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## **Bloom Ware**

### Final Project Documentation & Statement

As technology takes more and more place in our modern lives, the need for enhancing human experiences does too. New generations of conscious buyers demand products that narrate their unique individualities, and mass produced objects no longer please the needs of the whole. Evident growing trends of handcrafted and customized products invite us to foresee a *New Decorative Renaissance Future*. But our lifestyles do not seem to match this world of creative fascination, most of us still live in the fast paced, production line effectiveness of 1900's. Little time seems to be available to experience the small joys of life, and we are absolutely keen to update our social media feeds right after we encounter the opportunity of slowing down to contemplate the beauty of a flower or enjoying a cup of tea, overlooking the great satisfaction one could get from being completely mindful in the present. What could happen if simple objects in our daily lives could communicate stronger messages, and had a voice of their own? Luckily we are also experiencing the renaissance of a generation that seeks for creative fascination made or shaped by man and exiting new products that narrate fantastic stories. This is right where the base of this project lies, the intention of this toolbox is to trigger in a way consumers lost attention, imagining the possibilities of surprising through recapturing the ordinary and suggesting with unpredictable elements and volumes a world of fantastic new experiences that project themselves into an imaginary future. Enhancing the simple action of eating and transforming it into a delightful practice through simple tools that challenge the status quo. Giving consumers a space for choice, an invitation for choosing without judgement how they encounter unquestioned actions, like using a fork for this or a spoon for that, just because we learned it that way, and creating new spaces for breaking rules and tailoring them to one's unique way of living.

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