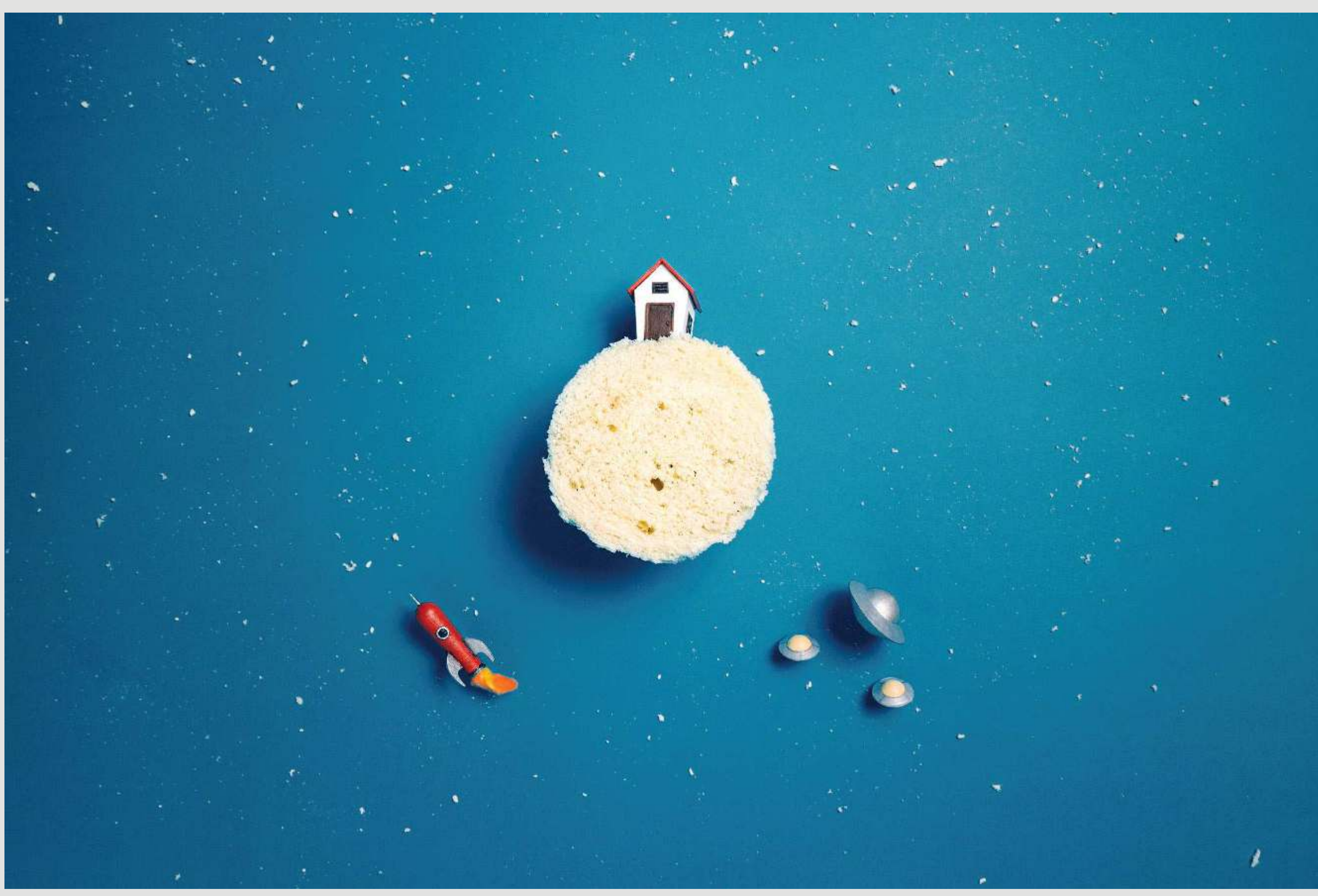


“Molds are the nest that can bring your ideas to life”

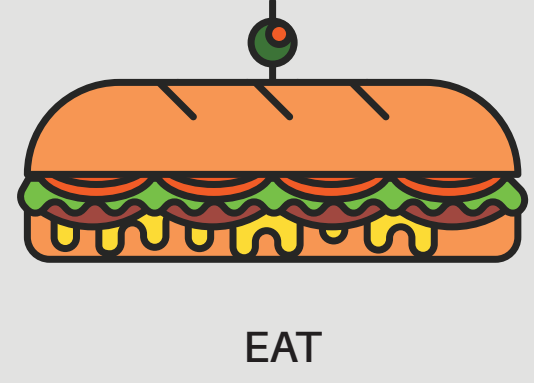


In the recent years, the creativity amongst young children has been declining as they are confined ideas and ways of doing something. Molds are the nests that can bring your ideas to life. And to help kids to shape their original ideas, DIYs are a great way to begin with.

“Best out of Waste”



Problem - Bread Waste: Gigantic amount of bread is being wasted everyday. With the increase in food chains, sandwich manufacturers waste about 13k slices every day, adding 17% to the loaf lost. While there are various ways of recycling bread, part of it can be used to make the 'best out of waste'. Food chains like McDonald's, Subway and Burger King etc produce a lot less bread-waste that bread manufacturers.



Target Store - SUBWAY:
I chose Subway as it is a healthy food chain that majorly thrives on sandwiches. The idea is to have a promotional campaign for a kid's meal deal as a marketing strategy for Subway that promotes sustainability and health. Instead of spending energy on plastic toys that are not eco-friendly, we can use these bread-waste to a benefit.

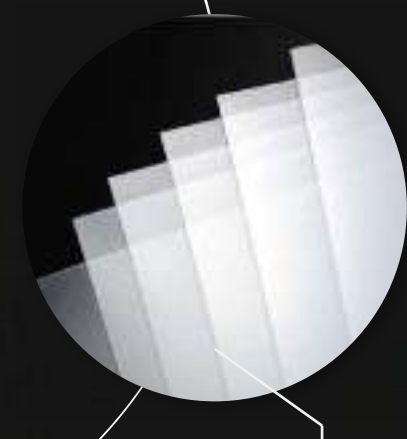


Target Market - Kids of age 4-10: Indulging in creativity has a great role in shaping the young minds and encouraging them to think out of box. This concept is focused on kids for the reason that it hopes to promote healthy food as well as food for thought. Moulds are the nests that will help kids to bring their own ideas to life.



Kumo
IDEA

Kumo (n) - Japanese for Clouds.
Kumo is a complimentary DIY kit that comes with the kid's meal. I was inspired by the simplicity of the Japanese toys and also the way kids interpret the shapes of clouds differently. Therefore, I selected a DIY idea, as it provides kids a learning experience of creating and re-creating shapes and figures that provide them a sense of achievement in the end.



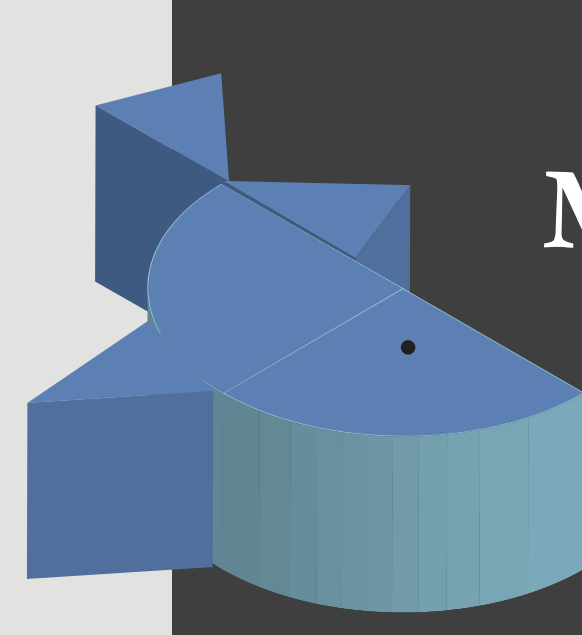
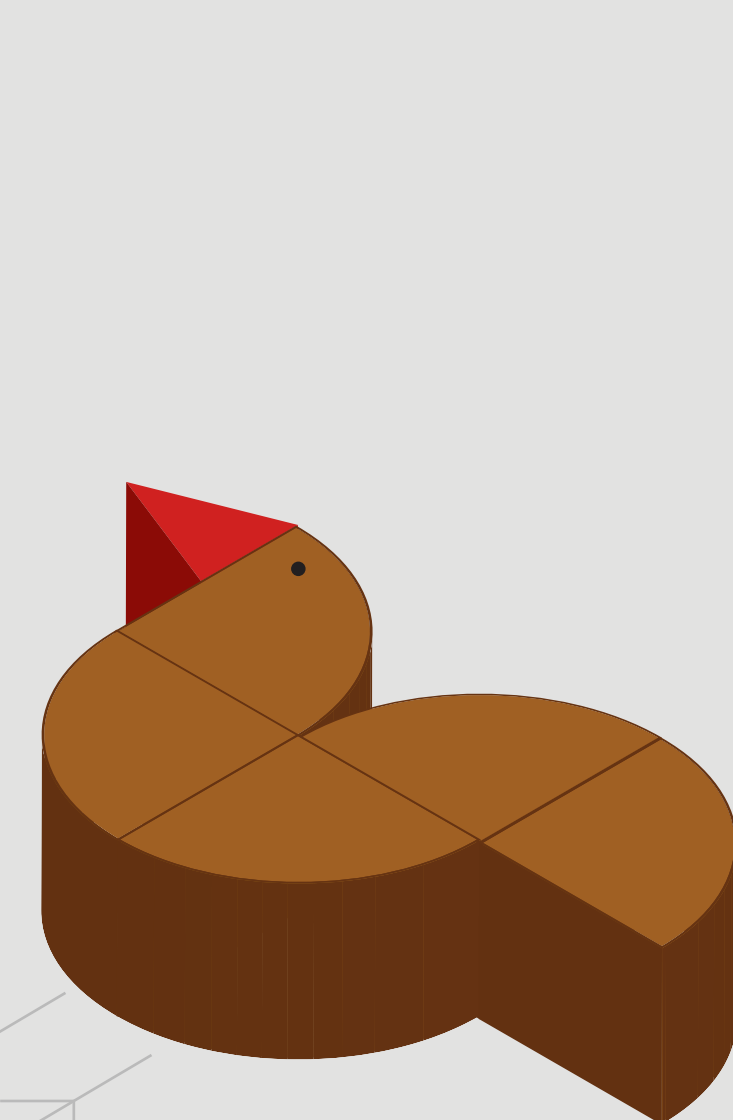
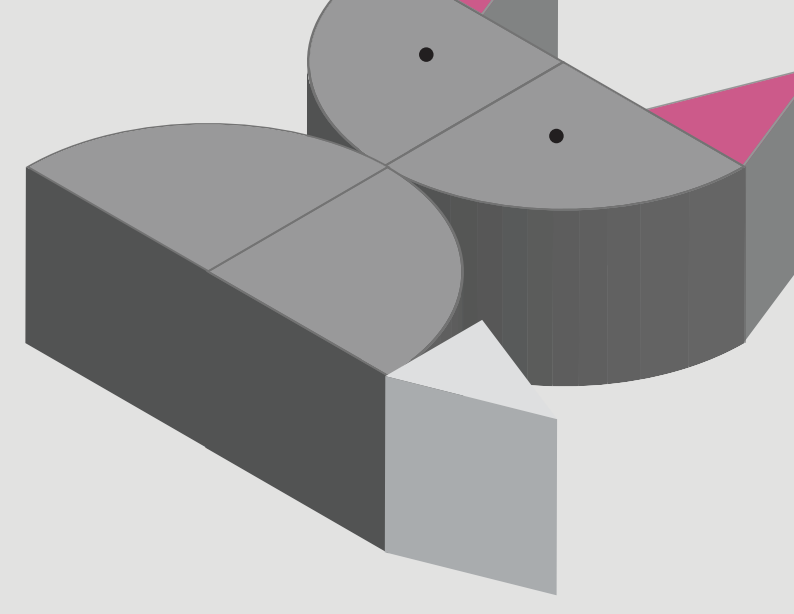
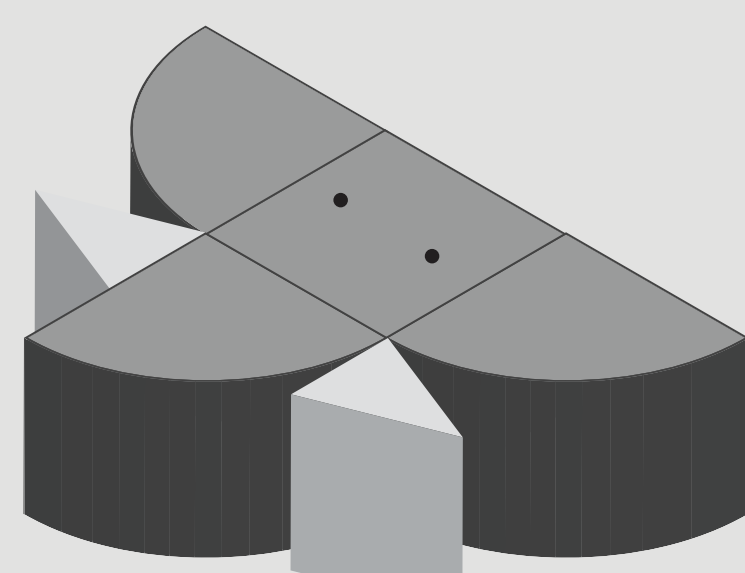
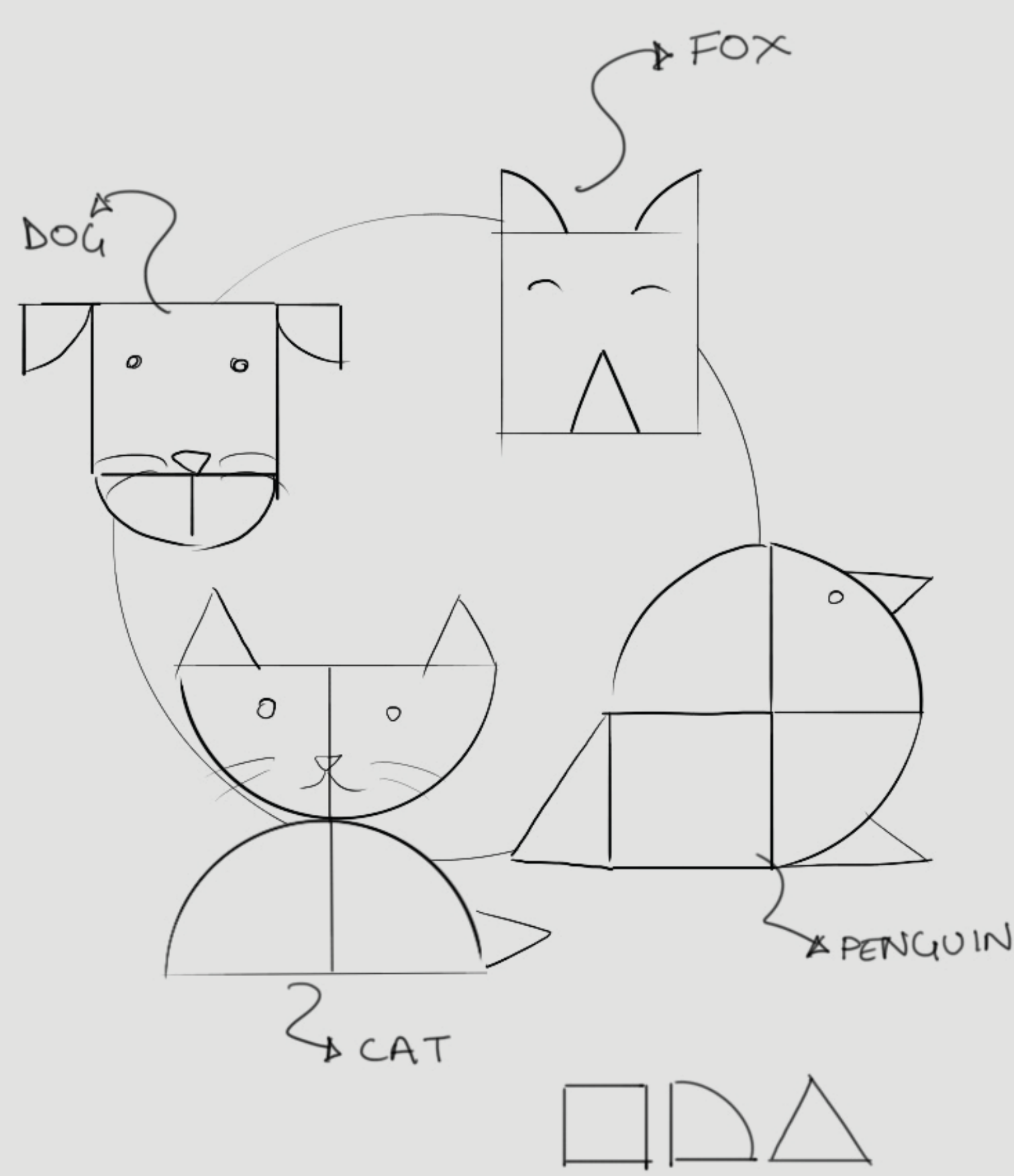
Materials - To make the shapes:

Fine Bread Crumbs from Subway, White Glue for mixing with the bread crumbs to form a dough, Polypropylene Sheet for making the molds

Moodboard



PLAYFUL REPETITIVE SIMPLE BLOCKS DIY CREATIVE CLOUDS



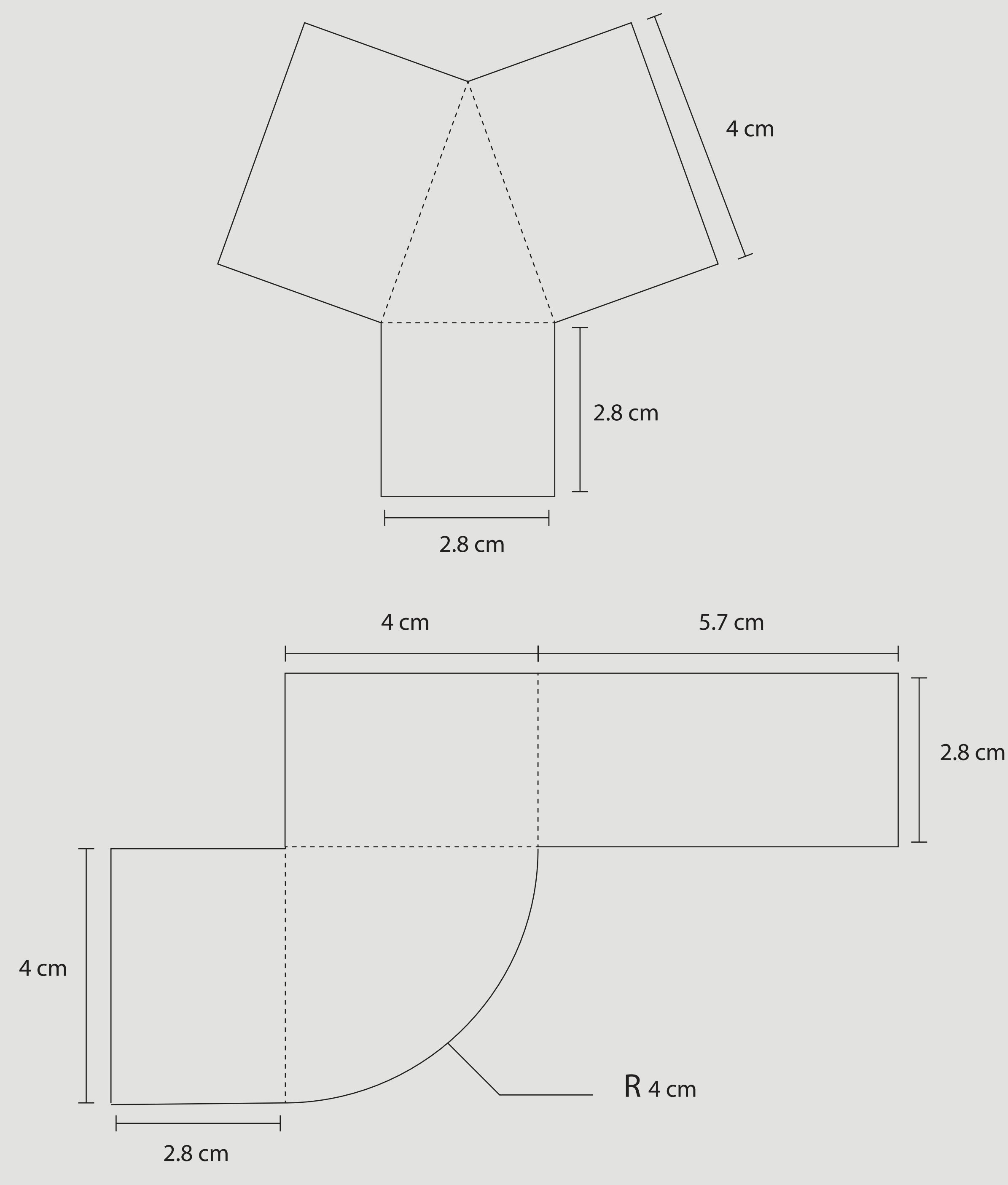
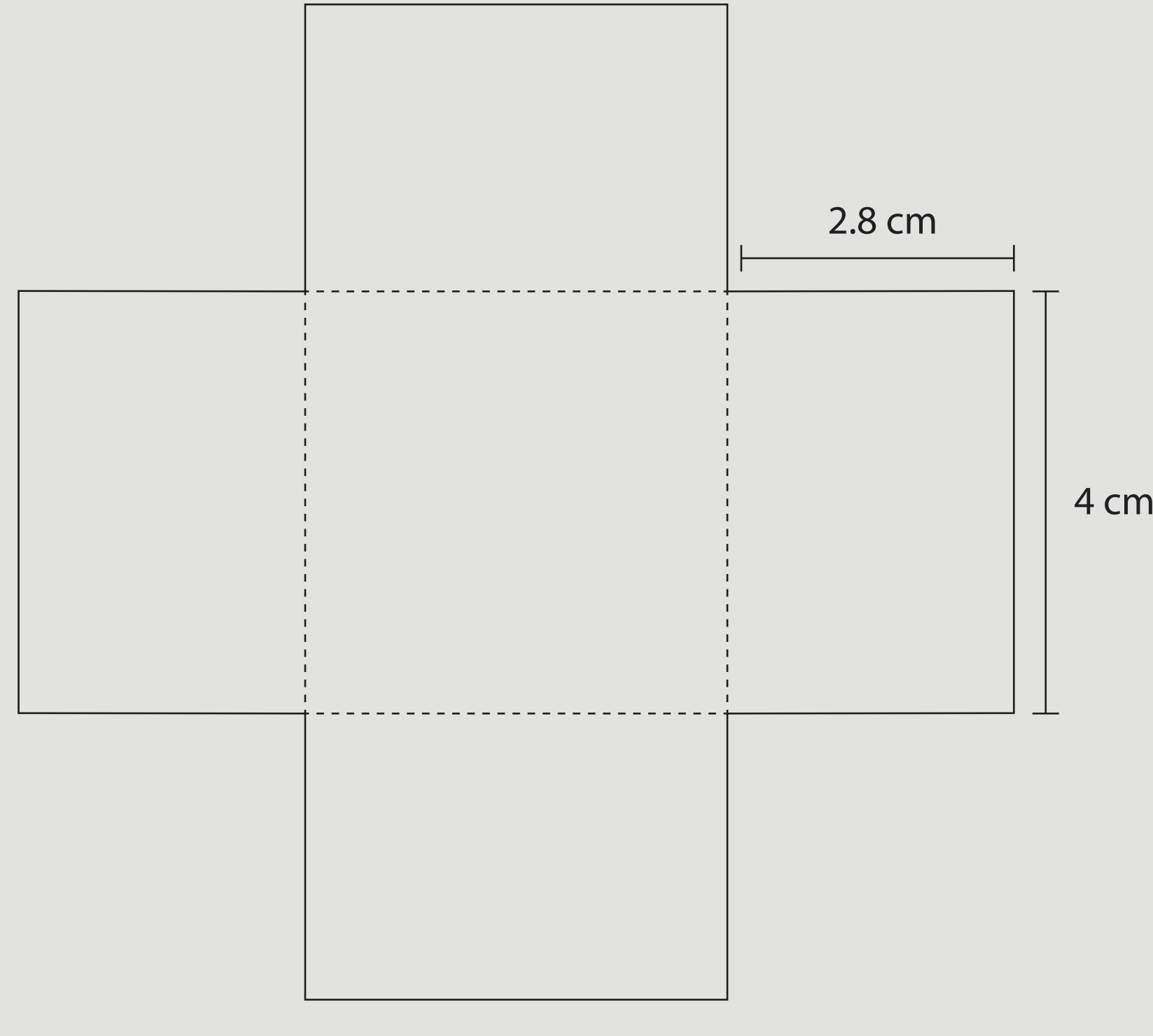
3 SHAPES
MULTIPLE
FORMS

Final Shapes - Animal forms:

Ideas were directed to 3 simple blocks that would create endless possibilities of animal and bird shapes to let kids explore and invent.

Technical Drawing

MOLDS



Process

MOLDING

