

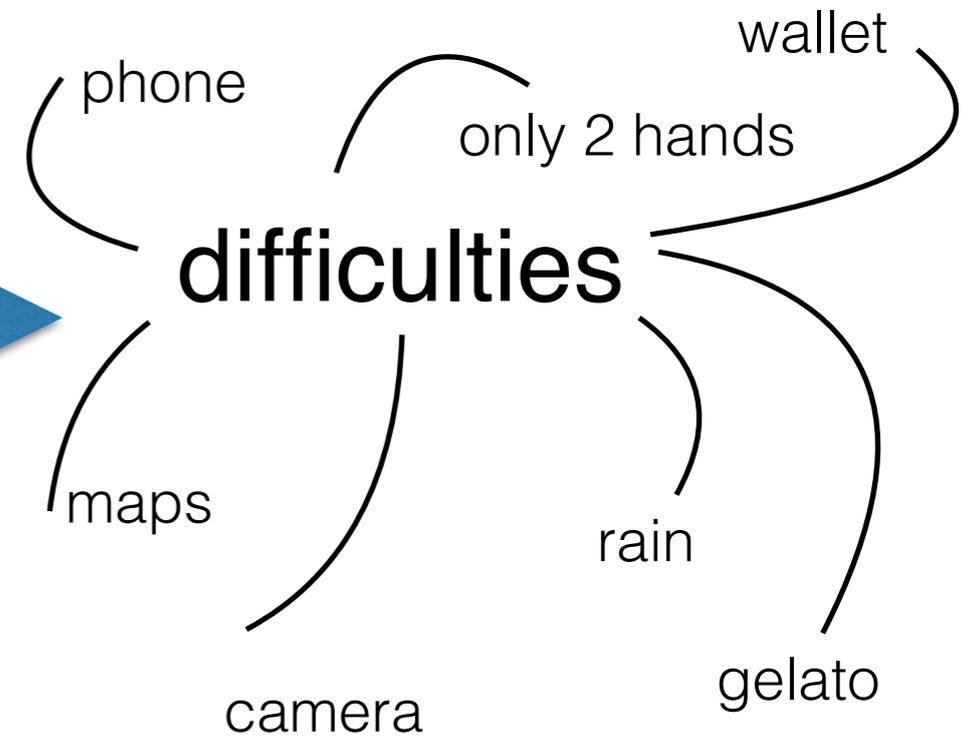
interrogative & critical
design

the needs of tourists visiting Florence

1 photos



selfies



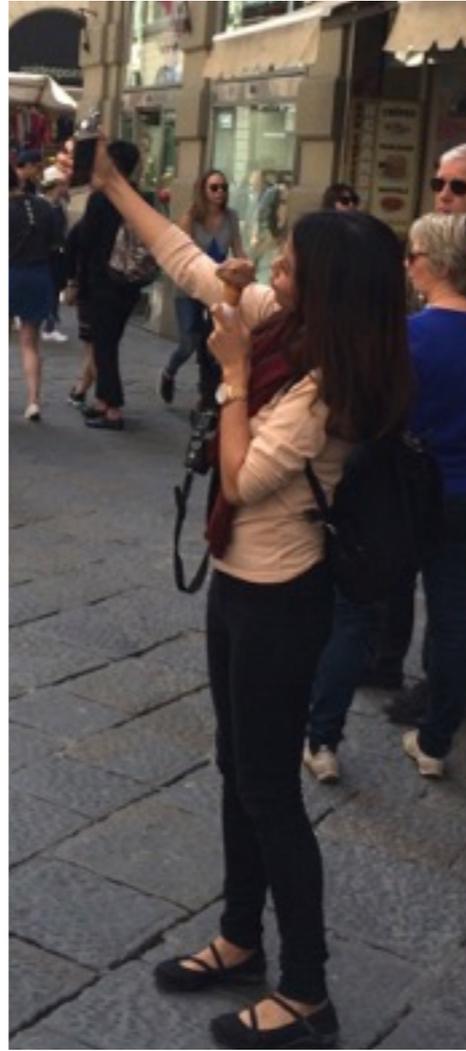
2 to find a good *bistecca fiorentina*

taking a selfie with your gelato
can be extremely difficult, but is an absolute
necessity for any tourist visiting florence





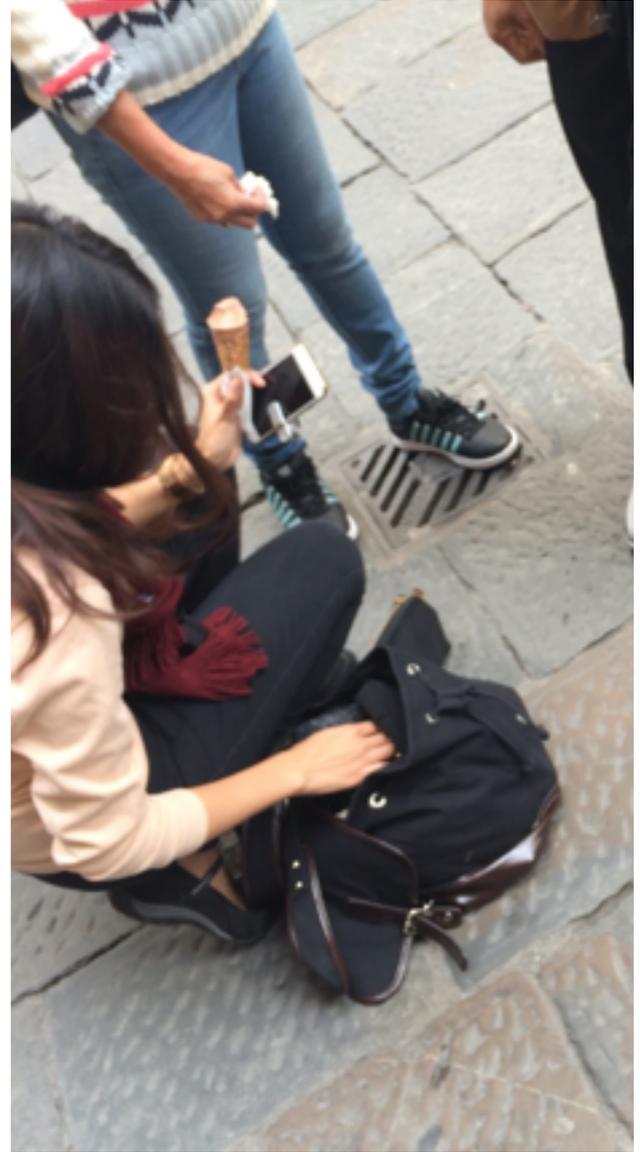
shopping



pro camera



search for your purse



map



Some tourists have further trouble because they must also hold their...

introducing...



the selfie-shop-gelato-drip-stick

FEATURES:

state-of-the-art
selfie stick

gelato holder
with absorbent drip catcher

designer shopping bag holder

leaves you with one hand still
spare to brush your hair in the
right way



and then what happens when it rains..?



this Spring in Florence it has rained a fair bit.

Having already cramped your style with a poncho, then trying to use your phone becomes impossible as the touchscreen doesn't work in the rain

introducing... the umbrelliphone

allowing you to smoothly use your touchscreen device in the rain



these two products make us think about what the most important thing is for a person.

100s of people raking selfies outside a gelateria -do they even want to eat and taste it?
can you really enjoy something in this way?

posting selfies make people think first about taking a photo with a gelato
before tasting it...or even choosing a decent gelato

coming to florence, do people already plan before what they will do...which photos they
will take, what they will eat...
what are the reasons people really visit florence...?

when it rains, and taking a photo really becomes inconvenient, why is it that taking a
photo, a selfie, is still worth it...? Normally people do things which are enjoyable, or make
choices which are more comfortable and convenient. But in the case of selfie-taking, the
photo becomes the most important thing. selfies at all costs!

can you imagine visiting the city of florence for a few days...and leaving with no
photos....no photographic evidence you were even there. *would it be worth it?*





How do we know if these hunks of cow hanging out in the open are good?





let's draw inspiration from how restaurants provide their fresh seafood

where you get choose the victim who looks the 'healthiest' or 'tastiest' to you



TRATTORIA DELLE MUCCHE VIVE



Julia

Dina

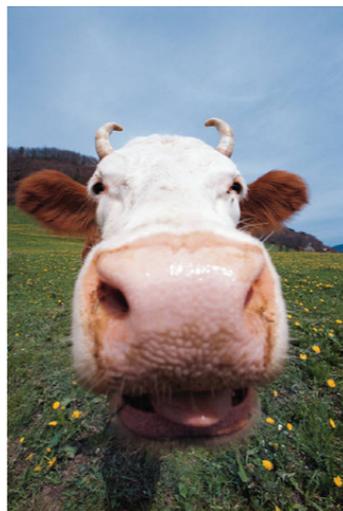
Bianca

1. Choose your cow, have a pat of its belly
2. Tuck into some soup and swig back a bottle of wine
3. In some time your steak will arrive

Please note: on special request you may enter the kitchen and watch the slaughter of your meal

This trattoria raises the question of people who want to eat something because it's famous from Florence but not knowing or caring quite exactly what it is or where it's from. Of course this is the same in daily life with many of our food choices.

Furthermore, for those who may care that their food comes from a good, or fresh source, this product asks whether most people could or would still consume steak if they met the cow and it was slaughtered right before their eating it.





moo

thanks