



A central graphic element is a glowing lightbulb, oriented vertically. The bulb is white and appears to be lit from within, casting a soft glow. It is surrounded by a dark, textured background that looks like shattered glass or a cracked surface, with shards of light catching the eye. The lightbulb's base is a standard screw-in type.

OBSOCIAL

OBSOLESCENCIA PROGRAMADA

Itsaso Monika Jorge Cristina

HISTORIA



El primer producto que se vio directamente afectada por la obsolescencia programada fue la bombilla: En 1924 crearon el “Comité de las 1000 horas de vida” para limitar la vida útil de las bombillas. En 1932 Bernard London propuso terminar con la crisis de la Gran Depresión obligando por ley la obsolescencia programada, y aunque nunca se impuso por ley, afecta a casi todos los productos que usamos en nuestra vida cotidiana.

REPERCUSIONES



La contaminación es una de las peores consecuencias que acarrea la obsolescencia planificada. A nivel mundial se producen 50 millones de toneladas de desechos electrónicos por año. Según estimaciones, cada habitante del planeta produce, en promedio, 3 a 3,5kg de chatarra tecnológica por día.

ACTUALIDAD



Hoy en día, hay un creciente grupo de personas que han decidido enfrentar esta problemática, extendiendo la vida de sus dispositivos electrónicos por sus propios medios.

NUESTRO PROYECTO

sólo hoy



Nuestro objetivo es el de conectar personas que luchan contra la obsolescencia para que ayuden combatirla y además a extender esta mentalidad.

NUESTRO PROYECTO

¿CUAL ES NUESTRO SERVICIO?

Es una servicio que permite conectar personas interesadas en extender la vida de sus aparatos electrónicos obsoletos.

sólo con

NUESTRO PROYECTO

¿QUÉ PROBLEMA RESOLVEMOS?

Hay un creciente grupo de personas que quiere luchar contra la obsolescencia programada pero no sabe cómo hacerlo.

NUESTRO PROYECTO

sólo con

¿CÓMO LO VAMOS A RESOLVER?

Por medio de eventos donde expertos en el tema de obsolescencia explicarán a otros cómo arreglar dispositivos obsoletos, ya sean propios o para donar.

TARGET



Personas dispuestas a reparar por cuenta propia sus dispositivos obsoletos, que sean sociables y que se preocupen por el futuro del planeta.

MODELO DE NEGOCIO



Es una labor social sin ánimo de lucro. La idea es mantener el negocio con instituciones colaboradoras y/o patrocinadoras que compartan nuestros mismos objetivos: combatir la obsolescencia programada y todas las repercusiones que conlleva.

CONCEPTO DE DISEÑO

FF Mark Pro Bold A A

The Wonder of Webfonts

FF Mark Pro Medium A A

This is a live webfont preview.

FF Mark Pro Book A A

We clocked 856 affluent pedestrians. Perhaps a re-engineering of your current world view will re-energize your online nomenclature to enable a new holistic interactive enterprise internet communication solution.

"Upscaling the resurgent networking exchange waffle solutions, achieving a breakaway systemic electronic data interchange system synchronization fizz, thereby exploiting technical environments for mission critical broad based capacity constrained puffin systems."

An unchecked diffidence lasted 36 seconds, fundamentally transforming well designed actionable information whose semantic content is virtually null.

FF Mark Pro ExtraLight A A

"To more fully clarify the current exchange, 140 baffling fish will require addressing to facilitate this distributed communication venue."

The halfback tackled the leftfielder with 36 seconds on the clock. In integrating non-aligned structures into existing legacy systems, a holistic effluvium blueprint is a backward compatible packaging tangible of immeasurable strategic value in quaffing conceptual frameworks when thinking outside the box.

TECNOLÓGICO

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TORPEDO

Short-term File Sharing



Share files, passwords, and more with self-destructing private links

Download the free Mac App

Requires Mac OS X 10.8+

Tipografía

Why Short-term?

You don't leave important packages outside

CONCEPTO DE DISEÑO

ECOLÓGICO



The screenshot shows the homepage of the dConstruct 2010 website. At the top, a navigation bar includes links for HOME, SCHEDULE, WORKSHOPS, SPONSORS, LOCATION, and PODCAST. To the right, a red button with the text "SOLD OUT!" and the price "£125 + VAT" is visible. The main title "dConstruct 2010" is prominently displayed, along with the date "3RD SEPTEMBER 2010" and location "BRIGHTON, ENGLAND". Below the title is a grid of black and white portraits of ten speakers. To the right, a large green banner with the text "DESIGN & CREATIVITY" is displayed, followed by a brief description: "Now in its sixth year, dConstruct 2010 brings together leading industry figures to explore the power of design thinking and show how we can all become just a little bit more creative." On the far right, a list of "SPEAKERS INCLUDE:" is provided, featuring names such as BRENDAN DAWES, DAVID MCCANDLESS, HANNAH DONOVAN, JAMES BRIDLE, JOHN GRUBER, MARTY NEUMEIER, MERLIN MANN, SAMANTHA WARREN, and TOM COATES. At the bottom, three news items are listed under "LATEST NEWS": "6 SEPTEMBER Podcast", "20 AUGUST Suspending Disbelief", and "10 JULY Conference Sold Out".

Paleta de colores

CONCEPTO DE DISEÑO



AMIGABLE

Iconografía, lenguaje



High fives!

Your campaign is in the send queue and will go out shortly.

Track Performance In Reports

Track Performance In Mobile App

CONCEPTO DE DISEÑO

SOLIDARIO



Fotografía

MOODBOARD

Holiday Deal Alert! Save \$10 + FREE Shipping

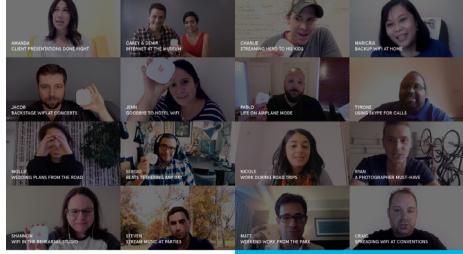
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TAKE WIFI WITH YOU ON THE GO.

Karma Go gets you online anywhere you are, with data options that you can feel good about.

[How It Works](#)





DON'T JUST TAKE OUR WORD FOR IT.

People everywhere use Karma Go to get online. Find out what it feels like to never worry about finding WiFi again.

[How It Works](#)

"This wallet-sized gadget provides WiFi in any location, giving students the freedom to write where they do their best thinking."

TIME | TechCrunch | THE HUFFINGTON POST | theguardian | THE VERGE

[THE BLOOM GROUP](#) About Our Work You Can Help News & Media

We meet our community's most pressing needs. Click here to give now.

[Save the Date!](#)

Join us on Thursday Dec 3 at 6pm for Yule Duel!
Over 20 choirs will be carolling on Water Street in Gastown, with proceeds to support end-of-life care at May's Place.

[www.yuleduel.com.](#)
[#yuleduel2015](#)

[About](#) [Our Work](#) [Campaigns](#)

Supporting the most vulnerable in our community through the provision of a range of housing, health and social services.

Latest News

The Bloom Group and Gastown present: Yule Duel Dec 3

It's amazing what happens when we work together ...

Standard haptic feedback

Thumper

Language of touch

Standard haptic feedback

The clever part

Thumper uses a nonlinear actuator to tap without shaking. It's so different, we invested in a manufacturing process just to build it.

22 Hours Ago via HostGator

Check out [@YuleDuel's](#) video about last week's amazing [#YuleDuel](#) event! [#LoxGoesJellyM](#) [#LoxGo40B92](#)

WHAT'S UNDER THE HOOD?

- LTE powered WiFi
Karma Go turns a fast LTE connection into your own personal WiFi signal.
- Up to 8 hours
Stay online longer with up to 8 hours of battery life and over 220 hours of standby time.
- 460+ U.S. Cities
WiFi shouldn't be something you have to hunt for. More cities, more coverage, more fun.
- No wires needed
Your laptop, tablet, and phone wirelessly connect to fast internet within a 100 foot range.
- Pocket-sized
Throw it in your bag, toss it in your pocket. Karma Go gets you online and out of your way.
- Control through app
Stay on top of all the action right through your phone. Manage rights, control remotely, and more.

[How It Works](#) [Buy Now](#)

Vibord

The Power of Touch

Introducing Thumper

A haptic communicator that creates precise taps. Sign up for a chance to try one.

[Learn More](#)

Lose that buzz

Haptic feedback doesn't need to feel like vibration. Thumper creates taps without buzzing.





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EYE AM:
LETTING KIDS CHANGE THE WAY WE SEE THE WORLD

What we do Why we do it What you can do Where we are going Who we are Contact Us BLOG

follow us! [Twitter](#) [Facebook](#) [Instagram](#)

Is your view of kids who live in developing countries realistic?

During two week photo workshops, we teach kids in developing countries how to take photographs, giving them the opportunity to show life from their perspective and producing an alternative to flat and generalising stories presented by the media. Together with you, we can create a more realistic view of the world.

WHAT WE DO.



WE TRAVEL TO KIDS
in developing countries, equipped with cameras, computers, and assorted gear for their use



THE KIDS LEARN PHOTOGRAPHY
and are able to capture their life and their world from their point of view



WITH THEIR IMAGES, WE'LL MAKE BEAUTIFUL PHOTO BOOKS
and a unique collection of the images will be sold through international stock photo agencies



YOU'RE ABLE TO INTERACT DIRECTLY WITH THE KIDS
through comments and video greetings, letting them know that their work is being seen all around the world

WHY WE DO IT

The ability to share our life and receive the acknowledgement of others enables us to build our self-esteem and fuel our confidence as individuals. It's what builds bond between people and understanding.

Each kid is a person with their own view of the world and its importance. Her own style. Our goal is to give kids the opportunity to develop personal artistic expression as a passport to a better and more fulfilling life. And we want the world to see it.



MOODBOARD

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[How It Works](#)









"This wallet-sized gadget provides WiFi in any location, giving students the freedom to write where they do their best thinking."

TIME TechCrunch THE HUFFINGTON POST theguardian THE VERGE

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Introducing Thumper

A mobile communication device designed specifically for children.

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MEET OUR COMMUNITY'S MOST PROMISING MEMPHIS CHILDREN TO DATE.

Join us on YOURKARMA Le Duel!

Over 20 choirs will be carolling on Water Street in Gast Claridad del sport end-of-life care at May's Place.

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People everywhere use Karma Go to get online. Find out what it feels like to never worry about finding WiFi again.

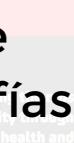
[How It Works](#)







































Latest News

The Bloom Group and Go

Vote Duel Dec 3

20 hours ago in Memphis

Choose an Instagram photo of the week and receive amazing boosted event communication.

Stay online longer with up to 8 hours of battery life and over 220 hours of standby time.

460+ U.S. Cities

VIFI shouldn't be something you have to pay for. More cities, more coverage, more fun.

Up to 8 hours

No wires needed

Pocket-sized

Control through app

Your laptop, tablet, and phone wirelessly connect to fast internet within a 100 foot range.

[How It Works](#) [Buy Now](#)

The Power of Touch

introducing Thumper

A mobile communication device designed specifically for children.

[Learn More](#)

Lose that buzz

Thumper feedback doesn't need to feel like vibration. Thumper creates noise without buzzing.

Language of touch

The Thumper radio communicates with your device quickly and easily, without the need for visual interpretation.

Standard haptic feedback

The clever part

Thumper uses a haptic actuator to create haptic sensing. It's an off-the-shelf component that's been microengineering precisely just to build it.

Trumper

EYE AM: LETTING KIDS CHANGE THE WAY WE SEE THE WORLD

What we do Why we do it What you can do Where we are going Who we are Contact Us BLOG

Follow us! 

Is your view of kids who live in developing countries realistic?

During two week photo workshops, we teach kids in developing countries how to take photos, giving them the opportunity to show life from their perspective and producing an alternative to flat and generalising stories presented by the media. Together with you, we can create a more realistic view of the world.

WHAT WE DO.



WE TRAVEL TO KIDS

In developing countries, equipped with cameras, computers, and assorted gear for their use.



THE KIDS LEARN PHOTOGRAPHY

and are able to capture their life and their world from their point of view.



WITH THEIR IMAGES, WE'LL MAKE BEAUTIFUL PHOTO BOOKS

and a unique collection of the images will be sold through international stock photo agencies.



YOU'RE ABLE TO INTERACT DIRECTLY WITH THE KIDS

through comments and video greetings, letting them know that their work is being seen all around the world.

WHY WE DO IT

The ability to share our life and receive the acknowledgement of others enables us to build our self-esteem and fuel our confidence as individuals. It's what builds bond between people and what creates knowledge and understanding.



Each kid is a person with her own view of this world. Her own imagination. Her own dreams. And we give kids the opportunity to develop personal artistic expression as a passport to a better and more fulfilling life. And we want the world to see it.

MOODBOARD

TAKE WIFI WITH YOU ON THE GO.

Karma WiFi gets you online anywhere you are, with data options that you can load your about.

[Find it here](#)

DON'T JUST TAKE OUR WORD FOR IT.

Want to know what our users think? Check out our reviews on TechCrunch, CNET, and more!

[Read reviews](#)

"This wallet-sized gadget provides WiFi in any location, giving students the freedom to write where they do their best thinking."

TechCrunch

Join us on Thursday Dec 3 at 6pm for Yule Duel!
Over 20 choirs will be carolling on Water Street in Gastown, with proceeds to support end-of-life care at May's Place.

www.yuleduel.com.
[#yuleduel2015](#)

Our Mission
Supporting the most vulnerable in our community through the provision of a range of housing, health and social services.

Latest News
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 This holiday season something brand new is coming to the city. On December 3, Water Street will transform into a...

It's amazing what happens when we work together ...

Standard haptic feedback

Trumpler

The Power of Touch

introducing Trumpler
 A haptic communication device designed to let you feel the emotions of others.

[Learn More](#)

Lose that buzz
 Haptic feedback allows users to feel the vibration. Trumpler creates these without buzzing.

THE BLOOM GROUP

Uso de fotografías de personas Paleta de colores

The clever part
 Trumpler uses a haptic actuator to deliver touch using a 3D algorithmic movement to communicate emotions just by touch.

EYE AM: LETTING KIDS CHANGE THE WAY WE SEE THE WORLD

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[Find a Karma](#)

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See what students have to say about Karma WiFi and how it's changed their lives.

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"This wallet-sized gadget provides WiFi in any location, giving students the freedom to write where they do their best thinking."

TechCrunch

Join us VIBRANT at 6pm for Yule Duel!

Over 20 choirs will be carolling on Water Street in Gastown. COMPOSITES at end-of-life care at May's Place.

Diseño limpio y minimalista
Tecnológico
Innovador

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It's amazing what happens when we work together...

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[Learn More](#)

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Language of touch

The Thumper haptic communicator lets your device speak to you with a language of subtle rhythms and patterns.

Standard haptic feedback

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MOODBOARD

TAKE WIFI WITH YOU ON THE GO.
Karma WiFi gets you online anywhere you are, with data options that you can trust you'll need.
[Find it here](#)

DON'T JUST TAKE OUR WORD FOR IT.
WiFi Key is a wallet-sized device that provides WiFi in any location, giving students the freedom to write where they do their best thinking.
[TechCrunch](#)

WHAT'S UNDER THE HOOD?

- LTE powered WiFi
Never sacrifice fast LTE connection for WiFi power savings again.
- Up to 8 Hours
Stay online longer without the need to charge the device for over 800 hours of standby time.
- 400+ U.S. Cities
Don't settle for connecting you to WiFi that's far from home. Connect to over 400 cities of staying WiFi.
- No wires needed
No laptop, router, and power adapter required to get internet where you need it.
- Pocket-sized
WiFi Key is your key. Keep it in your pocket. Karma WiFi gets you online, where you need it.
- Control through app
With access to WiFi via our app, manage your phone, monitor usage, and more.

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The Power of Touch

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A haptic communication device designed to let the world feel what you're feeling.

Learn More

Standard haptic feedback

The clever part
Thumper uses a haptic device attached to the smartphone using a 3D ultrasonic receiver. This allows Thumper to communicate directly with the smartphone.

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Thumper

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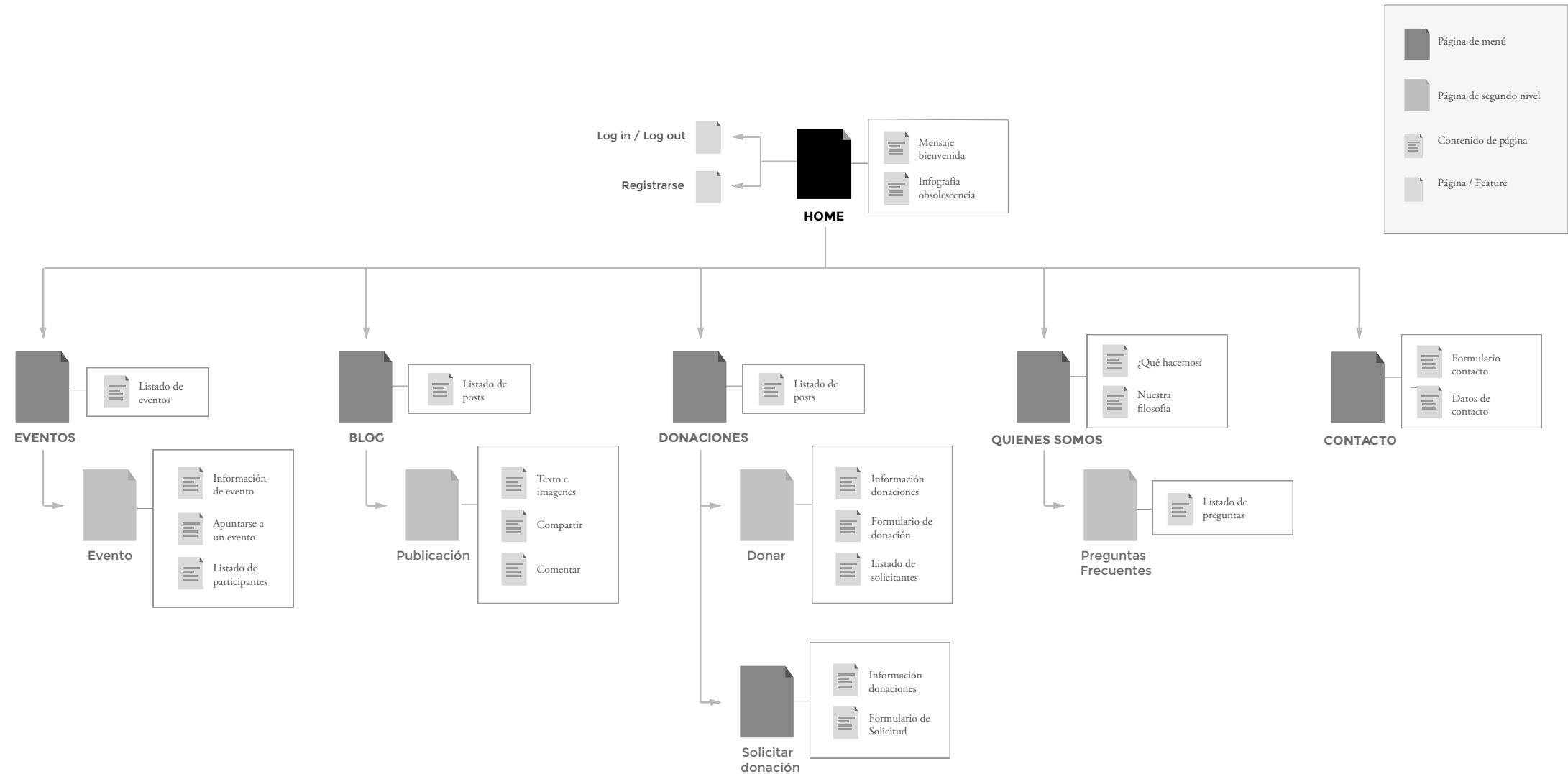
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ARQUITECTURA



A black and white photograph of a lit incandescent lightbulb against a dark background. The bulb is oriented vertically, with its glass base at the bottom and the metal screw base at the top. It is surrounded by numerous white paint splatters of varying sizes and shapes, creating a chaotic and artistic effect. The light from the bulb is visible through the glass, casting a soft glow on the surrounding area.

MUCHAS GRACIAS!