

## **SPENDING TIME IN NATURE IS HEALTHY BOTH FOR BODY AND MIND. PEOPLE TEND TO TRAVEL ALL AROUND THE WORLD TO EXPERIENCE BEAUTIFUL NATURE, WHEN IT IS ACTUALLY JUST AROUND THE CORNER. THE GOAL OF THIS PROJECT WAS TO CREATE A PRODUCT EXHORTING PEOPLE TO ENJOY THE SCANDINAVIAN NATURE.**

People's obsession over objects and constantly renewing them was the initial core of the project. This led us in the direction of the fast fashion industry. The unrelenting change of trends forces the consumer to continuously update their wardrobe, while the time spans for new trends keep decreasing. The textile industry is one of the largest environmental issues of today. By focusing on outdoor equipment, we targeted a part of the industry that should embrace their responsibility for nature, but which demonstrably fails to do so.

In an attempt to provide the consumer with the same utilities that are on the market today, but with environmentally friendly textiles and reduced amount of material, a product was developed as a proposal to somewhat solve this problem. The result was a product offering a new way to spend a night, rest or take a nap in nature. Instead of being shielded off, this product will let you be closer to nature, but still be protected from wind and rain.

The way you sleep with this product is similar to the way our ancestors spent their nights in trees, far above the predators on the ground. In a similar way, wild animals utilize trees to sleep, nest and hide from threatening dangers which nature can suddenly expose you to. Sleeping this way provides a feeling of safety, similar to hugging a tree when you are lost in the woods.

Throughout the process, the brand Fjällräven was a consistent inspiration. By implementing their guidelines concerning creating trend free, long last-

ing products from environmentally friendly materials, we were able to have an elaborated motive from a brand of distinguished heritage guiding the project.

The result was named Klyka, which is the swedish word for the part of the tree where the branch is separated from the tree trunk.

