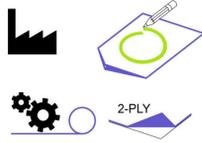


2PLY

2PLY is an instant pillow used in the city, an object which has not yet appeared in the urban areas. The pillow does not create individual urban surface, however, an excellent complement to the existing seats, as we can sit on the pillow even in cold weather and it can temporarily replace the absence of seats if necessary. The paper pillow acquires strong identity with its unique aspect and intellectual background. This is not a monofunctional tool, but connection between people and urban environment based on continuous movement, metamorphosis, and communication. The **2PLY** is connected to the specific location on more levels, the primary link is based on the method of use: it is an instant, outdoor pillow which is usually used only once, whose main function is only

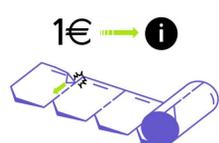
generated in that space-time constellation which is created by that particular time and space. In addition, the object has a more exact means of communication, the advertising surface offered by the paper on which graphics, logos and programs connected to the specific locations can be printed. Of course, this surface can be used freely for marketing purposes. Beyond all these, the afterlife of **2PLY** is determined by a strong conceptual program as well. After using the pillow it can be converted to a paper bag with a simple "do-it-yourself" way. Thus, the afterlife of the object is searching for and can find a connection to the human-space-time context, as the currently fashionable design bag transforms to a symbolic character while getting into public awareness with its unique character and youthful approach.

CHAPTER 1



Thanks to the logical design, it can be produced easily in large industrial scale. The edges of the two-layer composite material are fixed to each other with heat soldering. The paper surface can be printed with graphics of your choice.

CHAPTER 2



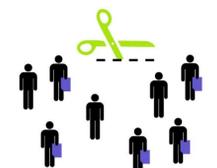
2PLY can be purchased at certain places for a symbolic amount. It is important that the product should become a value for people, so that they do not look at it as an everyday disposable item.

CHAPTER 3



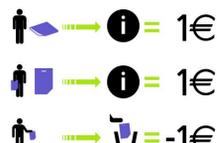
The rubber valve insures that it can be easily inflated with either mouth or a pump. **2PLY** can be applied regardless of the season, even in cold weather.

CHAPTER 4



It can easily be transformed to a bag by cutting it with scissors along the dotted line.

CHAPTER 5



Encouraging people to think of recycling, their money is refunded after using the product. This would apply both to the pillow and the bag. However if they throw it in the trash, they do not get the money back.

CHAPTER 6



Through the design process, special attention was paid that all stages of the use of **2PLY** should be carried out on the basis of pre-designed scenarios which would make recyclability easier and eco-friendly.



Before-use condition



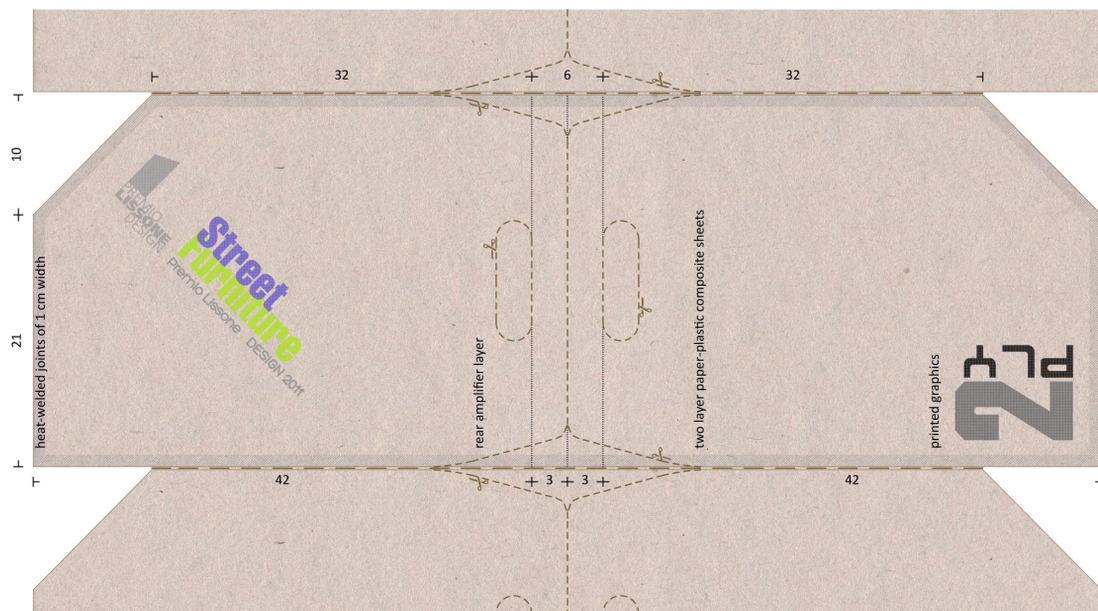
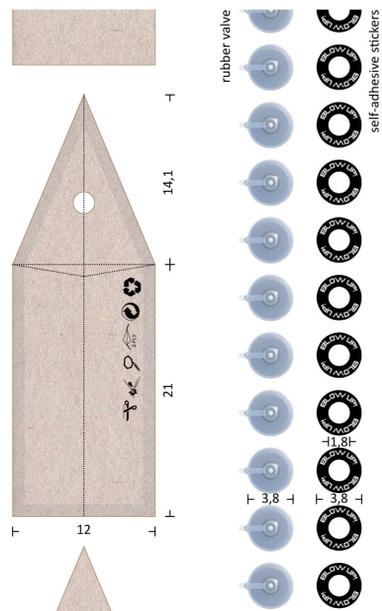
It can be used as a pillow in inflated form



It can be used converted as a bag



PATTERNS - DETAILS



m 1 :2,5

