

EcoARK

PAVILION

Have you ever seen a building made from 100% recycled plastics? Have you ever thought you could also contribute to the construction of green buildings? Here it is. EcoARK pavilion is an architectural feat made from 1.5 million plastic bottles to promote environmental awareness. This plastic architecture turns the plastic pollution problem into an eco-friendly opportunity by turning the waste into the material as well as conducting a plastic-recycling campaign.

Although people know about the severity of plastic pollution, they don't know what they can do to stop it. Thus, this project is going to create a brand identity for the EcoARK, advertising it as not only an eco-friendly place but also Instagram and recycling-friendly place in order to give an educational interactive experience for visitors.

A BUILDING FEEDS ON PLASTICS

Friday - Sunday
10am - 5pm
No.3 Zhongshan North St

EcoARK
PAVILION



A BUILDING FEEDS ON PLASTICS

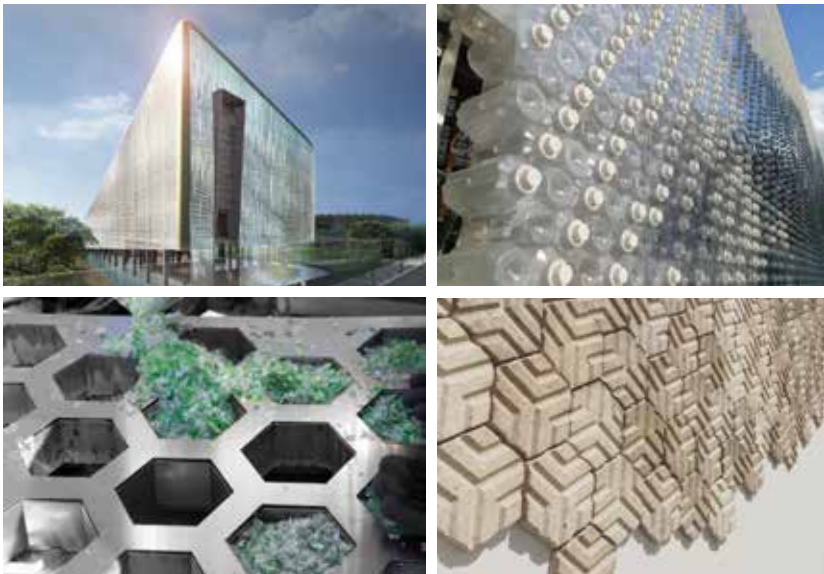
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EcoARK
PAVILION



RESEARCH

ECOARK: TURN WASTE INTO MATERIALS

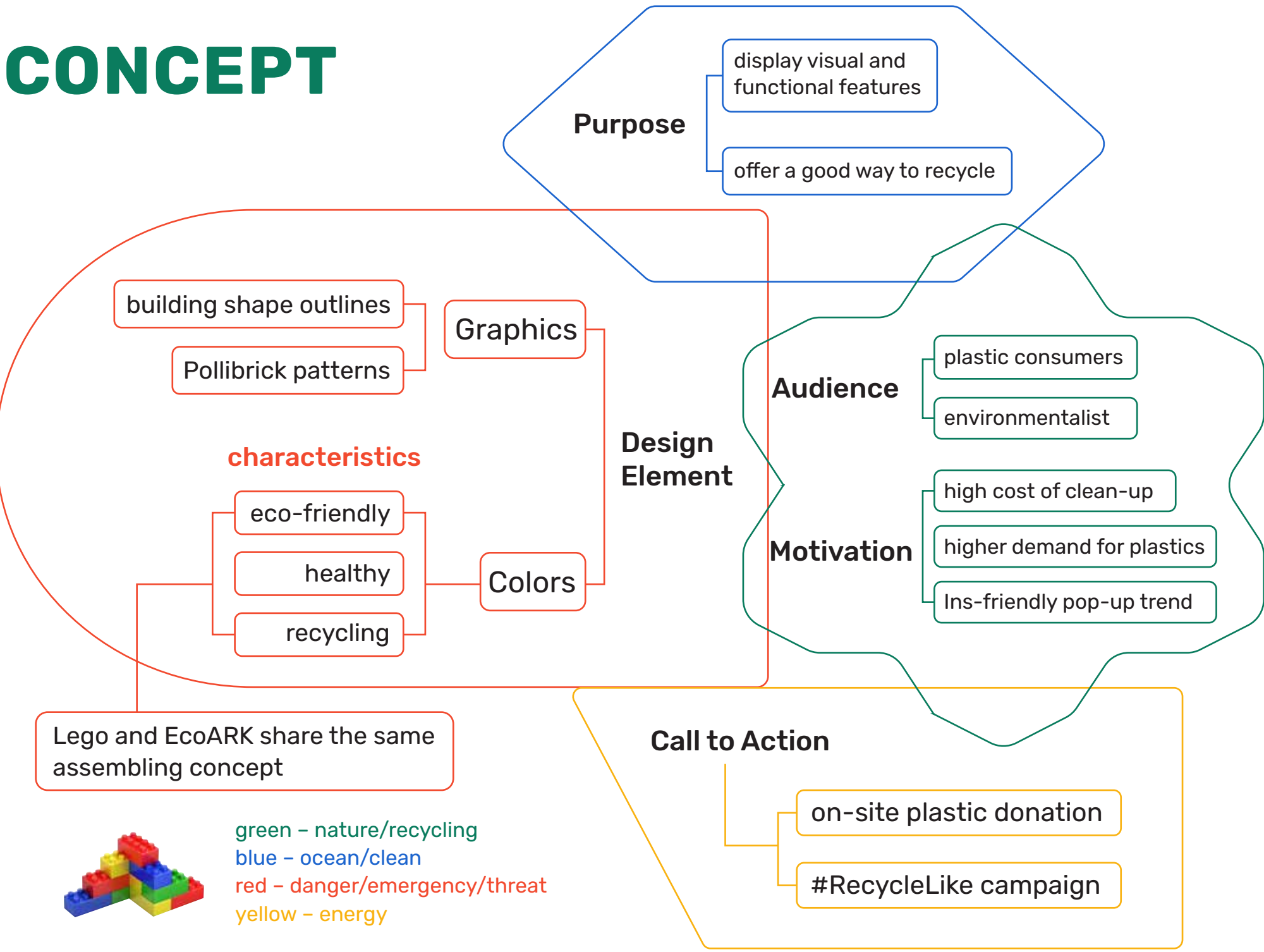


Making Process of Plastic Fabrication

Every year more than 300 tons of plastics are produced and the demand for plastic has drastically increased. However, the environment cannot address the disposal at a speed fast enough to fight the large consumption and prevent harm to living beings.

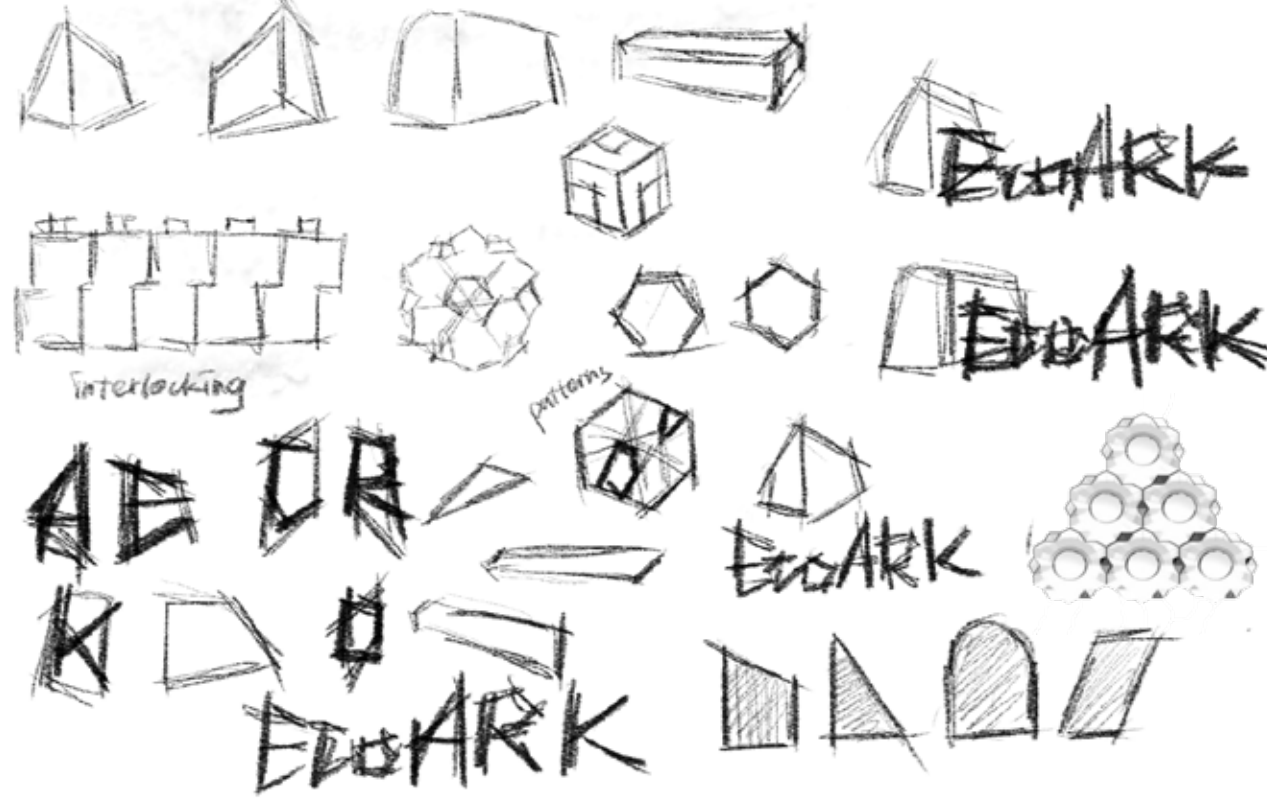
EcoARK re-engineers plastics to **POLLI-Brick**, with interlocking grooves so it can be taken apart and reassembled, like a giant **LEGO building**. With zero carbon footprint and masterful use of bottles, it truly achieves the idea of “Reduce, Reuse, and Recycle”.

CONCEPT

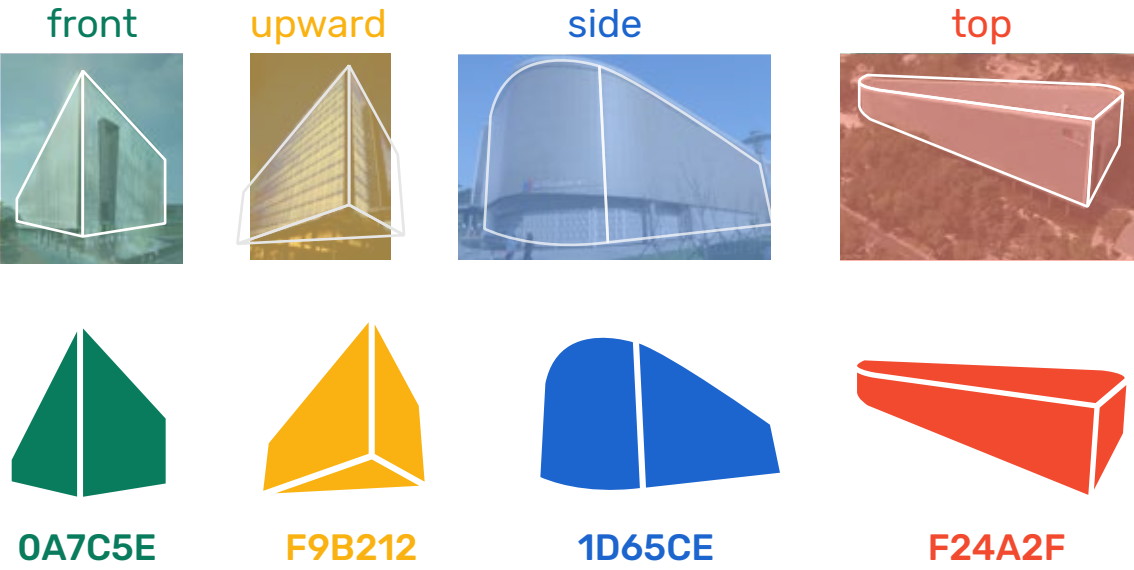


VISUAL IDENTITY

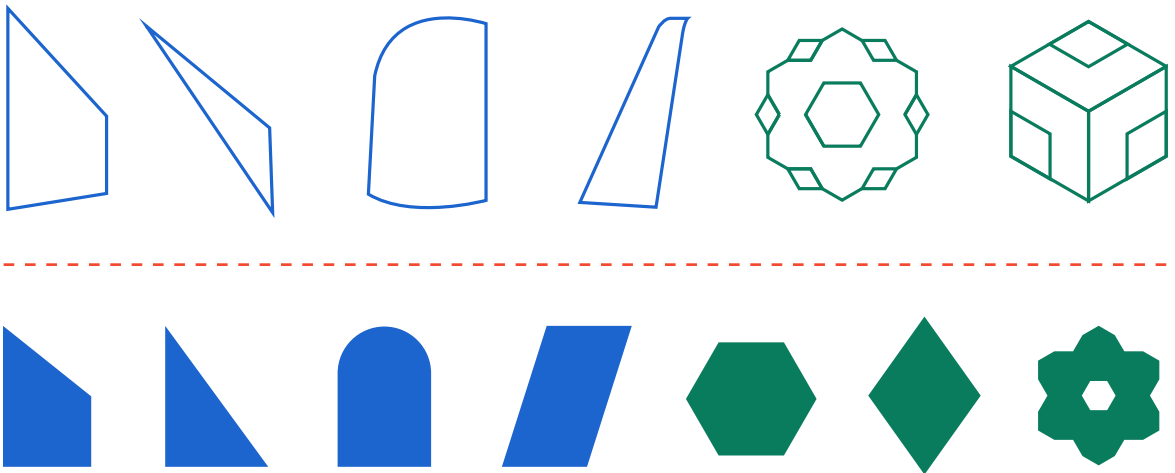
SKETCH



GRAPHICS & COLORS



Building Shapes & Pollibrick Patterns



LOGO & FONTS

Logo is also created from the building shapes.



Banksia

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

PATTERNS

I use graphics to design such several patterns to echo the lego style.

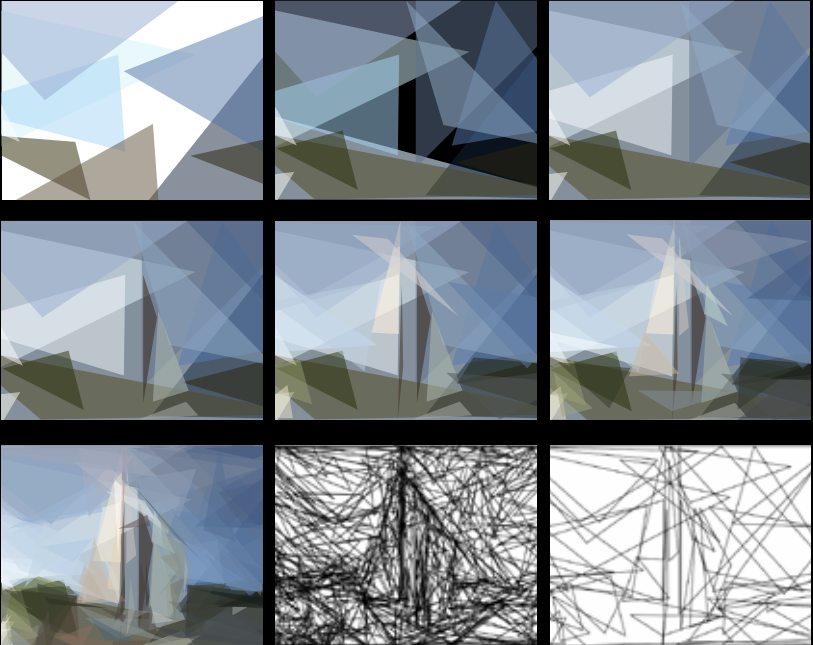


ELEMENTS

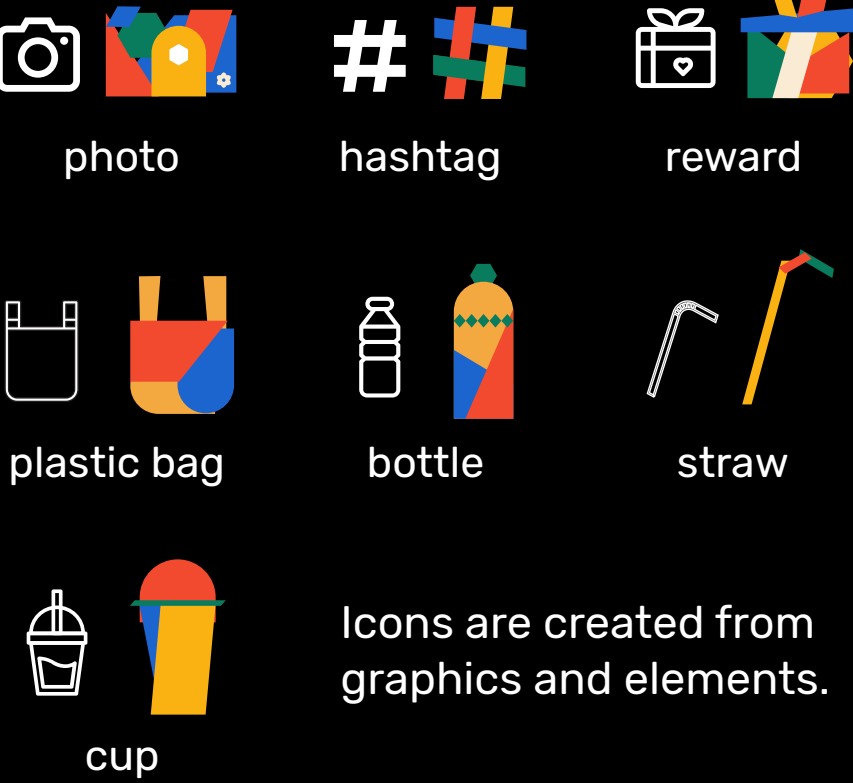
Example:
Original Image (low-resolution)



Transition

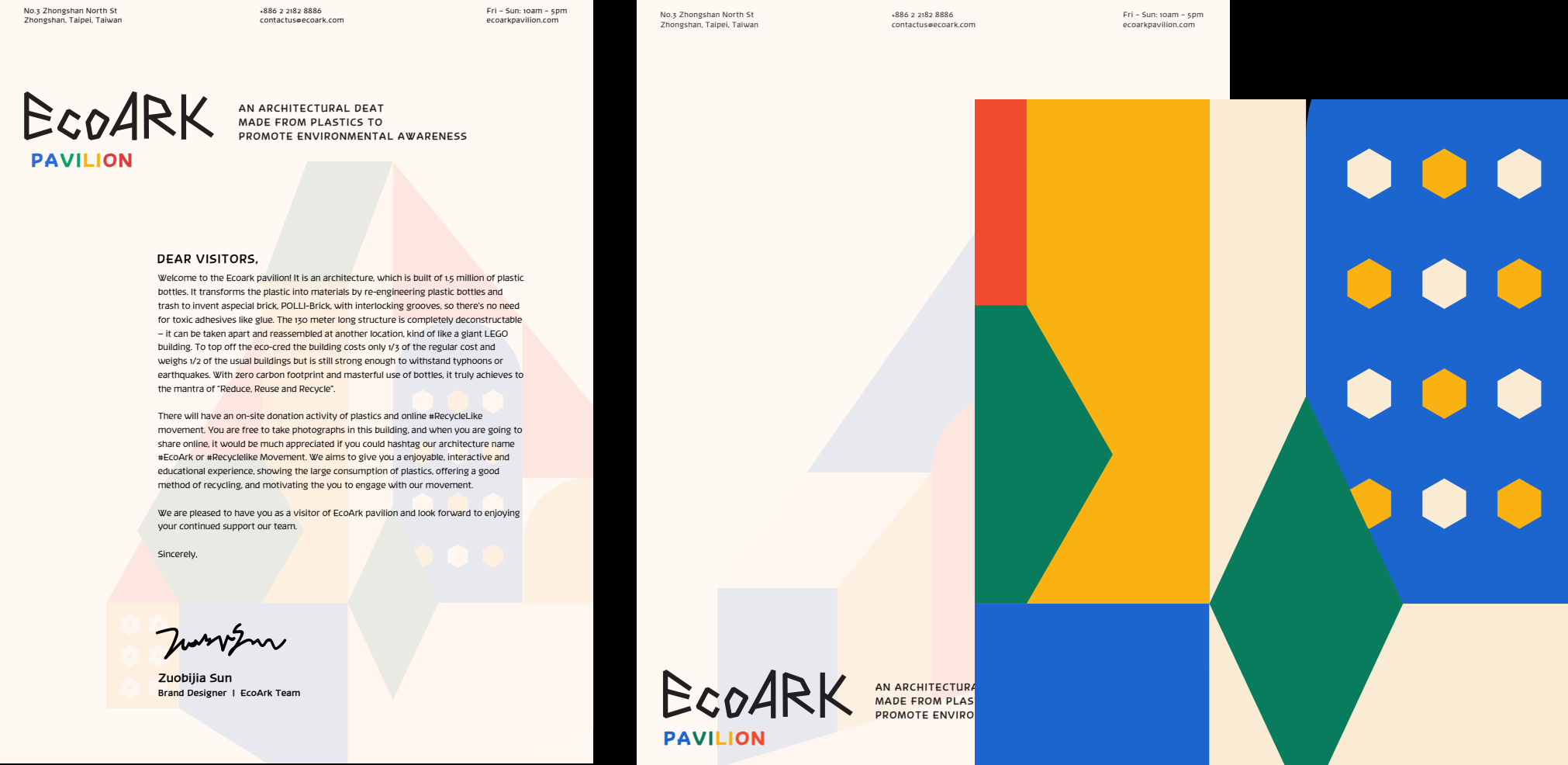


ICONS



Icons are created from
graphics and elements.

Letterhead



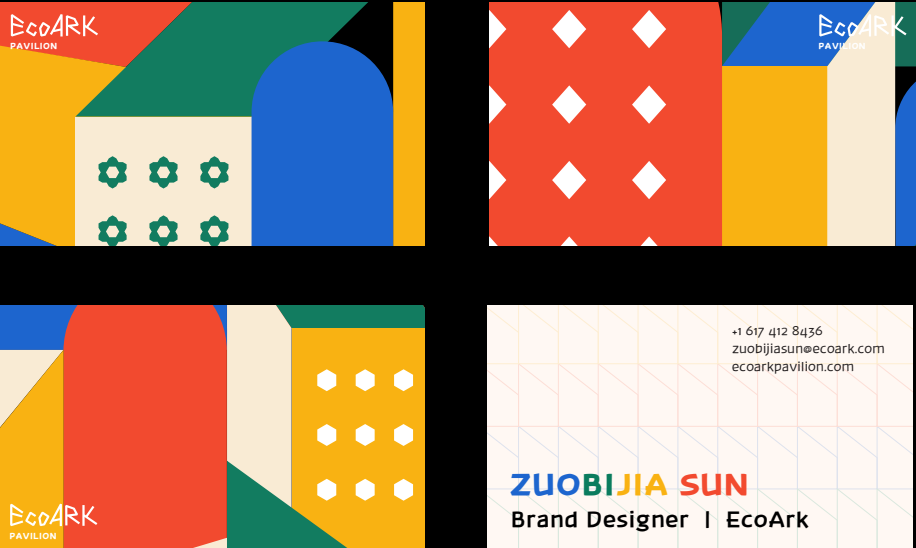
Ticket



Bottle



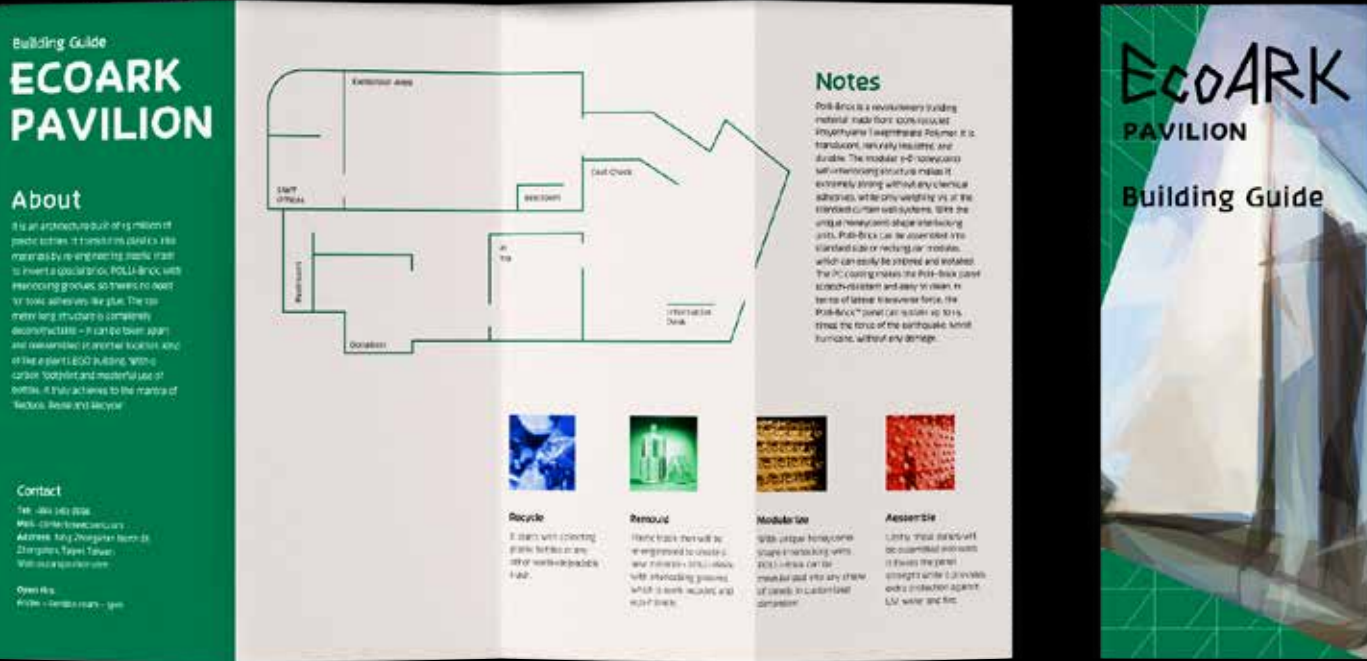
Business Card

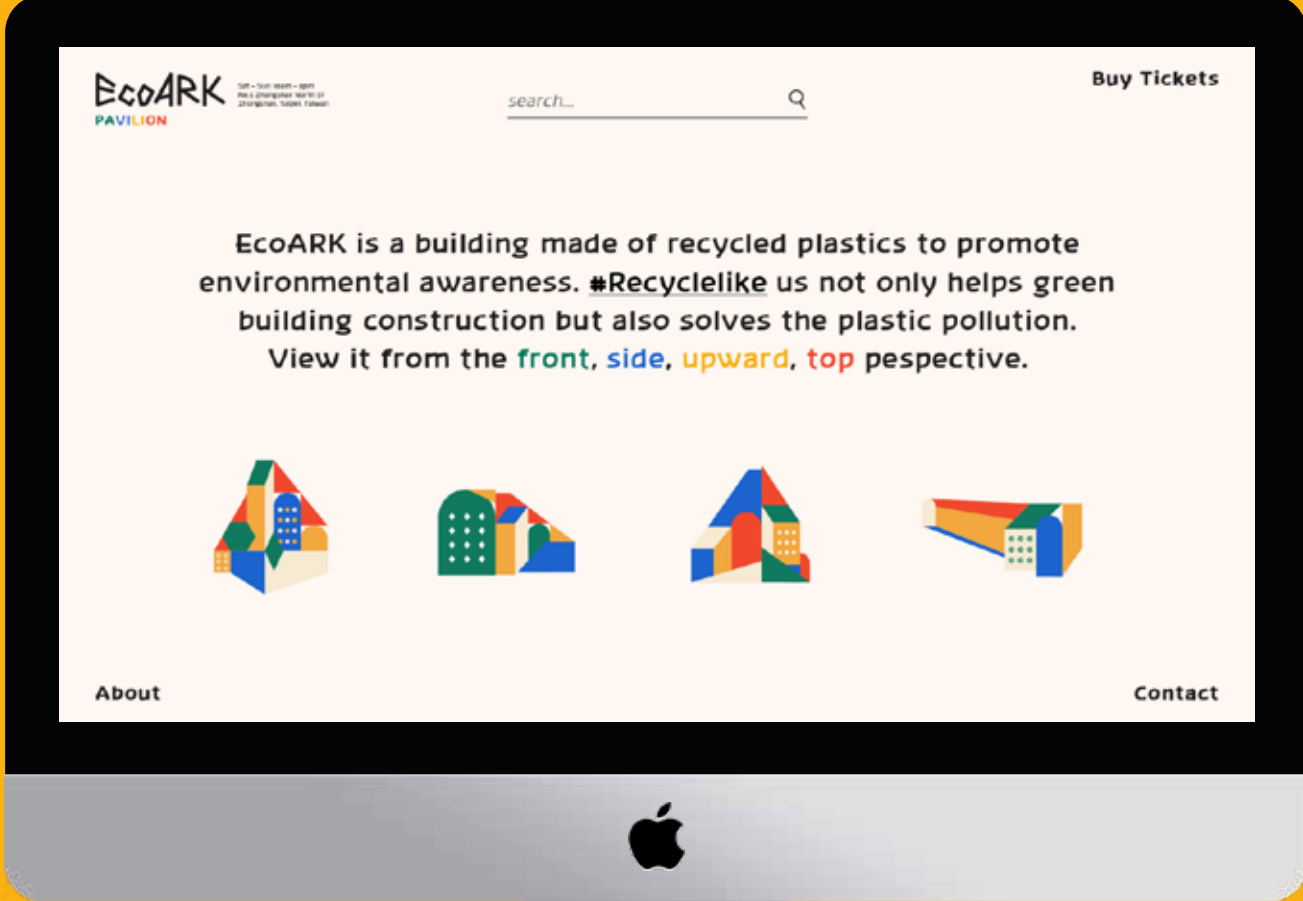


Campaign Brochure: Event Flowchart



EcoARK Brochure

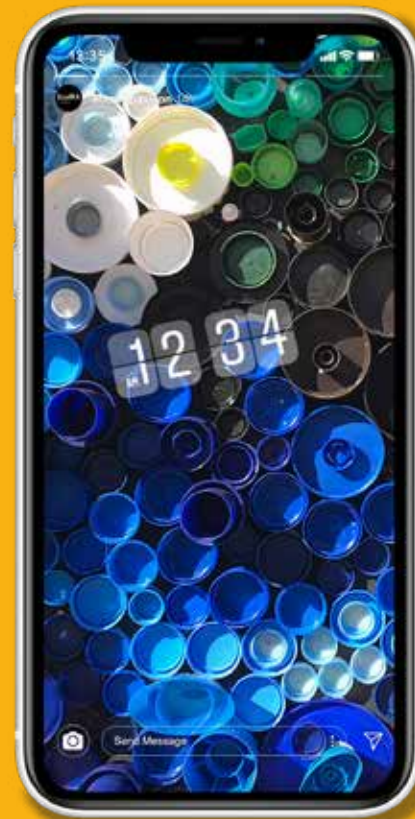
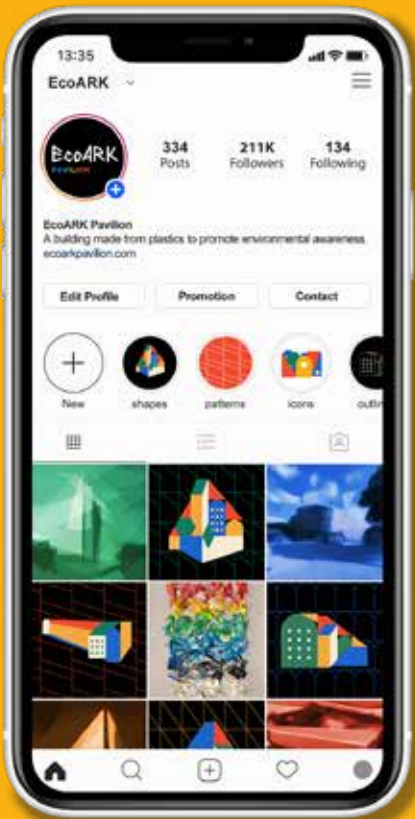
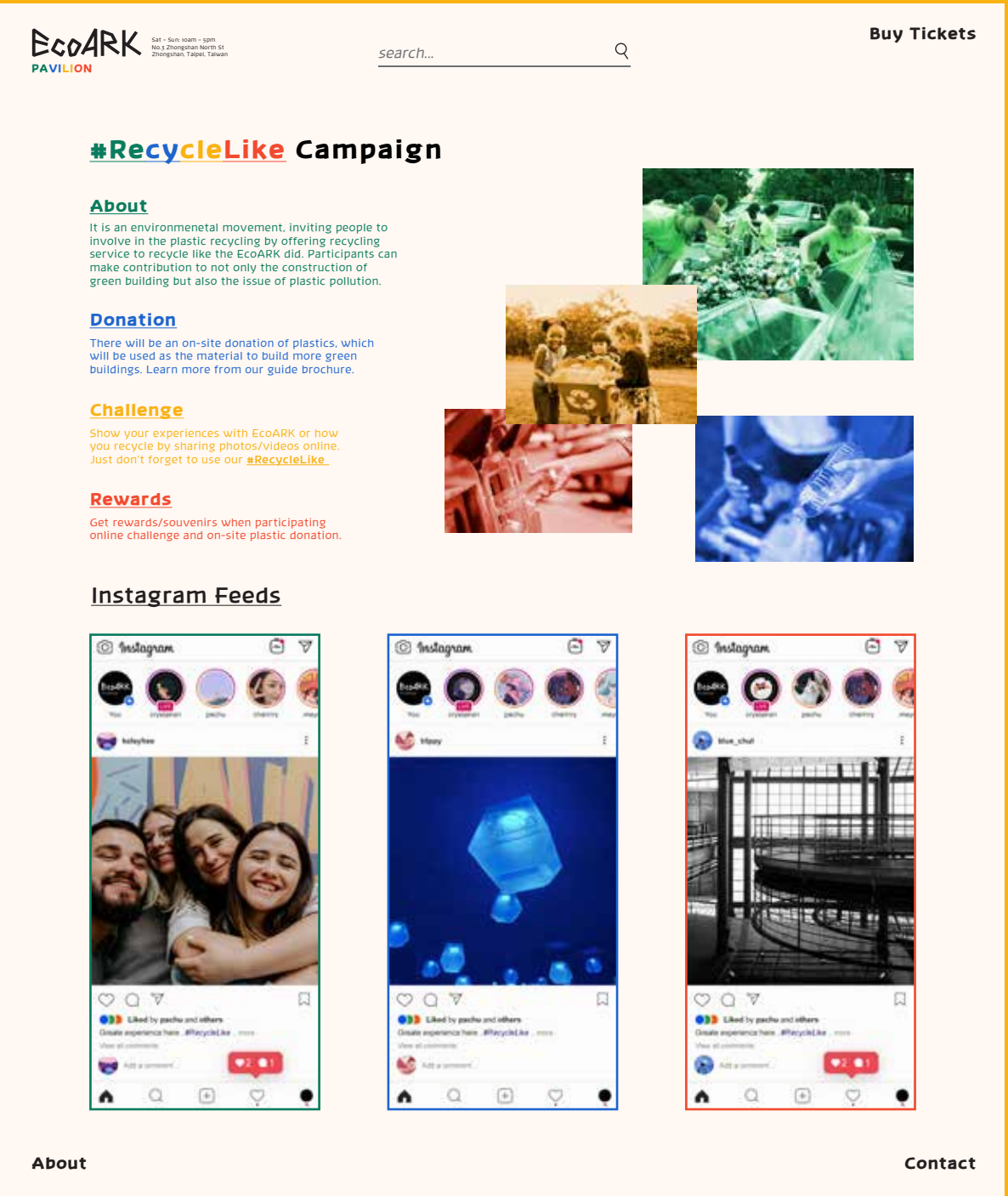
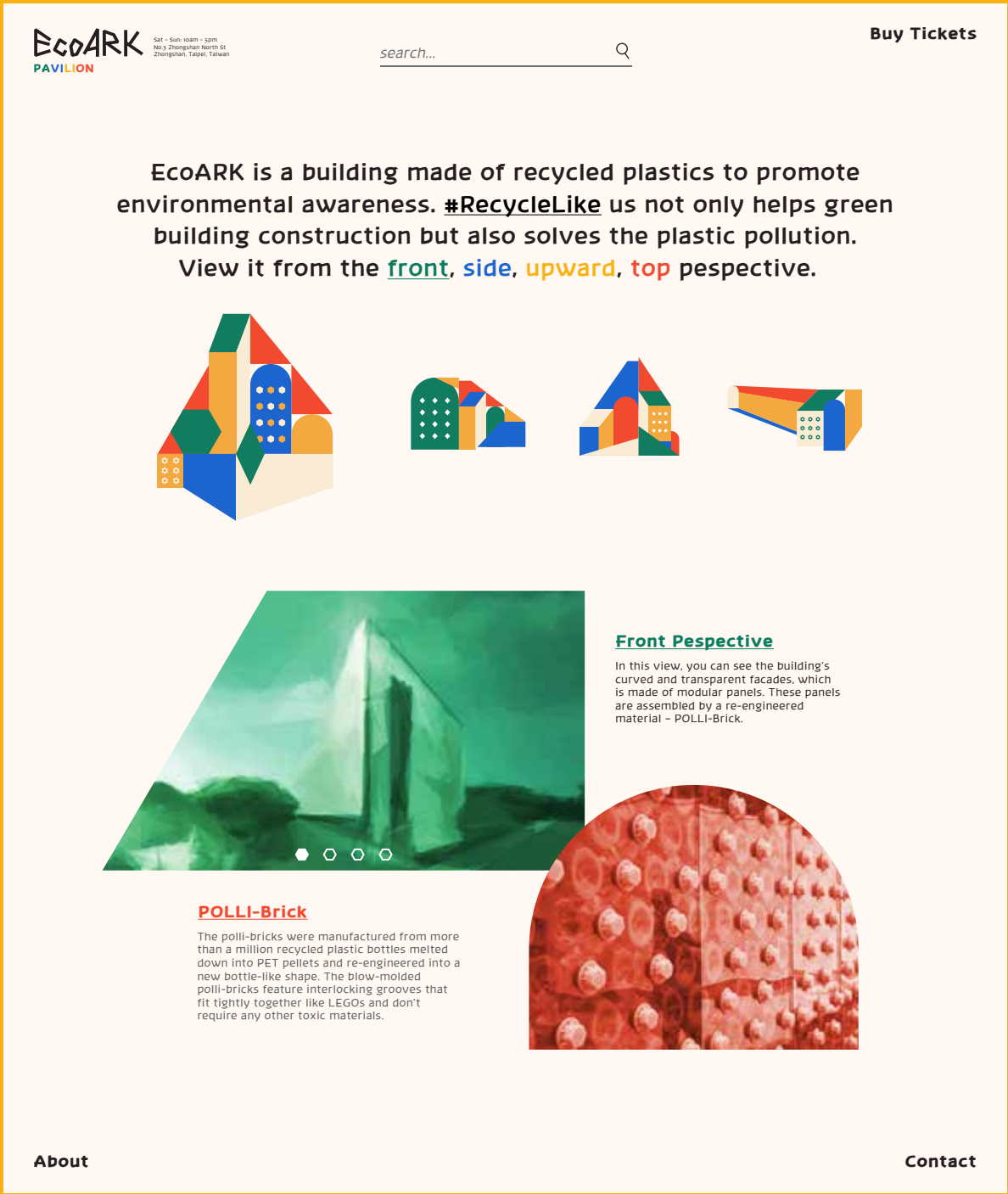




VIRTUAL EXPERIENCE

When hovering on the “front” “side” “upward” “up”, corresponding graphics will become bigger, along with brief introductions about the building in that perspective and pollibrick.

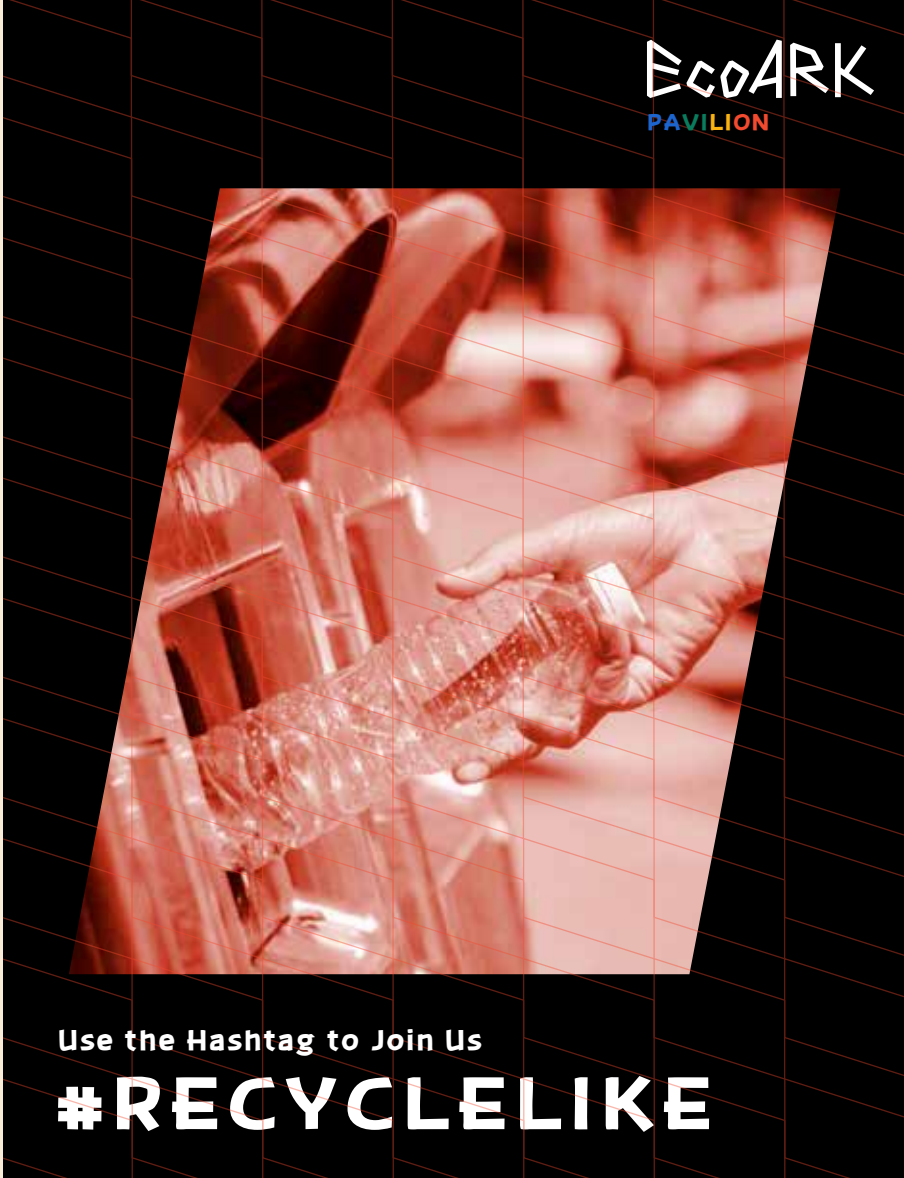
When clicking on the underlined **#RecycleLike**, there will be the campaign page with instagram feeds posted by other participants to help visitors knowing about it.



Building Posters



Campaign Posters



POSTERS

Building posters will be displayed outdoors.

Campaign posters will be displayed indoors and targeted to visitors who have known about this building and activities. They will also get campaign brochures in hands when viewing campaign posters to get involved into it.

