



**CREATEX
PROJECT**

CONNECTIONS

**MANOELLA
GUENNES**

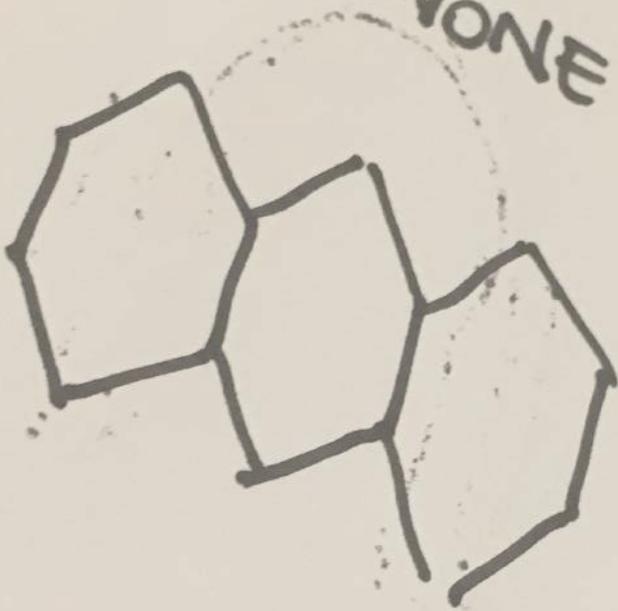
The world is all connected. With or even without technology, different tribes and people from all over the world are all together.

As the main purpose of Textile Heritage Inspiring Creatives – Createx Project is to promote the cultural heritage of textile sector as a driver of creativity and a significant source of inspiration to design new products and collections based on an innovative heritage based approach and in the framework of contemporary production processes, the collection “Connections” is all about how we are linked to our and other cultures, being technological, but firstly humans.

This collection made of two patterns and products presents my view about Inspiring Heritage collection. Making reserches, I could see communities, people, relationships, links and nets being formed through shapes, colours and textures. It was so interesting to see, as these fabrics are from different places and countries, which demonstrates we are really all together in connections.

Manoella Guennes

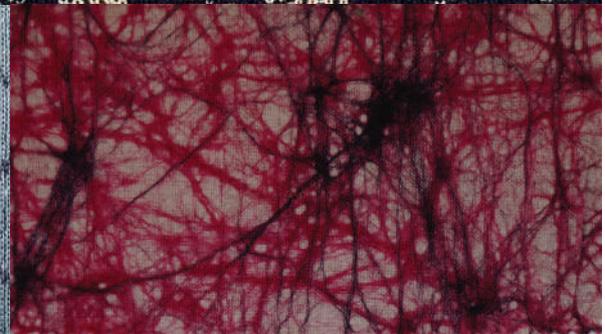
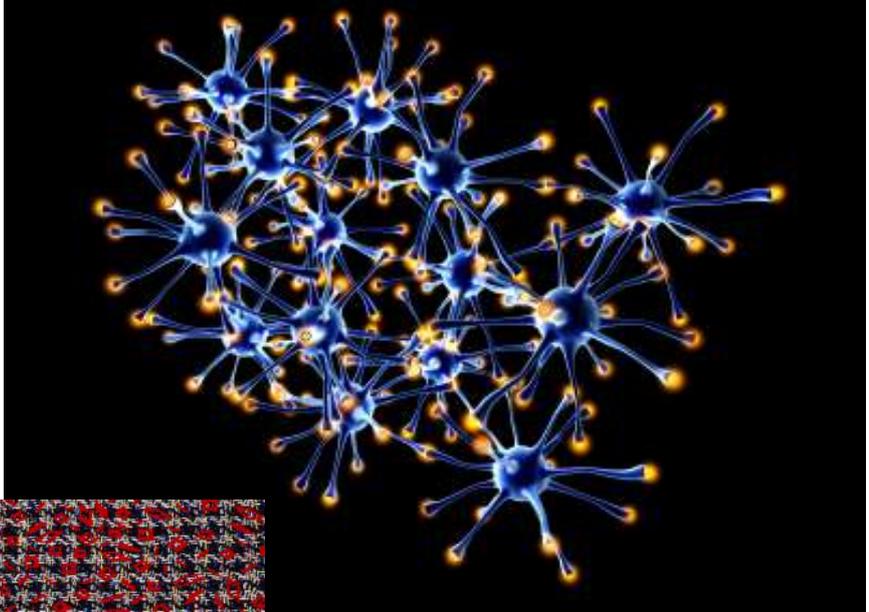
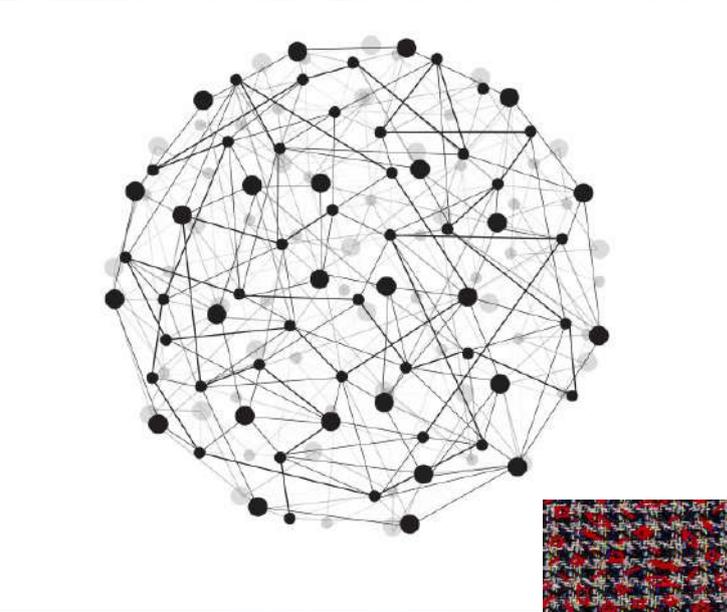
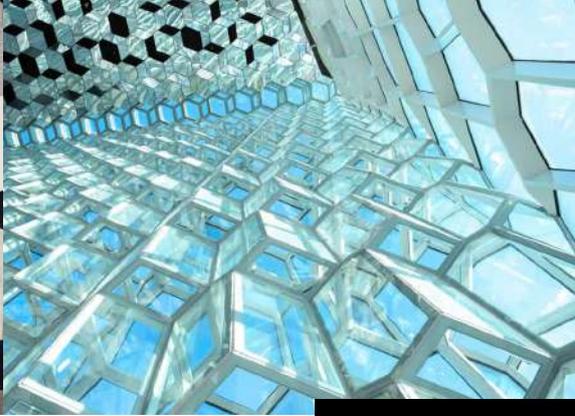
COMUNIDADES
CONEXÕES
POVOS
ETNIAS
"EVERYONE CONNECTED"

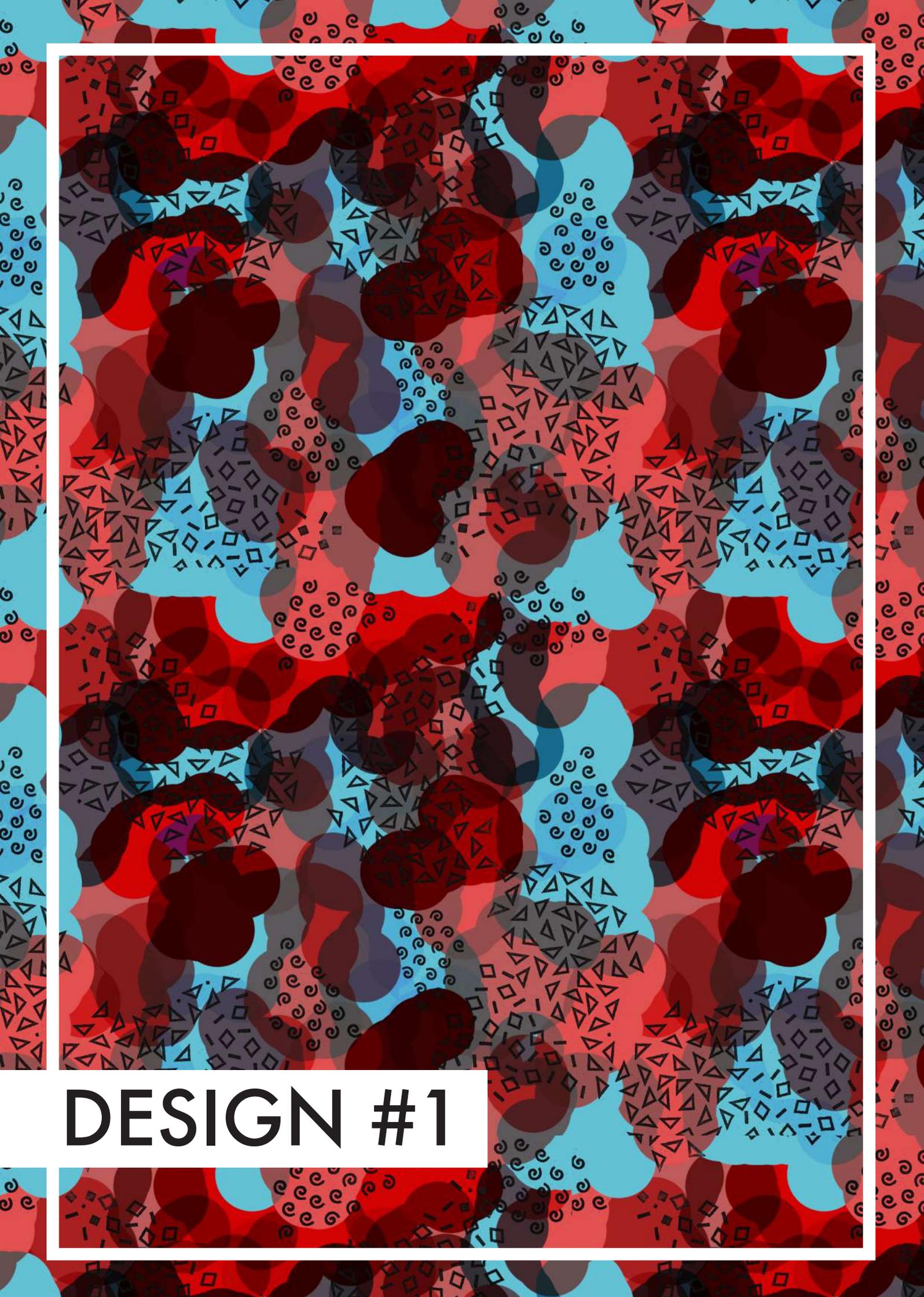


⇒ REDES
(NET)

TECNOLOGIA ⊗ HUMANO
TECNOLOGIA ⊗ NATUREZA

INSPIRATION





DESIGN #1

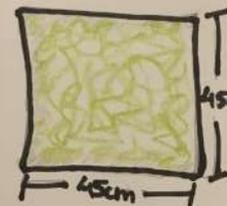
PILLOW BAG



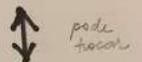
Elements |
Diversity, Communities, Citizens,
Minds

Materials |
Natural Fabric, Zipper, Leather Waste

Production |
Digital Printing, Cutting, Sewing



①
ALMOFADA
- ESTAMPA 1
- LADO 1 (FORA)



②
BOLSA
- ESTAMPA 2
- LADO 2 (CENTRO)



DESIGN #2

LAMP

Elements |

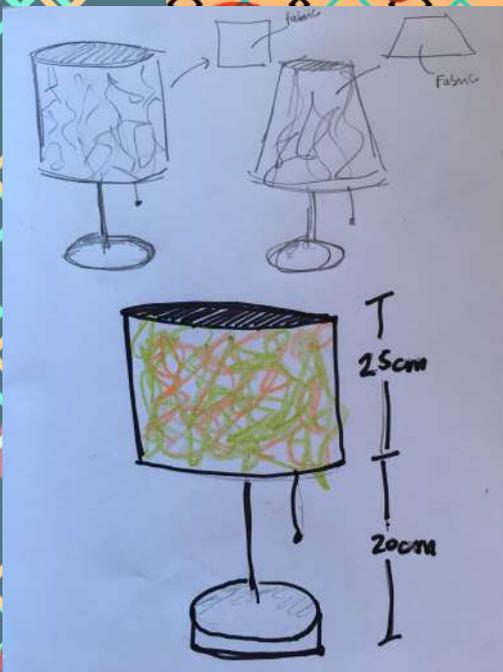
Nets, Organic X Non-Organic,
Intersections

Materials |

Natural Fabric, Lamp, Plastic Waste,
Aluminium

Production |

Digital Printing, Sewing, Fitting



BUSINESS MODEL

SUSTAINABILITY

SMALL NEW MATERIALS

DIGITAL PRINTED FABRIC

MATERIAL WASTE FROM INDUSTRY

The Business Model of this project is sustainable from creation, to production and especially in the end of product life. Using material waste from the industry (mainly leather and plastic), the products are designed to have a "second life": pillow become bags and lamps become a new brand one just changing the top.

Don't want your lamp anymore?
JUST CHANGE THE TOP!

Don't want your pillow anymore?
IT'S A BAG!

SALES

E-COMMERCE

COLLABORATIVE
STORES

PARTNERSHIPS

PILLOW-BAG

Cost Average | €10
Price Average | €50

LAMP

Cost Average | €15
Price Average | €70



CREATEX PROJECT

CONNECTIONS

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