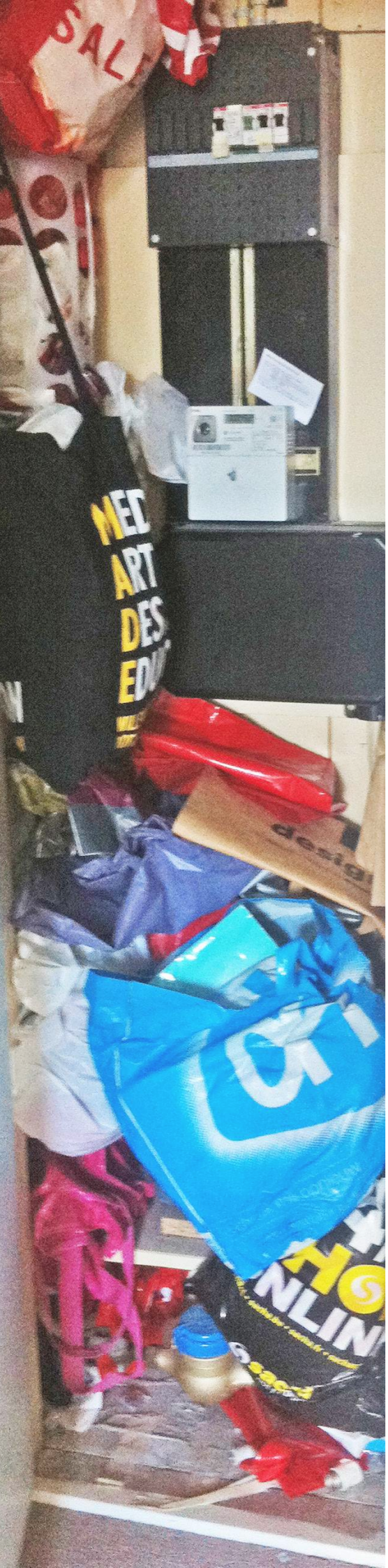




This is a concept for storing plastic bags in a visible way and to make people fascinated by the plastic bags instead of indifferent and bored which the interaction is right now. By making use of a helium balloon and a statically charged ceiling it is possible to lift the bags up to the ceiling. When the bag touches the ceiling, the bag will light up. People can move the bags and play with them by pulling the string which is attached to the balloon. Because of the slow movements of the bag, the forced attitude to look and stare and seeing the surprising light ball which appears above your head and which directly reacts on your actions, will make people experience a feeling of fascination.



FINAL CONCEPT

