

Pyrex Measuring Cup

History

Pyrex first began releasing its products to the public beginning in 1915.

The measuring cup, primarily used for measuring desired amounts of food or liquid needed for cooking, evolved and changed forms through different iterations of the product.

The most notable change made to the cup came with an alteration of the handle.

Affordances

The cup's handle affords the user the ability to grasp and maneuver the object throughout whatever range of motion is necessary to control the food or liquid.

The cup affords visibility through its glass material. The user has full visibility of the cup's contents.

The cup is made of glass, which affords exposure to heat without the problems associated with plastic alternatives.

The cup also affords drinking as it can be used as a traditional drinking glass, just with an attached handle.

Constraints

A physical constraint posed by the old handle is a restriction of grip created by the small space between the handle's two points of attachment to the side of the cup.

While the commonly-perceived way of using the cup may be to grasp it while filling it with food or liquid needed for cooking, perhaps cultural differences in cooking methods could change the way people look at the object.



Pyrex 2-cup measuring cup, in context

The Pyrex Measuring Cup: In-Situ

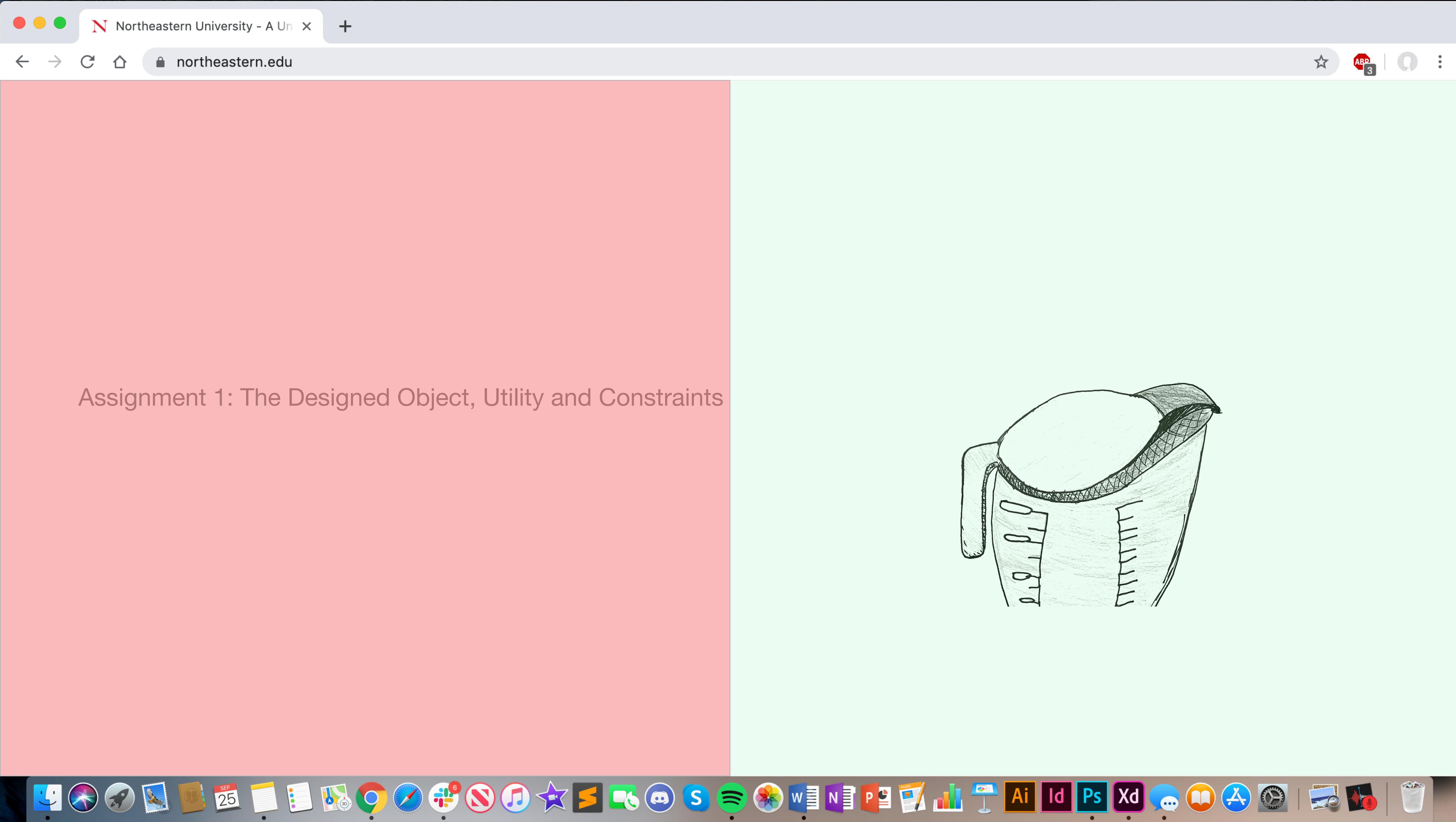


The Pyrex Measuring Cup's natural environment, or in-situ, showcases a standard kitchen cabinet where one might find the cup.

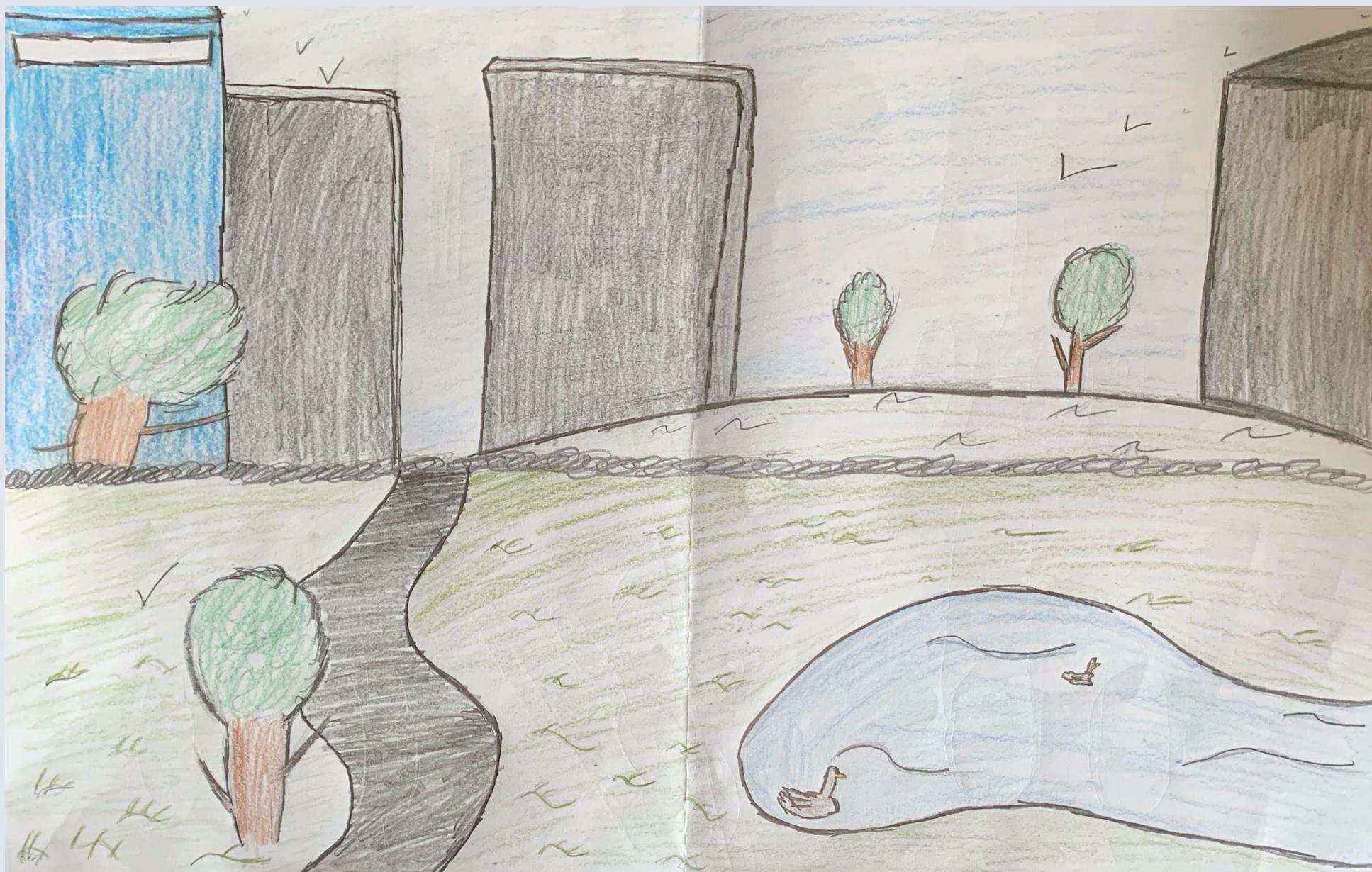
The cabinet can include many variations of kitchenware, supplies and cooking ingredients depending on the owner's method of organization.

In this Artivive screenshot, we see the cup can be situated in its natural environment, but can also do so in a novel way. The overlaying of the images allows the cup to be presented in a three-dimensional form, coming toward the viewer, away from the cabinet.

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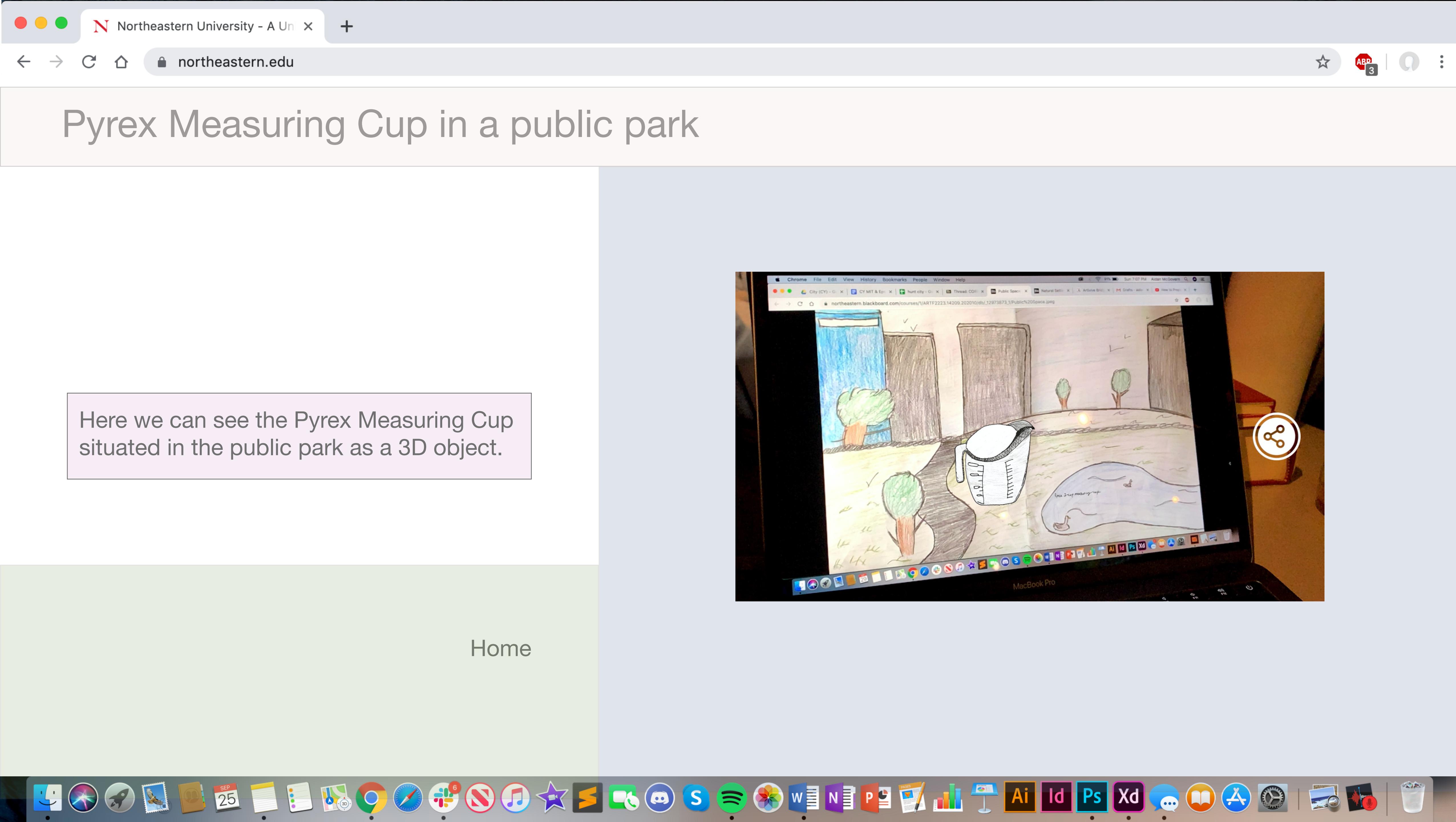
Pyrex Measuring Cup, with a twist...



When imagining the Pyrex Measuring Cup in a new environment, many settings may come to mind.

I soon came to the conclusion that I wanted to situate the measuring cup in the setting of a public park.

When placed in a public space like a park, the measuring cup can take on the form of a statue, monument or public figure for passerby to observe and admire.



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