

A photograph of four seashell-shaped glasses arranged on a white tablecloth. Each glass is mounted on a clear glass stem and sits on a small, round, white lace doily. The shells are of various sizes and colors, including light beige, cream, and dark brown. The lighting is soft, creating gentle shadows on the tablecloth.

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Research & Identity Project

Katie Ierardi — Type Design II — Spring 2023

Seashells

What's so special about seashells?

Shells have been around forever— and being a natural material, not much has changed over the centuries.

What has changed is our perception of shells, which are mostly viewed as a relatively common, familiar object.

Inspiration

Because this object is plentiful and ordinary,
it is overlooked most of the time.

This, however, is an advantage.

When it comes to traditional definition of value, seashells really don't stand a chance. But what if we were to define value as based on the sustainability, eco-consciousness behind an object or product?

Themes Uncovered

1

natural & plentiful

We will begin to evaluate the benefits of up-cycling natural, plentiful materials and how to add value without the waste.

2

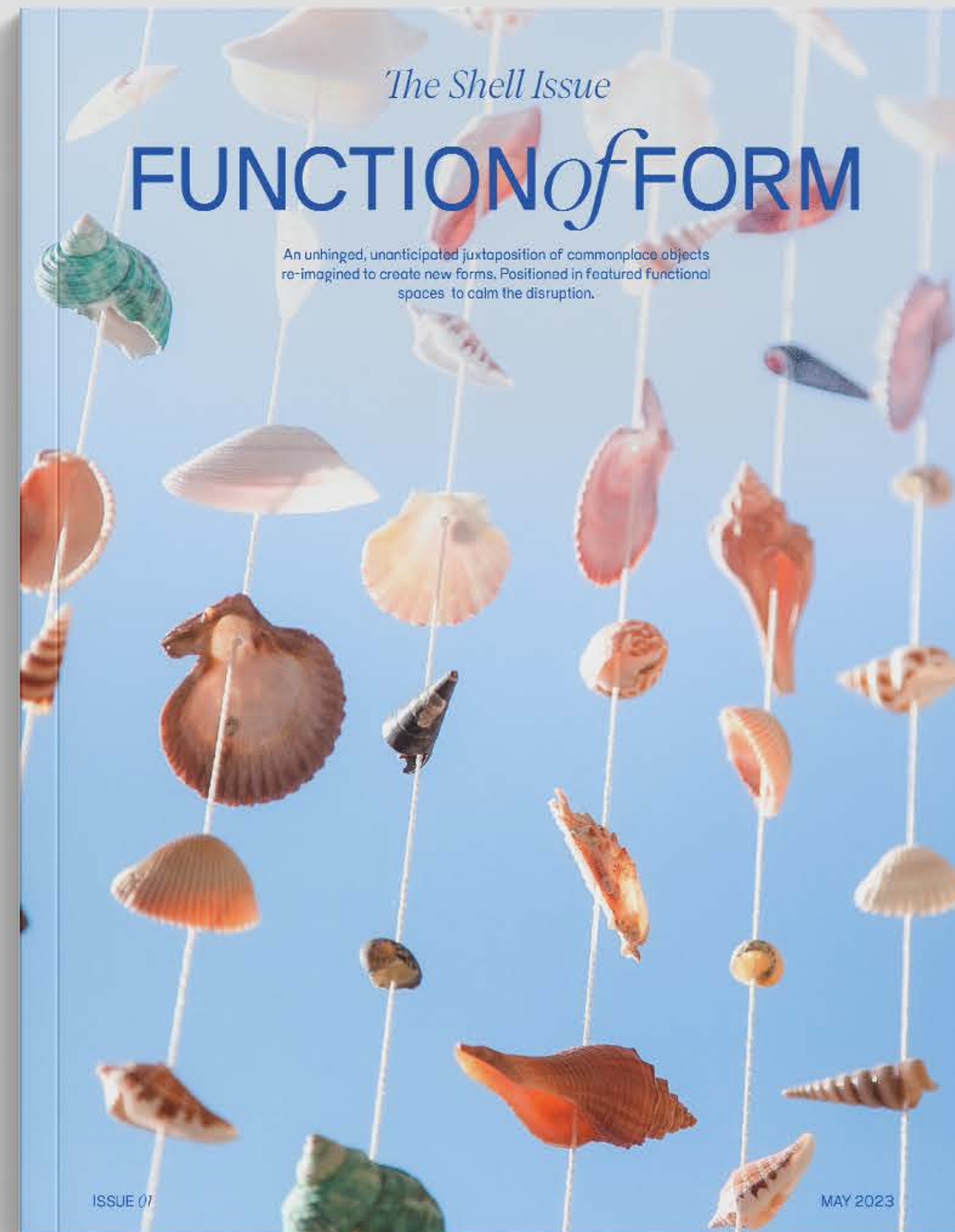
transformative

Seashells have a unique form that is unpredictable, tough and recognizable. Through this issue, we'll explore the most creative and considered uses that seashells have been used for.

3

disruptive

Combing two seemingly in-compatible or unrelated ideas, the results can be surreal. We're discovering a new way of thinking about objective form and possibilities of how it could function.

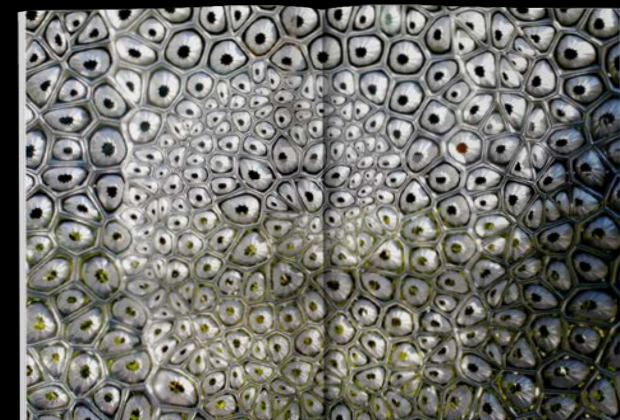
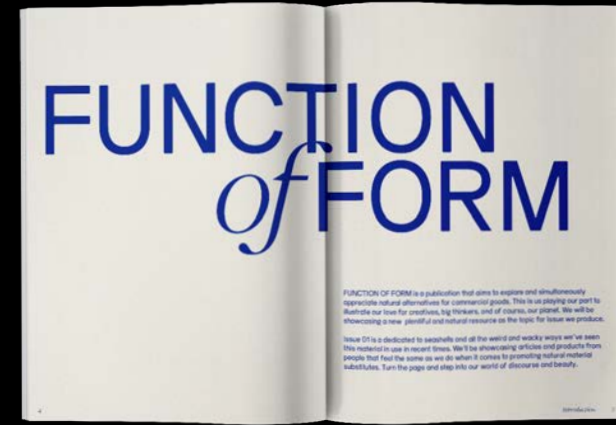


a publication that aims to explore and simultaneously appreciate natural alternatives for commercial goods. This is us playing our part to illustrate our love for creatives, big thinkers, and of course, our planet. We will be showcasing a new plentiful and natural resource as the topic for issue we produce.



The Shell Issue

dedicated to seashells and all the weird and wacky ways we've seen this material in use in recent times. We'll be showcasing articles and products from people that feel the same as we do when it comes to promoting natural material substitutes. Turn the page and step into our world of discourse and beauty.





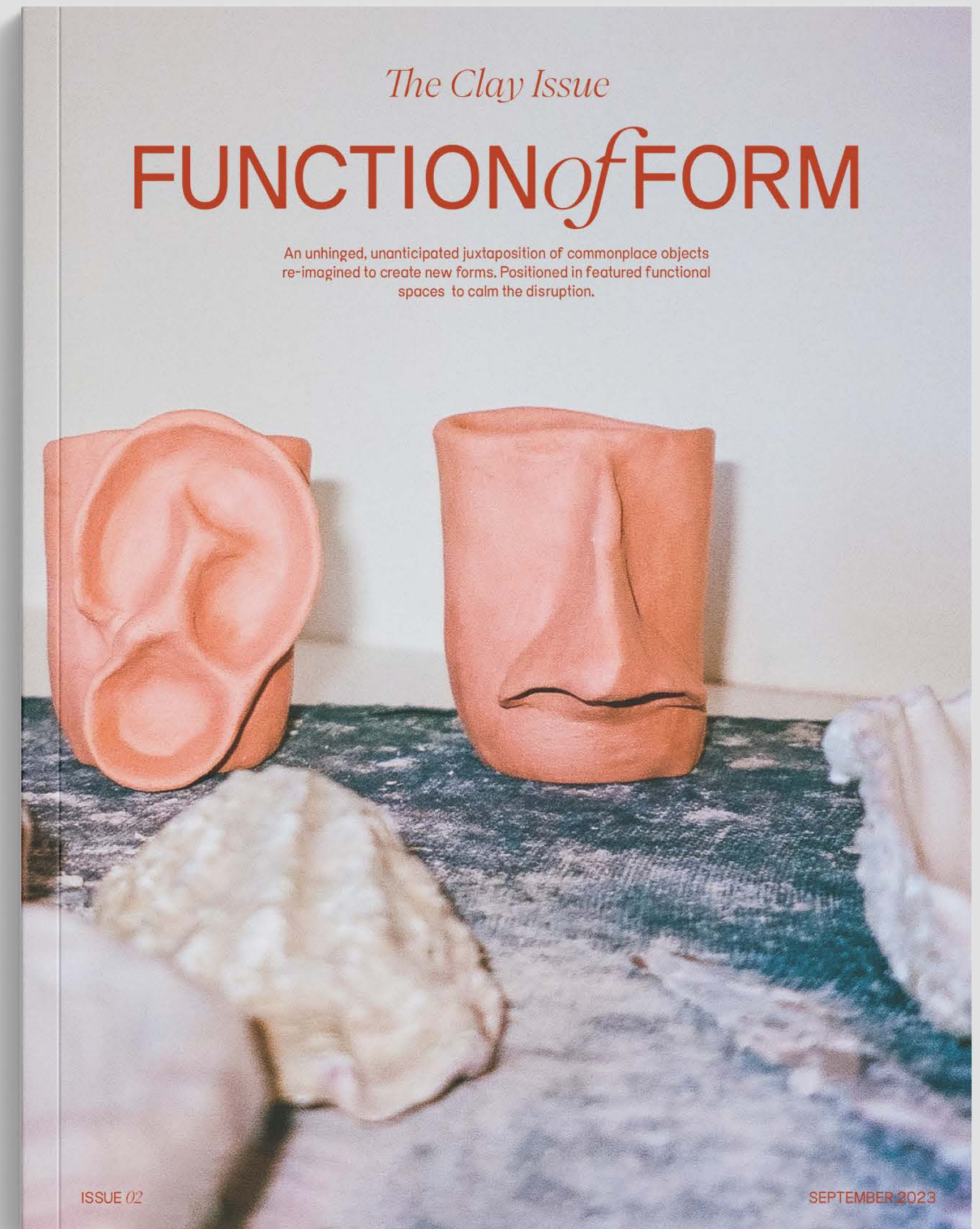
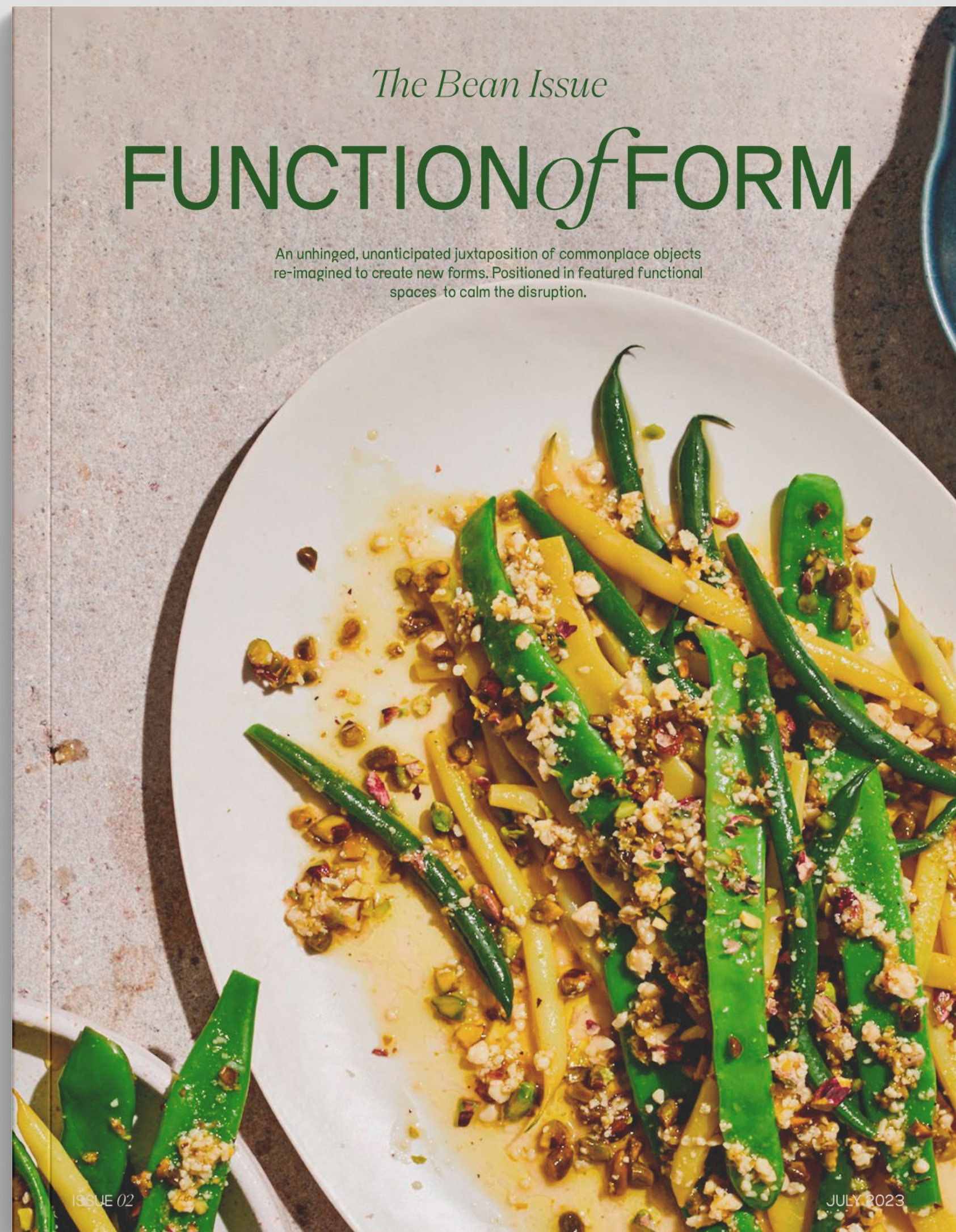
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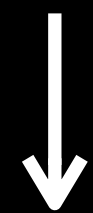
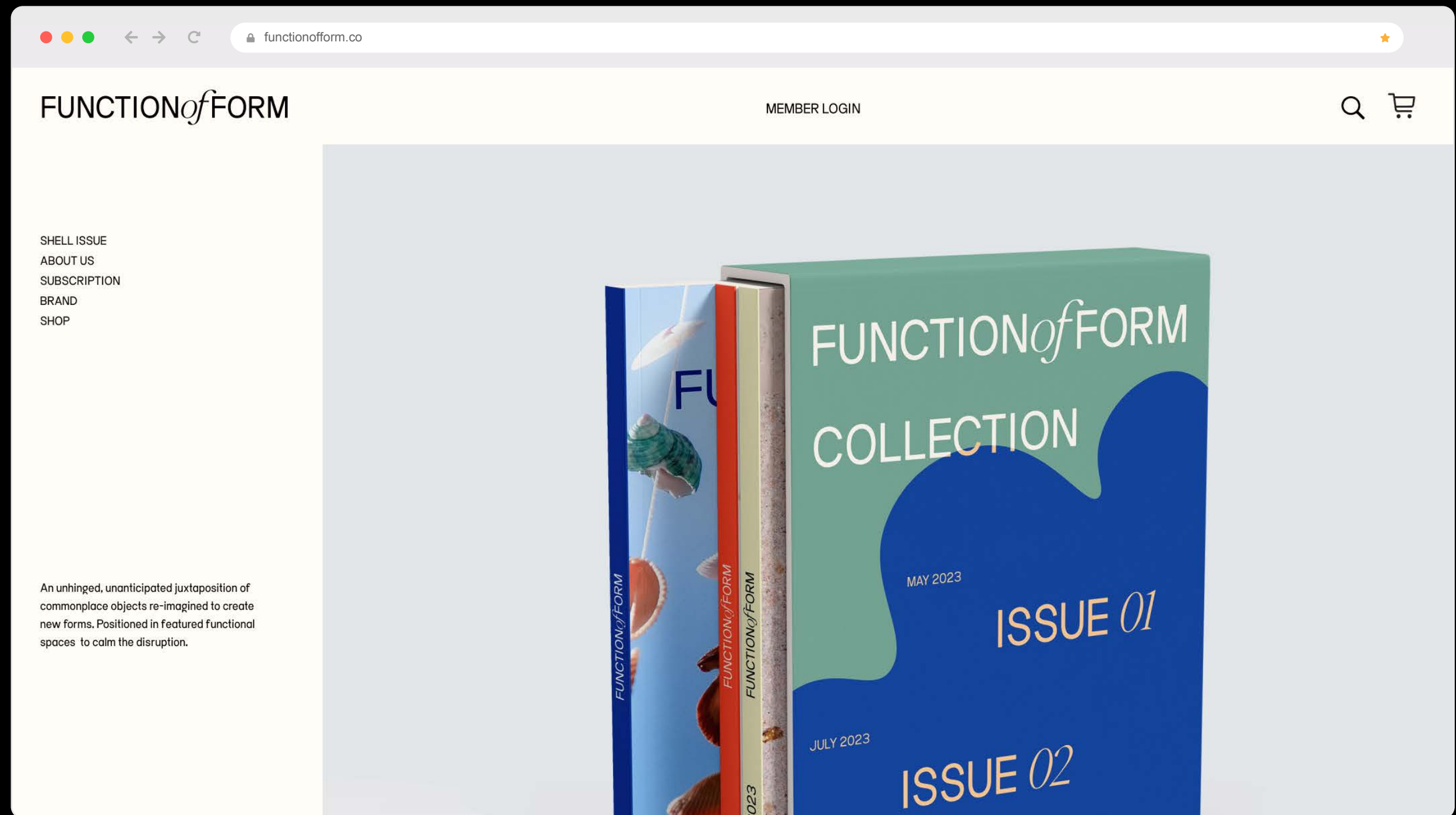
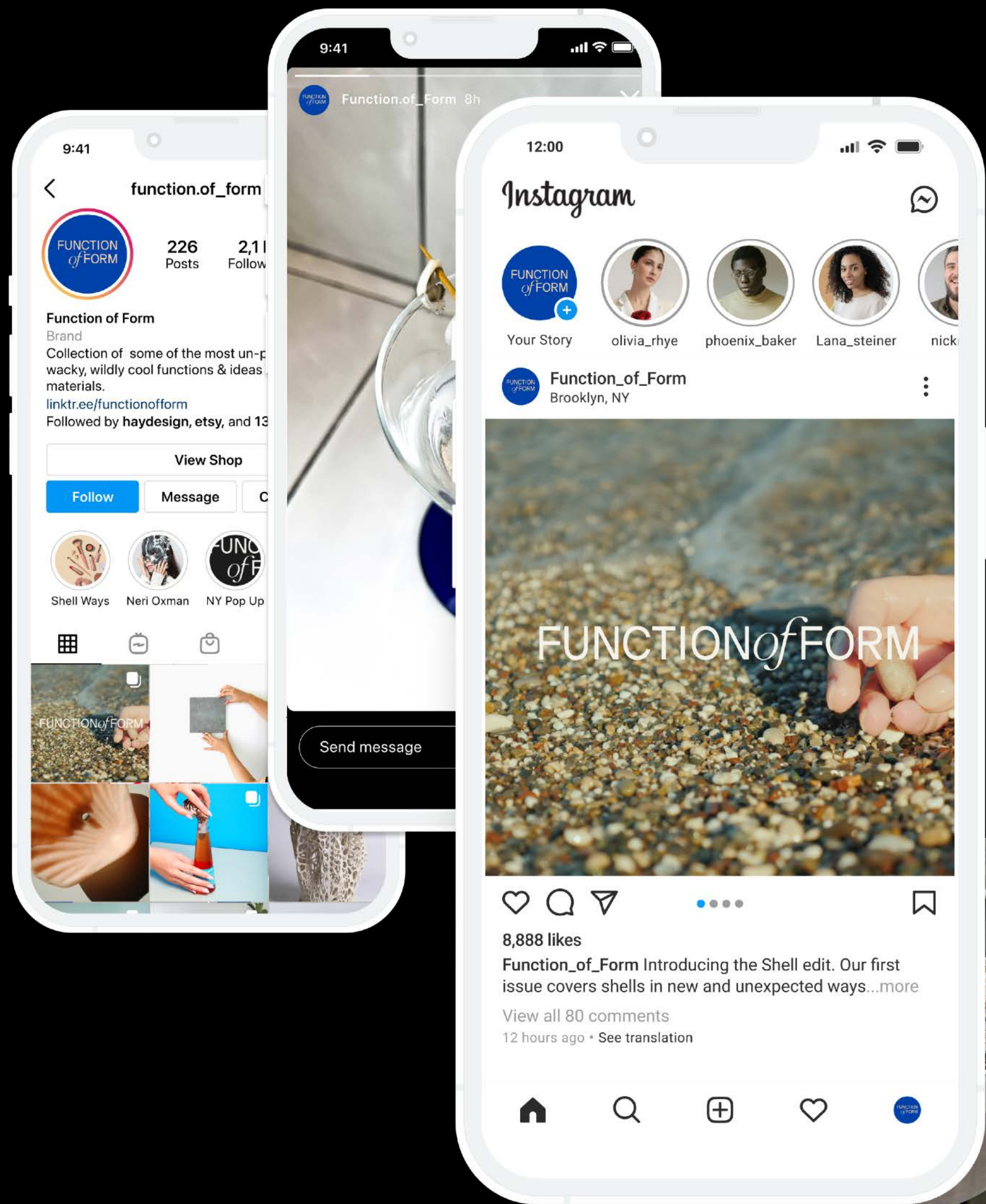
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Thank you!

