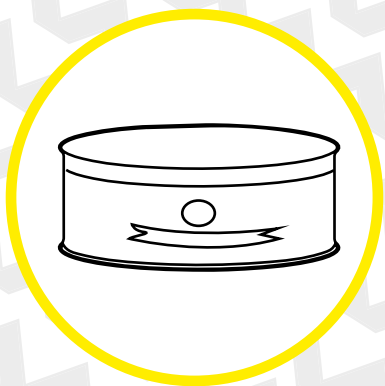


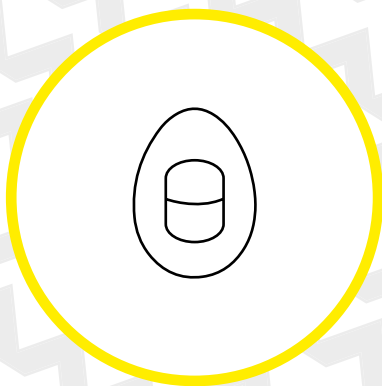
# **Design for Durability**

**Mirko Michelacci**  
**[mirkomichelacci@hotmail.it](mailto:mirkomichelacci@hotmail.it)**

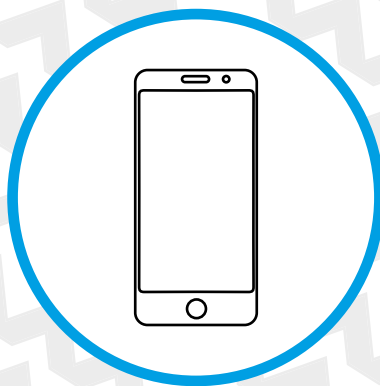
#01 ROYAL DANSK



#02 KINDER SURPRISE



#03 FOLDABLE SMARTERPHONE



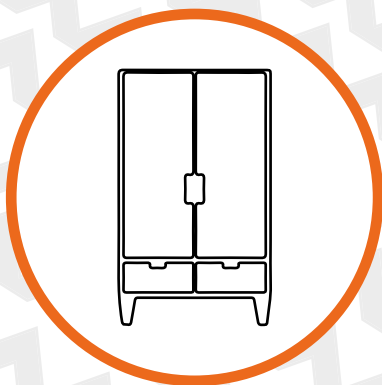
#04 NEW KINTSUGI



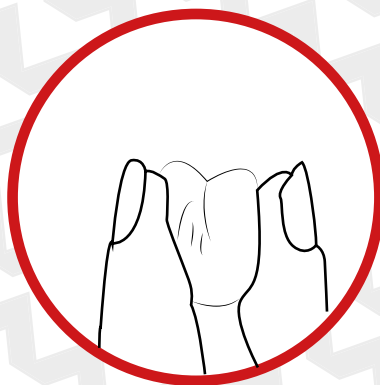
#05 WOOLFILLER



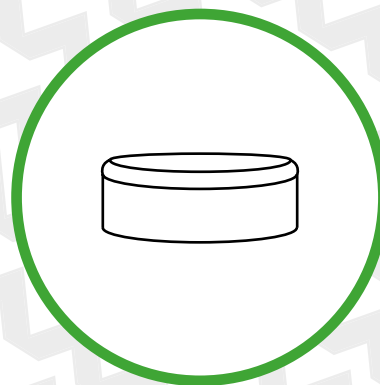
#06 CORIAN



#07 EXTERNAL WARDROBE



#08 SELF SETTING RUBBER

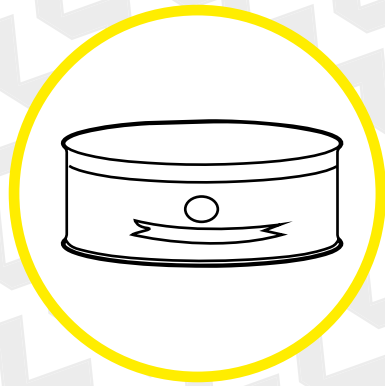


#09 SULAPAC

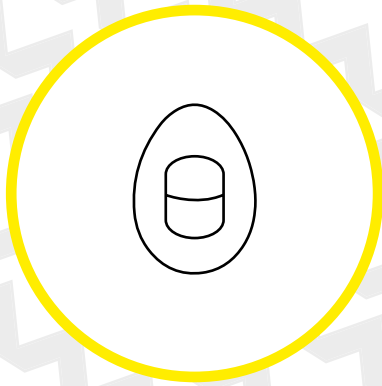


#10 OAT BRAN DISHES

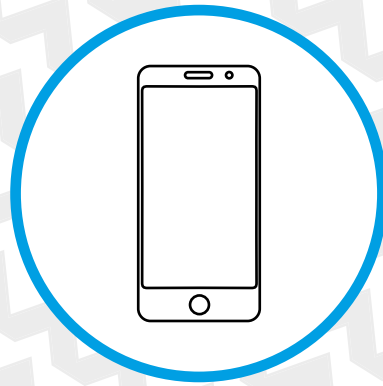
#01 ROYAL DANSK



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#04 NEW KINTSUGI



#05 WOOLFILLER



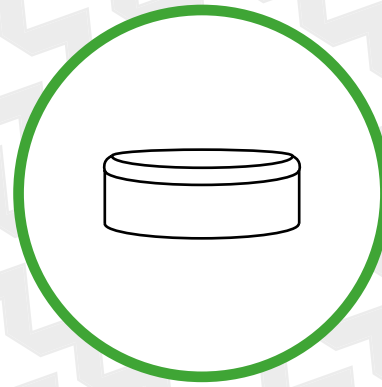
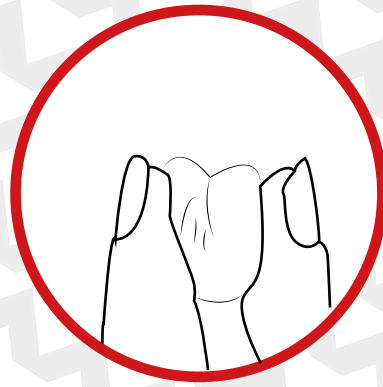
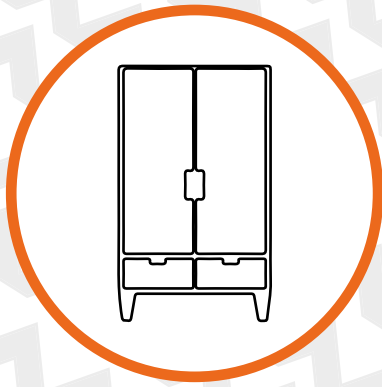
DURABILITY like PACKAGING WITH SECOND USE

DURABILITY like EASY REPAIR

DURABILITY like QUALITY MATERIALS

DURABILITY like CUSTOMIZATION

DURABILITY like INTELLIGENT DISPOSAL



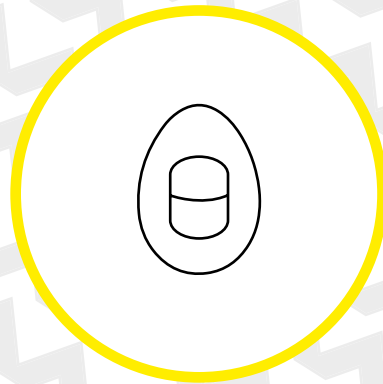
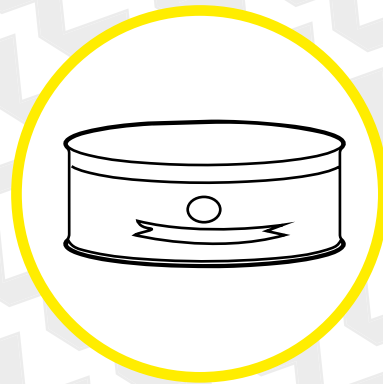
#06 CORIAN

#07 EXTERNAL WARDROBE

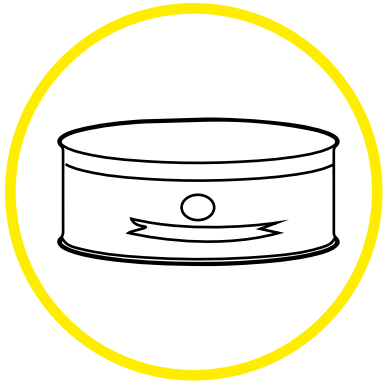
#08 SELF SETTING RUBBER

#09 SULAPAC

#10 OAT BRAN DISHES



DURABILITY like PACKAGING WITH SECOND USE



## #01 Royal Danks

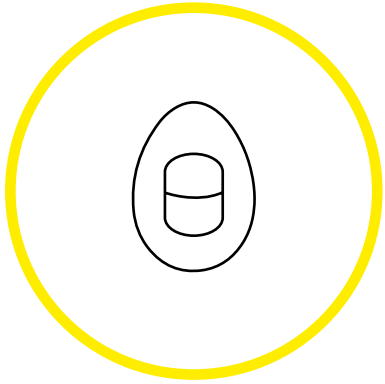


This is a simple example of a reuse.

In each grandmother's house there is a royal dank tin box with inside needles, threads, etc.

We don't know if "Royal Danks" adopt this packaging to be voluntarily eco-sustainable but, certainly, this solution **extends the life of the product** (durability) and reduce the garbage. In fact, today a lot of brand of biscuits use three or four different wrappers and often these are composed by different materials and they do not favour the rubbish separate collection.

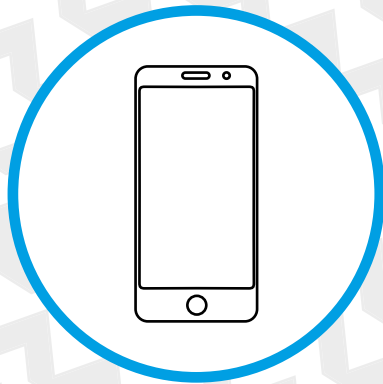
Instead, Royal Danks created a product with a high durability.



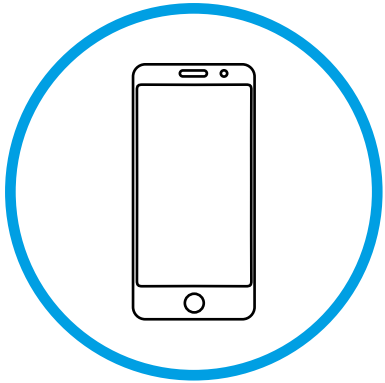
## #02 Kinder surprise



Also Kinder, **sometimes** use the packaging of the surprise in an intelligent way. The yellow container that have the surprise inside is **part of the same surprise**. Is not rubbish and is a “durability product”  
Unfortunately, only a small part of the surprise can use the packaging like a game. But, it would be interesting think to secondary uses of this packaging (Such as transform it into **aggregable elements** to create constructions or provide a kit that turns them into **collectible games**).  
In this way we would have a reduction of plastic waste would extend the life of the product.



DURABILITY like EASY REPAIR



## #03 Foldable smarterphone



Removable parts, a **customizable** interior and endless exterior combinations with a folding mechanism for opening the phone and accessing its components. The smarter phone is one of the winning projects of the “Design for (Your) Product Lifetime” design contest for products that can be repaired and will stand the test of time, even if some of their components need to be replaced.





## #04 New kintsugi



Do-it-yourself design repair for pottery objects. Created as a reinterpretation of the ancient **Japanese art** of kintsugi, a technique dating back to 1470, literally meaning “joined by lacquer”, the project has become a repair design-kit that is sold online. The glue, made with a very strong adhesive, can also be applied to other materials similar to ceramic or porcelain, and is available in silver and gold shades (gold lacquer was used in historic kintsugi).

[www.lottedekker.nl](http://www.lottedekker.nl)



## #05 Woolfiller



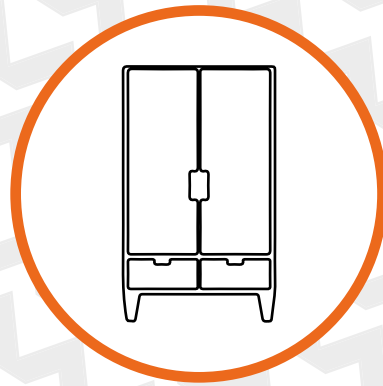
A self-produced design kit created to suggest ways of **repairing little holes** and disguising **indelible stains** on woolen items.

Applied by hand or with a special machine to anything that can be stitched, the kit has a registered trademark and is sold online.

**It works because wool fibers contain tiny scales that open up when they are pricked with a felt needle.**

The open scales bind together and will no longer separate, even during washing.

*[www.woolfiller.com](http://www.woolfiller.com)*



DURABILITY like QUALITY MATERIALS



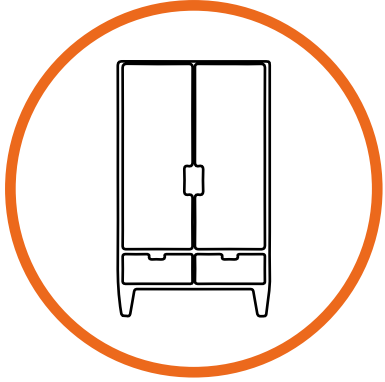
## #06 Corian



DuPont is a famous company that produce a material called "Corian®". Corian® is a material used for the production of **bathroom fixtures** and **hobs**. It is known for three important characteristics: **Versatility, reliability, durability**. DuPont™ Corian® develops as part of his international growth program "Endless Evolution".

The environmental performance of DuPont™ Corian® has been certified by prestigious independent organizations such as **GreenGuard®**.

*[www.dupont.com](http://www.dupont.com)*

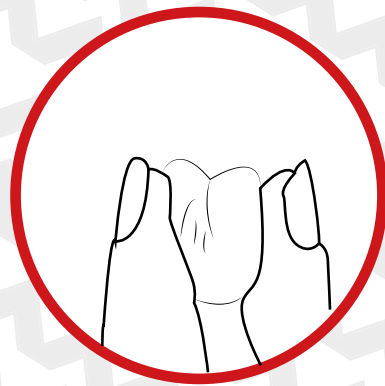


## #07 External Wardrobe



The new Tecnotelai multi-purpose outdoor cabinets are made of high-grade steel and are subjected to a painting treatment on galvanized sheet for a longer life. The special features, such as the sloping hat, the base recessed in the sides, the backs with ventilation slots make the cabinets **resistant to the most common atmospheric agents**, such as humidity, rain and wind.

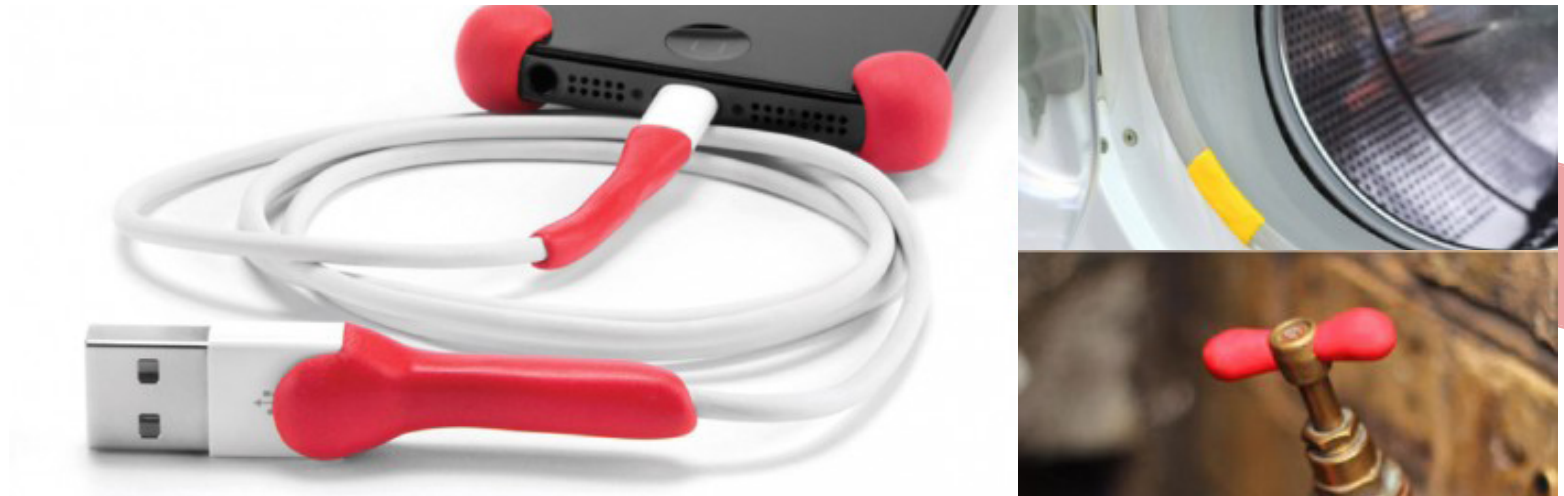
<https://www.tecnotelai.it/>



DURABILITY like CUSTOMIZATION



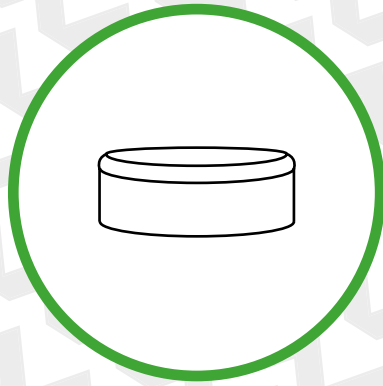
## #08 Self setting rubber



A patented **silicone rubber** that can be shaped. It is self-adhesive and self-polymerizing, Developed to repair things but also to make it possible to alter the form of objects, so that everyone can **adapt them to personal needs** or improve their characteristics.

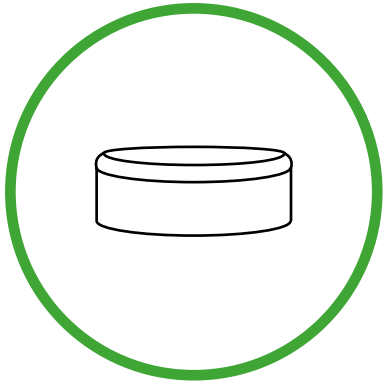
Once it sets, the rubber can stand up even to extreme environmental conditions, from the dishwasher to the Antarctic. Sugru is the Gaelic word for "play".

[www.sugru.com](http://www.sugru.com)



DURABILITY like INTELLIGENT DISPOSAL





## #09 Sulapac



This object is a cosmetic containers realized by a new material composed by **wood waste** and **natural additives** and **without plastic**.

Sulapac was born from the intuition of two Finnish biochemists who decided to revolutionize the packaging industry by presenting a zero-impact alternative.

**It is the opposite of the durability because the material can last up to 3 years if kept indoors and takes about 21 days to dispose of in the ground.**

Anyway, for me, it is very interesting because, even if its life is not long, it has a really intelligence “technology” to **reduce at zero the effect of its “not durability”**.

*[www.sulapac.com/](http://www.sulapac.com/)*



## #10 Oat bran dishes



The Polish company Biotrem has been producing **disposable bran tableware** since the 1990s. **Completely biodegradable in thirty days**, Biotrem dishes and cutlery are edible and resistant to high temperatures (not only hot dishes, but also oven and microwave). An original way and at the same time useful for not producing waste, and (helping to) safeguard the environment.

I consider this product very interesting for the same reasons of Sulapac: **“Not-durability” but with a smart strategy.**

*biotrem.pl/en/*



