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Product Designer

Press Release: Energy Tree, May 2007

After updating my Corfolot profile Ben Arent was chucked around the blog-o-sphere starting at yankodesign.com this resulted in being posted on Crave, then Engadget. Turning my sleepy design portfolio into international press. This is my first press release so please stay with me!

Energy Tree was a concept developed for Mircosofts 2006 Startsomething PC competition <http://www.nextgendesigncomp.com/>. Information about the competition is available from a Microsoft Press release <http://www.nextgendesigncomp.com/FactSheet.doc>. The Energy Tree was one of the 34 finalists, with winners to be announced.

Information about the Energy Tree can be obtained from my official entry form, http://www.benarent.co.uk/portfolio/energy_tree/PDF/Entry_Questions.pdf . A quick description is that the Energy Tree is a dedicated central computer that monitors energy consumption and recycling efficiency. It outputs onto a retractable screen and to a real life tree. There is an actual “tree” that would grow its self maintained by the Energy Tree, but the health of the tree is controlled by your efficiency with recycling and energy consumption. Be a good recycler, the tree grows. Waste energy and the tree gets a disease and starts to die. The use of a tree is to create an emotional connection to the product, meaning people won’t leave Energy Tree as just another piece of E-Waste.

Q&A:

Q: When can I buy the Energy Tree?

A: Its still a concept, but if there is an interested party I would be happy to help create designs for production.

Q: If I could buy the Energy Tree, How much would it cost?

A: All of technology exists, but If I were to sell it I would like to see a price of \$400 for the Tree, the power controls and recycling buckets, for a normal home would cost another \$400.

Q: Where can I download Press Images?

A: http://www.benarent.co.uk/portfolio/energy_tree/press/

Q: What is next from Mr. Arent?

A: Loads of Stuff, I’m currently working on Concept for Facebook, A new Ergonomic chair, a Wii Toy, and many more. Ben will finish his internship in June and will be looking for companies to work with for his 4th year design project.

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Press Release: Images

Images are available from http://www.benarent.co.uk/portfolio/energy_tree/press/images/ .
 All Images are 300DPI, if you need a specific format, or would like a unquire view. I can render and angle. This would cost \$200 but I can do any view.



Overview:

Layered TIFF (13.8 mb)
 JPEG (1.5 mb)



Top Down:

Layered TIFF (12.6 mb)
 JPEG (1.2 mb)



Tree Closed:

Layered TIFF (13.3 mb)
 JPEG (1.1 mb)



Extras:

Layered TIFF (9.14 mb)
 JPEG (1.14 mb)



GUI:

Layered TIFF (9.14 mb)
 JPEG (1.14 mb)