.

CMF facilitates the creation of the right **balance between performance, aesthetics and emotion** to ensure a complete and satisfying sensory experience.



#CMF Design



People/Place/Time ————— functional and **emotional** attributes ————— activators & key driver to a **cherished possession**

#Matrix

strategies	characteristic elements								+
	origin	sustainable value	composition	colour	finishing	touch	smell	sound	
	Graceful aging			●	●	●	●	●	
	Time fading	●			●	●	●	●	
	Imperfections	●	●	●	●	●			
	Personalisation		●		●	●	●		
	DIY	●	●	●	●	●	●		
	Local sources	●	●	●	●		●		
	Surprise				●	●	●	●	
	+								

#Matrix

	characteristic elements								
	origin	sustainable value	composition	colour	finishing	texture (touch)	smell	sound	+
Graceful aging		● Clusterisation		●	●	●	●	●	
Time fading	●	● Matrix > Case studies > Attributes		●	●	●	●	●	
Imperfections	●	● Attributes > Matrix > Strategies framing		●	●	●			
Personalisation		● Definition of scenarios		●	●	●	●		
DIY	●	●	●	●	●	●	●		
Local sources	●	●	●	●			●		
Surprise				●	●	●	●	●	