



THYSSEN-  
BORNEMISZA  
MUSEO NACIONAL

# DÜXE

Merchandising product inspired by The Doge of Venice's Mitre, designed for drying dishes and conserving water

Duration: 2 months

Year: 2021

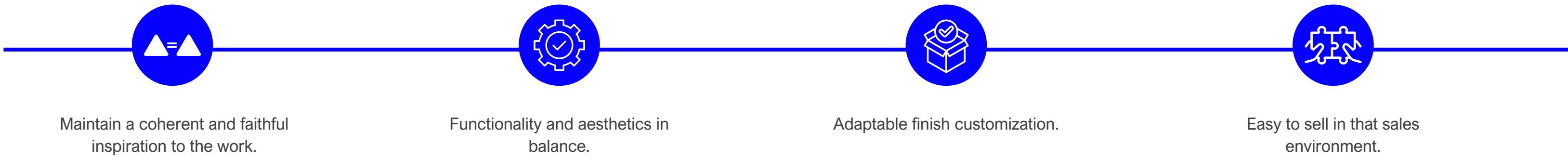
## SOFTWARE USED



# Briefing, Challenges & Background

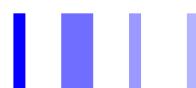
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## Trends



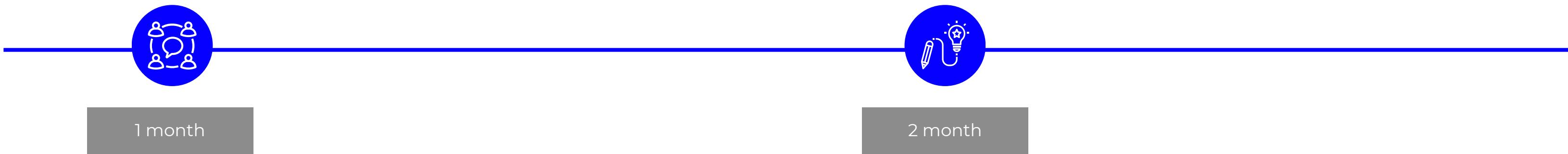
## Briefing

The challenge of this project was to generate a solid image for merchandising and to produce a product based on choosing a painting from the museum's collection to produce household goods.



# Design Process & Value Proposition

## Sprint Design Process



The design process begins with a meeting and a briefing where the client's needs and sales goals for their innovative product are specified, next market research and trend analysis are conducted to understand the environment, with this information, a brainstorming session is held to generate innovative ideas and solutions.

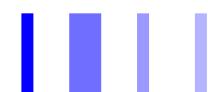
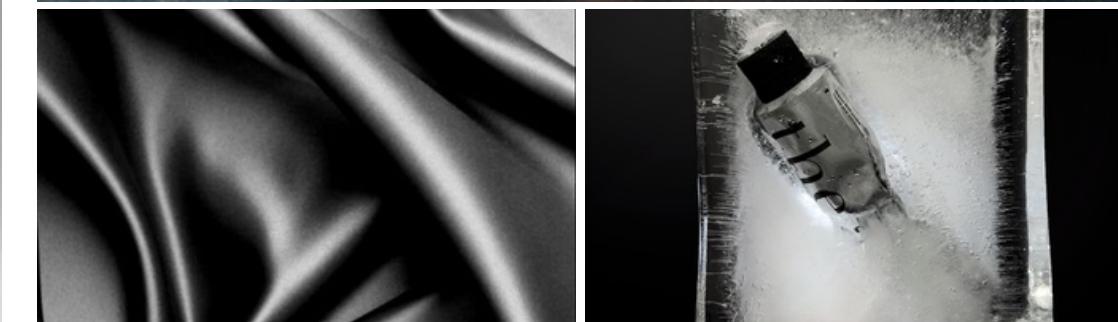
The second phase involved digitally designing the proposal for the competition and waiting for the results; in this case, the idea was not selected.

## Value Proposition

A product inspired by the historical elegance of the Mitre worn by the Doge of Venice, as depicted in the Triptych of Piety, seamlessly blending aesthetics and functionality, this innovative dish rack not only efficiently dries kitchenware but also collects the runoff water in a removable module, which can then be reused to water plants, by doing so, it preserves a scarce resource like water while adding a touch of sophistication to the kitchen, aligning sustainability and design in a single product.



# Moodboard



# Final design concept

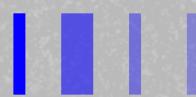
Inspired by the Doge's Mitre from the Triptych of Piety, this dish rack seamlessly blends elegance and function. It efficiently dries dishes while collecting water in a removable module for reuse, merging sustainability with sophisticated design.

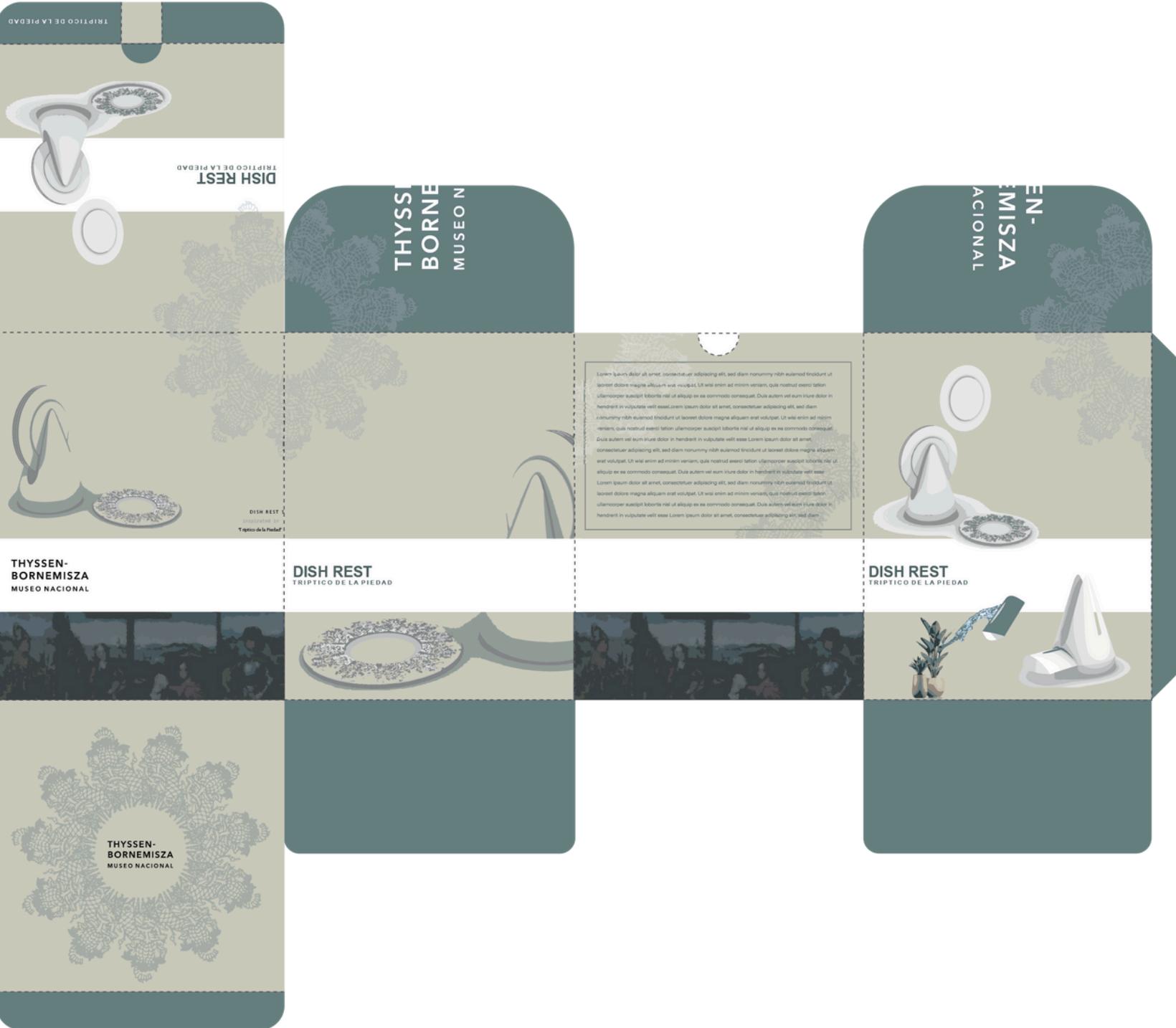
Historical Elegance

Innovative Functionality

Sustainable Design

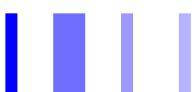
Harmonious Integration





# Packaging design

The packaging design aims to reflect both the historical elegance and modern functionality of the product. I chose a sober and sophisticated color palette, thereby connecting the packaging with the essence of the product.



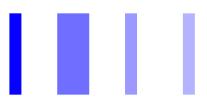
# Finish options

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Gold

Siver

Gold pink





# Product visualization

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This render presents a product visualization in its natural context, a modern kitchen, highlighting how the elegant and functional design integrates seamlessly.

