



THINK

magazine

The Style Issue

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THE QUINTESSENTIAL DESTINATION TO SUSTAINABLE LIVING

THINK

magazine

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ON THE COVER

Illustration by Eva Seeber for **2DM**

THINK Letter

Summer is upon us the weather is strange everywhere and our 10th issue signals a milestone for Think magazine. The road is still long and full of possibilities but we are dedicated to bringing you the very best in sustainable design beauty luxury and wearable technology. Conscious designers like Kristy Lin who reuses her metals for her humorous jewellery fits in with the mandate of this magazine on so many levels. I had a chat with her about her journey of becoming a well known jeweller. It's not easy going after a dream but she is determined to stay the course. Another dream warrior is Ines Caleiro a Portuguese cobbler whose architectural creations immediately tells us where she will go in the future. Another dedicated designer who is determined to reduce waste, employ locals and produce a luxury product. Reducing has featured heavily in this issue as I was reminded of how much people are spending on gas. We took a look at some of the sexy alternatives for transport by way of electric bikes, something I am now very excited about. For the city it only seems logical to use a bike that costs pennies a day to run. Lastly I had a chat with wearable technology professor and inventor Valerie Lamontagne about the future of technology and how it influences our daily lives. I hope you enjoy this issue; it's the last until September so come back and read it, share it and enjoy it.



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A Step Ahead



The latest visionary devoted to a geomorphologic patina mixed with a pragmatic approach to progressive style has emerged in the form of Ines Caleiro. Caleiro has created her first line of footwear for a new generation of social conscious thinkers called Guava.

This creative thinking designer studied graphic design at IADE, Instituto De Artes Visuais, Design e Marketing in Lisbon, Portugal. Upon graduation, she fulfilled her dream of studying abroad at the prestigious London College of Fashion. She then went on to intern at Jimmy Choo, which landed her a job with a well-known British jewelry design firm, Angie Gooderham. Her international design hiatus did not stop there and eventually led her to Washington D.C. under the program INOV AICEP (Agency for Investment and Foreign Trade). Her final destination brought her back to her home in Portugal. Now she has built her first collection and secured her position as a designer to watch.

By studying and working abroad, Caleiro gained an edge on architectural inspired work. The

construction takes root in the asymmetrical lines of geometrical elements.

“I am inspired by forms, shapes, architecture. I am fascinated by origami and structures, so that is part of my designing process,” says Caleiro.

The result of this is apparent on the heel of each design and is the general concept of the brand. In fact, several of her designs pay homage to the architects that inspired their creation by lending their name.

“In the fashion industry I believe more and more we are responsible for changing and implementing trends and most of all we are the face of a new sustainable generation. It should be a necessary concern. The eco-conscious should start to be part of our fashion choices. We need to grow towards new solutions in order to reduce our carbon footprint,” says Caleiro.

The pure, angular shape of each design tells a different story depending upon your point of view. This is reflected in her multi-dimensional depiction

of each shoe displayed on Guava's website, allowing the viewer to interpret each product from several perspectives.

Fashioned from biodegradable leather and rubber made from up cycled material it is not only socially responsible, but prolongs the lifespan of the shoe itself. Caleiro works directly with Portuguese craftsmen who are dedicated to their talent in a well-known shoe industry city, Sao Joao da Madeira. By working meticulously with the manufacturers, it allows the brand to guarantee the finest finishes and most sustainable materials available.

"With the growing discussion about the preservation of the environment, the industry seeks to apply clean technology in their process. Instead of using aggressive chemicals and pollutants, we use a vegetable-based tanner, rich in tannins which are not harmful for waters and the environment," she explains.

Unlike many new designers whose work can often be visually assaulting due to lack of editing, her minimalist

approach keeps each creation streamlined and elegant.

"More and more I am interested in combining these sustainable ideas towards the whole reality of the company. Every little detail is important to bring a consistent brand. From social responsibility to the shoebox becoming a reusable item. It's all part of my future goals for Guava."







*Kristy
Lin*

WHAT IS YOUR DESIGN BACKGROUND?

I always had a conscious and subconscious fascination with the human preoccupation with beauty. How we admire it, create it, dissect it, and attempt to trivialize it. My journey into jewelry originated from exposure to the most obvious medium of worship of beauty, art, and what some may argue is its antithesis, conceptual art. High school art classes in found-object sculpture and trips to New York City galleries with my contemporary design-enthusiast uncle eagerly acting as docent gave me my tastes of “culture” that, living in a suburb, could only be sampled courtesy of the Internet. It was then that I was exposed to a wide range of ideas of beauty. There was beauty in the universally pleasing, beauty in the ordinary, beauty in the superficial, and most fascinating of all to me was beauty of the ugly--not beauty in the ugly, but the beauty of it, of the unapologetically grotesque and perverse that is able to trigger volatile reactions in the best of us.

I have taken the lone jewelry class here and there to study various techniques, but mostly my design background

is influenced by the various mental and physical environments I find myself in. The inspiration could be from watching television and movies to art history and anthropology to philosophy and science to dreams and memories to grassy meadows and stale office cubicles.

It could be as vast as a state of being, or as innocent as an obsession with a particular curve or angle. The inspiration could be from something pleasing and enchanting, or something masochistic and uncomfortable.

WHAT ARE YOUR SUSTAINABLE JEWELLERY PRACTICES?

All metal used in the jewellery-making process is recycled, accrued from scraps and residuals from the refinery process and as a result not mined directly and eco-friendly. Precious gemstones are certified to be legally obtained and thus conflict and blood-free.

Packaging is minimal, but without sacrificing aesthetics and the sense of luxury. Pieces are shipped in recycled boxes and envelopes.

Pearl Bracelet



Half Heart Ring



Madame Lip Bracelet



WHAT DOES SEXY MEAN TO YOU?

Sexy is the ability to exude the impression that you're supremely self-confident (even if you don't entirely believe it yourself).

TELL ME ABOUT YOUR CURRENT COLLECTION?

The current collection aptly represents my design inspirations of film, conceptual art, and the surreality of childhood imagination as well as my strive to both adhere and expand the traditional definition of fine jewellery. While the materials are intrinsically precious, I seek to imbue the jewelry with nostalgic value as well via my surrealistic inspirations and experiments with scale.

Pieces like the Monsieur and Madame series are manifestations of my influences of old films and childhood whimsicality. The Space Needle and Satellite Ring bear markings of science fiction and modern art. The Truffle Ring represents a childlike view of adult decadence. The Half Heart Series demonstrates the

simple appreciation of a shape and the symbolism it holds for human culture while pieces like the Ear Ring are unabashedly surrealistic. While some pieces are unmistakably quirky, the subtle peculiarity of others is only apparent within the context of the collection.

Future collections will investigate each of these genres more deeply, thus my first collection is an introduction of sorts.

WHY DID YOU START CREATING JEWELLERY?

It wasn't so much a decision as a realization. I've been making jewelry ever since I could remember, in one form or another. It started with pony beads and daisy chains and whatever sort of crafting I could get my hands on. When I got older I was fascinated with alternative materials, fashioning necklaces out of matchsticks and lemon slices. Needless to say, the junk pile was my haven. In high school I realized designing jewelry was something I would like to do, but it was only in college, after working for an

established jewelry designer, that I realized that having a career in what I had so far considered a hobby was possible. With influences ranging from history lessons to found art sculpture to childhood imagination, my design aesthetic was gradually transformed into something a little classic, and a little surreal. Soon my designs evolved into the fine jewelry line you see today.

My aesthetic is largely influenced by my initial sole interest in conceptual art which led me to explore a variety of mediums eventually leading me to art devoted to the human body--fashion (which I previously had close to zero interest in)--and its most sculptural and sentimental aspect, jewelry. It is in jewelry that I strive to investigate the full spectrum of

beauty I observed in art. The obvious, the subtle, the unusual, and the non.

DO YOU THINK HUMOUR IS SEXY?

Yes it shows that one is able to see the brighter side of every situation and put crises (big and small) into perspective, an easy-going attitude is a very sexy thing. A lovely personality has much more longevity in appeal than physical attributes (though being beautiful certainly doesn't hurt).

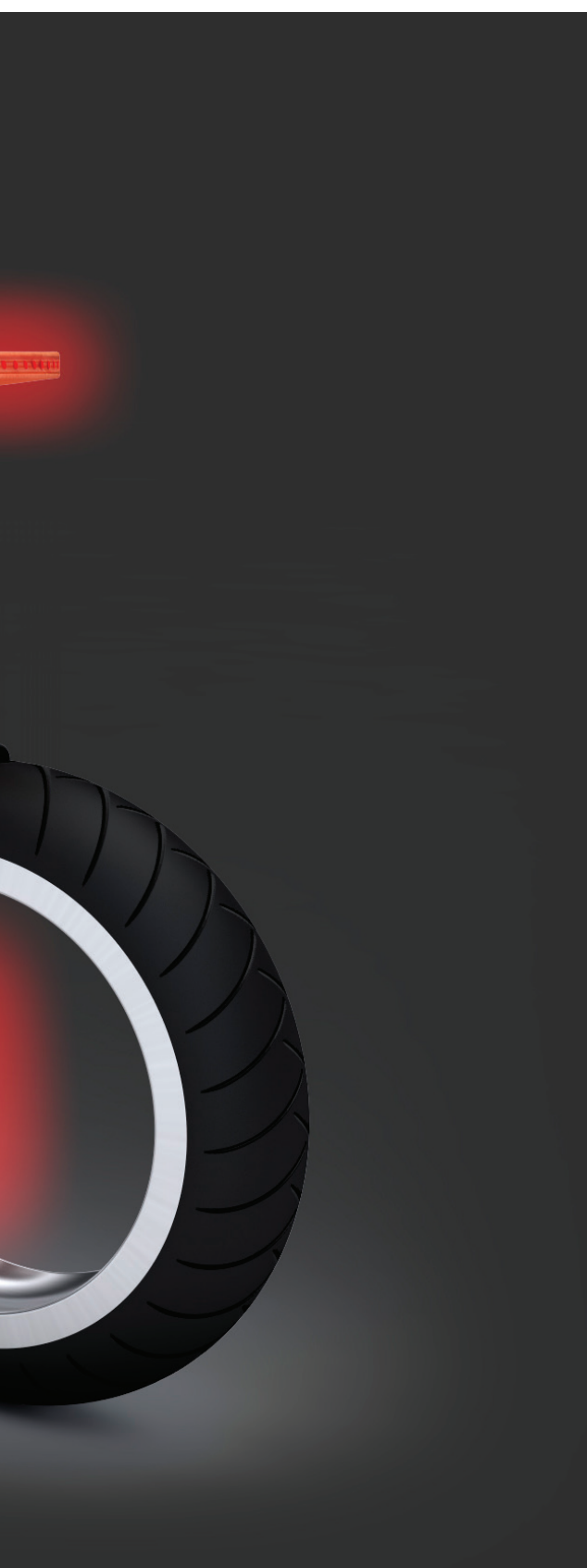
WHAT IS LUXURY TO YOU?

Utmost (almost frivolous) decadence, with no functional value except for providing beauty. Jewellery is the acme embodiment of this definition.



Image Credit Jordi Poblet Pedrol





The Electric Ride

Spanish concept designer Jordi Poblet Pedrol chose to challenge the conventional electric motorbike by designing a bike using the not so obvious material of wood as a main material, giving it a more earthly sleek aesthetic. A large space for your helmet or shopping is included with all the necessary safety lights cleverly tucked away on the bike. The frame is made of light weight aluminum and very little plastic is present. Powered with a battery supply that charges in 2-3hrs, the Biona can reach speeds of up to 120km/hr. It also allows for an emergency supply from ordinary batteries

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Image Credit Jordi Poblet Pedrol



that can last from 30 minutes to an hour depending upon the size of the battery. The Biona electric bike is still a prototype for now but it challenges the conventional look and feel of electric scooters making it more stylish and economical to the urban traveller.

www.jordipoblet.com

Dutch industrial designer Casper van Roosmalen whose principle design rules lie in people and planet is responsible for a few electric bikes namely the Emoto-Lite electric scooter. Winning best selling electric scooter in 2009& 2010, it is available in black, blue, and white, has removable batteries, with speeds reaching up to 40km/hr making them great for the city. Charging can take up to 3hrs then you're free to roam around town for around 3hrs depending on the speed. The Emoto Lite and the Emoto Lite SL both offer a maintenance free brushless electric hub motor, and light weight frames weighing in around 60kg. For those who live in a city that want easy inexpensive green transportation investing in an electric bike makes

a lot of sense and they're stylish too. Park anytime anywhere, with no CO₂ emissions just charge and go. www.cas-par.nl

With the price of gas showing no sign of decreasing this summer, the idea of driving a car seems rather foolish in these troubled economic times. Spending the equivalent of a grocery bill on gasoline each month has forced the consumer to evaluate how a cut can be made, and turning to an electric vehicle could be the answer. Once seen as a fad, Electric vehicles appear to be a great alternative to cutting costs. For those who frequently ride bicycles, transitioning to an electric bike or scooter wouldn't be too difficult especially for city dwellers. And yet conventional bikes are growing in population as people realise the advantages not only financially but physically too. City dwellers like to travel light and tight making the electric bike a great choice for zipping town.





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Photographed by David Kramer



Photographed by David Kramer



SUSTAINABLE LUXURY IN VENICE

Nestled within a cliff edge in the desirable Pacific Palisades district of Los Angeles, California, stands an intriguing building. Vicino House is designed by Timothy McCarthy of the Forma Design Group and Michael Gottlieb, owner and developer of the home. The house has enviable 180° views of Santa Monica Bay and the Pacific Ocean, a luxury 'gut' rehabilitated interior (originally built around the 1950s)

and most interestingly of all – top sustainable design credentials. From energy-efficient systems to the recycling of construction materials during the building process, the green achievements of the project team combined with the stunning final design have exemplified an aim to achieve 'sustainable living and luxury design' set by Gottlieb and McCarthy early on in the creative process.



Photographed by David Kramer



Photographed by David Kramer



Having incorporated green practices into their design and building methodologies for many years, it should be no surprise that the Forma Design Group were able to complete the Vicino House project in style and with function. Covering production stages such as site and environmental analysis, the building design phase and project management gave Forma the confidence to step in at any stage of the project and make live decisions. Collaborating and working hand in hand with developers and owners also gives the team the ability to make those decisions with knowledge and diligence. The positive results from the Vicino House project speak for themselves: two solar thermal panels provide about 70% of the domestic hot water needs, the interior is decorated with 100% recycled glass counters and perhaps most impressively of all 75% of construction waste was recycled.

In the words of the Vicino House team; 'to build sustainably, we quickly realized that every aspect of the home was interrelated, like the ripple effect of a pebble being

tossed into a pond'. An appropriate phrase when examining how Forma Design Group's advanced sustainable approach to design and building has achieved LEED platinum status. This accolade is not just a one off. It was the development of their process and project experiences with collaborators and developers over the course of time that led to this highly rated green award. As humanity learns to embrace the first point in history when people in cities outnumber those outside of the urban populous, the collaborative step-by-step and environmentally aware vision of Forma is something developers in a large scale as well as 'eco luxury' could do well to bare in mind for the sake of a bright future.

Photographed by David Kramer



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THE GREAT ESCAPE

In a profound technologically advanced Western world, many are seeking solace in the most remote grounds available. Host to unmistakably epicurean, yet untouched scenery in Tulum, Mexico lies a secluded beachfront resort aptly named Casa De Las Olas or “house of the waves.”

Originally designed to be a single family home, Casa De Las Olas has subsequently divided the property into a five-suite retreat. The winds of nature’s air conditioner roll through each room filled with Mexican and Indonesian furnishings, hand painted tile work and tropical hardwood beam ceilings. For those requiring additional abatement of temperature, the Caribbean Sea or the freshwater cenote linked to the rivers that flow beneath Tulum might

prove a tranquil alternative.

“We have big overhangs to keep the sun out and the house cool. The house is angled to take advantage of the cooling sea breeze. All the rooms have multiple vent areas coming from an internal void below in order to have a constant cool airflow, which pushes the warm air out of the ceiling vents,” says James Greenfield, the property caretaker.

Committed for thirty years to leaving their pristine surroundings as they found them, property owners have chosen solar energy and a low-pressure water system. “The house has a flat roof, so we were able to install sixteen solar panels. We are completely off the grid and self-sustaining. The roof was set up with a rain collection system that feeds





into a 20,000 liter holding tank in the foundation of the house to give us fresh, sweet water to irrigate our plants and our gardens,” explains Greenfield.

Providing guests with biodegradable personal care products and using organic cleaning compounds, produced from a local manufacturer called Botanik, lend furtherance to protecting the land, water systems and structure. Surprisingly, there will never be any mold issues even in such a moist climate due to the constant flow of temperature gradients as a means to push the air.

“I have also upgraded the septic with a system to convert all waste water to non-toxic gray water, which we can use for watering vegetation. We compost all the food waste and use it to feed our gardens and plants. We also separate our garbage and take it to a recycling center,” says Greenfield.

Casa De Las Olas is the gateway to exotic adventures including the illustrious Sian Ka’an Biosphere Reserve, which comprises 1.3 acres of

lustrous, unscathed land. Through conservation, the reserve has become a nesting ground for many wading birds and endangered sea turtles. It also contains seventy miles of the second largest barrier reef in the world.

Rich in ancient Mayan culture, Tulum has been called the “floating city.” The Mayans believed it was unattached to the earth, this myth was perpetuated due to the underground rivers. The most prominent building in Tulum is the sacred Mayan temple El Castillo, “the castle,” which many visit while perusing the ruins of the area.

Privacy is taken very seriously and arrival directions are given to each guest personally before arrival, making this location the perfect great escape.

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DEMOCRATIZING WEARABLE TECHNOLOGY SEEMS LIKE A TALL ORDER DO YOU THINK IT CAN BE DONE?

Yes! What 3lectromode aims to do is to combine the DIY (yet very stylish potential) of the sewing pattern with computational and electronic components which are suitable for an entry-level “wearables” maker. This “democratizing of wearables technology” - and our by line is “3lectromode holds the vision of innovating in the field of wearables by combining technology with customisable prêt-à-porter fashion. We aim to inspire a future where wearables are democratized, aestheticized, and performative.” - has presented us with a number of exciting challenges and future goals which we believe are very attainable.

WHICH GARMENTS IS GAINING MORE MAINSTREAM EXPOSURE ILLUMINATING OR SHAPE CHANGING?

I would say the general pulse is going toward illuminated garments. The LED is a very stable technology and

was originally built into circuits as an “on/off” indicator, so it is great for an immediate visual feedback. Other kinds of illuminated wearables include fibre optics, lasers, and a while ago Chanel put out a shoe with an incandescent light bulb as the heel. We are definitely going to see new and evermore innovative ways of making our clothing *twinkle*. But, I would also keep my eye out for shape-changing wearables utilising 3D printing, origami, and materials such as shape-memory alloys, a metal which can be “programmed” into a specific shape as these technologies are rapidly evolving.

IS CLIMATE CHANGE A FACTOR FOR WEARABLE TECHNOLOGY?

“Wearable technology” and “sustainability” do not necessarily go hand in hand. Technology, though having the potential to be very beneficial to humans — with new ways of harnessing energy, and protecting us — is corrosive to the planet as it creates a great amount of toxic waste. To seamlessly integrate technology into textiles is to

potentially condemn textiles as a non-recyclable material. The challenge with main-stream developments in “smart” textiles will be developing sustainable ways of integrating electronics.

HOW IMPORTANT IS WEARABLE TECHNOLOGY TO THE FUTURE?

Wearable technologies have a great potential to act as second skins and can become a mediating membrane between our bodies and the environment. As a society, anything which can be beneficial in terms of medical and safety practices will be embraced. Monitoring technologies for the sick and elderly and reconnaissance technologies for those working in high risk environments are sure to be a key way in which wearables technologies contribute to this future. Technology which enhances and saves lives is technology at its best. However, the entertainment and communication industries are sure to harness the potential of wearables in some equally captivating ways.



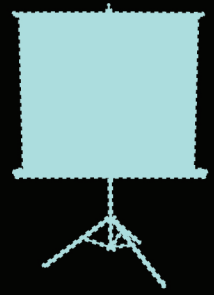






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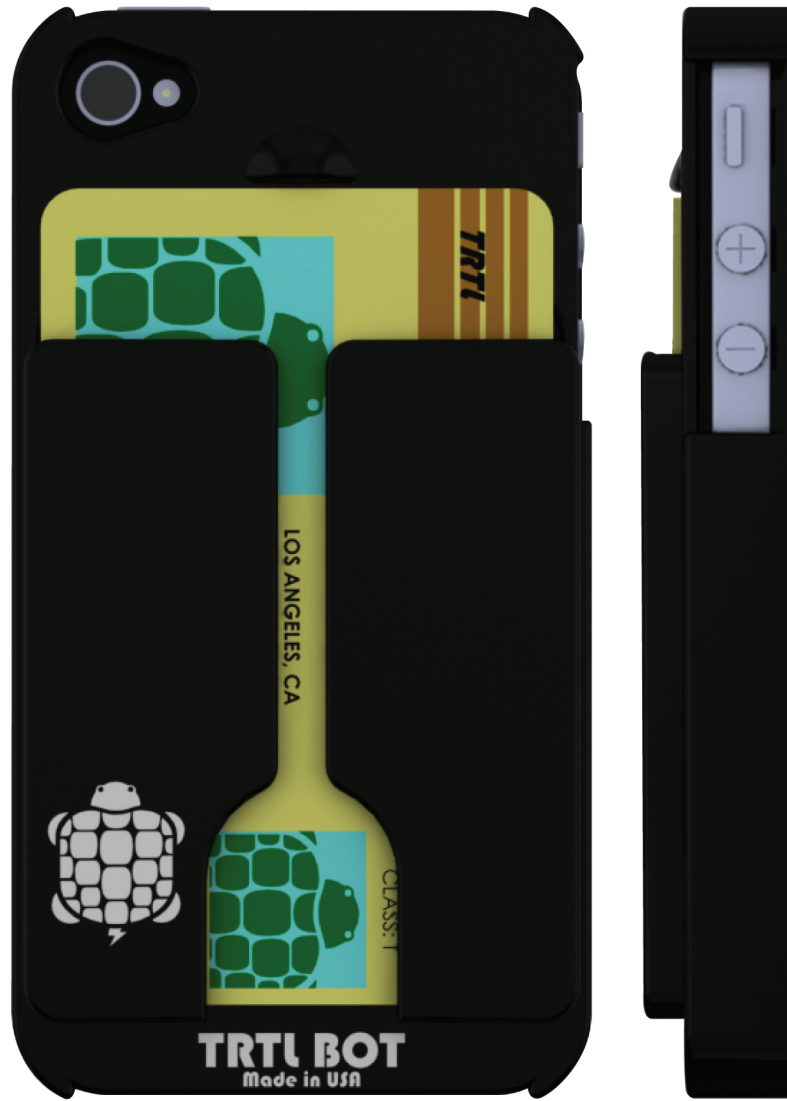


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